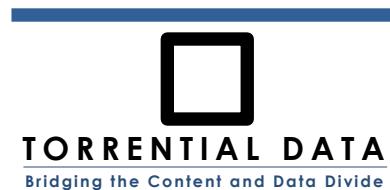


Content-Enabled Software: Measuring the Value for Solutions Providers



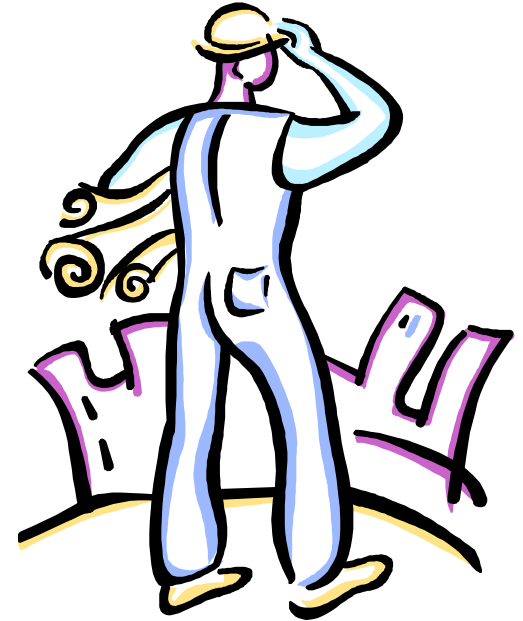
The Concepts

- Efficiently delivering solutions with functionality that offers end users triple digit returns
- Offering private-labeled software to generate higher license revenue and margins
- Broadening customer relationships to paper-driven processes to generate more consulting revenue
- Creating new practices groups



Building It Yourself

- Should you just because you can?
- Managing an index of files and related metadata can't be that hard, right?
- Many man-months of initial analysis and planning
- Multiple man-years of development and testing
- Internal infrastructure to provide ongoing maintenance, support, and enhancements

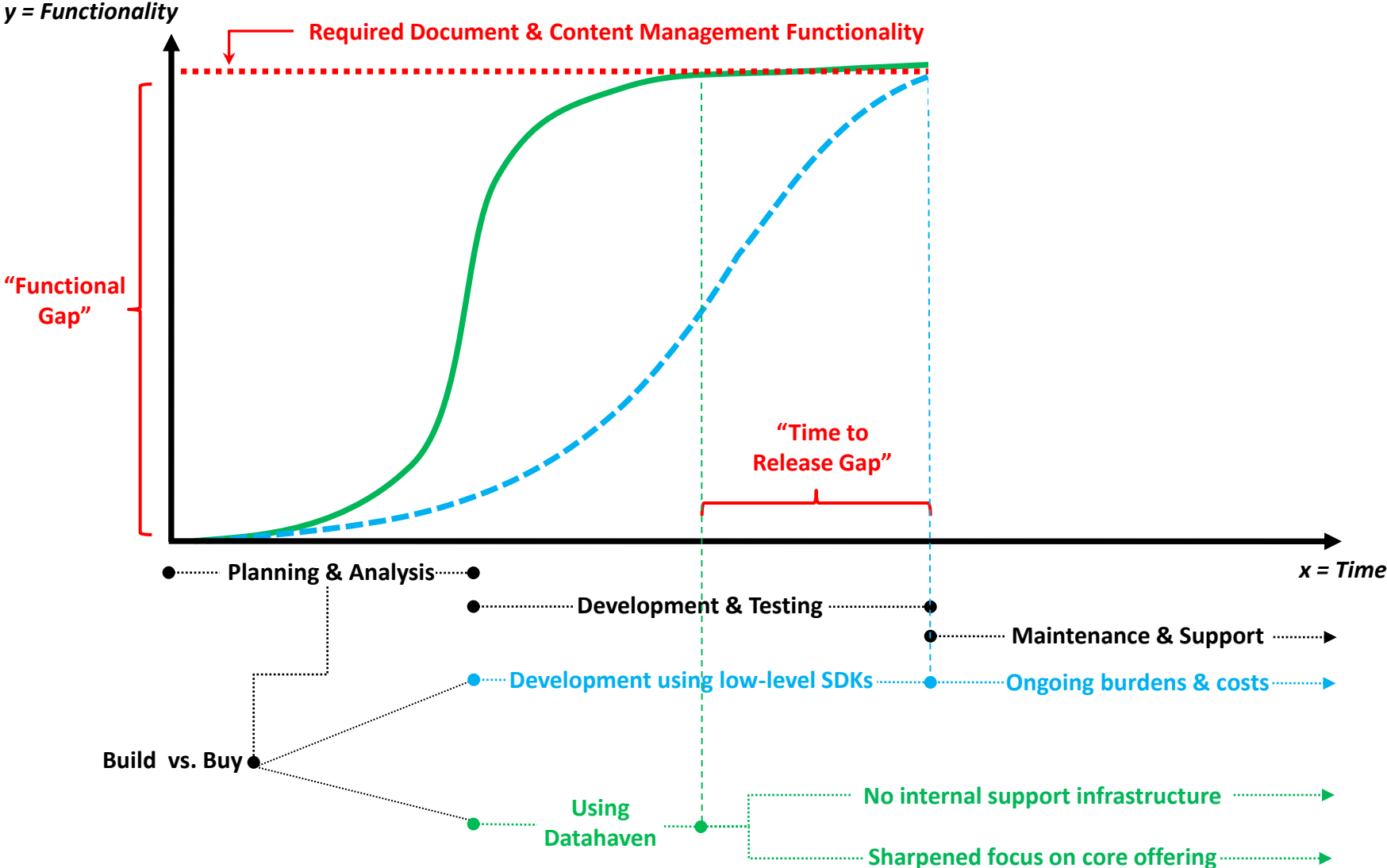


The Datahaven Alternative

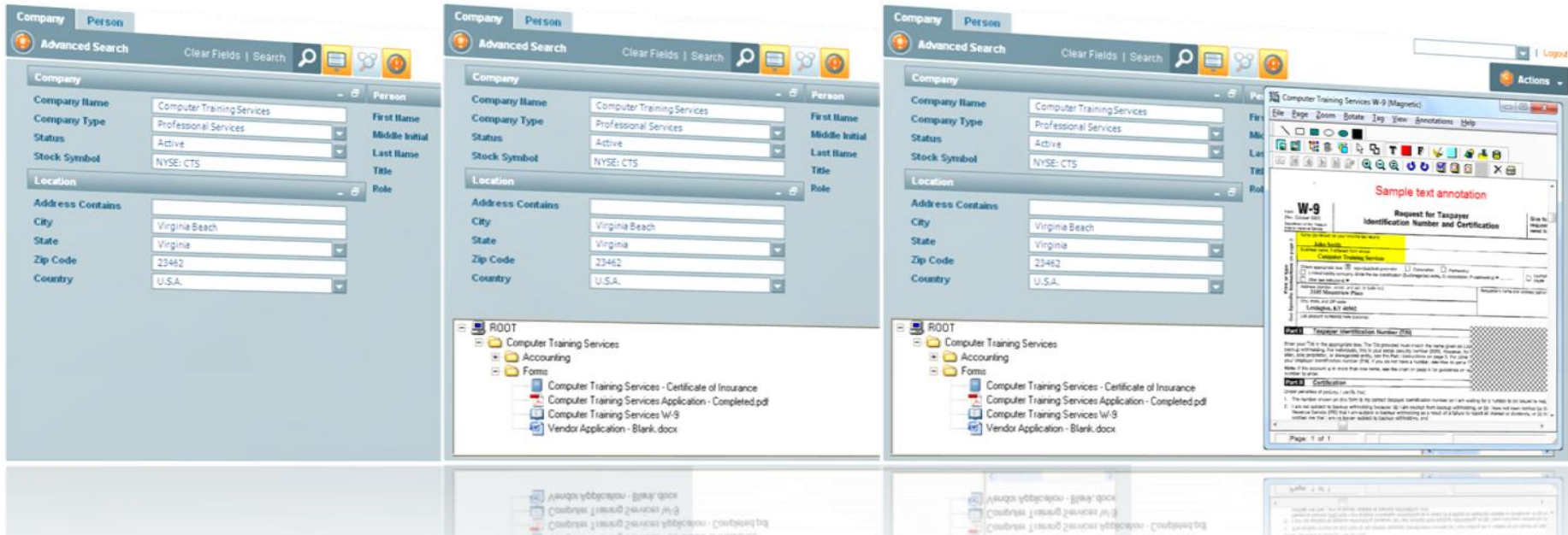
- Enjoy granular, programmatic control with access to hundreds of API calls
- Reduce time-to-market from more than one year to less than one month
- Allow development resources to focus on core business logic
- Increase revenue and deliver functionality with triple digit ROI



The Paths to Closing the Functional Gap



| | Number of FTEs Required | | | Annual FTE Cost (Fully-Burdened) | |
|---|-------------------------|-------------|----------------|----------------------------------|-------------------|
| | Low | High | | Low | High |
| Year 1 Resources / Expenses | | | | | |
| Planning, Analysis, Development & Testing (Primary Functionality) | 2.00 | 4.00 | @\$100K-\$150K | \$ 200,000 | \$ 600,000 |
| Planning, Analysis, Development & Testing (Integration Points) | 0.50 | 1.00 | @\$100K-\$150K | \$ 50,000 | \$ 150,000 |
| Management Overhead | 0.25 | 0.25 | @\$150K-\$200K | \$ 37,500 | \$ 50,000 |
| TOTAL YEAR 1 RESOURCES..... | 2.75 | 5.25 | | | |
| TOTAL YEAR 1 EXPENSES..... | | | | \$ 287,500 | \$ 800,000 |
| Recurring Resources / Expenses | | | | | |
| Maintenance / Support / Enhancements (Primary Functionality & Integration Points) | 1.00 | 2.00 | @\$100K-\$150K | \$ 75,000 | \$ 125,000 |
| Management Overhead | 0.25 | 0.25 | @\$150K-\$200K | \$ 150,000 | \$ 200,000 |
| TOTAL RECURRING RESOURCES..... | 1.25 | 2.25 | | | |
| TOTAL RECURRING EXPENSES..... | | | | \$ 112,500 | \$ 300,000 |



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.

