



## Company Q&A

### 1) What is Workplace2go.com?

Workplace2go is an aggregator of on-demand business software services (a.k.a. Software as a Service or SaaS). Workplace2go offers a more convenient way to buy—and use—the name brand software services that power today’s smart businesses.

Workplace2go researches the industry to find the best on-demand services. The company does not lock into agreements with only one vendor thus enabling customers to get the benefit of choice, unbiased vendor reviews and accessing software systems that tailor to specific customer needs.

### 2) What is Jamcracker and why do you utilize the Jamcracker platform?

Jamcracker is an IT leader that aggregates on-demand services from global Service Providers and Independent Software Vendors. Jamcracker’s platform is a proven technology that was initially developed in the late 90s as a single sign-on and provisioning tool for large enterprises. Workplace2go partners with Jamcracker to re-purpose this proven technology to the small and medium sized business (SMB) market, allowing these businesses to subscribe to enterprise class software at a fraction of the cost.

### 3) How does Workplace2go decide which products become part of the company’s portfolio of offerings?

The Workplace2go product team analyzes the type of software the SMB market needs and then thoroughly researches on-demand providers. Workplace2go has an extensive evaluation process that looks at everything from the provider’s technical architecture, financial strength, ease of use and data security.

### 4) What are the most popular applications or services used by your customers?

The most popular applications as of July 2008 are Microsoft Hosted Exchange, Blackberry Enterprise Server, and Remote Backup. Email is a critical communication tool for businesses; in many cases, it’s more important than the phone. We have solutions to the POP mail problem, which is the mail service included as part of general web hosting . It doesn’t have the collaboration and integration capabilities with smart phones such as Blackberry, Windows Mobile and iPhone. Remote backup is also very popular. Most employees store 60 – 70% of company documents on their PCs rather than company servers. If a PC has a hard drive failure or is lost or stolen, valuable company information is gone. Our remote backup services automate the backup process and securely store this information off site. It’s easy to recover valuable company data. Over the next couple of months, Workplace2go will be expanding its company services portfolio to include offerings such as Customer Relations Management (CRM), Enterprise Resource Planning (ERP), Web Hosting, Web Conferencing and additional services.

## 5) What are the benefits of Workplace2go SaaS offerings?

- **Pay-as-you-go subscriptions:** eliminate waste by paying only for what the customer uses
- **Flexible access:** business services can be used from any Internet-connected PC
- **Easy to scale & change:** add or remove users as staffing needs change and modify applications as business needs change
- **Eliminates capital expense:** predict and budget how much the customer will spend, and move the cost from a capital expenditure to a business expense.
- **No licenses:** Workplace2go customers are not locked into obsolete software systems if requirements change
- **Cancel any time:** purchased software can't be returned, but subscriptions can be cancelled if needs change or they don't work out as well as planned
- **Good for the environment:** Driving less is good for the environment and employees' wallets. Employees now have the tools to do everything that they can do at the office at home

## 6) Who are your target customers?

Workplace2go target customers typically have a distributed workforce with information being critical to their business, and employees needing to securely access company information anywhere. The days of coming to the office and working from 8 – 5 are over. People are working longer hours and trying to maintain a work-life balance. Workplace2go services give businesses the flexibility to be productive outside the office.

## 7) How do you reach your target customers?

Workplace2go accesses target customers via established relationships with partners. We partner with companies that have strong customer relationships and are trusted advisors. We also reach target customers through the BizNews2go newsletter which educates businesses on the benefits of SaaS applications and helps them determine if it may be right for them.

## 8) How does the Workplace2go help desk deal with all the different applications offered?

The Workplace2go help desk experts are trained on common questions customers ask which are about 80 – 85% of the questions. If the help desk isn't able to answer the question, they contact the provider to resolve the question. The Workplace2go help desk experts have a hotline with each provider so that a quicker response can be obtained than if a customer had to call the provider directly. One help desk simplifies support for customers so that all issues are dealt with efficiently.

## **9) What is 19 Marketplace? What is CPDI?**

19Marketplace is similar to a warehouse of SaaS applications and Workplace2go is the store customers use to purchase services. Company partners interact with 19Marketplace and customers interact with Workplace2go. Communications Product Development, Inc. (CPDI) is the parent company and Workplace2go is a division within 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, offices in Denver, Colorado, and Miami, Florida.

## **10) Why wouldn't a potential customer just pick the SaaS solutions they need and sign-up for them directly with each vendor involved?**

That strategy would work well for businesses that only plan to subscribe to one or two services. However, most businesses continue to buy more services over time because they like the pay-as-you-go model and eliminating IT headaches. If businesses want to buy direct, they often find it's a time-consuming process to do the research, to find a provider that offers a quality service and is financially strong and find services that meet their specific needs. As businesses begin to work with more and more vendors, they often find that they have traded their IT headache for other headaches – time-consuming research, vendor management, multiple passwords and many invoices. Workplace2go eliminates the vendor management issue. With Workplace2go, customers don't have to worry that they will be sold a product they do not need, and can have confidence that they are being presented the best products in the industry. Workplace2go has not been hired by the providers. They can freely help customers choose services that best meet their needs. Customers enjoy one single point of contact – Workplace2go.

## **11) What do you think the potential is for SaaS for the SMB in the future?**

Research analysts are predicting a 22 – 31% CAGR through 2011 which is substantial growth for any industry. SaaS sales were \$6B in 2007 and are projected to be between \$12 – 15B in three years. What does this mean to SMBs? There will be many more SaaS applications available in the coming years and the price points will be very attractive. The challenge for SMBs is finding the right providers for their business which can be daunting for most SMBs with very lean budgets and limited time to do thorough research. Workplace2go addresses this problem giving our customers more time to focus on their business.