

*Designed BY private equity professionals*

*FOR private equity professionals*



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**SaaS Suite**

***O4B PE was designed by PE professionals to take advantage of today's advanced web based knowledge management and information sharing technologies.***

### **Unlock your firm's true value – its knowledge, contacts, and experience**

Integrate your existing processes and procedures into a web-based knowledge management system

Effectively manage your pipeline and portfolio, with easy to use tools and real-time reporting

Manage and share data across your organization

Easily archive and retrieve data such as contacts, industry research, firm specific data, and legal documentation

**Why Software as a Service?**

**Technical Infrastructure**

**System Useability**

**Reporting**

**Document Management**

**Task Management**

**Contact Management**

**Messaging and Collaboration**

**Voice integration**

**Pricing**

# Why Software as a Service?

## Cost Savings and Efficiency

### Lower TCO (Total Cost of Ownership)

No need to purchase IT hardware

No software licenses to buy

No HW/SW support costs

Predictable, monthly subscription based revenue model

### Easy To Manage

No need to set-up and manage IT servers and software

Reduced dependency on outsourced IT providers

In-house IT team can focus on more important issues



### Rapid set-up time

Same day client provisioning

Easy data migration

Intuitive products allows for easy user uptake

### Web based platform allows employees to access the company systems

Anywhere, anytime access for maximized efficiency

99.9% uptime

# Why Software as a Service?

## Security and Support

- O4B servers are fully redundant
- Daily off-site Back-ups
- Redundant Power Supply
- Redundant Internet Links
- Limited Physical Access
- Secure hosting environment
- O4B offers data protection exceeding the standards of most PE Funds

### Security



- Web based FAQs and support pages
- Comprehensive user manual
- O4B offers live help desk support from 8:00 – 18:00 (CET), and email support 24/7

### Support



# **O4B PE is built on the Open For Business (O4B) enterprise 2.0 SaaS suite**

- O4B is an integrated suite comprised:
  - Zimbra Groupware
  - Sugar CRM
  - Alfresco Document Management
  - Asterisk based IP PBX
- With the O4B suite, our clients do not need any other email, file management, CRM, or voice applications. O4B PE is a full enterprise management system.





## **VC Dashboard**

- Customizable dashboard to access the O4B PE management system
- Easy view of portfolio and pipeline companies
- Quick access to tasks, reports, and document upload

## **New Lead Wizard**

- Enter a new investment lead in minutes
- Contacts, summary financial data, investment stage, country, and fund are standard data points

## **Smart Folder and File Management**

- Easily upload files to a specific company, or transfer directly from email
- Tag files by category, enabling the file to be saved in one place, but appearing in multiple Smart Folders
- File versioning, full text search, work flow initiation, and other advanced document management features are standard

**Customizable VC Dashboard allows users to quickly see their Deals and Tasks, as well as upload and view documents**

**My PE Dashboard**  
Configure this view and build your personal PE dashboard

**My Items**

Companies | Contacts | Pipeline | Portfolio | Exited | Funds | Report Center | General Tasks

**My Leads**

Lead	Entered pipeline on	Current stage	Entered in current stage on	Status	Status description
<a href="#">Ascies</a>	11.06.2010.	Portfolio (Closing)	11.06.2010.	Active	
<a href="#">Belupo</a>	06.05.2010.	Portfolio (Closing)	06.05.2010.	Active	
<a href="#">Invitel</a>	14.06.2010.	Investment Recommendation	24.06.2010.	Active	
<a href="#">Iskon Internet</a>	08.06.2010.	Investment Alert/Signed LOI (Negotiation)	09.06.2010.	Active	
<a href="#">MIT Software</a>	23.06.2010.	Screening	23.06.2010.	Active	

**My Tasks**

Priority	Subject	Start date	End date	Description	Status
	<a href="#">Screen 'MIT Software' deal</a>	23.06.2010.		Screen 'MIT Software' deal	Not Started
	<a href="#">Review deal 'Invitel'</a>	24.06.2010.		Review deal and prepare complete fact sheet for 'Invitel'	Not Started

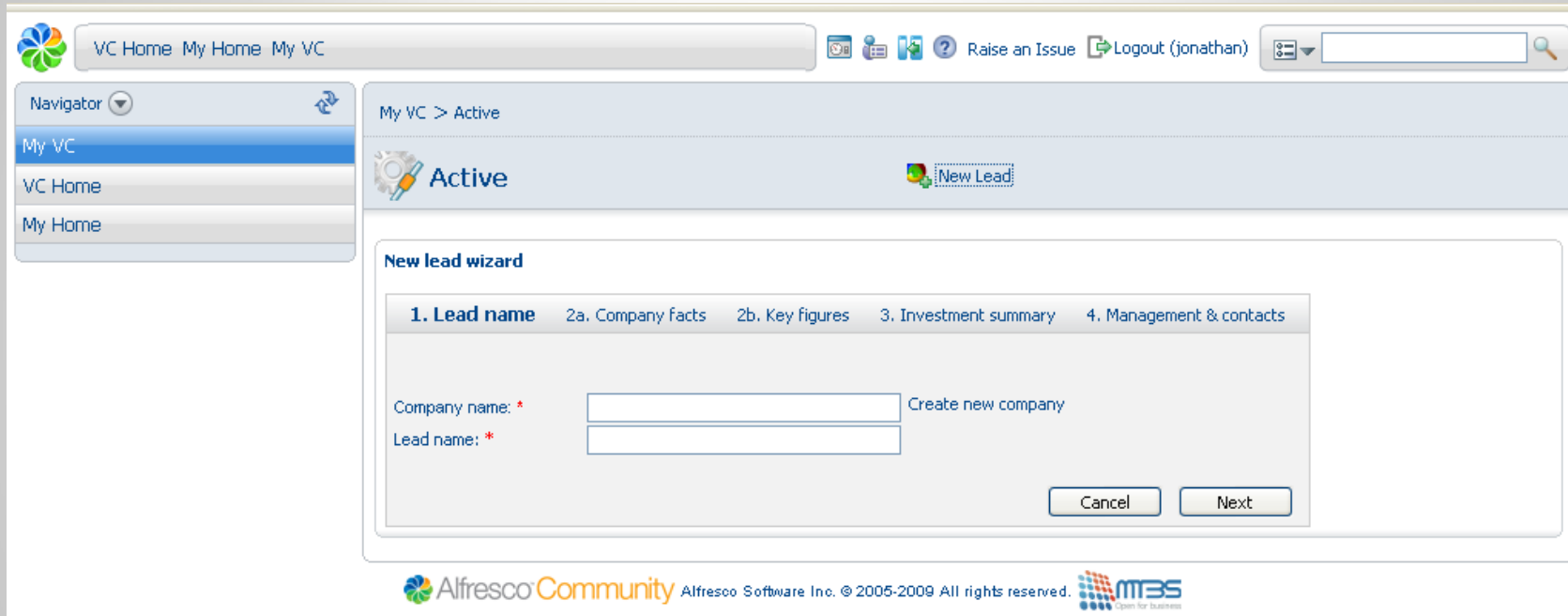
**Document List**

All Items | Word Documents

- 20100215 MTBS 10 Minute Mana
- Flag Afghanistan cash flow repo
- Meeting with B.net.docx



***Using the “New Lead Wizard”, input new investment leads  
in just minutes***



The screenshot shows the 'New Lead Wizard' interface within a web application. The top navigation bar includes links for 'VC Home', 'My Home', and 'My VC', along with a search bar and a 'Logout (jonathan)' button. A left sidebar contains a 'Navigator' menu with options for 'My VC', 'VC Home', and 'My Home'. The main content area is titled 'My VC > Active' and features a 'New Lead' button. Below this, the 'New lead wizard' section is active, showing a progress bar with four steps: '1. Lead name', '2a. Company facts', '2b. Key figures', '3. Investment summary', and '4. Management & contacts'. The first step, '1. Lead name', is currently selected and contains two input fields: 'Company name: \*' and 'Lead name: \*'. A 'Create new company' link is positioned to the right of the 'Company name' field. At the bottom of the wizard, there are 'Cancel' and 'Next' buttons. The footer of the page displays the 'Alfresco Community' logo and text, 'Alfresco Software Inc. © 2005-2009 All rights reserved.', and the 'MBS' logo with the tagline 'Open for business'.

VC Home My Home My VC

Navigator

My VC

VC Home

My Home

My VC > Active

Active

New Lead

New lead wizard

1. Lead name 2a. Company facts 2b. Key figures 3. Investment summary 4. Management & contacts

Company name: \*  Create new company

Lead name: \*

Cancel Next

Alfresco Community Alfresco Software Inc. © 2005-2009 All rights reserved. MBS Open for business

**Smart folder and file management provides standardized file storage rules and definitions across the organization**

Fund	<b>Fund ABC</b>	Total investment (€ 000)	120,000	Assignee A	Jonathan Cooper
Access type	Off the market	VC ticket (€ 000)	2,167	Assignee B	Željka P
Lead source	Advisor	Other investments (€ 000)		Assignee C	
Lead source description	Ascendant Capital Advisors	Description		Assignee D	
<b>Business description</b>					
#3 fixed line telco					

**Tools**

**Contacts (4)**

**Emails (1)**

**Fact Sheet**

**Generate Documents**

**Key Figures**

**Status History (3)**

**Tasks (5)**

**Documents**

**All (1)**

**Business Plan (1)**

**Company Analysis (0)**

**Due Diligence (0)**

**Financial (1)**

**Governance (0)**

**Legal (0)**

**Market Analysis (0)**

**Marketing Materials (0)**

**Official Documents (0)**

**Pipeline (0)**

## **“One Click” Investment Stage Promotion**

- As deals move through the pipeline, easily promote them to the next pipeline stage with just one click

## **Portfolio company promotion wizard**

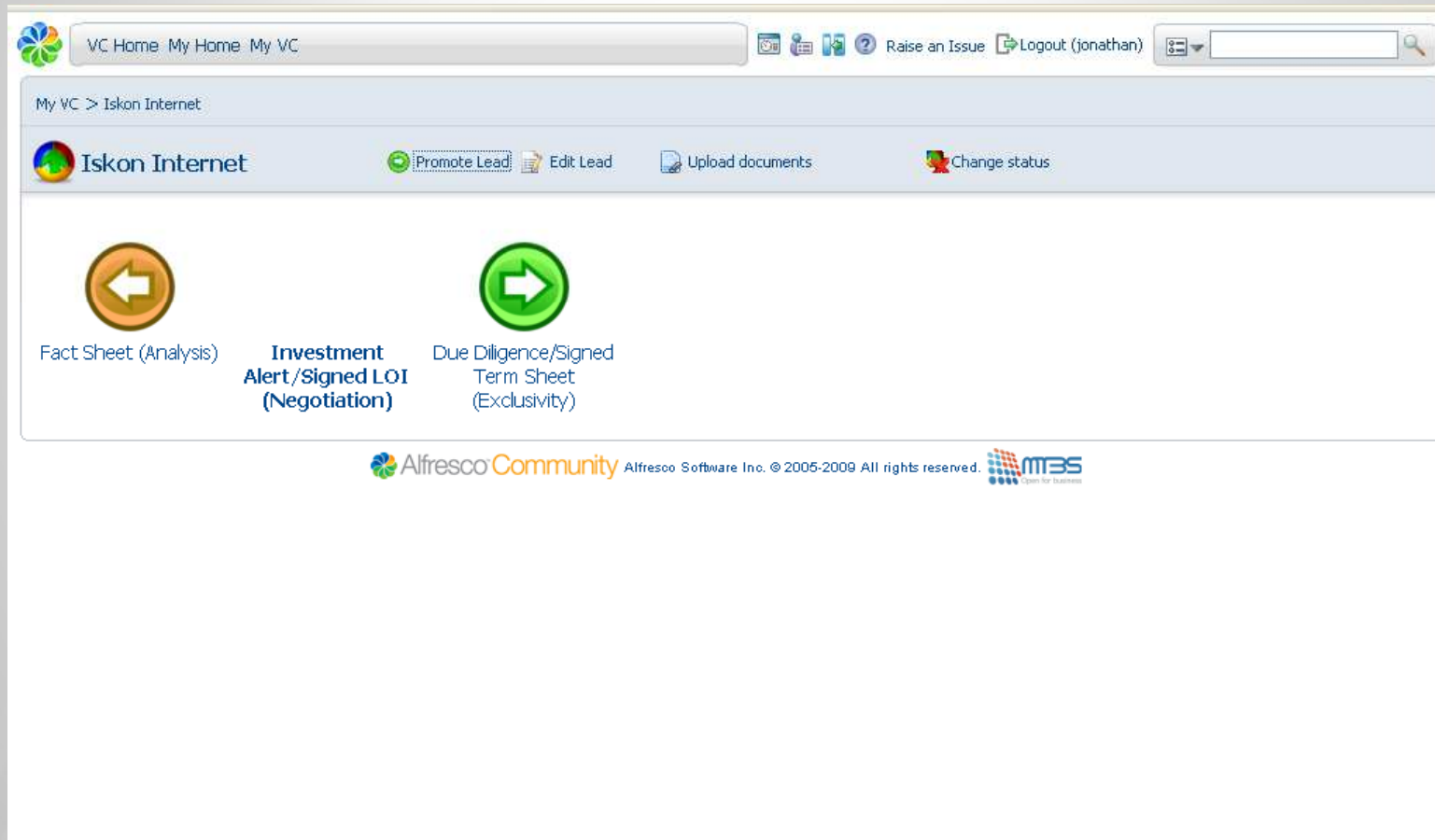
- When completing an investment, the promotion wizard converts the company from pipeline to portfolio
- Track deal structure data, board members, financial performance, and legal documents

## **Reports**

- Powerful BI tools provide standard out-of-the box reports, and can easily provide customized reports for GP's and LP's
- Advanced search functions allow users to build their own customized reports

## ***“One Click” Investment Stage Promotion***

***With “One Click” lead promotion, its easy to move leads through your pipeline. Stage definition and requirements are fully customizable.***



## Portfolio Company Promotion Wizard

***The Portfolio Company Wizard allows you to input specific deal and post-investment data to the company space, while simultaneously transferring the company to the Portfolio Company list.***

The screenshot shows the 'Air Safety' company page in the O4B system. The top navigation bar includes 'VC Home', 'My Home', and 'My VC'. The main header shows 'My VC > Active > Air Safety'. Below this, the 'Air Safety' company name is displayed with a briefcase icon. Action buttons include 'Promote Portfolio', 'Edit Portfolio', 'Edit Lead', 'Upload documents', and 'Change status'. The 'Edit portfolio wizard' section contains a form with the following fields: 'Date of signing:', 'Chairman:', 'Vice Chairman:', 'Board Members:', 'Board Observer:', and 'Healthy Status:'. Each field has a corresponding input box. At the bottom of the wizard are 'Cancel' and 'Save' buttons. Below the wizard is a 'Tools' section with icons and counts for 'Capital Measures (0)', 'Company Reports (0)', 'Contacts (2)', 'Emails (1)', 'Fact Sheet', 'Governance (0)', 'Key Figures', 'Status History (7)', and 'Tasks (8)'. A 'Documents' section is partially visible at the bottom.

**Using our Business Intelligence (BI) tool, powerful out-of-the box reports help you more easily manage your pipeline, portfolio, and your team. Easy-to-build customizable reporting is also available.**

Company	Deal	Country	Industry Sector	Business Description	Total Investment	Access type	Lead Source
<b>Active (9)</b>							
o4bComp_test	o4bComp_test1	Andorra	Construction	biz desc	€ 1,200	Auctions	Advisor
Mobilizy GmbH	TestCo	Austria	Other Electronic related	sjf	€ 1,233	Auctions	Advisor
Mjam GmbH	Mjam	Austria	Communications (Media)	Online and mobile Food Ordering		Off the market	
Sopera GmbH	Sopera	Germany	Communications (Media)	complete package featuring extensive practice-proven functionality for enterprise management		Off the market	
Mobilizy GmbH	Mobilizy	Austria	Communications (Media)	mobile guide with augmented reality functionality which draws displays information		Off the market	
CaptchaAd	CaptchaAd	Germany	Communications (Media)	Interactive video ads: patent-pending platform is connecting advertisers and consumers through	€ 250	Off the market	3TS network partner
Deuromedia Technologies	Deuromedia	Austria	Communications (Media)	DEUROMEDIA is a well positioned provider of IP-based Infotainment Solutions for the hospitality	€ 3,000	Off the market	
Zimory GmbH	Zimory	Germany	Communications (Media)	Solutions for improving data center efficiency		Off the market	
Test Company	Test Company	Andorra	Industrial Automation	grtg		Off the market	
<b>Rejected (17)</b>							
IP SQUARE Softwareerzeuger	IP Square	Austria	Communications (Media)	Mobile solutions like mobile payment gateways for mobile network operators and an mobile	€ 100	Limited auction (intermediaries)	
Prologics	Prologics	Austria	Communications (Media)	Process management, content management, and IT integration software		Limited auction (intermediaries)	
AddWizz	AddWizz	Belgium	Communications (Media)	online audio advertising technology suite enabling online audio services	€ 5,000	Limited auction (intermediaries)	
RFID Invest AG	Beverage Metrics	Liechtenstein	Other Electronic related	RFID-based system controlling bar for drink bottles	€ 2,000	Limited auction (intermediaries)	
Plasmait GmbH	Plasmait	Austria	Industrial Products and Services	heat and surface treatment solutions for wire, cable, tube and strip industry.	€ 5,000	Off the market	
ECOP Domestic GmbH	ECOP	Austria	Energy	ECOP develops an efficient and economical residential air-pump heating system.	€ 2,500	Off the market	Direct
Lifenav Internet GmbH	lifenav.de	Austria	Communications (Media)	internet portal, e-commerce focusing on ethical and sustainable products and issues		Off the market	
carAdvantage	carAdvantage	Germany	Communications (Media)	Internet platform, connecting car owners to workshops		Off the market	





## Full pipeline and portfolio reporting including:

→ Pipeline report by:

- Investment stage
- Country
- Industry
- Life cycle
- Fund

→ Portfolio reports for:

- Projected returns, IRR, cash on cash multiples
- One or two pagers (quarterly reports) for LP's based upon inputted data
- Distribution by country, industry, life cycle, fund, etc.

***Reports are fully customizable based upon the needs of the fund***



### **Based upon Alfresco Document Management, O4B PE includes powerful DM features:**

A full audit trail of all **users** that have “touched” each document is standard, and is fully Sarbanes-Oxley compliant

File **versioning** is standard

Ability to **limit data and file access** to only certain employees

Integrated **content tagging** and tag-based search

All files are fully text **indexed and searchable**, including .pdf documents

Functions as a **powerful on-line file server**

**Automatic and assignable tasks, with full synchronization between PE system, email client, and mobile devices:**



**Automatic task assignment** as companies progress through the pipeline



**Ad-hoc task assignment** based upon the needs of the investment opportunity



**Keep track** of time spent on each task, percentage completion, etc.

### Contacts are stored in a full featured CRM

**Input contact once, use many times.** Two-way synchronization between CRM, PE System, Groupware, and Mobile devices

Easily **associate contacts** with **pipeline** and **portfolio** companies



Create **email lists** for LP's, portfolio company management, press releases, staff, advisors, etc.

Create and manage **email marketing** campaigns

### **O4B PE is a Microsoft Exchange replacement system**

- Migrating to O4B PE allows clients to “turn-off” their Microsoft Exchange systems, while continuing to have:
  - Full synchronization to MS Outlook and other desktop email clients
  - Full “push” synchronization of email, contacts, calendar, and tasks across most business and smart phones, including Blackberry
  - Share calendars, contacts, and emails with colleagues
- Through the O4B PE web based email client, automatically archive emails to pipeline or portfolio companies, including attachments
- Save files directly from the web email client to the PE system, including company and file folder definitions

### **O4B PE is a Knowledge Base management system**

- ➡ **Web based system** allows all staff, regardless of location, to work from a single information repository
- ➡ **Easy to share** contacts, industry data, and firm specific data across company employees and offices
- ➡ **Basic and advanced data search tools** allow you to organize and search data by country, industry, lifecycle, investment professional, and many other parameters

### **O4B PE comes with an integrated, hosted IP PBX**

- Enables VoIP based calling to save money and provide advanced IP PBX features:
  - Free calling between offices, and low cost Voip calling everywhere else
  - Built-in fax server – route faxes to your inbox as pdf's, no matter where you are
  - Click to call functionality in CRM and Groupware systems
  - Virtual secretary
  - Call tracking in the CRM
  - Call recording
  - Mobile phones with SIP clients (Nokia E series, Android, iPhone) become dual mobile / fixed line phones

**O4B PE has a transparent pricing policy, designed to take the guess work out of budgeting your IT costs**

Service	Unit Price!	Specifications
<b>O4B Private Equity, provision, configuration, and training</b>	500 EUR per user (one time fee)	Includes provisioning, configuration, and one day end user training
<b>O4B Private Equity*</b>	60 EUR per user per month	20 GB storage per user on a shared basis
<b>Additional Storage</b>	2 EUR per month	For every additional 10 GB of data storage
<b>IP PBX (optional)</b>	85 EUR per month	Per company, up to 100 extensions
<b>Customized Programming</b>	40 EUR per hour	As per specifications

*\* Includes full functionality Zimbra Groupware, Alfresco Document Management, Sugar CRM, hosted on the O4B enterprise class Sun Microsystem server cluster at our secure telco hosting environment*

*! 10% discount for 20+ users, 20% discount for 50+ users*



### **O4B PE**

- 3TS Capital Partners ([www.3tscapital.com](http://www.3tscapital.com)). Manage over €200 MM in three PE funds, including the 3TS – Cisco Fund, Cisco Systems VC fund for Central and Eastern Europe
- RSG Capital
- Poteza Ventures

### **Other O4B clients**

- Banka Kovanica (San Marino Bank subsidiary)
- Ascendant Capital Advisors (M&A Consulting)
- EuroPhoenix (M&A Consulting)
- Many others

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