

COMPANY

Year in Review
and
Path Forward

SAMPLE

Quantitative Summary

- Sales Development
 - Exceeded booking target -- \$4.3M vs. \$4.1M
 - 1.5x increase in license pipeline (\$13.6M vs. \$8.7M)
 - Two new sales executives, bringing total to three
- Execution
 - 100% client retention
 - 10% growth in existing-client revenue (\$33.2M → \$36.5M)
 - Consistent Direct Contribution year over year – 10%
 - 2% improvement in EBITDA (32% → 34%)
 - Platform migration on budget and on track
- Capacity Development
 - Voluntary attrition ~7%
 - 100% of Development Programs moved to Agile processes
 - First “full crop” of college campus recruiting with seven new hires

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Last Year's Initiatives Review

Priority	Goal	Owner	Comments
1 Achieve or surpass financial goals	See financial plan	All	Exceeded targets
2 Increase software bookings and revenue backlog	See financial plan	Joe	Exceeded booking target Exceeded pipeline metric (\$16.6 MM vs. \$8.7 MM)
3 Establish and drive marketing to win over key new accounts: XXX, YYY, ZZZ	<ul style="list-style-type: none"> - Documented plans in place - Monthly reviews conducted - Monthly progress made 	Sue	Monthly reviews taking place Intell increased at all targets Progress being made at GSA, BTA, Navy, and Army
4 Secure next big win	<ul style="list-style-type: none"> - Documented plans in place - Monthly reviews conducted - Monthly progress made 	Marta	On track for follow on contracts
5 Provide all the value we can to existing key clients	<ul style="list-style-type: none"> - Increase scale of involvement with top tier customers by 20% 	Les	Success at current key accounts

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Our business solves a problem for a customer.

We provide

WHAT



for

WHO



in order for them to

WHY

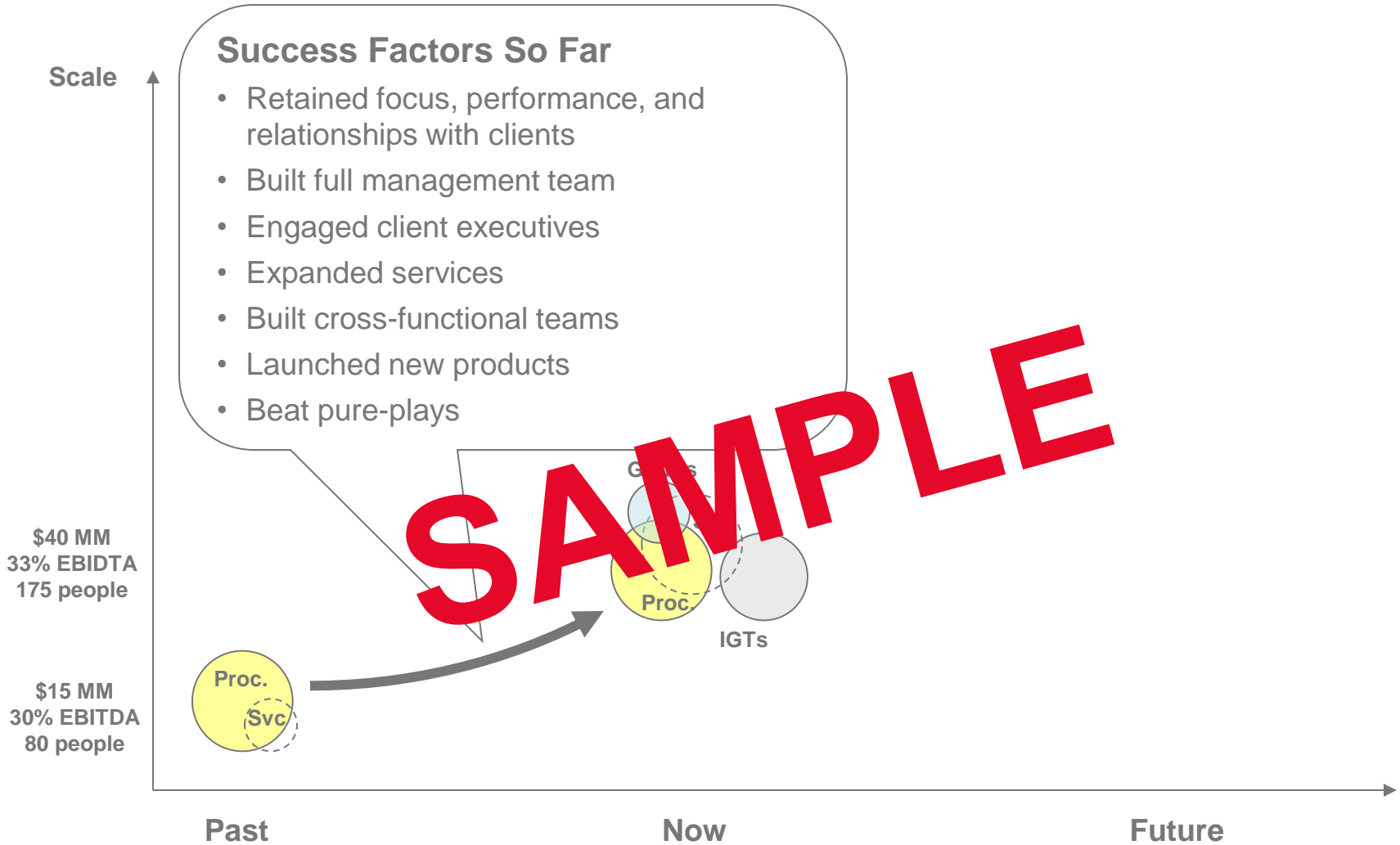


We strive to ...

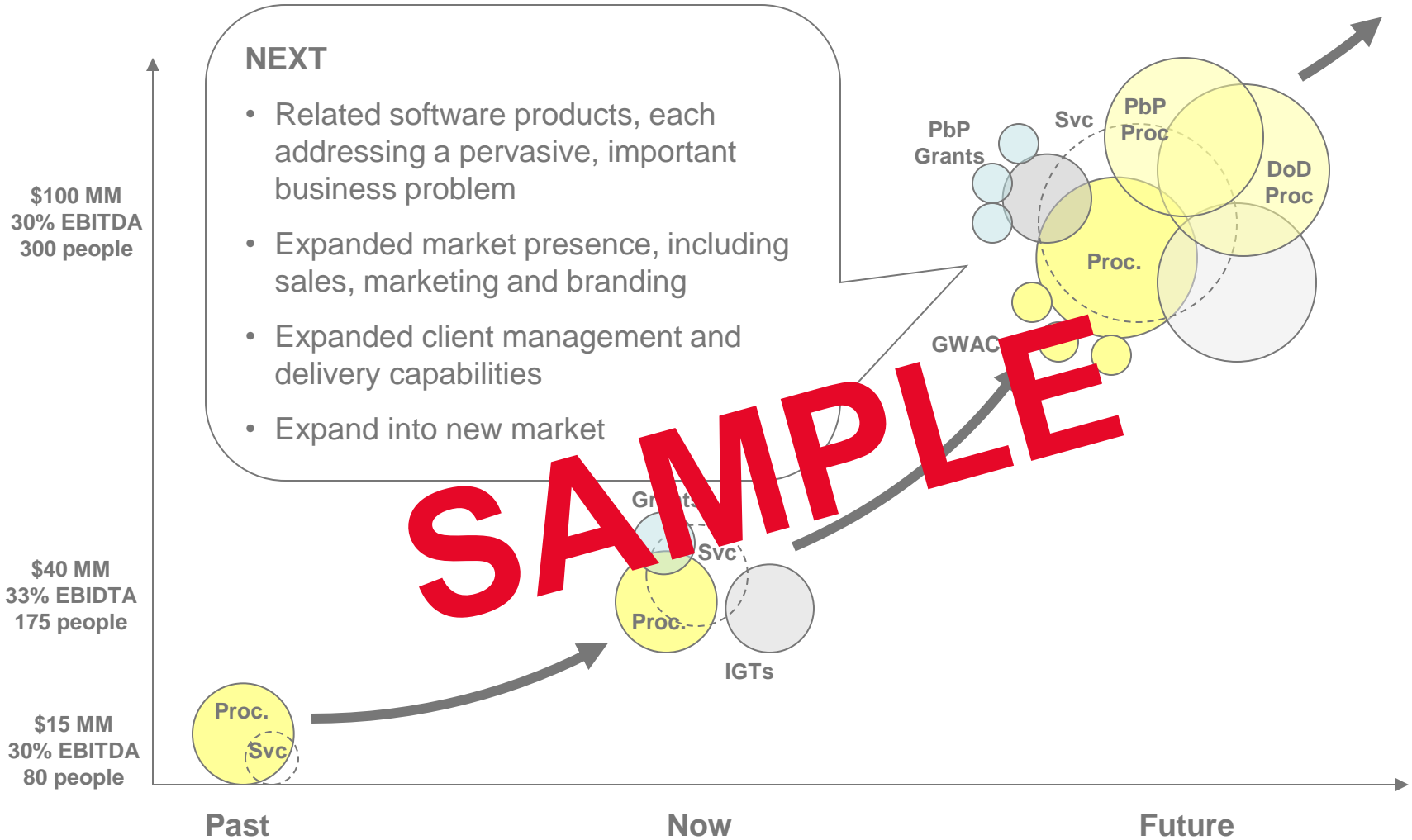
- We deeply understand the specific business problems we solve
 - We speak the language and behave accordingly
 - We monitor and increasingly effect the environment around our targeted business problems
 - We train our people on the business functions our solutions support, not just our technology
- We deploy a pragmatic approach to delivering solutions to real problems
 - Far-sighted architectural and implementation decisions have provided flexibility and adaptability
 - We employ new concepts where they provide real fit
- We realize our success relies heavily on being the long term partner for our clients
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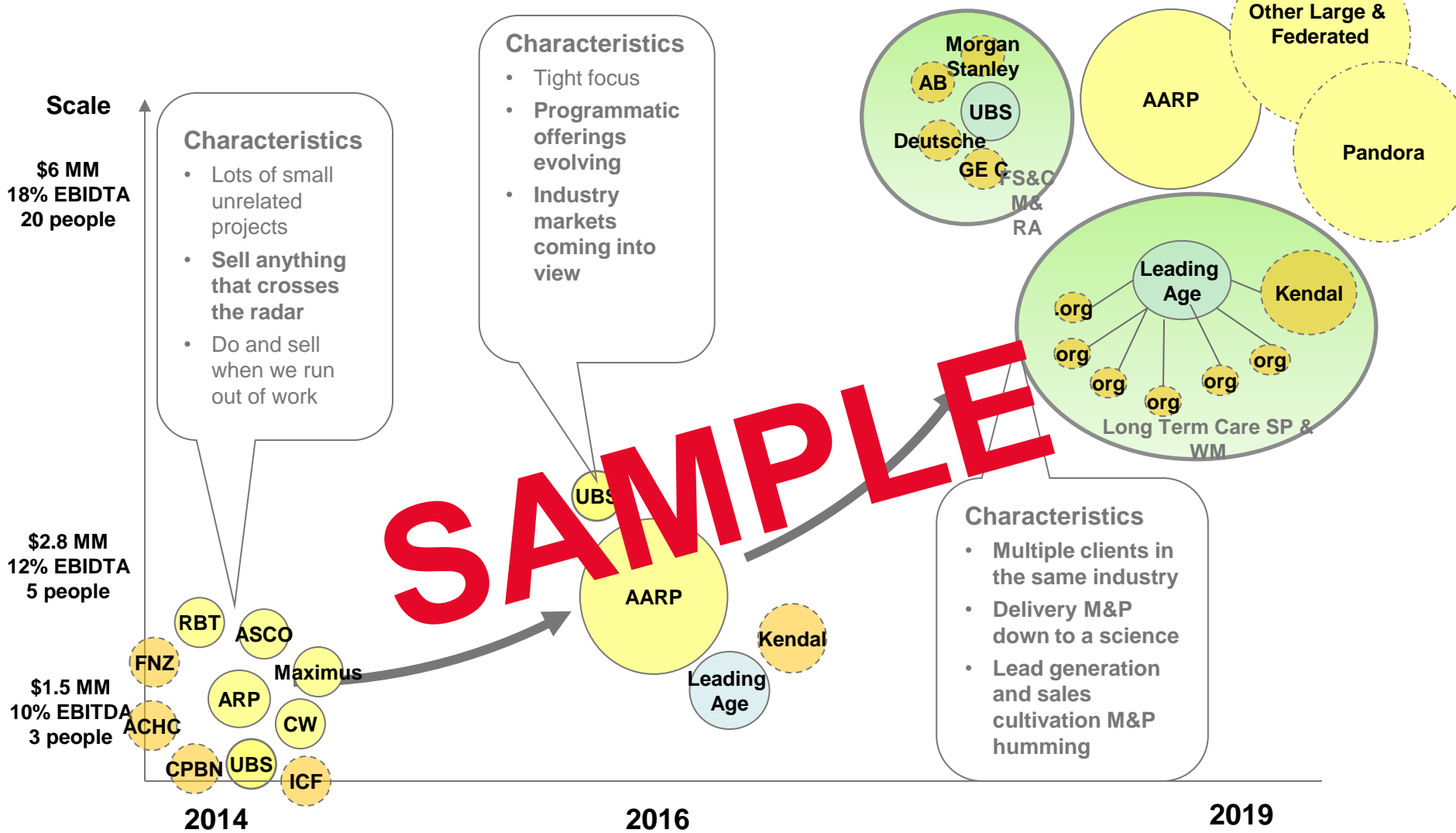
From whence we've come...



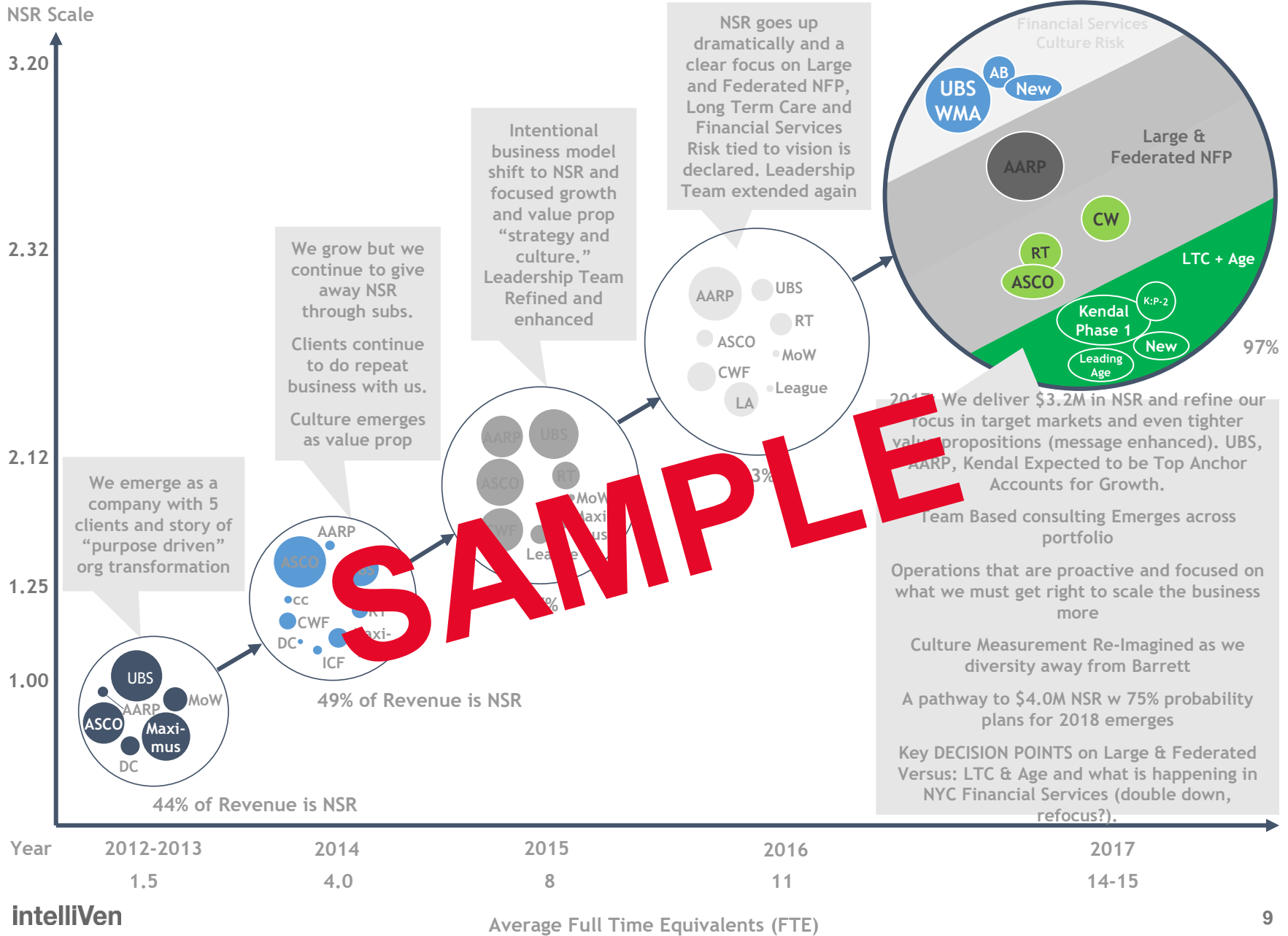
We grow in scale and relevance by executing well in near-space opportunities



We grow our business and relevance by executing well in near-space opportunities



From Where We Come and Where We are Going



Achieving our goals requires change in the way we go to market

- Develop targeted, multiple focuses
- Scale the sales force and sales support
- Leverage, replicate, and scale Brock's role as solution architect
- Scale next-level managers
- Expand number, level, and scope of relationships
- Operate with excellence
- Expand technical services
- Prove the power of our IS viability and profitability
- Out maneuver ERPs
- Acquire where prudent
- Continued financial diligence

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We will lead the market to visibility, control, and transparency

- **WE WILL** out maneuver, out sell, and out deliver the ERPs
 - ERPs will have a viable procurement offering in 3 years or less, ...we will be part of the contracting and grants infrastructure by that time
 - ERPs will struggle to be responsive to the pace of change in procurement, ...we will be helping to shape the direction of those changes
- **WE WILL** drive rational behavior in our client market, keeping them safe from self-inflicted wounds
 - We will prove through program success (VA, N, DNR, TRICARE, etc.) that using a PRISM platform works, is low risk, and is efficient
 - We apply PRISM in an object oriented mode into client's custom built environments
- **WE WILL** use our focus and excellence to consistently out deliver BPM, commercial applications, and custom built solutions

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We are in the best position that we have ever been in with a viable path forward... and there is much left to do

- Target 1:
 - Directly connected to the AMC owner of the “problem” who has the budget
 - Directly connected to the DASA(P) policy owner of the problem, in concert with AMC
 - Pursue a pragmatic path forward
- Target 2:
 - Directly connect to the DASN owner of the problem
 - Directly connected to the future PM of the acquisition systems program
 - Shaping their direction for upcoming PMO
- Target 3:
 - Clear understanding of their current path and how we fit into their vision
 - 12 month plan of attack to insert our platform into their approach
- Target 4:
 - Clear understanding of priorities and expectations
 - Better understanding of how to work the politics to remove future blockers

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