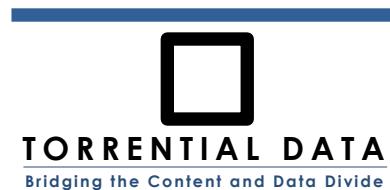


Content-Enabled Software: Measuring the Value for End Users



Benefits of Traditional ECM

- Minimizing human error, maximizing productivity, and reducing headcount
- Eliminating on-site and off-site storage costs
- Extending data-centric best practices, to “unstructured” content such as paper, faxes, and email
- Meeting recordkeeping and other compliance obligations across all media types



Costs of Traditional ECM

- Significant license fees that prohibit enterprise-wide deployments
- Months of configuration and implementation services
- Substantial end-user training on yet another stand-alone application
- Additional, recurring IT overhead to manage the technical complexity



The Embedded Alternative

- Quickly leverage existing, mission-critical applications to provide support for advanced ECM within an already-familiar UI
- Programmatically enforce repeatable, reusable, content-centric processes
- Minimized training
- Minimized IT overhead

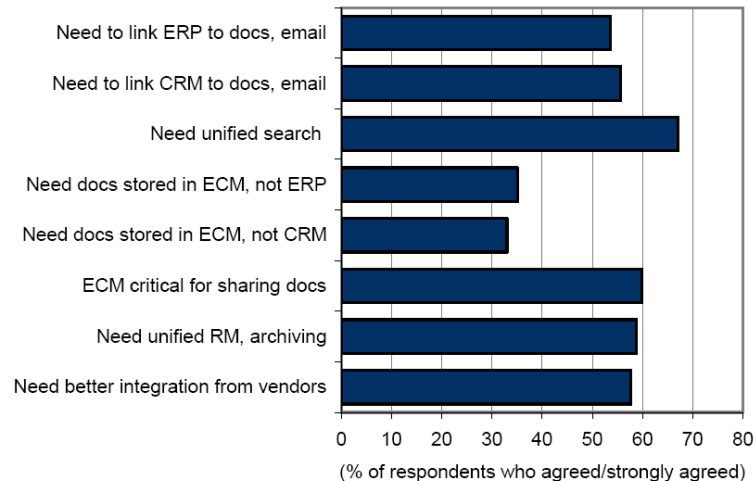


IDC: Enterprise Content Meets Enterprise Business Processes

- In a study (#IDCWPT02R) of large organizations (2,000 or more employees), IDC discovered several intriguing results, including:
 - 54% agreed/strongly agreed with the need to link records in ERP systems to documents and email to have a complete view of the context of a business transaction.
 - 56% of agreed/strongly agreed with the need to link records in CRM systems to documents and email to have a complete view of customer interactions.
 - 67% agreed/strongly agreed that it is time consuming to search multiple databases and repositories to find all of the “pieces” that relate to a particular transaction or matter.
 - 60% agreed/strongly agreed that an ECM system is critical for sharing documents that are used by multiple business processes (and even multiple enterprise applications).
 - 58% agreed/strongly agreed with the need for better integration between ECM and enterprise applications and would like to see vendors work together to provide pre-integrated solutions.

Customer Perceptions of the Need to Integrate ECM and EA

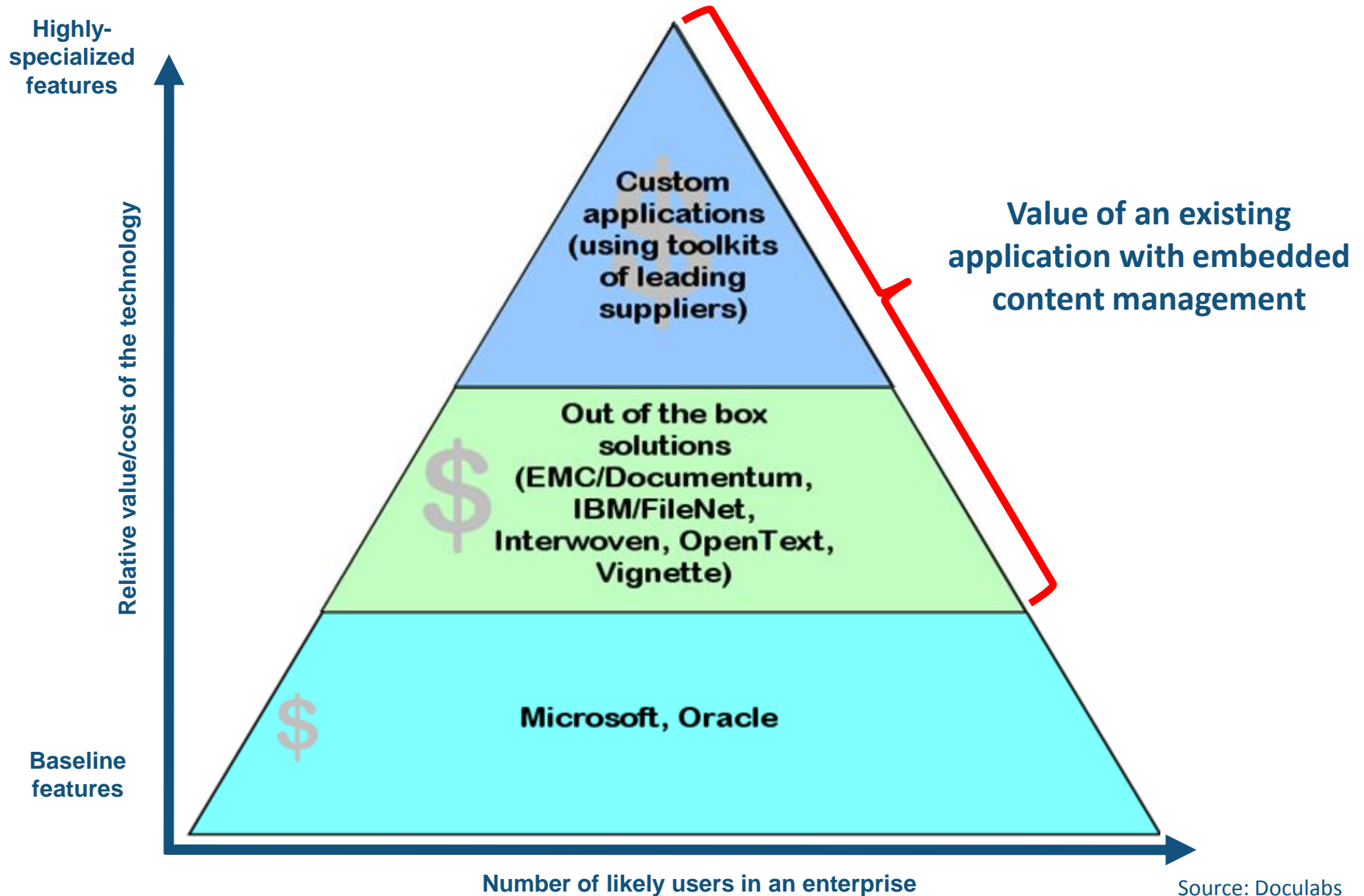
Q. Please indicate your level of agreement with the following statements:



n = 97, organizations with 2,000+ employees (total sample n = 308); multiple responses allowed.

Source: November QuickPoll Document Processes, IDC's Enterprise Panel, November 2008

Users of specialized software attach higher relative value to embedded content management vs. stand-alone content management



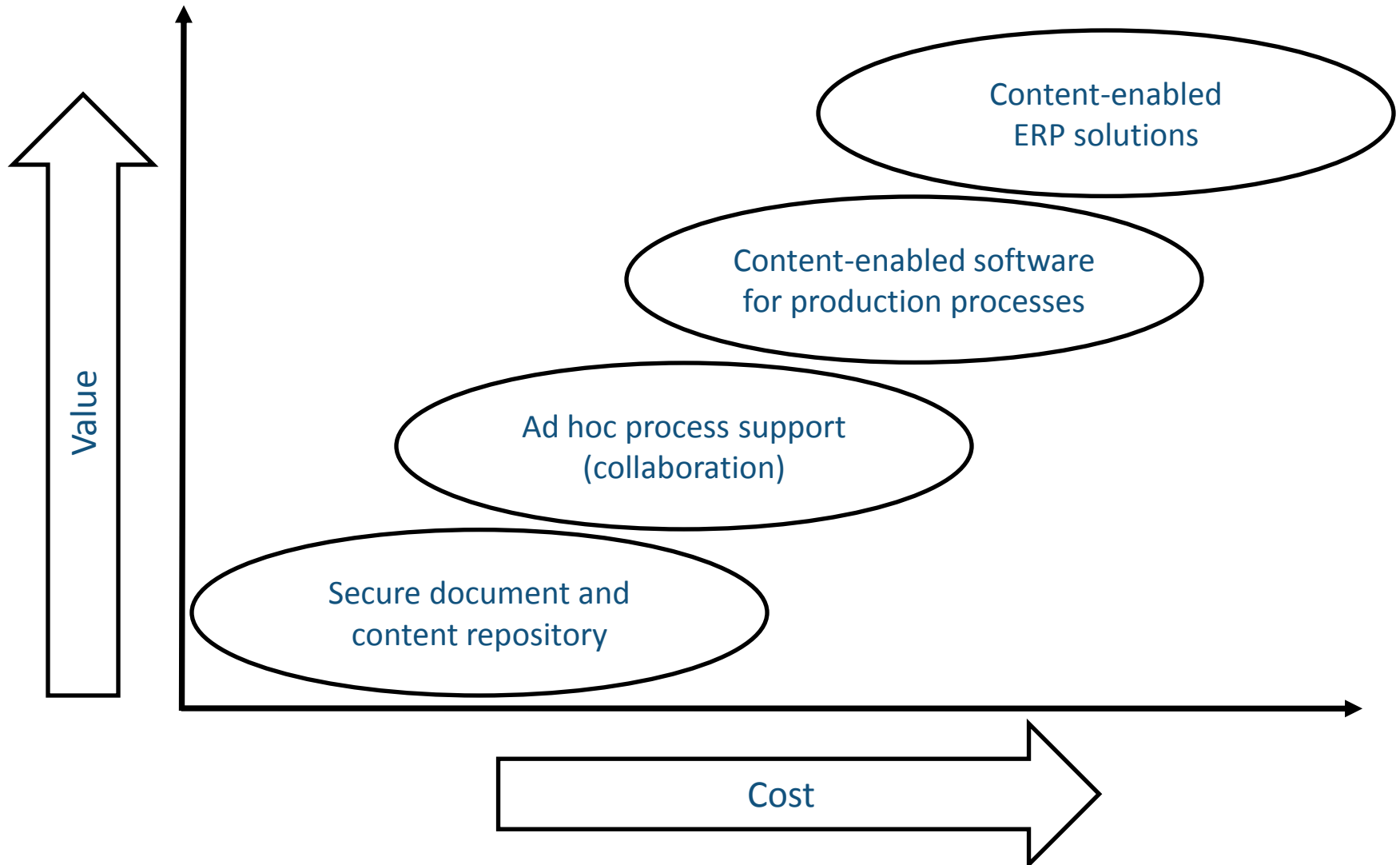
Interpolating the Value of Content Management

- License revenue for stand-alone ECM solutions (BuyerZone.com)
 - Handful of users = \$5-10k+
 - About 100 users = \$25-80k+
 - Hundreds of users = \$500,000+
- Services for process consulting, configuration, implementation, and training for stand-alone ECM solutions (2-3x license fees)
 - Systems integrators
 - VARs of ISV solutions



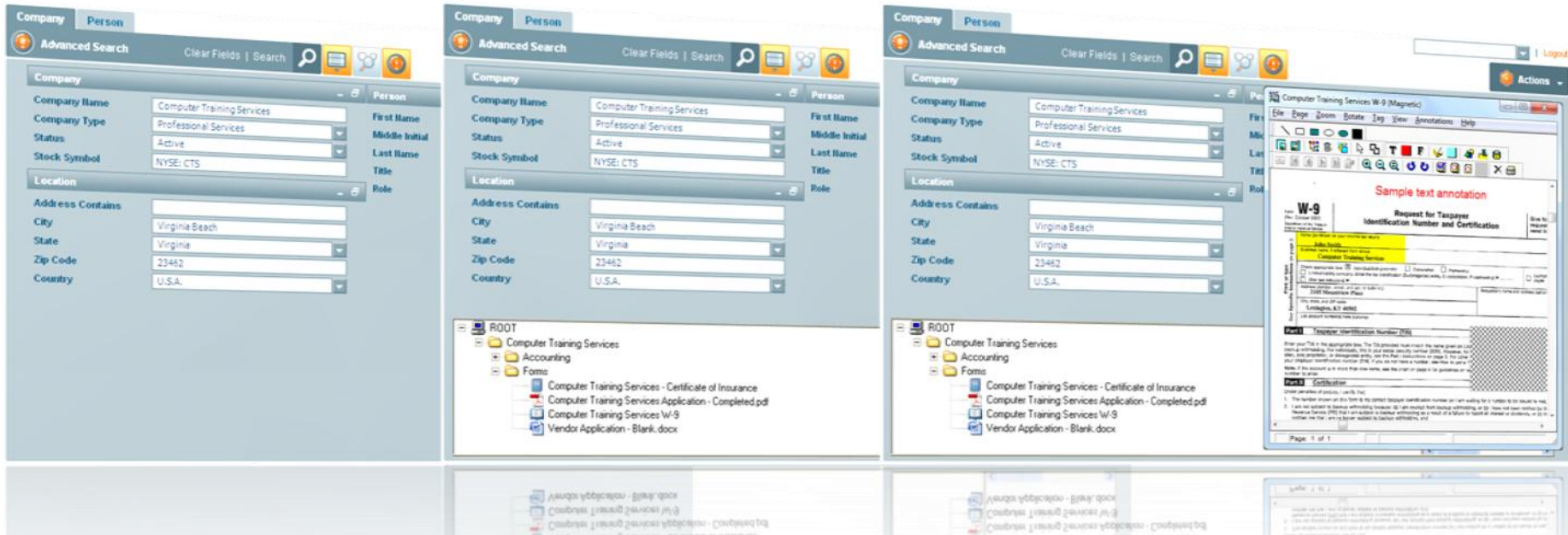
Steps of Increasing Value

Source: Gartner



IDC: Enterprise Content Meets Enterprise Business Processes

- According to IDC, “we’re in the early days of ECM/enterprise application integration – we’ve only just begun the journey to integrated enterprise information management.”
 - “Customer case studies demonstrating ROI are still scarce.”
 - “Investment in an integrated ECM/EA solution could help an organization save millions of dollars over the next few years (and improve its cash flow) at a time when many organizations are challenged to maintain profitability.”
 - “Improving the findability of information would save large U.S. enterprises an estimated \$10 million a year in worker productivity.” (*Hidden Costs of Information Work*, IDC #201334)



Transform your “data-centric” software application

into a “content-enabled” software solution

in less than a day using the Datahaven SDK for ECM.

Torrential Data Solutions offers complete, tightly integrated, database-driven software development tools for ECM—enterprise content management—that corporate developers, systems integrators, and ISVs can embed directly within the UI of existing software applications. Our collection of SDKs, APIs, visual components, and other tools transform these data-centric applications into content-enabled solutions in as little as a day. From document imaging to email and fax integration, OCR data capture, workflow, and content publishing and distribution, Datahaven provides the means for these data-centric applications to natively capture, process, store, and manage the entire spectrum of content and related metadata from within its already-familiar user interface.

