

Workplace2go.com: Powering the SMB Couldn't be More Convenient

Workplace2go was created in 2007 and is focused on providing the small to medium business (SMB) market with name-brand software as a service (SaaS) applications. Workplace2go is a division of Communications Product Development, Inc. (CPDI). CPDI's business roots date back to its formation in 1992, with an unwavering focus on software and communication services and a senior management team experienced in software, services and the Internet. CPDI is a privately held company with its headquarters in Vancouver, Washington, and offices in Denver, Colorado, Miami, Florida, Brighton, UK and Queensland, Australia.

Business Model

A majority of companies, if not all, rely on software to run their business whether an accountant, business consultant, real estate firm, or local retailer. But few have the technical staff to effectively manage in-house software – especially smaller businesses. For most small businesses, software is a necessary evil – they need it to run their businesses, but it's a headache to manage. Outsourcing computer systems is a popular, effective strategy for larger businesses, but not a widely known option for smaller businesses.

Software as a Service (SaaS) allows smaller businesses to take advantage of an affordable, effective outsourcing model designed to meet their specific SMB needs. SaaS gives businesses the ability to “rent” software on a monthly basis paying for what they need as long as they need it. Businesses that use SaaS typically do not need to install the software on their internal computers. They simply use the Internet to access the software eliminating all the headaches associated with buying, maintaining and upgrading in-house software.

Standalone SaaS offerings have been in existence for about 8 years, but SaaS aggregation is in its infancy. An aggregator is a retailer that is independent of any software company or hosting provider. This sales model is a new concept for SaaS offerings. Workplace2go provides customers with a shopping experience very similar to an office products store which offers multiple options to choose from within specific categories, such as staplers, pens, etc. Consumers aren't interested in stores that only offer one product with no alternatives or comparable options. Yet this is common place for SaaS providers -- forcing businesses to find a new provider for each service. Not only do today's SaaS providers offer limited options within a category, they offer limited categories. Businesses need to research various providers, negotiate multiple contracts, process multiple invoices, and figure out whom to call whenever they have a problem.

Workplace2go offers a more convenient way to buy—and use— software services that power today's smart businesses. Workplace2go researches the industry to find the best on-demand services. Workplace2go never locks into single vendor agreements, ensuring customers get the benefit of choice. Unbiased reviews make it easier and more efficient for businesses to make the choices that best fit their specific and unique software needs. At any office products store, there are choices – from the basic economical option to the full-featured, top of line option, along with a host of other products. Customers can purchase everything they need in one place. Businesses should expect the same type of choices from their SaaS provider as well.

Businesses using SaaS applications have reported that vendor management is one of the main challenges they face when subscribing to on-demand software, and that they spend too much time working with the different on-demand vendors.

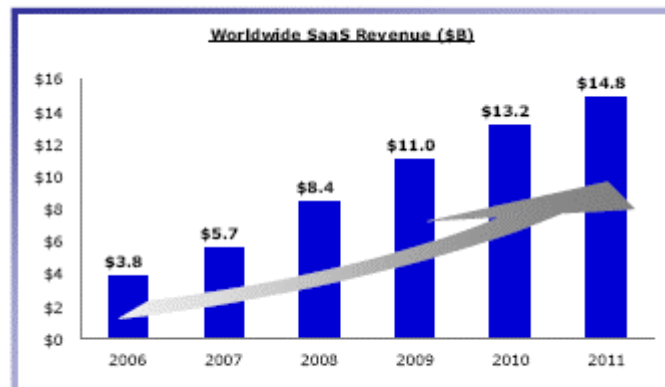
Workplace2go eliminates this vendor management issue by providing customers one single point of contact. All Workplace2go sales and support teams have received training on every product and service

available through the website. With direct hotline access to engineering-level support from each partner, customers can feel confident that no matter what the question or concern– Workplace2go can help them.

Market Opportunity

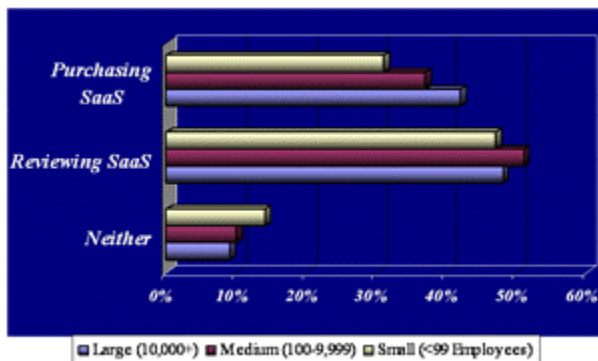
Virtually every analyst is predicting SaaS will gain significant market share when compared to sales of on-premise software. As described above, the benefits are compelling for end customers. The benefits are equally compelling for the software companies: significantly lower development costs, tighter relationships with customers, and predictable revenue streams with low churn, which is a big hit on Wall Street. The following are SaaS projections from key analysts.

- According to a recent IDC study, the size of the SaaS market will grow from \$5.7 billion in 2007 to \$14.8 billion by 2011. Other studies cite similar numbers and refer to an annual growth rate of 25%.
- AMR Research shows that 78% of its survey respondents are either currently using SaaS or plan to in the near future.
- Industry analyst firm Gartner predicts that by 2010, 30% of all new software will be delivered as a service.



Source: IDC, March 2008

- In the United States alone, there are about 6 million SMB companies and another 20 million sole proprietorships. IDC indicates 75 – 85% of the SMB marketing is either planning to purchase SaaS applications or is evaluating SaaS.
- According to Saugatuck Research, Mid-sized companies surveyed (100 to 499 employees) had a **95% customer satisfaction rate** with their SaaS deployments.



Source IDC

As a result of SaaS's explosive growth over the past couple of years, the number of SaaS applications is projected to grow significantly.

- IDC estimates that there are 23,311 software companies in the United States alone. Current estimates from various sources are that there are 5,000 SaaS providers or SaaS-related vendors. Virtually all software companies either have a SaaS offering, are implementing it, or considering it.
- Over 50% of Venture Capital (VC) funded software companies are building SaaS applications and the percentage is growing.

Products: The Smart New Way to Buy and Use Business Software

Go to the website of any popular office supply retailer and you'll expect to find a great selection of the products that businesses need most at competitive prices.

Workplace2go.com offers the next-generation of that online experience. The difference? As an aggregator of on-demand business software services, Workplace2go offers more choices, along with unbiased evaluation, making it easier for businesses to find the services that best fit their requirements.

Each Workplace2go customer gets a custom portal that's fully integrated with the business software services they've selected. This simplifies the setup process and creates a convenient, single sign-on for all services. The support team is fully trained on each service so that customers only have to work with one help desk, eliminating the time and hassle of managing multiple vendors.

With Workplace2go, businesses experience immediate benefits which include:

- **Saving time** by having one place to acquire, use and get support for business software
- **Boosting productivity** by giving employees the tools they need when and where they need them
- **Saving money** with a 'pay as you go' model and affordable pricing

Applications Available Today

Title	Need	Service Overview
Microsoft Hosted Exchange	Better email communication for all users with anywhere access	Premier email service that also includes shared calendars, tasks, and contacts that are synchronized across work computers, home computers and PDAs.
RIM BlackBerry or Motorola Good Link	Mobile access to email, contacts, calendars and tasks	Both BlackBerry and Good Link allows businesses to retrieve email, contacts, calendar and tasks from our Hosted Exchange messaging system. Businesses can choose BlackBerry if they prefer those devices exclusively or Good Link if you prefer a variety of device options.
WebEx WebOffice	Share projects, tasks, calendars, documents and other information	Businesses can quickly implement an intranet and securely share documents, contacts, databases and other information within the company or with selected people outside your company.
WebEx Web Conferencing	Conduct online meetings and conferences	Businesses can announce initiatives, provide training, give client presentations and more, involving participants located anywhere in the world, without the time, hassle and expense of travel.
McAfee Total Protection for Small Business	Anti-virus, anti-spam protection	Protects computers from viruses, spyware, spam and phishing; and incorporates desktop firewall protection for all registered PCs and laptops.
ViaRemote Backup	Protect data stored on company PCs.	Over 50% of data is stored on employee PCs, and ViaRemote Backup ensures a company's valuable information is protected. Businesses can conveniently backup all company data to a secure, offsite location, including remote PCs and laptops, without employee intervention.
Advanced Server Backup and Recovery	Secure off-site data protection	Powered by Asigra, Advanced Server Backup and Recovery, is the fastest, most reliable, online backup and recovery service available. All data is replicated both locally and over the Internet to secure data vaults. Company data is available whenever, and from wherever it is needed.
VMobility	Remote Access	VMobility Remote Access helps businesses extend office computer systems to employees who are offsite, allowing them to be productive no matter where they are located.
iKaseya Remote Desktop Management	Remote desktop support and troubleshooting.	Businesses can take control of a remote computer for training, support, troubleshooting and other applications.

Coming this Summer 2008

Title	Need	Overview
LongJump	Business management service	Enables businesses to make decisions with greater accuracy, automatically delegate processes, and analyze information across the entire business from CRM customer data to billing to resources or whatever data you may have.
Microsoft Dynamics	Sales & customer management tool	Flexible CRM solution that works the way people do, works the way a business does, and works the way IT wants it to.
Averiwhere	Business management and operation service	Delivers what growing businesses need to improve communications, gain visibility and streamline their business operations.
AIT	Web hosting and domain name registration	More and more people are researching companies via the web before making a buy decision. Web presence is a critical marketing tool for businesses. AIT offers domain name registration and web hosting plans tailored for businesses.
Box.net	Secure collaboration	Online storage for company files. Box offers web-based secure access and sharing of company documents with colleagues, customers and/or vendors.
Skoot	Share large files	Skoot™ is a revolutionary way to deliver big files. Whether its movies, music, pictures or reports—don't sweat it. Skoot it!
RHUB	Web Conferencing	RHUB's TurboMeeting service is a competitively priced web conferencing solution for small businesses. Easy to use web conferencing tool is a great solution for training, product announcements, seminars, etc. eliminating travel headaches.

Additional brand name software will be added on a regular basis.

Workplace2go Management

General Manager

John Krzykowski is the General Manager for Workplace2go, a leader in one-stop shopping for name brand on-demand services, and is accountable for defining and driving 19Marketplace's go-to-market strategy. Workplace2go offers customers a selection of widely used applications on a pay-as-you-go subscription model with one common access portal and one customer support number. Krzykowski has more than eighteen years of experience in the software and telecommunications industries providing strategy, sales and marketing, and implementation leadership to entrepreneurial and Fortune 500 companies.

Prior to joining Workplace2go, he consulted with over 30 domestic and international service providers to develop go-to-market strategies for their on-demand services. These companies leveraged Mr. Krzykowski's expertise to transform their sales and marketing strategy from a feature-based approach to a benefit approach that stressed the services ability to improve customers' businesses. He also assisted these companies in implementing up-sell strategies that significantly increased revenue from their current customer base.

Mr. Krzykowski also has significant experience in the telecommunications and IT consulting industries. He brought a fresh approach to the telecommunications partner programs targeting new partner profiles that drove revenue for high margin products and services. He developed partnerships with Microsoft, Accenture, HP, Salesforce.com and Google. Mr. Krzykowski also worked in the consulting industry as a Director of Strategic Solutions for marchFIRST and as a Manager for Andersen Consulting (now Accenture). Major consulting clients included Corporate Express, Master Lock, Gerber Baby Foods, Rockwell International and Harnischfeger Corporation.

Mr. Krzykowski attended the University of Wisconsin, where he earned a Bachelor of Sciences degree in Mechanical Engineering.

Chief Strategy Officer

David Chao is an experienced strategic thinker and has been a technology thought leader for the past 15 years. With a diverse background from motion pictures to the Internet, Mr. Chao brings a unique perspective to the technology market with his experience in financial services, movies, manufacturing and technology. Mr. Chao's skills are focused on setting clear, sustainable strategic differentiators and then manically executing.

Prior to joining Workplace2go, David Chao was the chief strategist and vice president of business development for NTT/Verio, a wholly owned subsidiary of NTT Communications. NTT/Verio is one of the world's largest hosting companies and was an early pioneer in the Internet. Mr. Chao was responsible for the company's SMB strategic direction as well as leading the strategic input into the functional groups of the company. He was responsible for product direction and vision, marketing, strategic alliances and the indirect sales channel. In addition, Mr. Chao was responsible for the global strategic direction and implementation of relationships with Microsoft and Accenture for NTT Communications.

Previously, Mr. Chao was vice president of business development and marketing for ePresence Inc., a provider of secure identity management for the Internet, and prior to that, he was vice president of sales and business development for Navidec Inc., a solutions and software infrastructure company. Mr. Chao has extensive experience in software development as well as in system integration, for companies such as SUN, Netegrity, BEA, IBM Tivoli and others. Mr. Chao also held various business development and marketing positions with companies including Siemens Information Communication Networks and AccessWorldwide Communications.