



Versatility Software, Inc.

Versatility Software, Inc. provides targeted solutions for advertising, media and marketing clients. The company provides consulting, software design, and development services with a team background representing unique domain expertise and strong track records. We specialize in enterprise solutions for marketing, advertising and media, with a focus on collaborative business applications for the extended enterprise – connecting employees, business partners, customers, and suppliers. We use a component technology approach that leverages existing IT investments and adds new components only as needed. We deploy open interfaces, web services, and enabling technology for clients. Benefits to clients include a strong understanding of domain-specific user and business needs along with high-quality, on-target, timely, and economical solutions.

Domain Expertise and Track Records for Specialized Enterprise Solutions

The core team includes Eric Hoffert and Alex Apollonsky, complemented by an extended and strong network of developers and partners. This team has a track record and unique domain expertise having held senior positions at AT&T, Apple Computer, Bell Laboratories, Emperative, Magnifi, and multiple Advertising Agencies; has delivered brand asset management and knowledge management solutions for enterprise users in Fortune 500 accounts, 24 x 7, in the US, Europe and Asia; developed award-winning products; and collectively hold more than eleven patents. Key product and consulting clients that this team has serviced in various positions have included SONY, Campbells Soup, Boeing, Coca-Cola, Disney, Procter and Gamble, AOL Time Warner, and many others. The technical team is expert in unique and specialized areas as follows:

- **Digital Media** - extensive knowledge of digital media management, content distribution, media search and retrieval, metadata, parsing, and indexing, image processing and media format conversions, brand asset management, and multicasting on digital networks.
- **Collaborative Enterprise Software** – enterprise systems, knowledge management, collaborative workflow, multi-tier and client/server technologies, web-based high-volume applications, application security, distributed computing, web services and application servers.
- **Enterprise Application Networking and Communications** - Hosting application infrastructure, extranet solutions, global application delivery, 24 x 7 solutions, 99.99% application service uptime, service levels and communication protocols, disaster recovery, network security, and wireless support.
- **Enterprise Components and Application Integration Strategy** – enterprise solution components re-purpose, re-use, and integration, enterprise application integration, corporate integration infrastructure analysis, technical requirements definition, design and implementation

- **Technology Due-Diligence and Audit** – a comprehensive “360 degree view” analysis of third party products and technologies, including architecture, strategy, development and deployment processes, intellectual property etc.
- **Product Lifecycle** - The team has expertise in the full lifecycle of product development, project management and consulting, including requirements analysis, software architecture, development, deployment, rollout and success measurement and reporting.

Industry Focus on Marketing, Advertising and Media

We focus our business only on clients that match a particular industry specialization – in the areas of marketing, advertising and media. For these areas, we further specialize in the technology consulting services and delivery of industrial-strength, extended enterprise application solutions. It is the intersection of our domain expertise in advertising, marketing and media, combined with a track record in enterprise software solutions, both in-house deployment and ASP - that is truly unique.

A client may find a vendor that is familiar with the marketing and advertising industry and its metadata, documents and workflow, but has minimal experience with servicing thousands of users in a 24 x 7 application; conversely, a vendor may have strong experience with enterprise wide application deployments, but have little or no understanding of the unique culture, interface, supply chain, and file sets common to the marketing and advertising industry.

We offer to clients an ability to combine the best of both worlds to produce a solution that is reliable, secure and high performance yet also speaks directly to the unique user needs for lexicon, culture, rich media and user interface aesthetic. We have come together at this time – forming Versatility as a dedicated team - to meet the needs for advertising, marketing and media firms and departments to deliver or re-use the enterprise solutions or components to improve the efficiencies and effectiveness of their respective businesses.

We believe that our flexible approach – blending consulting services with existing products and the development of new solutions where appropriate – utilizing open software components for re-use and application - along with our specialized domain expertise, result in a unique and cost-effective approach to providing clients with high-quality solutions.

Major Services

Versatility Software has developed the **FullSpectrum[®] Solution Delivery** methodology. This methodology supports clients to identify and successfully deploy Enterprise Solutions to meet both user and IT requirements. The components can be looked at as a whole project or as a set of independent services that Versatility Software can provide to its clients a-la-carte. The methodology or its components are applicable to large projects as well as smaller, focused solutions in the area of our expertise. We assist our clients with “Buy or Build” and “ASP or In-House Deployment” choices, and perform extensive analysis, planning, design and implementation in the following areas:

Solution Assessment and Requirements Definition

- **Functional Requirements Gathering and System Definition**

- **IT Infrastructure Assessment**
- **Platform Vendor Evaluation and Benchmarking**
- **ROI and TCO Solution Analysis**

Solution Design and Planning

- **User Interface Strategy and Planning**
- **System and IT Integration Architecture and Design**
- **User Interface Design Support**

Solution Implementation, Integration and Follow-Up

- **Implementation**
- **IT Environment Integration**
- **Solution Delivery Supervision**
- **Documentation Development, Project Closure**
- **Next Generation Features Definition**