• Established in 1998 in Dublin, Ireland
• 138 employees worldwide
• Developed and launched an enterprise software application - Emvolve
• Year 2 revenues of $4m - 300% growth on yr. 1
• Year 3 revenues 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
**Emvolve** delivers bottom line performance improvement by increasing the efficiency and effectiveness of employees involved in the customer contact.

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

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

- Expectations
- Feedback
- Reward
- Support
- Participation

- Management By Objectives
- Review & Evaluation
- Performance Related Pay & Reward
- Competency Based Coaching

- Complete Picture of Performance
- Intuitive Output
- Timeliness & Accessibility
- Flexibility & Scalability
Why customers buy - We deliver a strong ROI

- Improved Employee Productivity
- Increased Business Results
- Reduced Staffing Costs

$ + $ + 😊 = IMPROVED BUSINESS PERFORMANCE

- 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

Why customers buy - We deliver a strong R.O.I.
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, Telecos 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

- **Feb '98**: Cathal and Ray's idea was born
- **Aug '98**: Angel Funding Acquired
- **Oct '98**: Consulting business commences
- **Jan '00**: Series 'A' Funding
- **Feb '01**: Open UK Office
- **May '01**: 1st million $ sale
- **Nov '00**: 1st US Sale To GATT
- **Sept '00**: 1st million dollar deal
- **March '02**: Tier 1 US VC investment
- **Jan '02**: 1st million $ sale in Europe
- **May '02**: 1st million $ sale in Europe
- **Sept '00**: 1st US Sale To GATT
- **May 02**: 1st multi million dollar deal

**Timeline:**
- **Jan 02**: Company incorporated
- **Sept 01**: Product development commences
- **May '01**: 1st Implementation of Emvolve
- **Feb '01**: Series B funding closes
- **Nov '00**: Tier 1 US VC investment
- **Jan 00**: 1st implementation of Emvolve
- **Sept 00**: 1st million $ sale
- **Jan 02**: Series B funding closes
- **May 02**: 1st million $ sale in Europe
- **Sept 00**: 1st multi million dollar deal
- **May 02**: 1st multi million dollar deal

**Events:**
- **Sept '00**: AOL Sale closes
- **Cathal moves to Boston**
- **US Office opens (EI space)**
- **First US Sales person hired**
- **Jan 02**: CTO & Head of Development employed
Our Shareholders

- 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
Our strategy for 2002

- 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, Mircosoft, 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