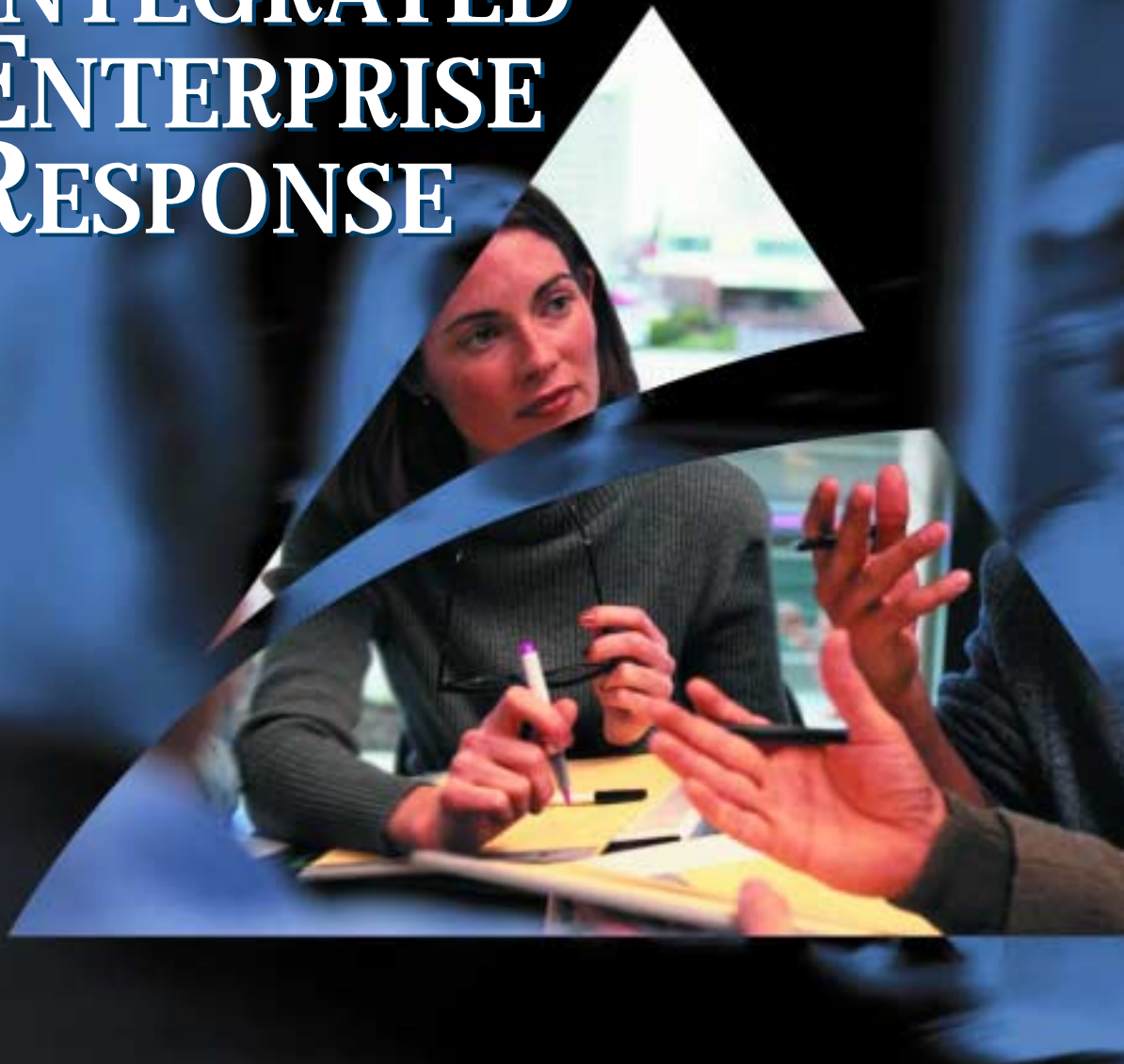


INTEGRATED ENTERPRISE RESPONSE



SOFTWARE SOLUTIONS
TO WIN IN E-BUSINESS



www.verticent.com

CORPORATE DESCRIPTION

Verticent delivers Enterprise Application Software Solutions to mid-market companies around the globe. Featuring ERP and CRM with e-commerce functionality, the Verticent ERP *Plus*™ software suite enables companies to integrate the management of customer-related operations – such as sales force automation and customer support – with traditional back-office operations – financial accounting management, order processing, inventory control, distribution and manufacturing. With ERP *Plus*, companies more efficiently respond to customers, suppliers and partners at any stage of the relationship – from the initial sales call through invoicing and ongoing customer support.



FOUNDED ON YOUR SUCCESS

Verticent was founded in 1992 with one basic premise – to solve critical business issues for midsize companies. Business issues like running your company in the Internet economy, turning customer data into customer information, and understanding the needs of your customers, suppliers and partners before your competition does. That's why we created advanced **Enterprise Application Software Solutions** and professional services to solve these concerns. This focus on enterprise response remains with us as we enhance our software solutions and sharpen our focus on today's growing and changing marketplace.

In our infancy we recognized the evolving needs of mid-market companies, and we immediately realized the value of an **Integrated Enterprise Response**. Our focus is to give our customers software solutions that enable them to know, understand, and respond to *their* customers, suppliers and partners. In 1992 – during the age of best-of-breed planning and philosophies – Verticent stood by its vision of integration. Today, the Verticent solution remains the industry's only truly integrated suite of front-office and back-office solutions – it's called ERP *Plus*.

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Manufacturers know that a complete business system connecting sales, support, manufacturing, distribution and finance departments with customers, suppliers and partners provides unparalleled benefits – the most important being **profitable repeat sales through better customer service and communications** throughout your supply chain.

Our ERP *Plus* suite allows everyone in your company to have up-to-date information at their fingertips and to know exactly what's been promised or said to your customers – that's a business issue every businessperson knows is critical to their organization's success.

Successful businesspeople also recognize the role of the Internet in business-to-business operations. Forward-thinking companies are expanding their business-to-business e-commerce capabilities – and Verticent is enabling their success.

As the Internet is changing the way companies compete, Verticent is providing the tools you need to succeed in the evolving competitive landscape. Through e-commerce functionality in ERP *Plus*, you can connect to – and share information with – remote employees, suppliers and customers around the globe, 24 x 7. The Verticent ERP *Plus* software suite enables you to link your critical enterprise operations with the world.

Add Verticent professional services to the mix, and you can efficiently **tap the powerful enterprise information** that's right at your fingertips. When rapid implementation is vital, our Professional Services Organization (PSO) relies on its proven implementation methodology to get you up and running – *quickly* – allowing you to realize an immediate **return on your investment**.

This continued customer-centric focus, *and our commitment to delivering leading-edge software solutions*, helped us sharpen our focus and adjust our aim on solving critical business needs of mid-market companies. As a result – Verticent is growing.

With a clear vision of Integrated Enterprise Response, Verticent refocused its product line and management initiatives. And our new management team, *comprised of industry experts*, continues to guide the company toward **success** in the mid-market enterprise application arena.

We're on to something – and our mission is to constantly enhance our products, help you do better business and continue gaining market share.

Verticent TECHNOLOGY

Verticent was the first software developer to unite front-office and back-office functionality into an Enterprise Application Software Solution – closing the loop from sales, support, distribution, manufacturing and finance with customers, suppliers and partners. We also pioneered a strong enterprise application solution that enables users to leverage the power of the Internet for business operations in the new e-economy. Called *ERP Plus*, our entire suite was developed on one common technology platform for managing relationships from end-to-end through a single system – resulting in more profitable repeat sales and improved communications for your company across your supply chain.

While other application software providers incorporate patchwork front-office and back-office solutions into their suites, all Verticent modules are tightly integrated on one platform into *ERP Plus*. Verticent continues to develop all software applications from the ground up – using the same technology, the same tools and the same data model. This development strategy creates modules that are tightly integrated, more robust and extremely intuitive.



ERP *Plus* modules also are designed to adapt to the changing needs of your business while empowering employees throughout your entire enterprise. All of our resources are dedicated to solving business concerns for mid-market companies. That means taking raw data and converting it into valuable information on which you can base sound business decisions.

Our strategy ensures you'll maintain personal customer relationships

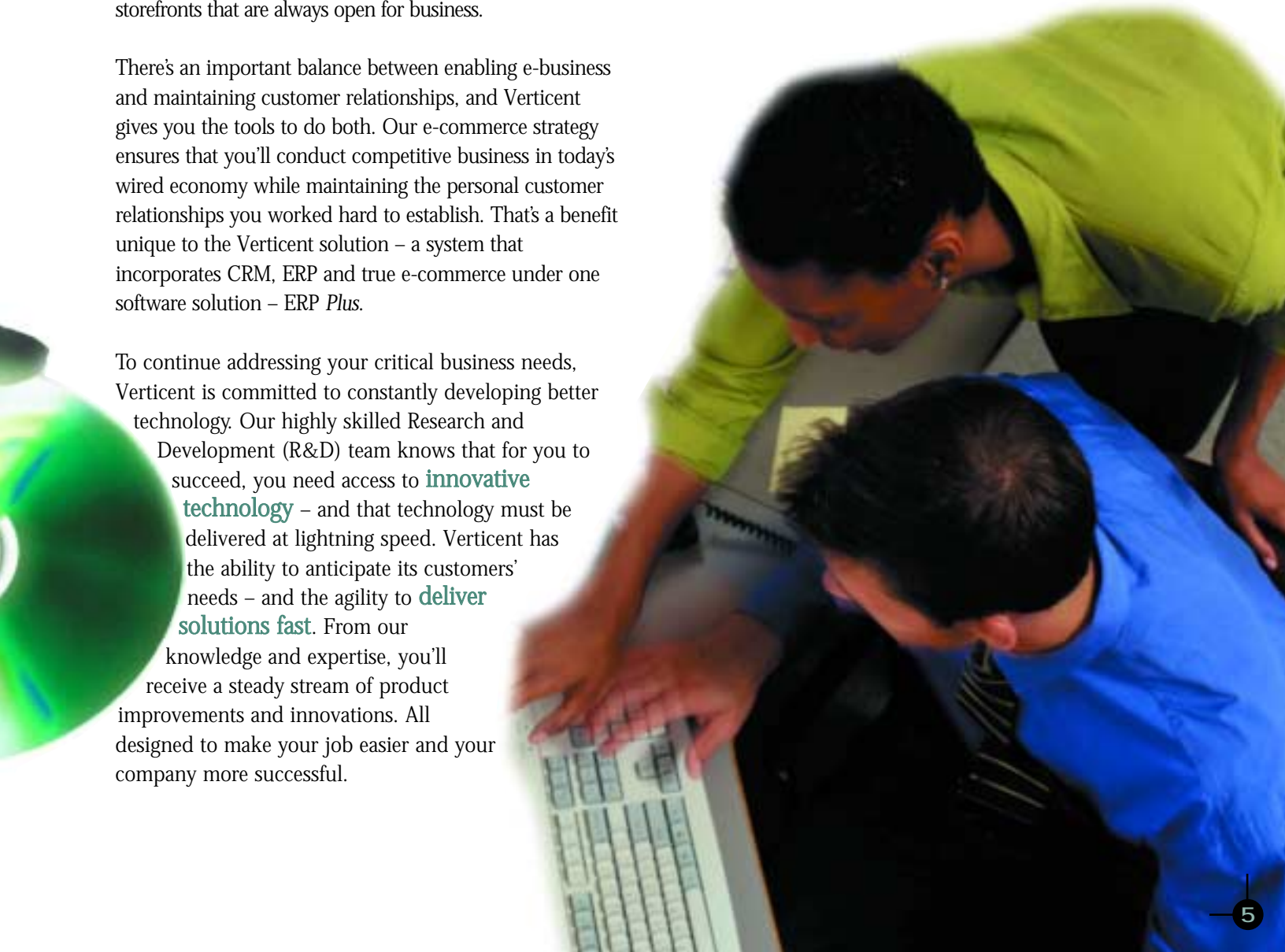
Verticent also is the integrated backbone that enables you to **enter the realm of e-commerce**. With our Enterprise Application Software Solutions, you can conduct true e-business – which entails sharing critical enterprise information across geographic barriers 24 hours a day. Verticent's e-commerce applications allow your remote employees, suppliers and customers to view your enterprise data, process orders online and visit virtual storefronts that are always open for business.

There's an important balance between enabling e-business and maintaining customer relationships, and Verticent gives you the tools to do both. Our e-commerce strategy ensures that you'll conduct competitive business in today's wired economy while maintaining the personal customer relationships you worked hard to establish. That's a benefit unique to the Verticent solution – a system that incorporates CRM, ERP and true e-commerce under one software solution – ERP *Plus*.

To continue addressing your critical business needs, Verticent is committed to constantly developing better technology. Our highly skilled Research and Development (R&D) team knows that for you to succeed, you need access to **innovative technology** – and that technology must be delivered at lightning speed. Verticent has the ability to anticipate its customers' needs – and the agility to **deliver solutions fast**. From our knowledge and expertise, you'll receive a steady stream of product improvements and innovations. All designed to make your job easier and your company more successful.

We also realize every organization has its own way of doing business – we don't expect you to change your business practices to suit our software. Verticent solutions allow you to customize the software to accommodate your business systems. And don't worry about the latest software release deleting all of your customizations – Verticent follows a unique methodology that allows you to maintain custom software features as you install new versions of ERP *Plus*.

Flexible and extensible, ERP *Plus* consists of easily customizable client/server modules for manufacturing, distribution, financials, sales and support – each fully functional within the ERP *Plus* suite or as a standalone application. Whether you need a full front-office and back-office solution or a standalone application, ERP *Plus* meets your needs today and remains extensible into tomorrow.





ERP *Plus*[™]

Integrated Enterprise Response Solutions – that’s the Verticent definition of a fully integrated suite of front-office and back-office applications. And all of these solutions, from lead generation, to partner collaboration, to customer support, are found in ERP *Plus*.

A comprehensive front-office and back-office solution, ERP *Plus* connects traditionally disparate islands of enterprise information. The result – a closed-loop system of manufacturing, distribution, financials, sales and support information that your whole company can access to positively impact the bottom line.

ERP *Plus* automatically analyzes business trends throughout your enterprise and generates informative reports that help you streamline business practices. By pooling data from sales, inventory management, production planning, purchasing and finance departments, ERP *Plus* creates reports that can be simple summaries or complex analytical number crunchers. And you easily can distribute reports via e-mail, Intranet or Web. ERP *Plus* generates and organizes critical business information to make your job easier – and to help your company become more successful.



erp plus

When your success depends on making critical business decisions, ERP *Plus* turns your enterprise data into **useful information**. Data is important – but information that helps you run your business is better. ERP *Plus* gives you the ability to turn data points into actionable information that helps you and your company **chart a course to success**.

Eventually, that course will lead you to e-commerce. In the evolving e-economy, the greatest business benefits are realized with the seamless integration and exchange of information among suppliers, customers, partners and employees.

ERP *Plus* enables true e-business by linking your front-office and back-office operations with the world. From sharing enterprise data with suppliers to establishing virtual Web storefronts for customers – ERP *Plus* delivers the online capabilities you need to compete successfully in the wired economy.

Whether online today – or on your way, ERP *Plus* is ideally suited for midsize companies that need e-business solutions to enable rapid growth. As our customers know, our software solutions are flexible enough to adapt readily to their businesses.

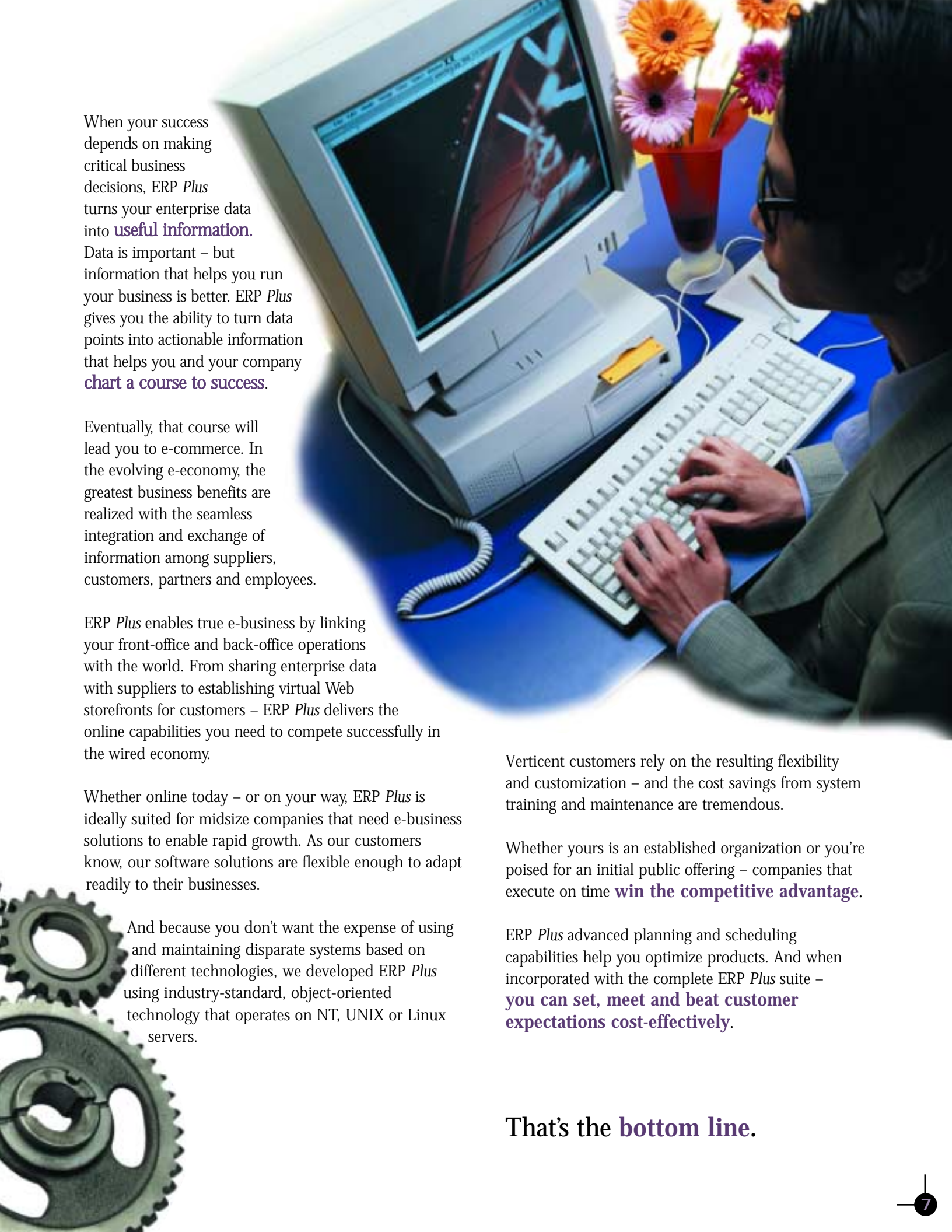
And because you don't want the expense of using and maintaining disparate systems based on different technologies, we developed ERP *Plus* using industry-standard, object-oriented technology that operates on NT, UNIX or Linux servers.

Verticent customers rely on the resulting flexibility and customization – and the cost savings from system training and maintenance are tremendous.

Whether yours is an established organization or you're poised for an initial public offering – companies that execute on time **win the competitive advantage**.

ERP *Plus* advanced planning and scheduling capabilities help you optimize products. And when incorporated with the complete ERP *Plus* suite – **you can set, meet and beat customer expectations cost-effectively**.

That's the **bottom line**.



COMMITMENT TO CUSTOMER SUCCESS

A strong commitment to our customers' success powers everything we do – from our technology to services and support. Verticent thrives on your success.

It is our job to help you open lines of communication with your customers and to increase overall levels of customer satisfaction. Verticent realizes its vision every time a customer implements ERP *Plus*, enhances customer satisfaction, and boosts their bottom line. And rest assured, it's our goal to continue improving our products and helping all Verticent customers succeed.

Providing leading-edge products is an important part of Verticent's commitment to your success. And as the competitive business landscape evolves and e-commerce techniques extend, Verticent will continue delivering Enterprise Application Software Solutions that help you compete effectively in the e-economy.



Verticent takes its customers' success to heart. When we say our products are **customer-driven**, it's not an empty claim – it's our product development strategy. Who better to help develop a product than those who use it? ERP *Plus* is the prime example. It was developed with guidance and input from our customers.

We brought a team of Verticent users together with the express intent of evaluating a list of proposed product options and functionality. We asked for their honest opinions – and we got them. The Verticent R&D team listened attentively and factored their input into our products. We're sure our products meet customer needs – *because our customers helped us define them.*

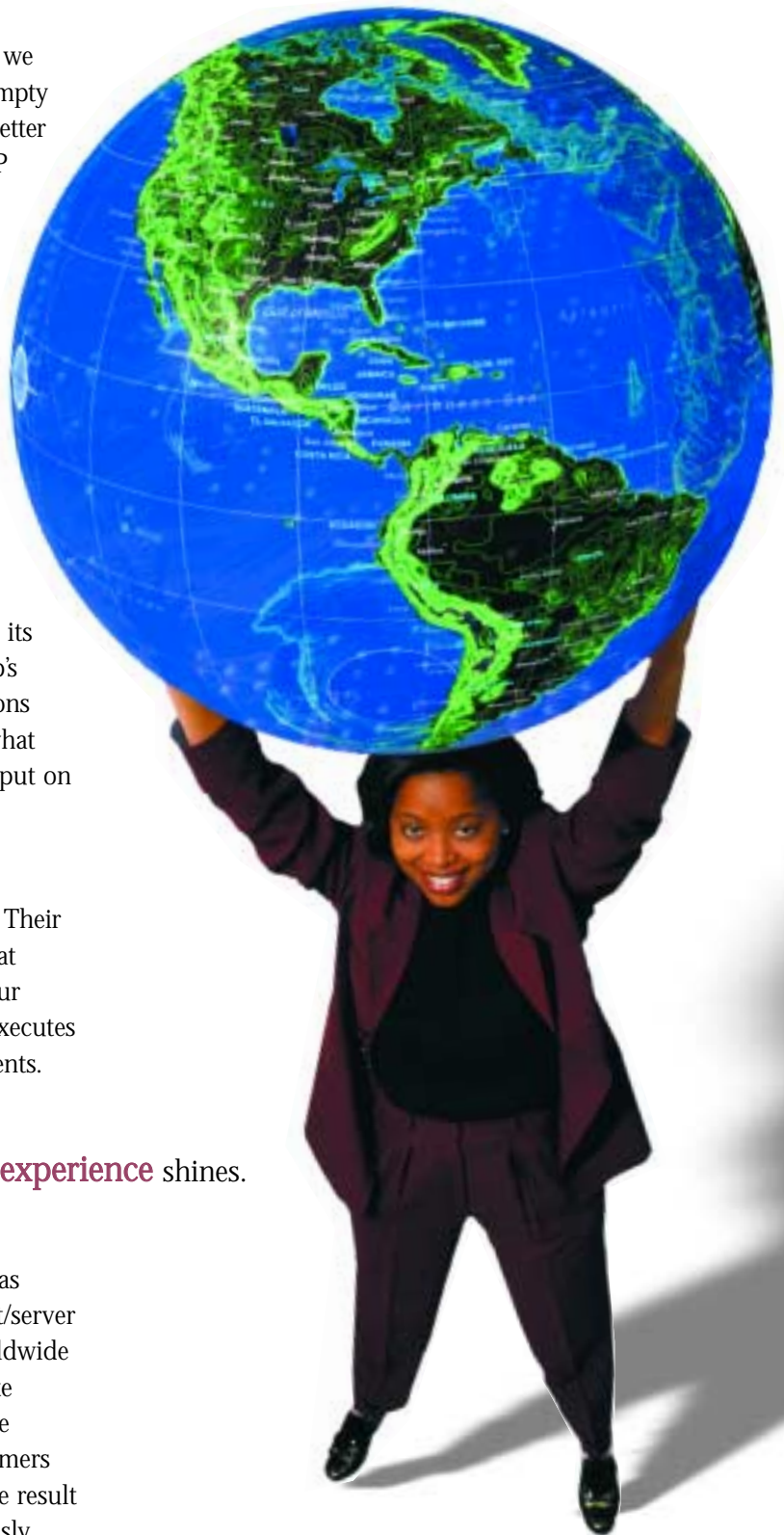
To further our **customers' input**, Verticent brings its Users Group together annually to discuss the group's experiences with Verticent products, implementations and services. These meetings help us understand what we're doing right and allow our users to provide input on product direction.

Verticent also has a dedicated Professional Services Organization (PSO) to provide customer assistance. Their main objectives are to deploy our software quickly, at reasonable costs and with minimal disruption to your business. PSO also provides advisory services and executes software customizations as requested by specific clients.

PSO's **global experience** shines.



This highly specialized team has implemented enterprise client/server solutions for companies worldwide – many with multiple remote locations. And we pass those experiences on to our customers via product refinements. The result is a product that's continuously improving and allowing all Verticent customers to integrate enhanced functionality throughout their enterprises.



That's our commitment to you – and to all Verticent customers.



Verticent **CULTURE**

*Embracing Challenge –
Setting a Foundation for the Future*

These are exciting times, and the Verticent atmosphere is **electric**. Interesting opportunities abound. And as we continue to grow, we continue to shape the landscape of the enterprise application software solutions market.

As Verticent evolves, so do our employees. All employees are invested in themselves, and they're always encouraged to expand their skills and abilities. It's a challenging environment, but one with endless opportunities for development.



In an atmosphere that's alive with challenge and activity, you'll also discover people with **sincere enthusiasm and devotion** to their work. As dedicated as we all are to the technology and products – we all also share the same commitment to our customers.

Employee enthusiasm and expertise often spawn significant product advances – *all designed to help you succeed*. From R&D to sales, Verticent employees contribute valuable **industry experience** to our products and customers.

By **embracing challenge**, our experts are creating stronger products – and a stronger company. Verticent and its employees are shaping the future of Integrated Enterprise Response and guiding all of our customers to **success**.



Verticent OFFICES

- Headquarters in Tampa, Florida
- Verticent Partners network around the globe - visit our Web site for detailed listing

FOR MORE INFORMATION

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