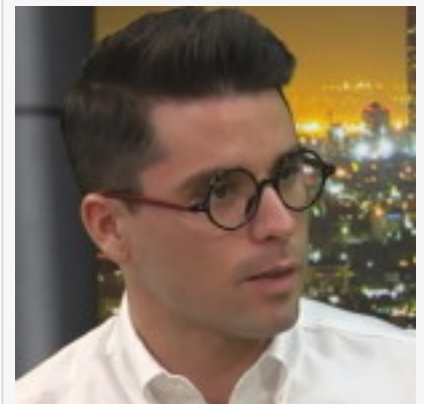


California CEO - Tech Start-Ups Receive Encouragement from Murrieta

David Bertolini, VP of Operations NOVOHIT, discussed with California CEO his efforts to advance the tech start-up community in Murrieta, CA towards success.

MURRIETA, CA, USA, August 12, 2015 /EINPresswire.com/ -- David Bertolini, VP of Operations [NOVOHIT](#), recently discussed with [California CEO](#) his efforts to advance the tech start-up community in [Murrieta](#), California towards success. His insights into advancing the field are rooted in years of experience as a leader at NOVOHIT.

NOVOHIT opened in 1996 and began as an investment by investors from Italy and Chile. The Italian owners of the company declared bankruptcy which caused the CEO to move to Mexico to retain his licenses. The company eventually began to operate in partnership with a business called Vela out of Germany as a warehouse database manager.



David Bertolini, VP of Operations NOVOHIT,

“As you can see being international has always been part of the blood of the company.” Bertolini said.

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The infrastructure in the US is much better for tech start-ups.
David Bertolini

Bertolini explained that after the partnership with Vela ended, the company moved to Internet based technology in 1999.

“It happened by chance that most of our clients at the time were hotels.” Bertolini said.

At that point Bertolini said that his company began to operate a Property Management System designed to digitally maintain all the workings that go into managing a hotel’s information systems. The system runs solely on Linux according to Bertolini who said that eventually advances in the booking technology led to the development of hotelRSV. According to Bertolini, a major problem in the hotel industry is a lack of integration between different databases within their company.

“If all those numbers get lost in translation and you have to retype them from one system to another, that’s a big problem.” Bertolini said. “When your accountant actually becomes a typer he’s not an accountant anymore.

Bertolini said that this causes fatigue that leads to errors when it comes time to analyze data. NOVOHIT covers 90 percent of the work that goes into maintaining hotel databases save for maintenance. According to Bertolini, the company moved its operations to the US because they wanted to better serve their Latin America market.

“The infrastructure in the US is much better for tech start-ups.” Bertolini.

After a period of analysis, Bertolini decided that expanding a company out of Murrieta was the most viable way to tap into the American market. Although he had originally wanted to build a new headquarters for NOVOHIT in a different Californian city, Murrieta was a more favorable location for Bertolini's idea of a place for technology to grow. Bertolini was offered membership to the Murrieta Chamber of Commerce soon after his decision to build in Murrieta.

"Three days after closing in escrow, I was invited to Coffee with the City," Bertolini said.

Bertolini said that he took part in a discussion to create an idea incubator for developing relationships between high-technology companies in Murrieta. He offered to lead the effort to give incentive for tech-minded people to stay in Murrieta to develop new software businesses over leaving for Silicon Valley or Los Angeles.

"Our company can't hire everybody so what you need is more companies," Bertolini said.

According to Bertolini, an effort was already underway in Murrieta to advance the healthcare technology industry in Murrieta so partnered with them to create what is now called CoHive Ninja. Bertolini said that anyone with an interest in developing a new technology based business in Murrieta is welcome to approach CoHive to further the development of Murrieta's growing tech community.

"If you have the idea, you just worry about the idea and then the city provides everything else," Bertolini said.

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