

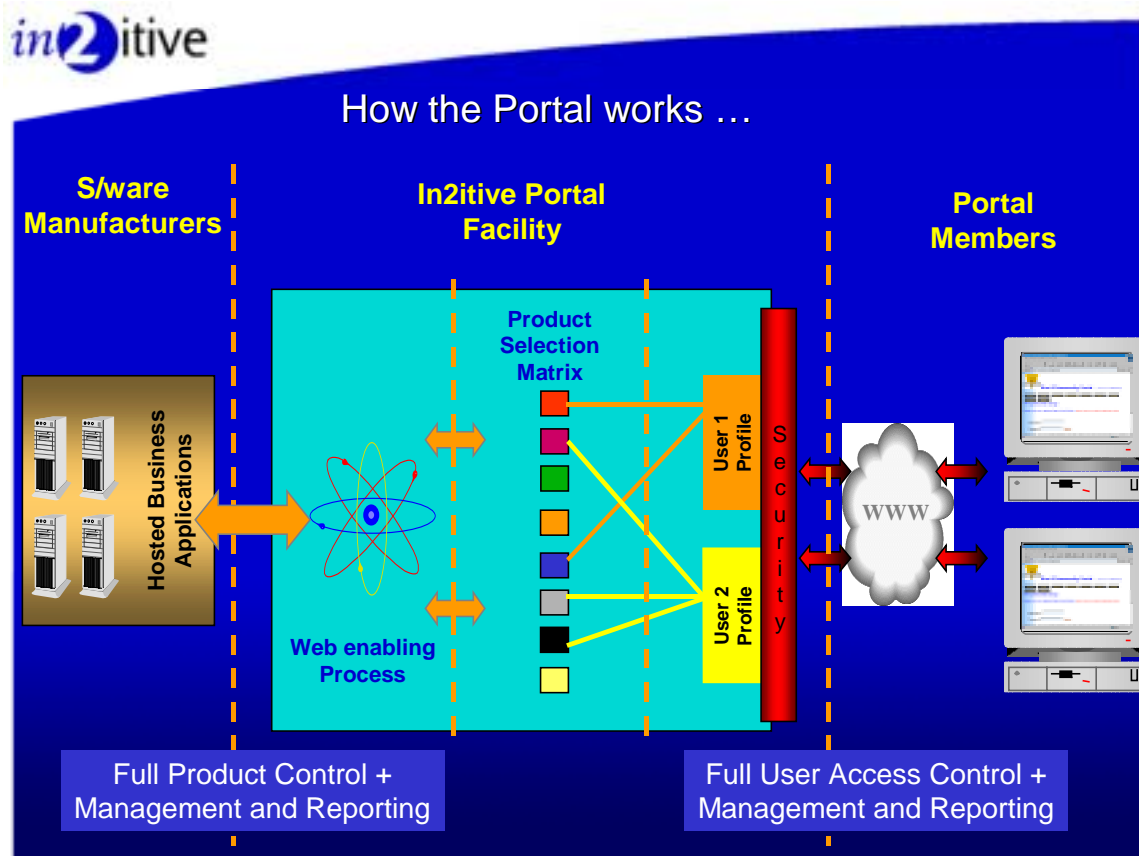
Why Financial Directors and Business Development Managers love In2itive!

Jeff Lenton – MD of In2itive Business Group explains the rationale for software manufacturers to serve their customer base from secure and centrally hosted ASP facilities and, tells how In2itive will take your existing software application, convert it to run in a web environment, load it onto a trial portal and give you access to test and evaluate functionality and performance – **typically within 24 - 48 hours.**

Innovation and technology make good bed partners, especially when it comes to driving down costs, improving both efficiency and customer satisfaction. At in2itive, we have successfully combined innovation and technology to provide a truly economical way to grow your business and drive up customer satisfaction.

The Internet has without doubt become “*the*” global communications medium and should be utilised as a tool to make your business and its products more efficient, more accessible, more secure, more profitable, more usable etc. etc.

Over the next 2 years, experts predict a major boom in European application service provider (ASP) business where subscribing customers accesses centrally hosted software applications - **the European ASP market is expected to be worth \$16 billion by 2005.** It’s rather like Sky’s subscription satellite channels – users subscribe to the application(s) you use, access it via the Internet and the ASP hosting company stores and maintains the core application and customers specific data.



Benefits

The ASP method has significant benefits for both software manufacturers and users e.g.

- **Manufacturers & Suppliers:**

The biggest single benefit is that only users who are registered can use the application. No more CD's sent out to be "loaned to a friend" or copied onto several machines – maximising license fees.

Other benefits include:

- Using the integrated "demonstration/shadowing" capability to perform one-on-one pre-sales demonstrations
- Extending your product reach to the "global" market
- Enabling your technical support team to share "live" applications with end users to resolve user issues and problems
- Offering a "total" service package to your customer base and consolidating the business relationship
- Allowing your customers to have a flexible usage and pricing plan

- **Users (your customers):**

Other than a massive reduction in the cost of ownership, the biggest single benefit for the user community is that their business applications are available wherever they are *and* whenever they want to use them – travelling *every* day to the office is no longer a necessity.

Other benefits include:

- huge savings on the cost of ownership - you don't need a high level of in-house IT expertise to support your applications as they are all managed for you by In2itive
- the potential for information sharing is much greater and much cheaper. If you have a number of geographically dispersed offices, each can access and operate the system as they would if you had a wide area network. This makes establishing and sharing best practice much simpler and more cost effective. It also means that you can share information externally much more easily, perhaps with customers or suppliers
- cost scalability - most ASP delivered applications are sold on a lower cost monthly subscription. This means that up front investment in the initial installation is considerably less and the cost of growing the system either internally or externally requires much less capital investment and is instant.
- the choice of only paying for what you use

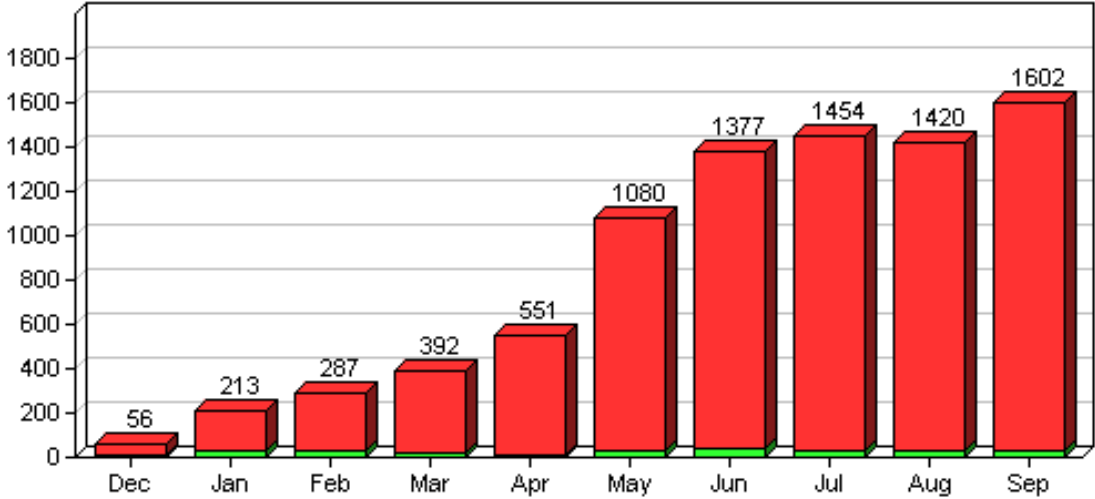
So why isn't everyone doing it?

Software manufacturers all over the world are trying to squeeze their ROI and extend the life of their existing products. They know at some point in time they may be forced by customers demand and/or the need to lower costs to deliver their products over the web. But redevelopment into a web-based format is both expensive and time consuming – that's their dilemma. Whilst the business logic to redevelop and migrate to a web based distribution and supply is fairly strong, it's a big step and how to minimise risk but maximise opportunity is the key to making this a realistic and tangible benefit.

In2itive will take any DOS or Windows based application and convert it within 24 - 48 hours with no change to the look and feel for the user. This simple process makes the migration a painless and provides an immediate opportunity to consider the merits to both manufacturer and customer. The low cost means that major investment requiring lengthy, complex ROI and risk analysis is superfluous plus the service can be rolled out to a trial customer base within days.

It's not all down to the manufacturers though. End-users and their business communities have concerns regarding security and performance and a startling Datamonitor survey claims that a recent survey revealed **78% of IT managers claimed not to have heard of the term "ASP"**. If IT managers are not thinking ASP then it's highly unlikely that those responsible for driving the business growth and finances will be aware of the major benefits brought by ASP. **The fact is, that if your business uses IT in any form, ASP is an acronym you need to understand.**

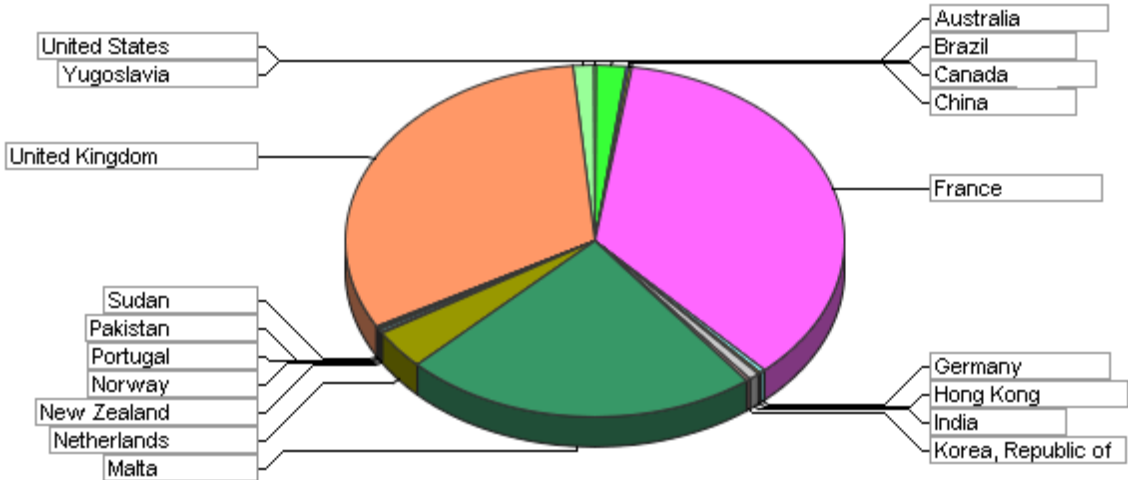
Monthly Live Application Accesses - September 2003



Our portal management and reporting system provides us with a minute-by minute view of each individual user's activities. We typically use this data to assist both application manufacturers and end user communities with consolidated reports on the usage profile and user activities associated with their products and/or users. The chart above illustrates the month-on-month growth of software application launches by end-users. All of these users had previously had to rely on their own IT infrastructure to host and manage access. The popularity of only needing an Internet connection and working from remote locations is clearly visible.

Extracted from the same data as the application accesses above, the chart below depicts the true international reach and use of our portal service. Products that were previously "restricted" to the UK market are now reaching a significantly larger global market.

September 2003 - International User Profile



Several of the applications that have been web-enabled actually perform better on our portal than they do in a normal standalone PC or client/server environment (see our case studies on our website). This is down to the high specification hardware platform and the absence of any network congestion often found on LANs, WANs and Intranets. All applications and associated

data are encrypted for use over the web and in addition, the secure hosting service provides daily back-ups of customer data. Commercial insurance companies are already beginning to discount premiums where data is held and backed-up off-site.

A new business model and revenue earning opportunity for business application manufacturers:

Since July 2001, In2itive has web-enabled and demonstrated more than 200 software applications. More recent successes include 2 significantly differing Windows based business applications and In2itive now hosts and distributes these from its ASP portal.

Concentration, Heat and Momentum Ltd (CHAM) of Wimbledon in London asked in2itive to convert their computational fluid dynamics software (cfd) application (PHOENICS) and to load it onto a bespoke portal.

CHAM had already spent many man-months time on rewriting their extremely sophisticated modelling application before deciding to test and subsequently implement the in2itive ASP solution from which they now derive a new, healthy and growing revenue stream. (Visit the CHAM portal at www.in2itive.biz/cham).

Financial and Investment Related Software plc (FAIRS) of Newcastle upon Tyne provide a comprehensive back-office and sales support software application to financial institutions. Historically, their customer base has been in the UK but since in2itive web-enabled and hosted their application, FAIRS have made serious inroads into the international market and secured a number of European clients. (Visit the FAIRS portal at www.in2itive.biz/fairs).

What's the opportunity cost?

We will web-enable one of your software applications and host it on your own corporate branded demonstration and evaluation portal built by our customer services support team. We will provide up to 10 secure user logins to enable you and/or your customers to fully evaluate the benefits of our service. At the end of the 3 month trial and evaluation period, we will help measure the benefit and help you plan your roll-out strategy and your trial fee of £6000 is subtracted from the full roll-out price – typically between £10,000 and £15,000.

So why do FDs and BDMs love us?

Isn't it obvious?

For software manufacturers in2itive provides a low risk, low cost entry to a revenue stream that perhaps you didn't know was there or, thought too much of a headache to even contemplate - a revenue stream that doesn't need market research to confirm is there – you probably suspect it is anyway and there's no better way than actually trying the product to secure business. **All of our customers have seen revenues and opportunities increase** and our reporting system delivers detailed user account information so you can actually analyse your customer base and construct your own pricing structure. Remember, your costs are fixed.

For end-user communities, we deliver the latest software versions straight to your desktop at the office, at home or to your hotel room. It will probably perform better than it does on your own network (even over a standard dial-up modem) and your data is held securely off-site. **The cost of ownership and support spirals downward** whilst we provide comprehensive reports of who has been using specific applications, when they used them and for how long.

Interested?

If you want to read what our customers have to say and discover more about why the in2itive web-enabling and bespoke portal is a **“must have”** for your business, then visit our website and select “Case Studies” from the “Support & Services” tab or alternatively, contact our sales team on 01733 394439.

Jeff Lenton
Managing Director

Products in the in2itive range include:



In2itive Business Group Ltd., 15 The Metro Centre, Welbeck Way, Peterborough PE2 7UH

Tel: 01733 394439 Email: sales@in2itive.biz Website: www.in2itive.biz