



CORPORATE FACT SHEET

Netaphor Software, Inc.

QUICK FACTS

- Founded: 1997
- Headquarters: Irvine, CA
- Employees: 12
- Funding: Privately Funded

MANAGEMENT TEAM

- Rakesh Mahajan, CEO
- Shripathi Kamath, CTO
- Brian Anderson, VP Sales & Mktg.
- Lorraine Barrett, VP Development

KEY MARKETS

- IT Asset Management
- Managed Services
- Print Vendor Tools

CUSTOMERS

- Konica-Minolta
- IndX Software
- invensys

Asset ID	Location	Model	Manufacturer	Serial Number	Age	Usage	Cost	Value
10000001	10000001	10000001	10000001	10000001	10000001	10000001	10000001	10000001
10000002	10000002	10000002	10000002	10000002	10000002	10000002	10000002	10000002
10000003	10000003	10000003	10000003	10000003	10000003	10000003	10000003	10000003
10000004	10000004	10000004	10000004	10000004	10000004	10000004	10000004	10000004
10000005	10000005	10000005	10000005	10000005	10000005	10000005	10000005	10000005
10000006	10000006	10000006	10000006	10000006	10000006	10000006	10000006	10000006
10000007	10000007	10000007	10000007	10000007	10000007	10000007	10000007	10000007
10000008	10000008	10000008	10000008	10000008	10000008	10000008	10000008	10000008
10000009	10000009	10000009	10000009	10000009	10000009	10000009	10000009	10000009
10000010	10000010	10000010	10000010	10000010	10000010	10000010	10000010	10000010

Netaphor SiteAudit software manages printer assets to the department or location level. The Problem Analysis view helps to reduce support costs and increase customer satisfaction.

Netaphor Software, Inc. develops and sells printer asset management solutions to OEMs and reseller partners. It is pioneering the concept of IT product lifecycle management for printer assets. Lifecycle management software considers the planning, deployment, management, service and retirement phases in a printer's life. There are unrecognized and unmanaged costs associated with each phase that silently drain company profits. Supplying the software tools to manage those costs is Netaphor's primary mission.

Launched in 2006, Netaphor SiteAudit™ is the first solution to focus on printer asset cost management and service performance; enabling customers to cost-effectively manage their printer lifecycle. Other products like MetaConsole™ give enterprise users an easy-to-use management tool for monitoring printer status condition and alarm notification.

Market and Customers

As companies seek solutions to reduce IT asset operations cost, Netaphor believes its printer lifecycle management products will be well positioned to satisfy a growing cost management need. Market segments with a high concentration of printer use, mainly office document printing are key targets for Netaphor's solutions. Among those vertical markets are financial services, insurance, banking, health care, retail, pharmaceuticals, education, government as well as others.

Within these target markets are customer opportunities defined as application needs. These needs include site cost assessment and copier meter reading; managed service auditing and printer asset cost and performance management. Users of Netaphor's solutions can range from the field technician and sales person to the IT procurement, help desk and asset (inventory) and financial management function.

Solutions

Netaphor's solution focus is printer asset management.

The Netaphor SiteAudit™ suite of solutions includes:

SiteAudit – Asset Management

SiteAudit – Assessment & Fleet Management

SiteAudit – Metering

MetaConsole™

Cyberons™ for Java

Partnerships

Netaphor has formed a number of important technology partnerships with companies such as BMC Software, Microsoft, IBM and Computer Associates.

Important customer partnerships include Canon, Toshiba, RISO, KonicaMinolta, Panasonic, Quantum and leading network hardware manufactures.

Management

Netaphor is managed by printer and software industry veterans with 15 years of experience. Each has held engineering, marketing and sales management positions in such companies as Canon, Epson, Unisys and Wonderware.

Rakesh Mahajan, President and CEO – held a variety of positions at Canon and Unisys, pioneering device and network management technologies and applications. He holds 8 US patents. He is a co-founder of the company.

Brian Anderson, Vice President Sales & Marketing – pioneered the concept of printer lifecycle management; most recently served as director of sales and marketing at SOFHA GmbH. He joined Netaphor in 2004.

For more information on Netaphor, please visit www.netaphor.com.

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