



In the “real time web,” information technology is providing tools for transparency, relationship-building, and responsiveness to create lasting and profitable relationships with customers. At the center of this trend is Chartbeat, a Betaworks start-up based in the old meatpacking district in Manhattan where Tony Haile helps thousands of clients track what content is most relevant for which audience, allowing publishers and businesses to understand the meaning behind their web traffic. This knowledge is so valuable that Tony and team recently raised \$3 million to expand the scale of their business.

**TONY HAILE
GENERAL MANAGER:
BETAWORKS’
CHARTBEAT
NEW YORK CITY**