

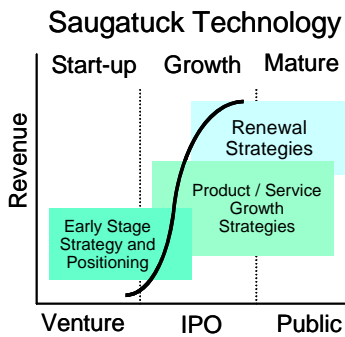


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## COMPANY OVERVIEW

### WHAT WE DO

Saugatuck Technology is a strategic advisor to senior executives, leading information technology vendors and investors, providing market strategy consulting and subscription research services that help our clients to win, keep and grow customers.



Since 1999, we have been helping clients to assess, conceptualize and build world-class companies. Whether it is an emerging venture or an established business, we identify winning market opportunities and build sustainable

business strategies.

Leverage our on-going *CRS subscription research* offerings, and tap into our proven consulting methodologies. Our veteran team of business strategists, industry analysts and operating executives average 20+ years of experience.

We are expert at helping vendors and services providers validate their strategies, and identify and assess new market opportunity "white spaces". In addition, we provide on-going go-to-market support, including helping clients refine their core positioning/messaging, and value-proposition.

For senior IT and business executives, we help them better understand key market trends, assess their technology and investment strategies, and apply best practices. And for investors, we are adept at helping to identify promising new opportunities, as well as providing advisory services such as M&A and due diligence support.

We live and breathe the combination of *marketing, business and technology*, viewing new markets from the outside in, and placing the greatest importance on the customer's point of view. Our collaborative approach leads to creative thinking and *strategies that are bold, pragmatic and actionable*.

### WHY SAUGATUCK

- Thought Leadership
- Deep Industry Experience
- Proven Processes and Methods
- Influential Industry Network

### Vendor Strategy Consulting Services

Custom consulting engagements supported by a fact-based, research-centric delivery model.

**Strategy / Market Assessment** – help clients assess key market trends and refine their business strategy and vision

- Assess key market trends relative to emerging strategy / offering alternatives
- Perform competitive and environmental analysis
- Develop market assessment models / frameworks
- Read and react review of offering / marketing plans

**Opportunity Analysis** – assist clients to identify new market and offering opportunities

- Identify / recommend "white space" opportunities
- Scenario planning using Saugatuck Scenarios™
- Develop winning product / service strategies
- Evaluate M&A opportunities

**Go-to-Market Execution Support** – assist clients with pragmatic strategies, tactics and program support to acquire customers and to maximize revenue

- Create / refine core messaging and value propositions (product, service and/or company)
- Launch Support, including tie-ins to sales training
- Establish profitable pricing and licensing frameworks
- Identify channel and partnership opportunities
- Alliance program support

### User Consulting Services

Research-based consulting services that leverage Saugatuck's on-going thought-leadership

- Leadership and Planning Workshops
  - Executive-level presentation and interactive workshops focused around key industry trends, directions and disruptive technologies
- Strategy and Program Assessments
- Deployment and Management Best Practices

### Subscription Research Services

On-going access to our subscription research / advisory services (CRS)

- Comprehensive research agenda delivered via *Research Alerts, Strategic Perspectives, QuickTake vendor profiles and Research Reports*, focusing on:
  - Emerging technologies (e.g., SaaS, SOA, Open Source, Utility Computing, Web 2.0)
  - Key business / technology trends
  - Disruptive market forces at the bus. process layer
- "Analyst Days", Exec. Briefings, Webinars, Events

### Value-Added Services

Supplemental research / advisory offerings that extend beyond the scope of our other programs

- Competitive Analysis and Market Intelligence
- Investment Advisory Services
  - M&A / Due-diligence Support
- Primary and Secondary Market Research

## THE TEAM

**Bill McNee**, Founder and CEO. Software and services strategy. 20+ years research mgmt., market/product planning: Gartner, Comshare, HBO, CBS. Former *Gartner Research Fellow*.



**Bruce Guptill**, Managing Director. Expert in high-tech marketing and business strategies. Expert in SOA, IT Value/ROI, eCommerce. 20+ years: Tallán, Gartner, TeleChoice, IDC.



**Charlie Burns**, Vice President. Enterprise software, business/IT services, IT systems technologies, utility computing. 35+ years: Giga, Gartner, IBM.



**Mark Koenig**, Vice President. eBusiness strategy/deployment, enterprise applications and integration, SaaS, eProcurement. 15+ years: KPMG Consulting, ASG.



**Mike West**, Vice President. Apps dev / integration, portals, compliance, SaaS, open source. 20+ years: CEB, Gartner, Apple, Fidelity, John Hancock.



**Julien Beresford**, Senior Research Director. Primary research. 25+ years: TBG, Peppers/Rogers.

**Adrian Bowles**, Senior Strategist. Software dev, advanced technologies. 25+ years: Co-Source, Giga, Atelier, New Science. Assoc. Professor, New York U.

**Priscilla Emery**, Senior Strategist. Recognized expert in document, content and email management. 20+ years: AIIIM, Gartner, BCBS, Combustion Eng.

**Bruce Kasanoff**, Senior Director. Thought-leader in CRM, personalization. Author of "Making it Personal." 20+ years: Accelerating1to1, Peppers/Rogers, Ogilvy.

**Erik Keller**, Fellow. Enterprise software. 20+ years. Former *Gartner Research Fellow*.

**Paolo Magrassi**, Senior Director. Advanced tech. Professor Milan Polytechnic. Consultant to European Commission. 20+ years: Gartner, Siemens, GE.

**Jim Mendelson**, Senior Strategist. Enterprise software. M&A/due-diligence support. 25+ years: Lazard, Soundview Technology, Morgan Stanley.

**Chris Morris**, Senior Research Director-Asia/Pac. Business continuity, data center, CRM. 25+ years: Gartner, Memorex Telex, Fujitsu and NAS.

**Igor Stenmark**, Senior Strategist. Software infrastructures, systems management, security. 15+ years: Gartner, Legent.



US OFFICES:  
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**Al Vanek**, Director. Major account development, with a focus on software and services. 30+ years: Modem Media, Viant, GE Info Services, Burroughs.

**Mary Welch**, Senior Strategist. Software pricing, licensing, asset mgmt., and product launch strategies. 20+ years: Gartner, Digital Equipment.

## WHAT WE KNOW

### Business Applications

- CRM, ERP, Supply Chain Management
- HR and Financial Accounting Applications
- eProcurement
- Business Intelligence, Knowledge Management
- Business Performance Management
- B2B Commerce / eMarkets
- Document, Content and Email Management

### Technology Infrastructure

- Utility Computing
- Corporate Portals and Platforms
- Web Services and SOA
- Open Source Infrastructure
- Application Integration (EAI) and Middleware
- Database and Data Warehousing
- Security, Privacy and Encryption
- Network/Systems Management
- Data Center Architecture
- Wireless Infrastructure/Applications

### IT / Business Services

- Software-as-a-Service (SaaS)
- Business Process Outsourcing (BPO)
- Business Transformation Services (BTO)
- Business Services Provisioning (BSP)
- eBusiness Services
- Strategic Sourcing
- Managed Services
- Application Service Provisioning
- Vertical and SMB Services

### Representative Clients:

ACS	ADP	Ariba	Avaya
BEA	Bell & Howell	Bull SA	BusinessWeek
Carnegie Mellon	CFO Publishing	Cognos	Employease
EMC	Epicor	Federal Res.	Fiberlink
Gartner	Hewlett Packard	Hitachi	IBM
Intel	Lockheed Martin	Microsoft	NCR/Teradata
Network Assoc.	Oracle	OutlookSoft	Perfect Com.
Progress	Prolifiq	QAD	Sage Software
SAP	Sybase	SUN Micro	Trident Capital
Unisys	VeriCenter	WebEx	