

Netaphor Software, Inc.

QUICK FACTS

- Founded: 1997
- Headquarters: Irvine, CA USA
- Employees: 25
- Venture Funded, Signal Peak
- Annual Revenues \$5M

MANAGEMENT TEAM

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

KEY MARKETS

- Mid-Market & Enterprise
- Financial & Insurance
- Government
- Education

CUSTOMERS

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



Netaphor SiteAudit software manages printer assets to the department or location level. The PBI Dashboard Operations 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 fleet management and service performance; enabling partners to effectively manage their customers and cost structures. SiteAudit won the Best Software award at the Gartner Group Print & Imaging Summit in 2006 and Buyers Lab Outstanding Fleet Management Solution in 2012, 2015 and 2020. Other products like SiteAudit PBI Dashboard, SiteAudit Visualizer and SiteAudit Analyzer give organizations business analysis and reporting capabilities.

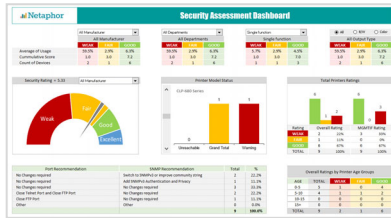
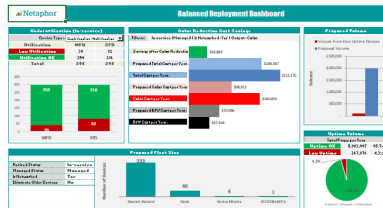
Market and Customers

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.



SiteAudit Analyzer analysis and graphic reporting tool: security and balance deployment reports

Netaphor Software, Inc.

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Netaphor SiteAudit™ OnSite – Managed Print Software (MPS)

Netaphor SiteAudit™ Hosted – Cloud based MPS

SiteAudit Compact™ – Cloud-Based Assessment Software

SiteAudit Visualizer™ – Floor mapping tool

SiteAudit Analyzer™ - Analysis and Graphic Reporting Tool

SiteAudit PBI Dashboard™ – PowerBI dashboard

* SiteAudit - Winner 2012, 2015 and 2020 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, ServiceNow and Asolvi.

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