




Softricity, Inc. The Application Virtualization Company

A pair of hands, one above the other, are shown in a light blue, almost ethereal glow. They are holding a stream of glowing blue and white dots that flow from the left towards the right side of the image. The dots are of varying sizes and brightness, creating a sense of motion and digital data.

Harry Ruda, CEO
September 6, 2005

Softricity: Facts



HQ: Boston, Mass., USA

Founded: 1999

Offices: US: New York, Atlanta, Houston, Dallas, Chicago, San Francisco,
Washington DC (Federal), Cleveland, Los Angeles
EMEA: Netherlands, Germany, UK

Size: 110 people worldwide

Market: Large / Medium Enterprise

Focus: Financial Services, Healthcare, Pharmaceutical

Customers: 275+ worldwide

Funding: \$63 million – 4 private equity rounds to-date

Corp Atty: Wilmer, Cutler, Pickering, Hale & Dorr

Corp Audit: PWC

- **Meritech Capital – Palo Alto, CA**
- **Prism Ventures – Westwood, MA**
- **TD Capital (Toronto Dominion Bank) – Boston, MA**
- **FA Ventures (First Albany Corp) – Boston, MA**
- **Hunt Ventures – Dallas, TX**
- **Longworth Ventures – Waltham, MA**
- **Markpoint Ventures – Dallas, TX**
- **Technology Link Capital – Lexington, MA**

What Softricity Does



Softricity enables software to be as instantly available and easy to use as electricity

Softricity:

- Turns software into instantly available network services that do not need to be installed
- Employs unique, patented technologies
 - Application Virtualization
 - Intelligent On-Demand Delivery
 - Policy-based Management
- Saves enterprises over 80% in application management costs, 30% in help desk costs, and enables a four-fold increase in user up-time
- Provides global coverage

Softricity and the “Virtualization Stack”



Computing resources deployed in real-time based on immediate needs

Virtual Applications

Any application on any computer on-demand via network

Softricity

Virtual Operating Systems

Can be assigned to any hardware

VMware/Microsoft

Virtual Hardware (Grid Computing)

Can change its computing tasks in real-time

IBM/HP

Virtual Storage

Storage and backup over the network

EMC, Hitachi, Fujitsu

Virtual Network

Localizing dispersed resources

VPNs

Softricity Customer Sampling



- **Financial Services**

- Merrill Lynch
- AIG
- Fidelity National
- ABN AMRO Bank
- Prudential
- Morgan Stanley

- **Manufacturing/Legal/Other**

- Union Pacific
- Raytheon
- Mercedes
- Motorola
- Nokia
- Sprint
- Southwest Airlines
- US Dept Veteran's Admin

- **Healthcare**

- University of Utah Med Center
- U. of Ill. Medical Center
- Northwestern Medical
- National Institute of Health
- Mayo Clinic
- Trinity Healthcare

- **International**

- Martinair – Netherlands
- Novo Nordisk – Denmark
- Nuovo Pignone (GE Mfg) – Italy
- Inland Revenue Service - UK
- Kone – Sweden
- National Health Services – Norway
- Sampo Bank - Finland
- Aventis – Germany

A Changing Market & Company

- **1999: SoftwareWow.com**

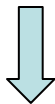


- **2001: Softricity**

- **Early recognition of changes in marketplace**
 - Change in demand function
 - Price erosion
 - Decline in revenue expectation
 - Greater cash requirements
- **Focus on identifying end user needs**
- **Transition of personnel**
- **Emphasis on unique branding and category differentiation**

A Changing Category

- **Streaming Software**



- **Application Virtualization**

Category Marketing: A Checklist



- **What are your core, unique benefits?**
- **Who is your competition?**
- **Are you first in your category? The leader?**
 - If not, can you create a new category?
- **Is the category part of a larger trend? Does it provide a continuing dialog in the industry?**
- **Is the trend likely to lead to industry adoption? Is there perceived and realized value?**
- **Is the category an essential “missing link?”**
- **Will your audience believe you?**

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- **Emphasis on unique branding and category differentiation**
- **Willingness to re-architect product**
- **Keep Board of Directors informed and involved**
- **Cash conservation**

Softricity Guiding Principles



- **The marketplace is the driving force behind everything we do**
- **We are a technology company with an overriding commitment to quality**
- **Our primary measures of success are customer satisfaction and shareholder value**
- **We operate as an entrepreneurial organization with a minimum of bureaucracy and a focus on productivity**
- **We think and act with a sense of urgency**
- **We value outstanding, dedicated people who can work together as a team**
- **We never lose sight of our strategic vision**



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