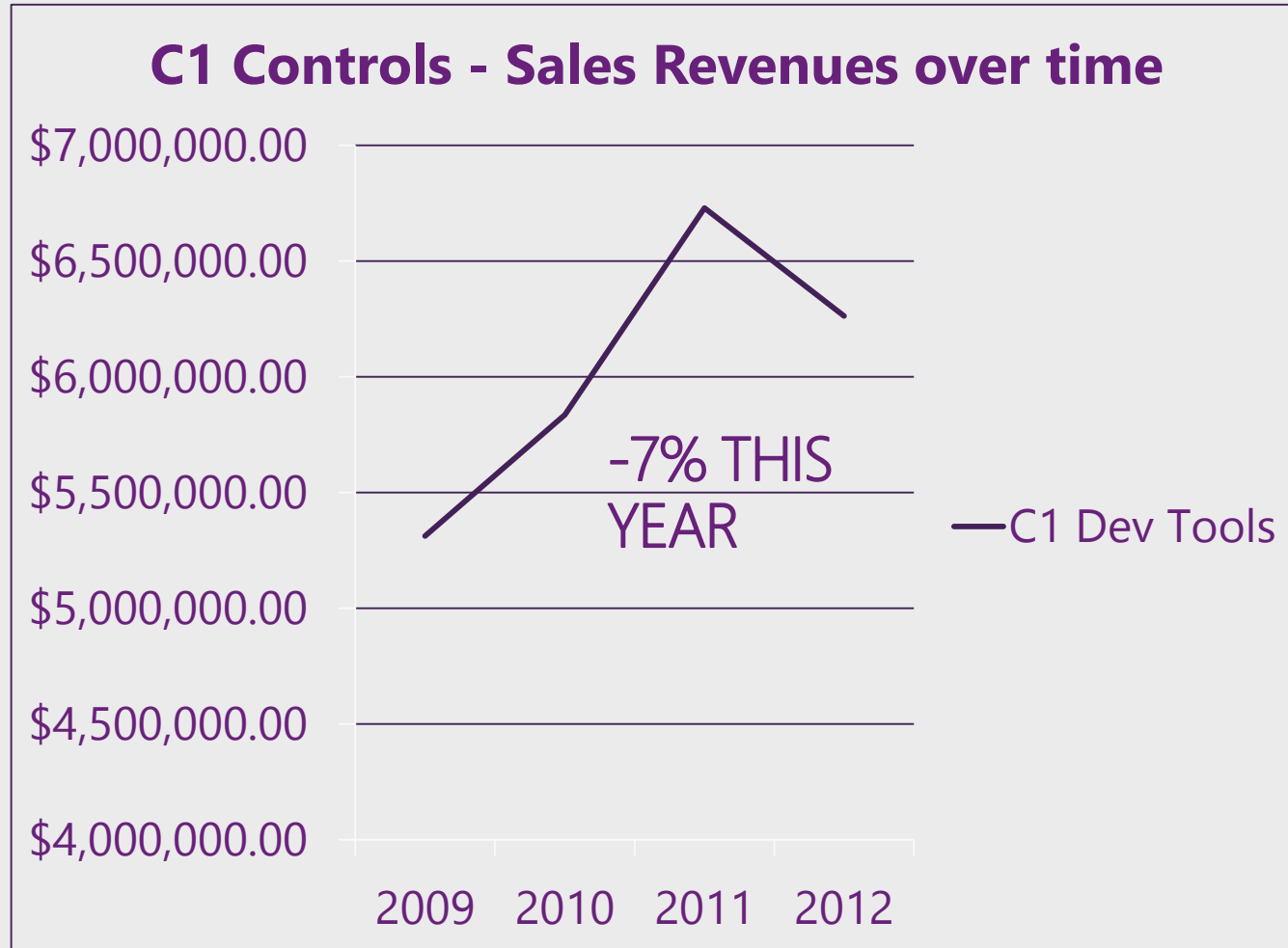


Building Blocks – Getting to \$20M by 2015

Todd Schick

ComponentOne, a Division of GrapeCity

The Controls Aren't Enough



- Microsoft is no-longer actively-promoting Silverlight and WPF
- Microsoft is competing with its own ecosystem.
- Run-everywhere philosophy is making .NET UI irrelevant.

* Numbers reflect January 1 through September 24 of each year

The Controls Aren't Enough

By FY 2015

- Continuing our current path (6% CAGR) gets us to \$15.5M
- Additional \$4.5M annually by 2015 to get to \$20M
- Evaluate low-risk, high-return options

What Our Competitors Are Doing

 (est. \$18M annual revenues & 200 employees)

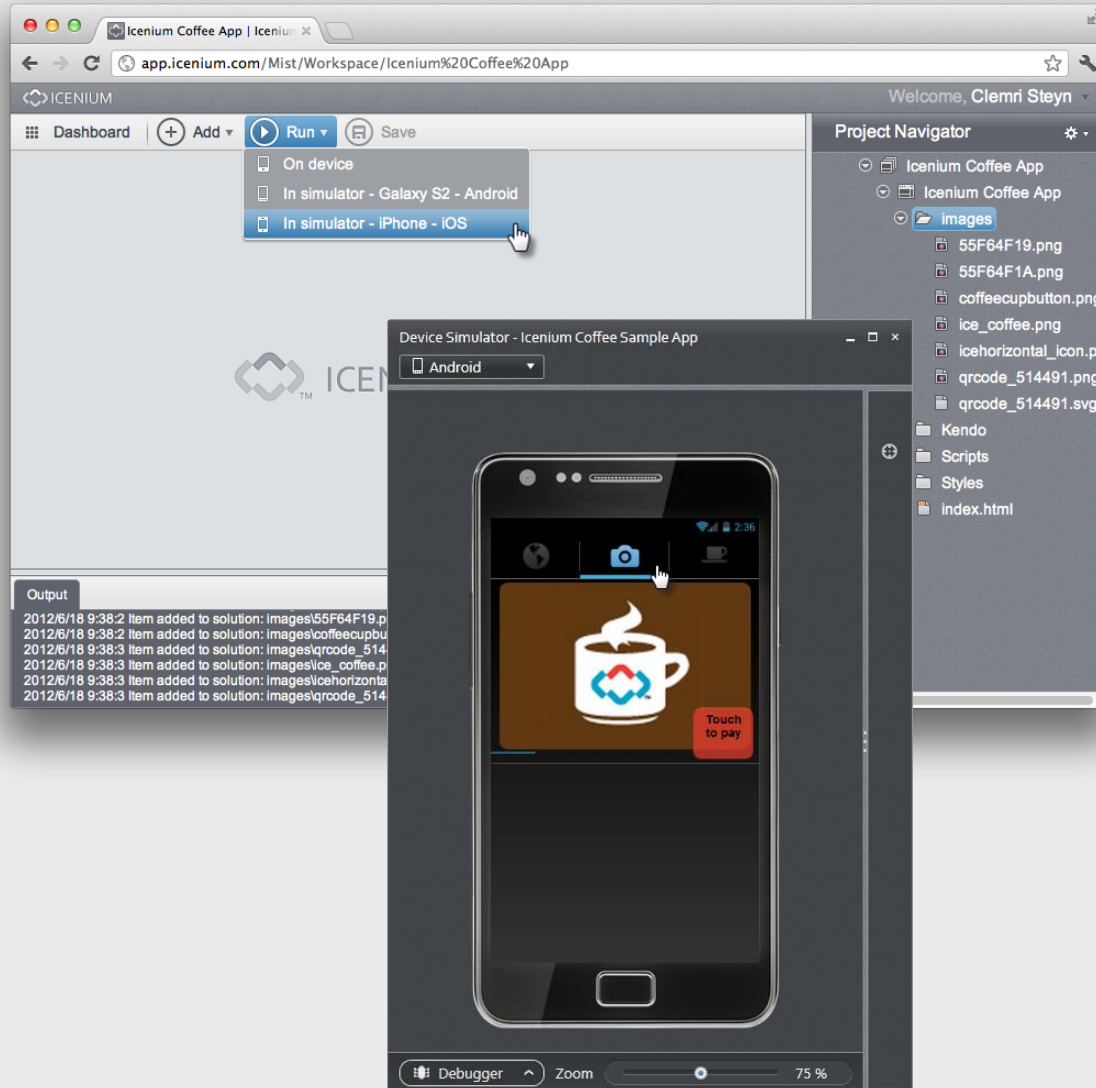
When	What	Impact
2007	DevExpress launches CodeRush; a Visual Studio add-in product that enables developers to increase their efficiency in writing and maintaining source code.	Good
2009	DevExpress begins a global campaign of live training events for developers to learn how to effectively use the DevExpress eXpressApp Framework.	OK

What Our Competitors Are Doing

 **telerik** (est. \$22M annual revenues & 275 employees)

When	What	Impact
2005	Launches Sitefinity Content Management System (CMS). Telerik boasts over 2,000 sitefinity customers worldwide.	Great!
2010	Telerik breaks into the ALM market with WebUI Test Studio, TeamPulse project management software, and Just Mock for unit testing.	Great!
2012	Telerik acquires Fiddler and hires its developer, Eric Lawrence, away from Microsoft.	Brilliant!
2012	Telerik releases CTP of Icenium. An SaaS mobile application development environment, built on their Kendo UI JavaScript tools.	Brilliant!

Telerik Icenium



Use HTML5 & JavaScript to build apps that run natively on iOS and Android and forget about managing SDKs locally. Icenium does it for you in the cloud.

- ✓ Target the most relevant mobile device platforms
- ✓ Forget about SDKs, leave it to the cloud
- ✓ See your changes in real-time, on multiple devices
- ✓ Access your code & project from anywhere, anytime

What Our Competitors Are Doing



(est. \$28M annual revenues & 350 employees)

When	What	Impact
2007	Differentiates itself as a UI expert w/ Consulting & Training.	OK
2010	Release of Quince software for developers and designers to share artifacts.	OK
2012	Acquisition of SouthLabs a mobile applications company for SharePoint and Dashboards.	Brilliant

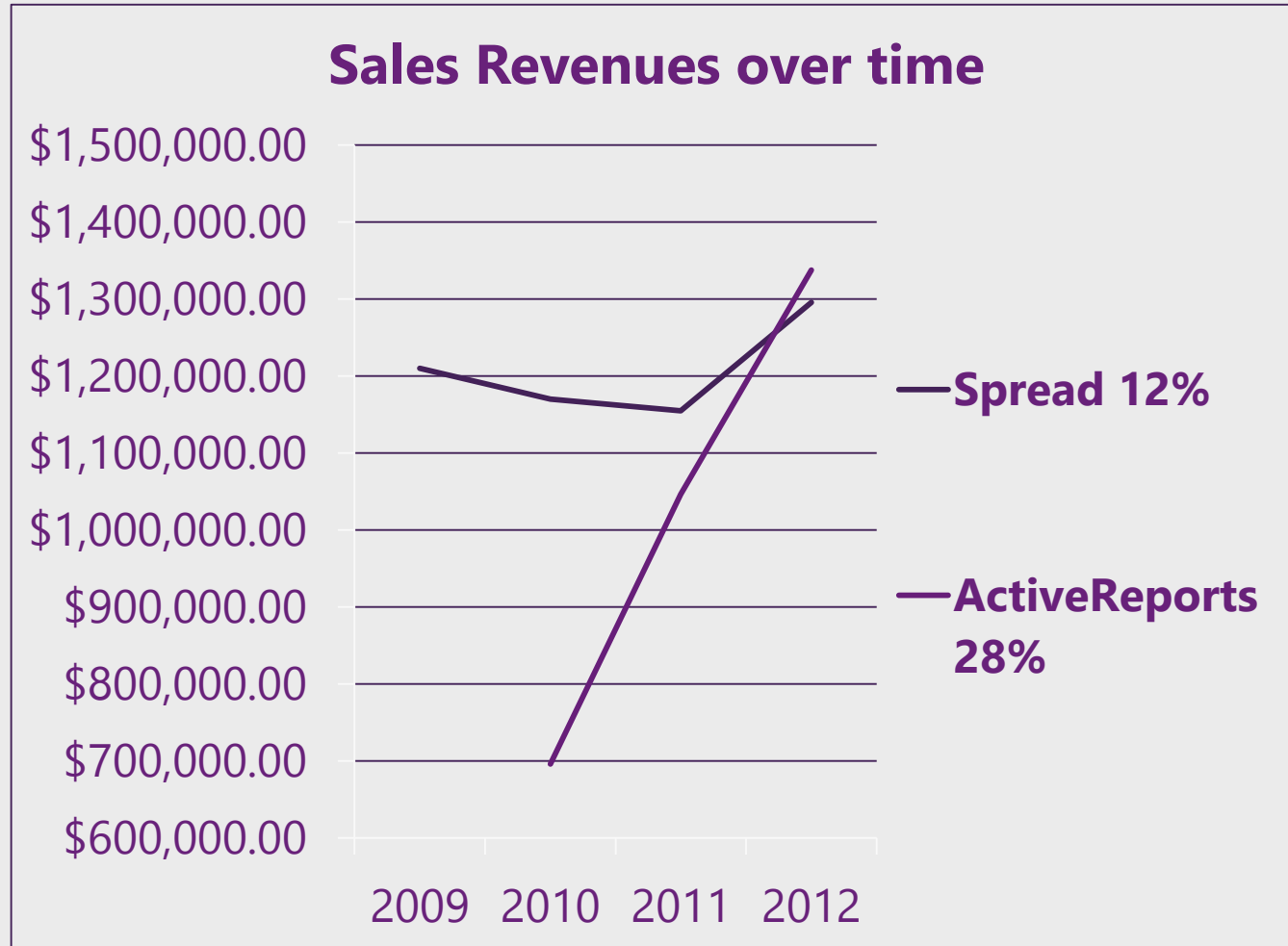
Infragistics SouthLabs



Create dashboards retrieving information directly from popular data sources including Odata.

- ✓ Self Service – No server-side setup required!
- ✓ Ease of Use: No programming required.
- ✓ Visualize: Use grids, charts, maps and gauges for KPI's!
- ✓ Collaborate

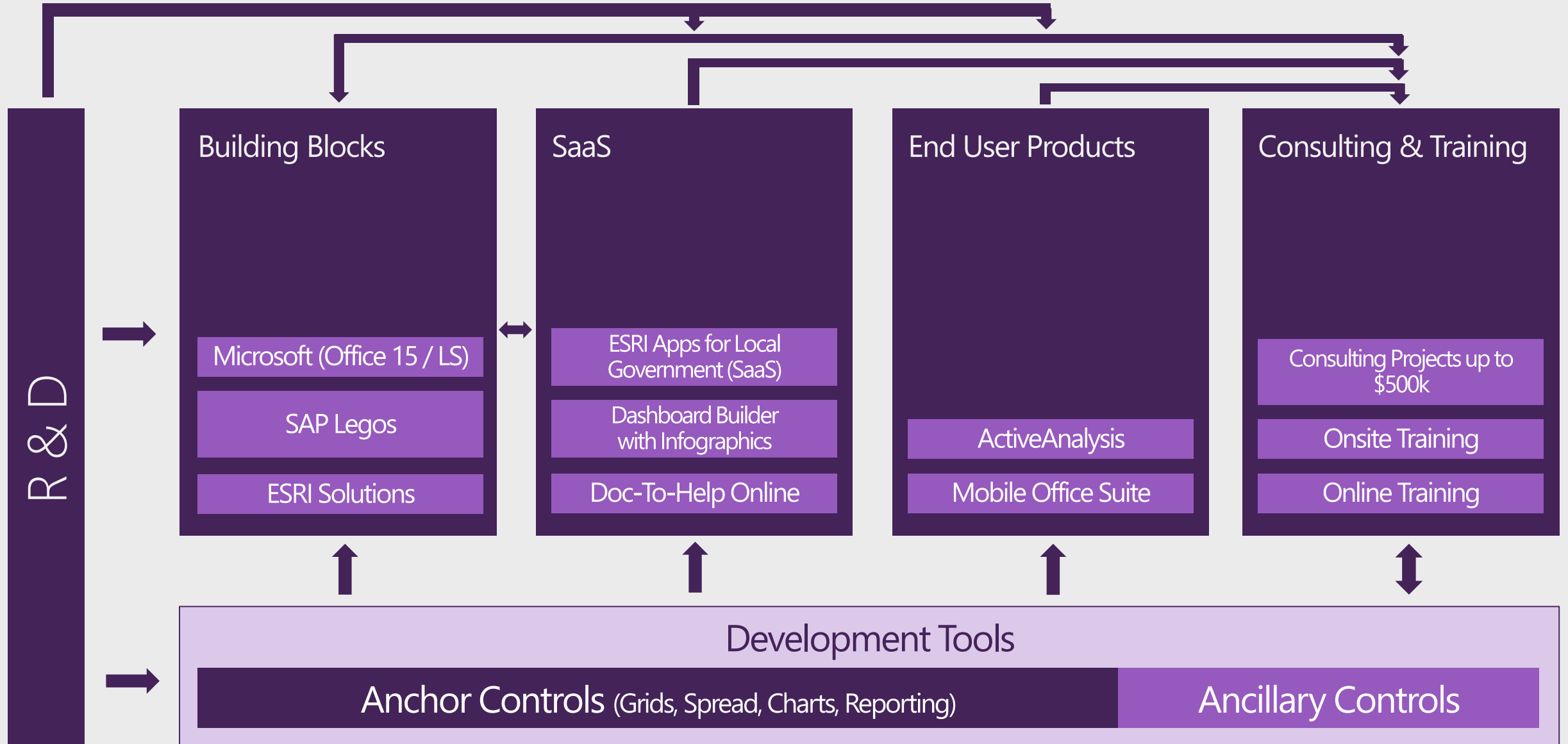
There is a Silver Lining – but it isn't Silverlight



- Simple controls are vulnerable to commoditization BUT
- Highly specialized controls will continue to be in demand and are less-vulnerable to competitive pressure.

* Numbers reflect January 1 through September 24 of each year

\$20M by 2015



\$20M by 2015?

We cannot continue just doing what we're doing. Instead:

- Focus on creating end-user applications and Lego-style building blocks.
- Use our existing technology as the foundation.
- Use our partners to guide our blueprint.
- More-specialized solutions mean larger deals and more brand loyalty, but in smaller markets.

\$20M by 2015?

We need to be willing to:

- Retool and re-align our resources
- Add non-generalists (Mapping, GIS, Government, SAP) to our staff.
- Acquire technology, products, talent

\$20M by 2015

Leveraging our Existing Technologies

Product	Relative Dev Cost	Relative Marketing Cost	Projected Business Upside	Overall Risk of Failure	Funded?
Active Analysis for End Users online and mobile devices	Minimal	Moderate / High	Excellent	Low	No
DocToHelp Online and mobile(SaaS)	Medium	Medium	Good	Low	No
Dashboard Builder with Infographics (SaaS) for mobile	High	Medium	Excellent	Moderate	No
Mobile Office Suite	High	Medium	Excellent	Moderate	No
AR end user report builder for web and mobile devices copying SouthLabs data model	High	Medium	Excellent	Moderate	No

\$20M by 2015

Leveraging our Esri Relationship

Product	Relative Dev Cost	Relative Marketing Cost	Projected Business Upside	Overall Risk of Failure	Funded ?
Esri Map for JQuery Bundle	Low	Low	Good	Low	No
Solutions for Local Government	Medium	Medium	Excellent	Low	No
Solutions for Oil and Gas	Medium	Medium	Excellent	Medium	No
ActiveAnalysis and Esri Maps (ala SpotOn / Cognos)	Medium	Medium	Good	Moderate	No
ActiveReports (ESRI does not provide a good reporting solution)	Medium	Medium	Excellent	Low	No

\$20M by 2015

Leveraging our SAP Relationship

Product	Relative Dev Cost	Relative Marketing Cost	Projected Business Upside	Overall Risk of Failure	Funded ?
Legos for Order To Cash	Medium	Low	Excellent	High	Yes
Legos for Procure to Pay	Medium	Low	Excellent	High	No
Legos for Make to Order	Medium	Low	Excellent	High	No
Legos for Budget to Report	Medium	Low	Excellent	High	No
Legos for Cost Management	Medium	Low	Excellent	High	No

\$20M by 2015

Concentrate on Mobile Devices

Product	Relative Dev Cost	Relative Marketing Cost	Projected Business Upside	Overall Risk of Failure	Funded?
AR end user report builder for web and mobile devices using SouthLabs data model	Medium	Medium	Excellent	Medium	Partial
Mobile Dashboard	Medium	Medium	Excellent	Medium	Yes
Mobile AA	Medium	Medium	Excellent	Medium	Yes

\$20M by 2015

Leveraging our Microsoft Relationship

Product	Relative Dev Cost	Relative Marketing Cost	Projected Business Upside	Overall Risk of Failure	Funded?
Studio for LightSwitch	Medium	Medium	Good	Low	Partial
Studio for WinRT XAML (Windows 8 XAML)	Medium	Medium	Good	Low	Yes
Studio for WinJS (Windows 8 JavaScript)	Medium	Medium	Good	Low	Yes

\$20M by 2015

Consulting and Training Services

- Developer Tools (newer technologies first)
- Solutions for Local Government
- Solutions for Oil and Gas
- SAP Legos