

Company Profile & Strategy

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Company Background

1-Entity Software Limited is an associated company of the PC Challenge Partnership ("PCC") that has been established now for over fifteen years. PCC has operated in two divisions:

1. The Business Software Office based in Walton-on-Thames, specialising in business management software.
2. IBM Lotus Notes Division based in South West London, concentrating primarily in database development and in particular, writing bespoke applications and solutions in IBM Lotus Notes and Domino.

We were authors of the Professional Business Software sold by GEE Publishing, a Thomson Company for many years. We currently have a base of some 500 end users of our Business Software, including Devon County Council, Hanson plc, Worthington Group plc etc.

In July 2001, the IBM/Lotus Division incorporated to form 1-Entity Software Ltd. 1-Entity is an accredited, advanced IBM Business Partner and totally committed to developing business management applications on the Domino platform. We are the first company to have an accounting application in Domino.

We have a good mix of technical and professional expertise in the company.

Qualified accountants with extensive business management experience run the company and are often involved in pre-sales consultancy to ascertain specific business requirements and business processes.

We have been awarded with a Gold Award for Customer satisfaction in an independent benchmarking quality survey conducted on our behalf as part of our ISO certification. The major criteria have been the continuity and the level of personal service offered by us.

Company Overview

Our mission is to lead the field as a truly reliable application at the hub of an organisations system strategy.

The role of 1-Entity is to allow customers, partners and colleagues to improve business productivity, processes and responsiveness through the 1-Entity application, which allows companies to improve the sharing, communicating and managing of business information right across the organisation.

We predominantly serve SMB companies, within most industry sectors that range from 5 to 250 employees.

Our Application

1-Entity is a fully featured Customer Relationship Management and Accounting application harnessing the power of IBM Lotus Notes/Domino to deliver an affordable, intuitive and easy to use application that allows you to effectively and efficiently input, organise and access the information you need to drive your business.

1-Entity provides totally integrated front-office sales and customer management with back-office accounting software. The software is a client server application with powerful drill-down features working within a single or multi-currency environment.

1-Entity is a comprehensive suite of business solutions, fully integrated into the one program, composed of the following suites:

- Customer Relationship Management
- Accounting and Finance
- Work flow
- Project Management
- Telemarketing
- Human Resources

Value Proposition

Two-thirds of accounting systems do not currently link into any other of the company's applications, such as sales databases or supply chain systems, according to a recent survey.

But the research, conducted on a sample of visitors to the Softworld Accounting and Finance show in March, revealed that 73% of finance and accounting professionals have plans to change this and integrate business applications in the near future. Businesses can no longer operate disparate software applications and still expect a high return on investment.

By allowing the integration of all business applications within a company, will bring numerous benefits to accounting and finance professionals. If a sales person can access the accounts system this will mean less time is spent on answering queries, thus freeing up personnel to become more involved in strategic operations.

Market Niche & Offerings

Our recent success have been from reputable SME's with-50-100 users, who appreciate the very real financial and efficiency benefits from having all their business data in one place with our system, thus providing them with a fast payback on their investment. Accurate Business Information is critical to the success of any organisation and never more so than in today's highly competitive environment. These clients have made plans to aggressively grow their business sites both at home and abroad and are achieving success with 1-Entity.

In practice, 1-Entity offer a robust technical infrastructure to allow remote access to data and applications.

It thus enables sharing of data with clients or suppliers, opening out new options for business development. This means that staff can now have access to the information resources of their office whilst they work on-site with clients, suppliers, prospective clients, and other business partners. This can make a tremendous difference to the quality of service provided to key individuals with whom the organization interacts. Thus an accountancy firm would be able to network in real time with their clients, and update their accounts whenever necessary. Both client and accountant thus have access to up-to-date information at all times. There will also be less need for visits to clients' sites, saving time and allowing the accountancy firm to take on clients located at much greater distances or with overseas offices.

Current Marketing Activity

1-Entity build their marketing strategy around key exhibitions and events - and by running seminars.

Events such as Softworld which is Europe's leading software and e-Business event for the accounting and finance profession is held twice a year, at the NEC in Birmingham and London Olympia. Softworld Accounting & Finance is focused on the profession and showcases software and e-Business solutions that will help to improve efficiency, profitability and competitive edge.

Two of our new clients in the last twelve months FAST and Malcolm Hollis, have both come from our last seminar which was held at Lotus Park, Staines in September 2001, culminating from a cold mail shot to unqualified and unclean data from D&B.

One of our first marketing activities last summer was to have our product profile with a customer case study featured in an annual Deloitte & Touché publication with a circulation of some 20,000 readers. This consisted of all of the Deloitte & Touché clients and prospects based nationally.

We also advertise in all of the regional membership directories of the Institute of Chartered Accountants supported with a web banner on their memberships web site.

We have also advertised with the Institute of Directors' wall calendar that is circulated to all of their members.

Additionally, we had other ad hoc marketing activities such as sending press releases e.g. announcing the launch of 1-Entity at Softworld and also when we were awarded with ISO 9001 accreditation etc.

Our success

1-Entity Software Ltd provides from infrastructure advice and installation and consultancy to training and hot line support.

Our commitment to users is long-term and based on a philosophy of co-operation and partnership. We become close with the customers for whom we provide solutions. Our job is about understanding what the customer is trying to accomplish. The relationship goes beyond one-time solution and we become an extension of their business.

Today, abiding by this philosophy, we have a number of corporate installations. The reasons for our success lie in a rich combination of full functionality to match today's needs, reliability and impressive speed of implementation.

We have been awarded with the ISO 9001 certification in recognition of Company's commitment to providing exceptional quality of service and products.

Some of our Clients

Oliver Smith & Partners
Porsche Cars
AFN
PKL (Countrywide Assured Group)
P D Hook
John Artis
DEK
Eastern Holdings
Cattron-Theimeg (UK) Limited
It's 4 me Plc
Federation Against Software Theft (FAST)
Malcolm Hollis

Way Forward and Objectives

We firmly believe that our product offers very real financial and efficiency benefits both for the SMB sector and also for accountants in practice. These practicing accountants are seeking ways to add value to their clients in the wake of increasing audit thresholds. Our system enables them to service their clients in a quasi Financial Director capacity by having access to up to date information at all time without having to leave their offices.

We plan to grow our company and our business with proactive marketing campaigns in the New Year to both of the above sectors. Our forthcoming marketing activity will be focused on holding regular seminars to a focused and qualified target market.

We are fully committed to continual improvement of the product and we see the way forward as working closely with IBM and to consider integration with other IBM offerings such as Sametime to offer additional functionality such as contextual collaboration.