

The background is a vibrant, abstract composition. It features a central image of a hand holding a pen, with a bright light emanating from the tip. Below this, there are silhouettes of a group of people. The background is filled with various colored arrows and lines, creating a sense of movement and progress. Faint text like "enlighten", "empowering", and "evolving" is visible in the background.

**Presentation to Bentley College -
McCallum Graduate School of Business
Irish Study Tour**

16th May 2002

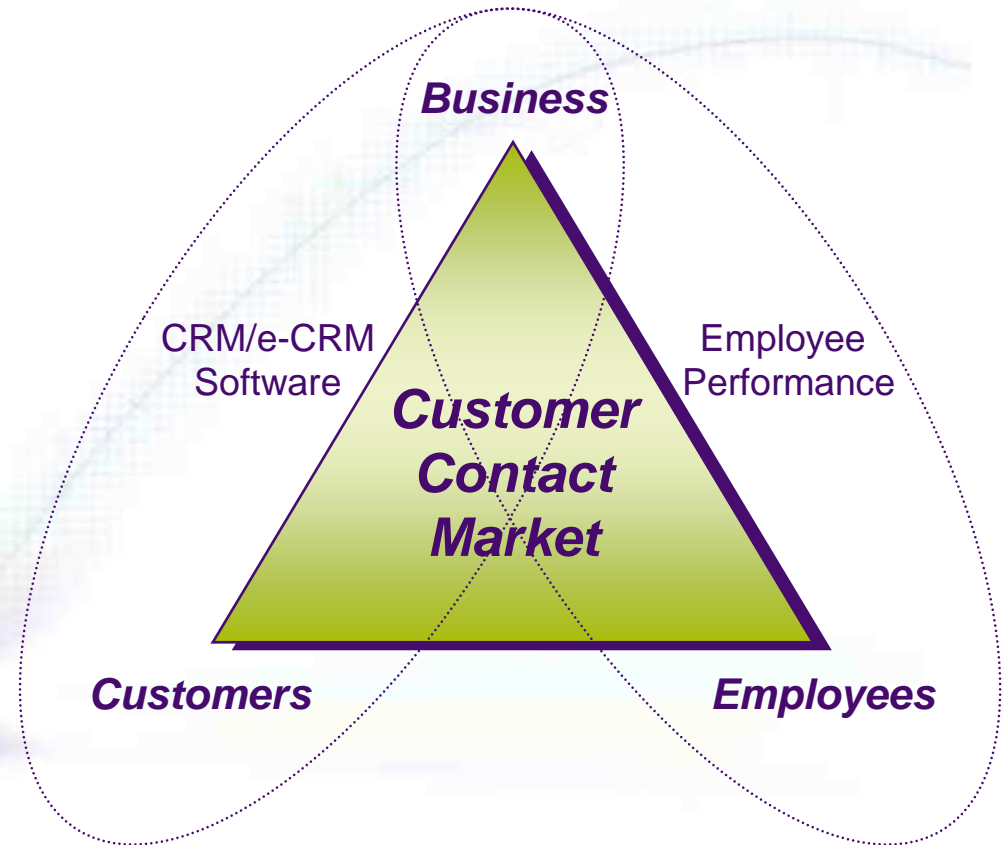
Performix Technologies - The first 4 years

- **Established in 1998 in Dublin, Ireland**
- **138 employees worldwide**
- **Developed and launched an enterprise software application - Envolve**
- **Year 2 revenues of \$4m - 300% growth on yr. 1**
- **Year 3 revenues of of \$8m.**
- **Year 4 revenues on target for \$18m**
- **Sales in US, Ireland, UK, France, and Germany with installed base of 30,000 CSRs**
- **Opened US headquarters in Boston and relocated CEO in September 2000**



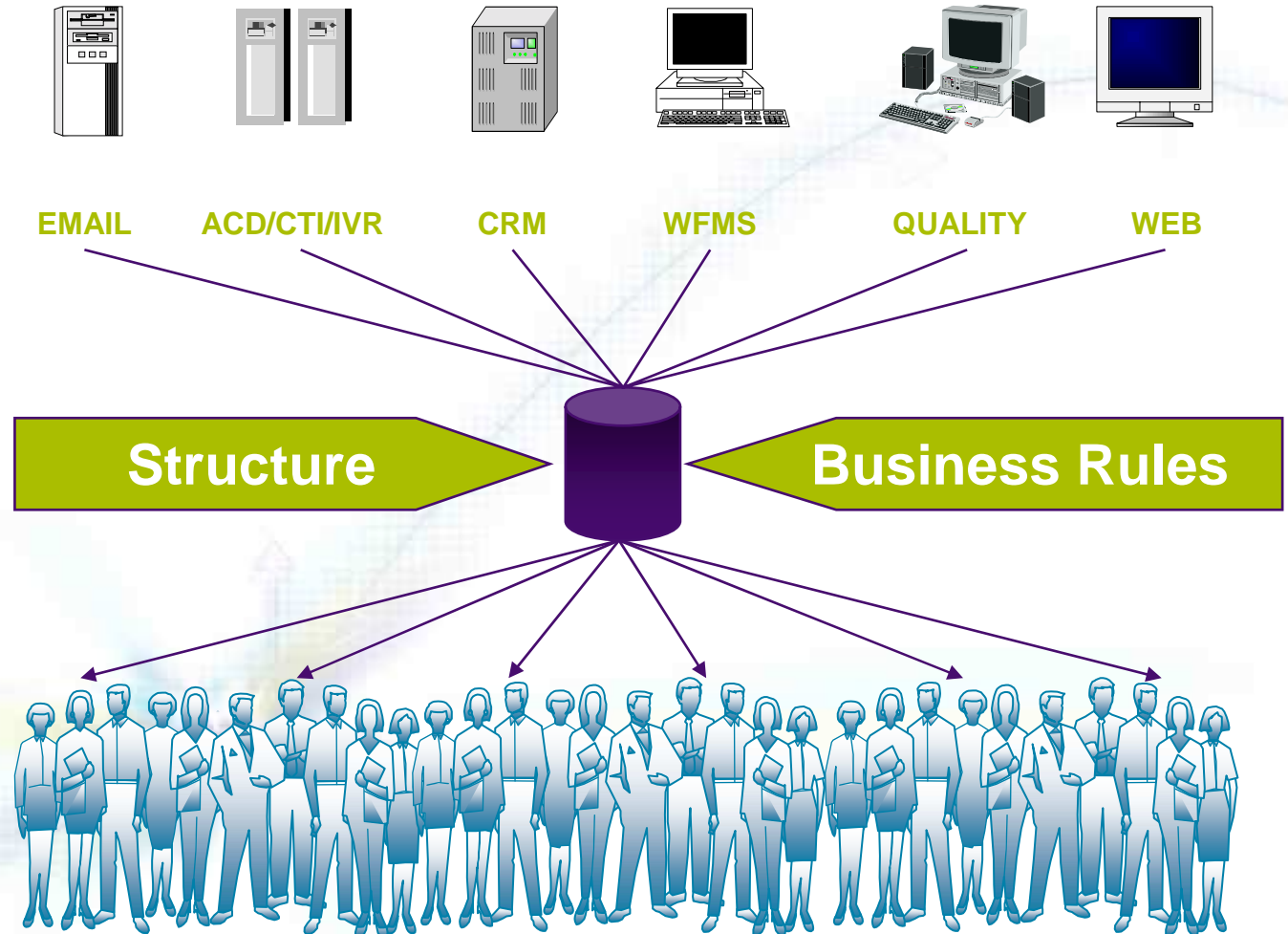
Our solution provides the missing link in CRM/eCRM - the people

Emvolve delivers bottom line performance improvement by increasing the efficiency and effectiveness of employees involved in the customer contact

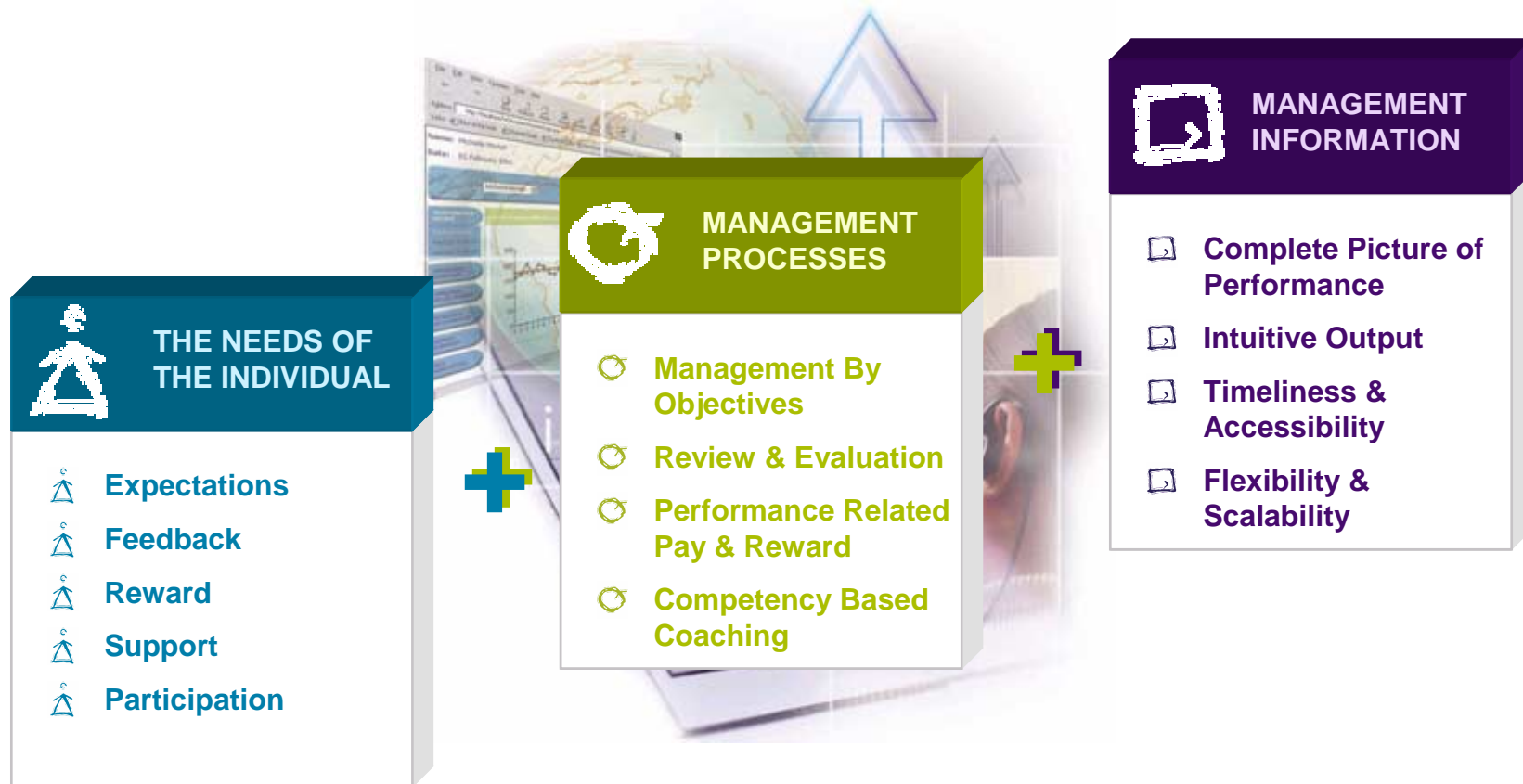


Employees account for 60-70% of the cost of contact centres

We take **contact channel** information, **business** information, **quality** and **customer satisfaction** information and use it to drive business performance at the individual level

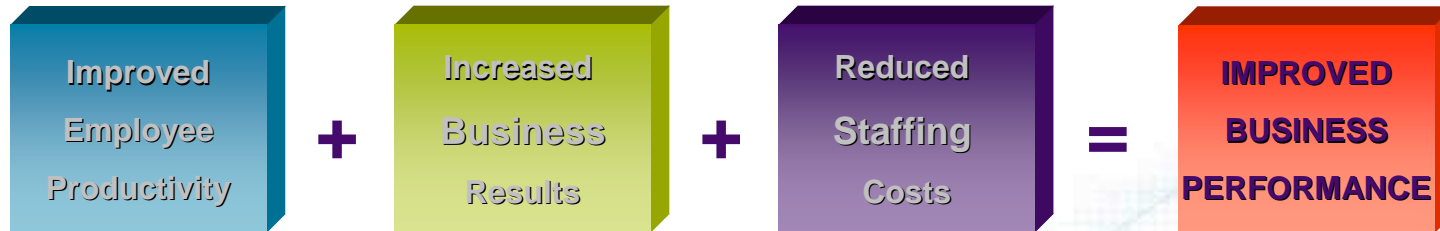


Our Sales Proposition - Delivering Exceptional Performance



EMVOLVE ADDRESSES MANY OF THE ISSUES ASSOCIATED WITH TRADITIONAL PERFORMANCE MANAGEMENT SYSTEMS AND PROCESSES TO HELP DELIVER EXCEPTIONAL PERFORMANCE RESULTS

Why customers buy - We deliver a strong ROI



\$

\$



R.O.I

- ◆ Drive responsibility to all levels
- ◆ Operational Cost Reduction

- ◆ Increased Revenues
- ◆ Improved key business metrics
- ◆ Higher levels of Customer Satisfaction

- ◆ Improved Morale
- ◆ Reduced levels of attrition
- ◆ Reduced absenteeism
- ◆ Focus on coaching

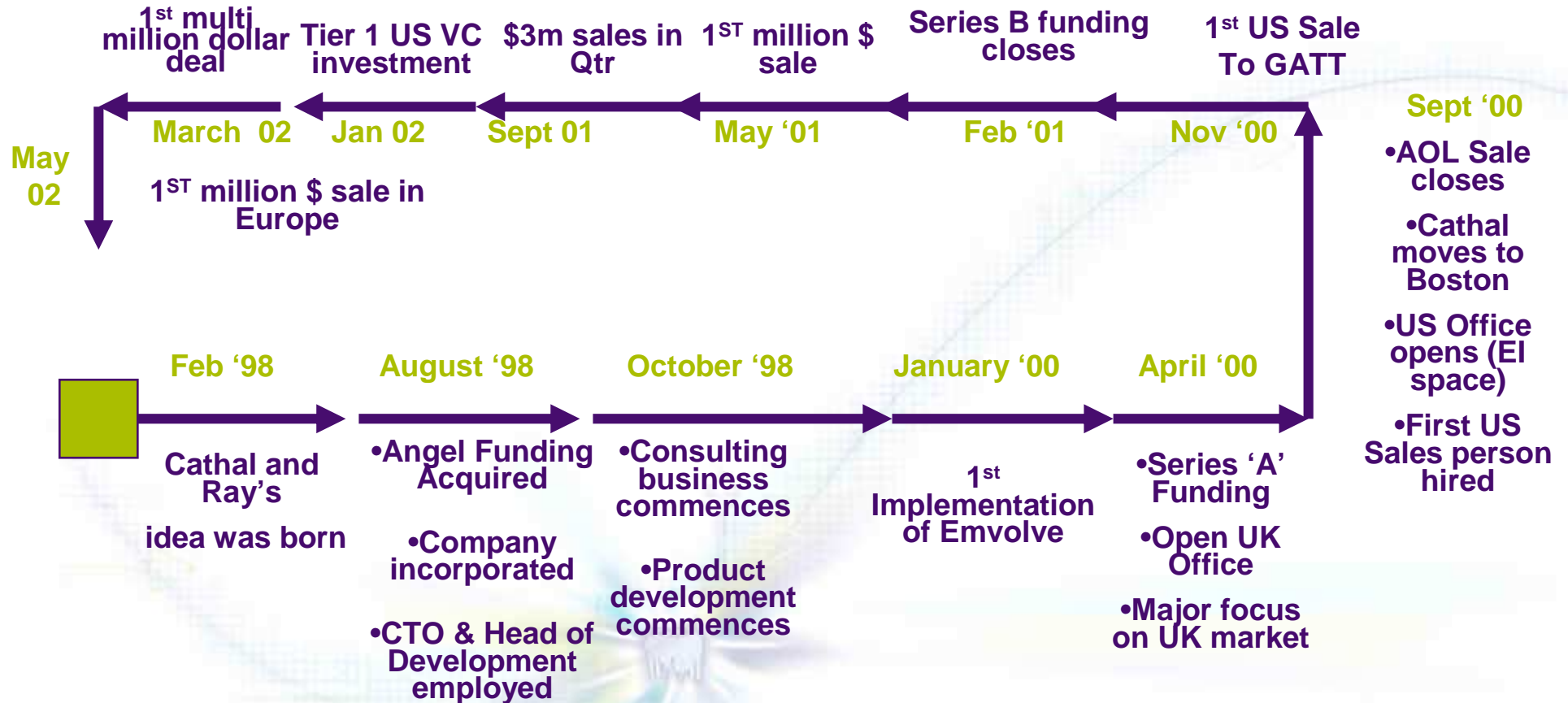
- ◆ Improved Sales
- ◆ Lower Costs
- ◆ Increased Efficiency
- ◆ Improved Margins

Our Customers and Previous Results

- Current US implementations include Chase Manhattan Bank, Cendant, Verizon Wireless, West Teleservices, Spherion, AT&T Broadband
- Other customers include BT, Eircom, NTL/Cablelink, Conduit Europe, Telecoms Service Company, Scottish Power, Co-operative Bank
- In Digifone, we reduced handling times by 11%, absenteeism by 5%, improved adherence by 6%. ROI within 6 months
- In Conduit we reduced employee turnover by 15%, absenteeism by 23% and improved adherence by 3%. ROI in 7 months.
- Since going live in January 2001 in one AOL site we have improved productivity by 5% and improved the agent to supervisor ratio by 26% resulting in a project ROI within 3 months from the benefits of one site
- In Cendant/RCI we increased sales in one area (70 agents) by \$40k in one week in a controlled evaluation.
- In a previous assignment with NTL Cablelink we improved productivity by 15% and improved service levels by 40%. ROI in 6 months

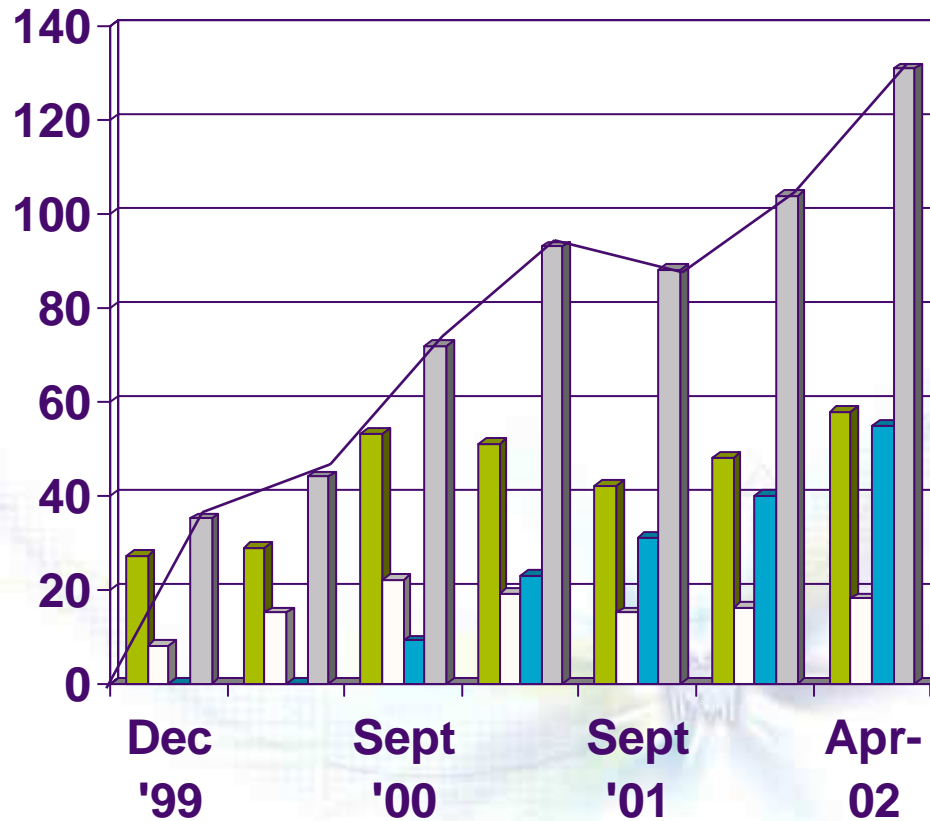


Milestones in our History



- **Total funds raised to date - \$27m**
- **Now at cash breakeven – expect EBITDA positive June / July 2002**
- **Original angel investors – Founders & Vision consulting – \$600k**
- **Series A - \$7m led by ICC Venture Capital, other participants: George Moore – became Chairman, other high net worth individuals**
- **Series B - \$9m – ICC, four other Irish investment banks**
- **Tier 1 US VC - \$10.5m Highland Capital Partners**

Our employment growth



Strong Growth

Steady in US

Mainly up in Ireland

Stabilised at a lower level in UK

The major challenges we have faced

3 key challenges:

- 1. Launching on two fronts – the market and the product**
 - The performance management / performance improvement space was an undefined space
 - We are first to market with a product for that space
 - We needed to define the space as well as gain acceptance for our product as a fit for the space
 - We needed major name customers to come on board to give us market traction
 - We need some competition in the space to continue to stimulate interest in the space
- 2. Getting the right people in key positions to sell and deliver the vision that was created for the company**
- 3. Growing across two continents at a very early stage in the company's history**

- **Focus, focus, focus**
- **Leading product technology**
- **Solutions-based approach**
- **Business focused**
- **Partnerships**
- **Vertical market knowledge**
- **Create one global VP structure**
- **Speed to market and market leadership**

Success in the CRM/eCRM world before tackling the bigger picture

Oracle, Microsoft, internet technologies - innovation in XML, Web Services, and other technologies

Sell a Vision and not a product. Business model adapts to changing market conditions e.g. Managed Services

Focus on the ROI and delivering benefits

Build relationships with the leading partners for sales, delivery and technology

Segment our market and adapt the message by focusing on specific issues and best practice

Manage the business across borders –think global, act local

Think big and fast



Performix Technologies Ltd.

The Warehouse, 35 Barrow Street, Dublin 4, Ireland

Tel: +353 1 231 4700 Fax: +353 1 231 4701

Performix Technologies (UK) Ltd.

Europa House, Europa Boulevard, Gemini Business Park, Warrington, Cheshire, WA5 5XR, England

Tel: +44 1925 576 555 Fax: +44 1925 576 556

Performix Technologies Ltd.

Burlington Centre, 25 Corporate Drive, Burlington, MA 01803, USA

Tel: +1 781 238 3500, Toll Free 877 637 3063

Fax: +1 781 238 3550, Toll Free 877 637 3073

