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According to TechCrunch Apple is maintaining its long-term enterprise strategy with the hiring of 18 employees from Silicon Valley Data Science (SVDS), a startup providing data science-powered consultations.



The story says Apple did not acquire the startup itself, but a tech team including "at least" two co-founders, one of whom is the CEO. A comment from an anonymous person connected with SVDS says the purchase will "support product dev ambitions," and at least some people who have recently updated their LinkedIn profiles to show they work at Apple used to work at SVDS.

One such person is SVDS co-founder and CEO Sanjay Mathur, whose LinkedIn profile now tells he is a strategy and analytics leader at Apple. Another is another SVDS co-founder, CTO John Akred, whose LinkedIn job description reads "algorithms at Apple."

Founded by Jim McLean, Mathur and Akred, SVDS provides enterprise consultancy with a focus on existing technology (as opposed to building a solution to fit a specific need). As such, the team might be a good fit for Apple, whose current enterprise ambitions involve filling business needs through iDevices.

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