



CORPORATE FACT SHEET

Netaphor Software, Inc.

QUICK FACTS

- Founded: 1997
- Headquarters: Irvine, CA
- Employees: 25
- Venture Funded, vSpring Capital
- Annual Revenues <\$7M

MANAGEMENT TEAM

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

KEY MARKETS

- Mid-Market & Enterprise
- Government
- Education

CUSTOMERS

- Volvo IT
- Children's Hospital of Philadelphia
- Alberta Health
- Jacobs Engineering

Location	Model	Status	Age	Cost	Value	Usage	Notes
Building 1	HP LaserJet P1102	OK	1000	100	100	10000	
Building 2	HP LaserJet P1102	OK	1000	100	100	10000	
Building 3	HP LaserJet P1102	OK	1000	100	100	10000	
Building 4	HP LaserJet P1102	OK	1000	100	100	10000	
Building 5	HP LaserJet P1102	OK	1000	100	100	10000	
Building 6	HP LaserJet P1102	OK	1000	100	100	10000	
Building 7	HP LaserJet P1102	OK	1000	100	100	10000	
Building 8	HP LaserJet P1102	OK	1000	100	100	10000	
Building 9	HP LaserJet P1102	OK	1000	100	100	10000	
Building 10	HP LaserJet P1102	OK	1000	100	100	10000	

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.

Founded in 1997 and headquartered in Irvine, Calif., Netaphor Software, Inc. develops and sells asset management tools that help companies control printer costs and improve service. The company's flagship product, SiteAudit, is the industry's leading software solution to identify and manage costs and service, saving organizations up to 30 percent during the printer asset lifecycle. SiteAudit customers include organizations in the financial, pharmaceutical, industrial, technology and government markets.

Launched in May 2006, Netaphor SiteAudit™ is the first solution to focus on printer asset management and service performance; enabling customers to cost-effectively manage their printer lifecycle. SiteAudit won the Best Software award at the Gartner Group Print & Imaging Summit in 2006. Other products like SiteAudit Compact™ give organizations rapid assessment capability using secure web services.

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 Managed Print Software.

Netaphor SiteAudit™ On-Site* – Managed Print Software
Netaphor SiteAudit™ Hosted – Cloud-based Managed Print Software

SiteAudit Compact™ – Cloud-Based Assessment Software

SiteAudit Visualizer™ – Floor mapping tool

SiteAudit Analyzer™ - Analysis and Graphic Reporting Tool

* Winner 2012 and 2015 Outstanding Fleet Management Solution, Buyers Laboratory LLC.

Partnerships

Netaphor has over 60 channel partners that resell and support SiteAudit throughout North American, Europe and Asia.

Important partnerships include Canon, Konica Minolta, Sharp, Atea, Olivetti and leading network hardware manufactures; and important technology partnerships with companies such as Microsoft, IBM and Computer Associates.

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

Netaphor Software, Inc.

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