

## BEZ Systems – Company Profile

### Proactive Performance Management: Proactively Managing Change and Growth

#### Our Position

We believe the number one challenge of IT Management is to deliver cost-effective, high-performing application service to the business.

BEZ produces Proactive performance solutions, such as BEZProphet™, allow IT departments to deliver high performing, uninterrupted, database services to the business. It does this by measuring, managing and predicting resource consumption, performance and throughput by line of business.

This helps IT **align service delivery with business units**. It empowers them to manage change, set realistic expectations, justify corrective actions and ensure the delivery of consistent, uninterrupted data service to the business at the lowest cost.

This empowers them to effectively manage change, justify their choice of actions and ensure the delivery of consistent service to their business users, thus mitigating personnel and operational risk.

#### Our Business

Today's Application Performance Management (APM) tools address the critical need to immediately improve the performance of applications and databases. However, APM tools are designed to address near-term concerns—not to forecast future performance and throughput.

An accurate understanding of what will happen in the future is not a luxury. It's required to deliver cost-effective, uninterrupted IT service; optimize existing infrastructure and personnel; and support ever-changing performance requirements throughout the organization.

Since 1993, BEZ Systems has been a leading provider of Proactive Performance Management (PPM) solutions that provide a line-of-business view of application resource utilization. This allows the enterprise to accurately profile application performance, compare change and growth alternatives, forecast results to set expectations, and verify actual performance results versus predictions so SLAs can be met.

BEZ software solutions were initially developed for NCR Teradata database management system, and subsequently, the company announced support for IBM DB2 UDB in the fall of 2003. The first BEZ product, BEZPlus™ is successfully used by many Fortune 100 companies to plan, manage and control performance of critical databases and applications. Companies rely on BEZ software and services to help them deliver consistently good service to business users.

BEZ is already established in the market. Our current BEZPlus customers are primarily in the retail, transportation, insurance, financial services, healthcare, pharmaceutical, telecommunications, government and information services markets. BEZ has been chosen by *Data Management Review* readers as one of the top vendors in the Data Warehouse/Business Intelligence space, and research firm Meta Group acknowledges BEZ as a leader in PPM.

### **BEZPlus—Looking Ahead**

Since 1993 BEZPlus has helped companies optimize the performance of database applications over time by providing a critical strategic focus on performance not possible with traditional performance management tools. BEZPlus offers the ability for IT to *look ahead* and anticipate the performance needs of business users. It augments the many popular database tuning and monitoring technologies used by IT today, allowing the enterprise to maximize ROI on existing infrastructure and understand the true impact of infrastructure changes on operations. It provides a service oriented, line-of-business view of resource utilization, as opposed to the process focus of traditional capacity planning utilities. BEZPlus allow customers to accurately evaluate, compare and predict the impact of different hardware and software options on performance goals.

### **BEZProphet—Moving Forward**

BEZProphet™ for Oracle is a new and unique product which will automatically monitor and notify customers of projected performance goal breaches. BEZ is leveraging its wealth of experience and expertise to move quickly to plug a market gap between traditional performance management tools and existing capacity planning tools. BEZProphet is a unique solution at a time when enterprise needs have logically evolved beyond stabilizing application performance by using Application Performance Management (APM) software tools alone. BEZProphet complements and adds value to current APM software tools to help the organization understand how applications and infrastructure will respond to the inherent changes brought about by:

- Increased users
- Increased volumes
- Software version evolution
- Hardware changes
- Ever-increasing complexity

Building on the proven BEZPlus base technology and customer input garnered through field deployments, BEZProphet adds major new functionality, including:

- A more scalable architecture
- Continuous multi-source data collection
- A Web-based, easy-to-use Graphical User Interface (GUI)
- An expanded data model to accommodate expanded infrastructure support
- Automatic issue analysis
- Automatic “as-is” performance predictions
- Actual-versus-expected predictions
- Advanced advice and recommendations
- An active notification engine

### **Addressing Market Demands**

Performance requirements evolve over time, and organizations need to get ahead of the curve and predict the impact of growth in applications and databases so they can support business units and ever-changing enterprise performance requirements.

BEZProphet allow customers to:

**Maximize ROI on Existing Infrastructure:** This PPM solution allows organizations to maintain as close to 100 percent utilization of resources as possible. It allows the enterprise to upgrade only when required, not on a fixed schedule.

**Understand How Changes Affect Operations:** IT can assess the impact of changes in hardware or software on the performance of existing applications. No more “guesstimates” because the impact of multiple variables can be evaluated to predict future requirements.

**Manage SLAs to Meet Business Needs:** Consistent levels of service can be maintained even as transactions increase and new applications are deployed. The enterprise can understand the SLA requirements for each line-of-business and ensure that acceptable performance levels are maintained over time.

**Eliminate Firefighting:** Systems managers and Database Administrators (DBAs) can move from today's reactive approach and profile applications, compare alternatives, forecast the results and verify actual-versus-forecasted results to meet the SLAs of important line-of-business applications.

**Set Realistic Budgets using Fact-Based Information:** The impact of hardware and software additions and upgrades can be forecast in advance so IT can justify infrastructure investments based on hard data.

**Reduce the Risk of Upgrades:** No more surprises with each upgrade of the DBMS, since IT can first evaluate how the deployment of a new release or new feature will impact existing application and database performance.

**Drive Down the Cost of Owning and Operating IT Assets:** The enterprise can identify server and application consolidation candidates and compare alternative architectures to optimize the ROI of IT infrastructure.

### **Evolving Performance Management**

BEZProphet augments traditional APM solutions. While APM focuses on *plugging the leaks*, BEZProphet will allow the enterprise to *steer the ship*. IT can therefore understand how applications and infrastructure will respond to the inherent changes brought about by:

- Additional users
- Increased transaction volumes
- Application and database design changes
- Hardware changes
- Ever-increasing system complexity

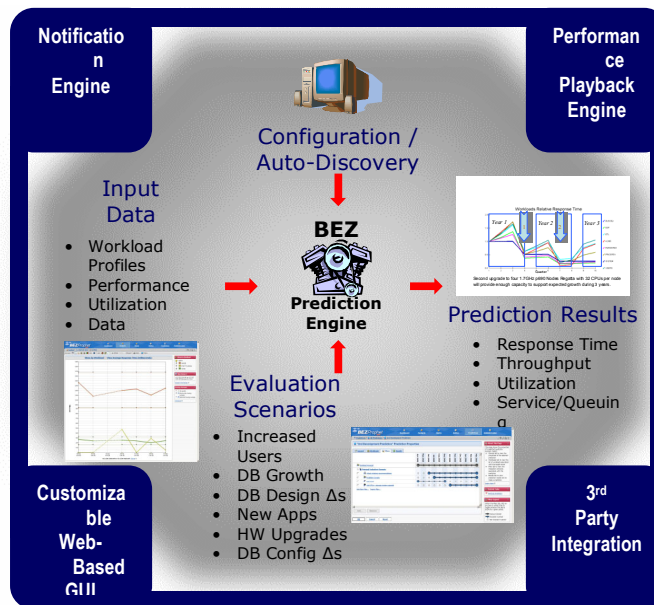
BEZProphet is a natural complement to APM software implementations. The enterprise can even use the actual performance information captured in APM tools to feed PPM predictions and forecast evolving requirements.

**Resolving Today’s Unanswered Questions**

BEZProphet holds the answers to the following important questions that cannot be answered satisfactorily with traditional performance management technology today:

- *What if companies had a way to understand what resources a new application was really going to take, how it will perform and how it will affect other applications after it is fully built and tuned?*
- *What if the enterprise could visualize the near-term and long-term impacts of adding a new application or changing a database design—before implementation?*
- *What if planning groups could be more proactive and had a process and product that was easy to use, non-intrusive and continual?*
- *What if IT could see ongoing performance metrics by line of business?*
- *What if IT could accurately understand the impact of upgrades or migrations before deployment?*
- *What if companies had a framework to collect historical data and use statistical process control to determine which metrics indicate trends and which are anomalies?*
- *What if IT could see out 6-12 months and estimate performance to reduce the time and cost of testing, minimize performance risks, justify necessary upgrades and build confidence in delivering SLAs in the future?*

**BEZProphet Architecture:**



**Architectural Overview of the BEZ Prediction Engine showing required input and Prediction Results.**

**BEZ Services**

BEZ is committed to customer success. BEZ not only provides advanced product technology, but also offers related services that assist customers in the implementation and rollout of BEZ solutions. BEZ provides the expertise to help companies implement best practices for ensuring results. BEZ enables

customers to accelerate the *mean-time-to-solution* and expedite ROI by offering a Strategic Performance Management methodology to help customers implement best practices.

The approach of providing professional services by industry experts to accelerate the learning curve and jump start solution implementation has been very well received by our customers and is a continuing part of our strategy. Each BEZ 'ProService Pak' focuses on the customer's specific needs and offers clear deliverables. Current ProService Paks include:

- . Application and DBMS Server Capacity Planning
- . DBMS and Hardware Platform Justification
- . New Application Certification and Performance Profiling

### Board of Advisors

*Dr. Jeff Buzen* is an internationally recognized performance analysis expert and is perhaps best known as Chief Scientist and Co-Founder of BGS Systems, which was sold to BMC. He was the original architect of the BEST/1 product family. Jeff has also served as President of the Computer Measurement Group (CMG).

*Dr. Claudia Imhoff* is President of Intelligent Solutions, which provides data management consulting, education and literature to business and government organizations worldwide. Claudia is a thought leader, visionary and practitioner in the rapidly growing fields of business intelligence and customer focused-strategy.

*Haim Kopans* is President of, JVP Studio and one of the foremost experts in the field of database and business process technologies in the world today. He was founder and former CTO of Precise Software.

*Bill Inmon* is universally recognized as the father of the data warehouse. He has more than 26 years of database technology management experience and data warehouse design expertise. His books have been translated into nine languages.

*Dan Kaberon* is Director of Computer Resource Management at the global human resources services firm Hewitt Associates LLC. He is a member of two IBM customer councils, and has frequently presented at SHARE and CMG.

### Management Team

*F. Daniel Haley, President and Chief Executive Officer*

Dan Haley joined BEZ from storage resource management vendor Astrum Software where he served as CEO. Astrum was sold to EMC Corporation in 2004. Prior to Astrum, Dan was Executive Vice President of Customer Relationship Management (CRM) vendor Xchange Applications, where he was responsible for several business units and completed three M&A transactions.

Previously, Dan served as the founding President and CEO of Application Performance Management company Precise Software Solutions (now part of Symantec Corporation).

*Dr. Boris E. Zibitsker, Chairman and Chief Technology Officer*

Boris Zibitsker is responsible for research and professional services. He has over 30 years of experience with performance evaluation, modeling and performance prediction of complex computer systems. Boris founded BEZ Systems and has served as Chairman and CTO since 2001. He emigrated to the US from Russia and has held performance management and capacity planning positions for the First National Bank of Chicago and CNA Insurance Company.

***Charles Philips, Vice President of Product Development***

Charlie has over 15 years of experience leading and managing technical resources and will be responsible for leading the overall BEZ product development effort. Charlie joined BEZ from Amdocs Ltd, where he was the Director of Product Development for Amdocs CRM Marketing products.

Prior to Amdocs, Charlie held a number of positions of increasing responsibility with Arthur Andersen, Accenture (formerly Andersen Consulting), and Xchange, Inc. where he was Vice President of Engineering, responsible for the day-to-day operations of a 38 person in-house engineering department. Charlie joins BEZ with a long list of accomplishments including building and managing teams of system engineers, developing project & resource plans, and delivering complex projects on schedule

***Brian Doyle, Vice President of Product Services***

Brian Doyle is responsible for product management for BEZPlus and for future products being developed by BEZ. Prior to joining BEZ, he was responsible for managing the Customer Support operation for the Precise i<sup>3</sup> product line at VERITAS (now Symantec) Corporation. He was previously Director of Technical Services Operation for Precise Software, which was acquired by VERITAS. In this role, Brian was responsible for managing a team of technical service engineers that handled the daily call center operation, escalation processing and follow-the-sun handoffs for North and South America customers and partners

***John McHugh, Vice President of Marketing***

John has over 20 years of executive level marketing experience. Recently John was Vice President of Marketing for Precise Software where he led a diverse team of marketing professionals that helped drive revenue growth during twenty-two straight quarters.

***Randy Arseneau, Vice President of Product Marketing***

Randy has over 20 years of experience in Information Technology and Technology Management. He is primarily responsible for identifying market needs and translating them into specific BEZ product requirements. After spending 10 years at Motorola as a senior IT professional in a variety of technical roles including developer, DBA, operations manager, system architect and performance engineer, Randy became a core member of the Precise Software startup team.