



Corporate Backgrounder

eG Innovations (www.eginnovations.com) delivers enterprise-class solutions for monitoring critical IT services and to perform proactive triage for rapid problem isolation and diagnosis. The company's eG Enterprise Suite™ helps customers maintain and manage their IT services in an easy, effective and efficient manner, with optimum return on investment.

The eG customer value proposition is three-fold:

- Enhanced competitive positioning by improving the quality of IT services through high uptime, peak performance and rapid diagnosis of infrastructure problems
- Lower operational costs through improved efficiency
- Optimized usage of the IT infrastructure.

The company was established in 2001 by Dr. Srinivas Ramanathan, who is president and CEO. eG has two principal investors: Vertex Venture Holdings (Vertex Group), a leading global venture capital investment and fund management company that is the venture arm of Singapore Technologies; and SilkRoute Indchem, collaboration between SilkRoute Ventures and the Sanmar Group that invests primarily in early-stage companies.

Patented intellectual property includes its Virtual Manager™ technology, which provides access to business service performance data via a single management console from of any point within the IT infrastructure; and for its automated root-cause diagnosis technology, which pin-points the true cause of problems that may exist in server, network, database or application resources. eG Innovations has a pending patent on its In-N-Out Monitoring™ technology that is part of its eG VM Monitor™ software.

Today, eG Innovations has more than 130 direct customers in 14 countries. The customers span a variety of industries and business models, as illustrated below:

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|-----------------------------------|--|
| Corporate | Hitachi Asia, ESPN Star Sports, Time Warner Cable, Skinner Nurseries, New Enterprise Stone & Lime, Schering Plough, Starbucks, Halliburton KBR, DR Horton, Adnoc Distribution, Anteon, Avis Rent-a-Car, Associated Wholesale Grocers, ESPN, The Aluminum Company of China |
| Financial | JP Morgan Chase, Citibank, Union State Bank, NTUC Income, Blink Mobile, MPayment, ICICI Infotech, Motilal Oswat Securities, SBB Mutual, Oracle Financial Services |
| Government | US Dept. of State, Canadian Correctional Services, Missouri Dept. of Transportation, Colorado Dept. of Human Resources, National Library Board of Singapore, Singapore Prime Minister's Office, Green Dot Internet Services, Nevada County, San Francisco Housing Authority, Heritage Canada, Multimedia Development Corp. (Malaysia), Jurong Port Authority, Philippines Bureau of Internal Revenue |
| Hosting/Internet Providers | SIFY Hosting, VSNL, Reliance Infocomm |
| Healthcare | Alverno Healthcare, Saint Mary's Regional Medical Center, Tan Tock Seng Hospital, Memorial Healthcare, Sunrise Senior Living, Sisters of Mercy, Kansas University Medical System, Eclipsys |
| Managed Service Providers | Business Vitals, Ciber, InteQ Corp., Epiq, ISPM Consulting, Independent Consulting Services, GTL Limited, Locuz, Cistel Technology, IteX, Super-Server, ENG Ltd, Tietoenator, |
| Telcos | SingTel, MediaRing, T-Mobile, Starhub, Time Warner Cable |

Executive Management Team

Srinivas Ramanathan, Founder, President and CEO -- Ramanathan has extensive experience in engineering and computer science. Prior to starting eG Innovations, he was a senior research scientist at Hewlett-Packard Laboratories in Palo Alto, Calif. He has a deep background in Internet technologies, performance monitoring and management and multimedia systems. Ramanathan has co-authored more than 40 technical papers and has been a co-inventor of 14 U.S. patents. He holds a PhD in Computer Science and Engineering from the University of California at San Diego, and a master's in Computer Science from the Indian Institute of Technology, Chennai, India.

Tim Clark, Vice President Sales, North America – Clark has more than 35 years of experience in technology management arena, with specific focus on networks and applications management. He co-founded TAVVE Software in 1998, one of America's top root cause analysis vendors, where he was VP of business development. Prior to TAVVE, Clark founded Computer Networking Techniques Inc., a technology sales and sales management consulting company for high-tech start-ups. He grew the company from a one-person startup in 1990 to over \$50 million in sales.

Bala Murugan Vaidhinathan, Chief Architect – Murugan has been instrumental in the design, architecture, and evolution of the eG product suite, and is co-inventor on eG's key automatic infrastructure triage technology patents. He currently heads the solution development and delivery team for the Americas, working closely with eG's sales team and partners in the region. Prior to joining eG Innovations, he was with Transys Technologies, responsible for the design and development of one of the earliest J2EE portals in the late 1990s. Has a master's degree in Computer Science, with extensive experience in multi-tier application development using Java and Microsoft technologies.

Anand Sampath, Chief Financial Officer -- Sampath has been associated with eG Innovations since its inception and is responsible for all financial, accounting, tax, budgeting, and implementation of financial systems and controls across all geographies. He has over a decade of experience in progressive finance and business related functions in various industries while working for companies like Bayer, Cairn Energy, and Mikuni. Sampath is a Fellow of the Institute of Chartered Accountants.

Partnerships and Channels

eG Innovations has partnerships with VMware, Sun, Red Hat, BEA, CA, IBM, HP, Microsoft and Oracle. The company markets its products through direct and indirect channels in the following countries and regions:

| | | | |
|---------------|----------------|-------------|----------------|
| United States | United Kingdom | Malaysia | Sweden |
| Canada | India | Dubai | Spain |
| Brazil | Singapore | China | Italy |
| Mexico | South Africa | South Korea | Central Africa |

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Services

By offering a variety of service options, eG Innovations provides its customers the full benefits of the eG Enterprise suite. Services include the following:

- **Remote hosting services** -- Intended for service providers, eG makes available dedicated administrative personnel to work with the service provider's staff to monitor and manage their eG deployment environments.
- **Integration services** -- Customers use eG's integration service to get eG-certified consultants to rapidly customize their eG deployment to manage home-grown applications or new network devices. As part of this service, eG consultants also integrate eG products with existing network management, help desk, or CRM.
- **Performance audits** -- This service is targeted at organizations who wish to audit the performance of their IT infrastructure -- from networks, to servers, to applications -- to see if they are meeting the service level expectations of their customers.
- **Pre-deployment testing** -- eG Innovations' pre-deployment testing service is an on-demand service that enables the staging infrastructure to be monitored end-to-end when load testing is performed.
- **On-Site support** -- eG-certified engineers and consultants are available any business day to assist with on-site requirements, ranging from installation and administration support to expert analysis and diagnosis to help customers understand and react to performance reports available in the eG system.
- **Training** -- eG Innovations provides comprehensive training courses to assist partners and customers to understand and exploit the capabilities of the eG Enterprise Suite. Targeted sales and pre-sales training courses are available for partners.

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