

The Aspetuck Solution

Product, Process and Delivery

A decorative graphic consisting of several thick, dark blue wavy lines that flow from the bottom right towards the center of the slide, set against a light blue gradient background.

Mission Statement

- ❖ To provide the highest quality products to our clients from within the communications industry; to deliver highly personalized sales support and hands-on execution of the client's goals enabling them to achieve success from their choice of tools.

Company Background

- ❖ Founded by former software management executive
 - 18 years executive level sales and business development experience at Micromuse, OSI/Agilent, Smarts, Riversoft and Westinghouse Communications
 - Network of industry veterans
 - Experienced consultants on staff
 - Expertise in Network Management and Performance Monitoring
- ❖ Primary focus within communications software industry
- ❖ Development and distribution of new and innovative products
 - Best of Breed products
 - Built by Users for Users
- ❖ Profitable since founding
- ❖ Located in a suburb of NYC

Issues Facing the CIO

- ❖ CIO's will continue to invest in new hardware and software
- ❖ Capital being spent mostly on Security, Wireless and Performance/SLA tools
- ❖ Management under pressure to demonstrate growth while improving quality of service to their customer
- ❖ Network Management teams are stretched
 - Cannot add additional headcount
- ❖ Desire exists to deploy new technology but with less resources
 - Talent may be in short supply
 - Money is tight - big integration programs are dead
 - In-house expertise may be nonexistent

Our Strategic Positioning

- ❖ **Aspetuck Solutions develops and distributes network management software tools and services -**
 - **Product Development, Sales and Support**
 - Network Management (INMS)
 - IP Network Performance Monitoring
 - Security/WLAN 802.11
 - **Focused on new and innovative applications**
 - **Identify customer needs and requirements**
 - **Deliver the “right” tool for the purpose and ROI**

Product Sales and Distribution

- ❖ Identify and bring to market new and innovative software applications
 - Concentration in Network and Performance Management, Security, Wireless
 - All products must meet our 3-point criteria
 - Easy to deploy
 - Relatively low cost to acquire and support
 - Demonstrable ROI
- ❖ Solutions are sub-licensed directly to our reseller
- ❖ Products and services also licensed to the end user
- ❖ Additional services include technical support and license key management

Execution Strategy

- ❖ Global sales distribution via certified resellers and direct team
 - United States
 - Canada
 - Mexico
 - South America
- ❖ Target markets
 - Service Provider, Federal, Enterprise, Educational
- ❖ Access to existing partnerships with global system integrators and local “boutique” shops
- ❖ Direct sales efforts compliment channel strategy

Featured INMS Solution

- ❖ Aspetuck Solutions' Next Generation INMS
 - Best-of-Breed solution built by *Users* for *Users*
 - Incorporates new paradigm in Manager of Managers
 - Distributed Processor technology
 - 100% Java based
 - Customer Service Level based event notification
 - Real time SNMP monitoring
 - On demand historical reports
 - Highly Scalable
 - Fraction of the cost of legacy MoMs
 - Integrates to existing tools without API's or code

Featured Product

Statseeker-Network Performance Monitor

IP *Blanket* Performance Monitoring of EVERY interface and port on the network -

- Real time and historical reporting
- Polling *every* interface *every* 60 seconds
- Uses .06% of available bandwidth
- Quickly ranks the top 10 trouble spots
- Monitors the interface - as well as the device
- Identifies network congestion and overloaded links
- Costs less than the *hardware* requirements alone of competitive performance tools
- Over 500 customers

Geographical Focus

- ❖ Global distribution of products and services
- ❖ Developed network of OEMs and distributors in key markets
 - North America
 - Canada
 - Mexico
 - South America
 - Brazil

Industry Focus

- ❖ Service Providers -
 - Tier 1, Tier 2
 - Cable, Broadband
- ❖ Government Agencies and Systems Integrators -
 - Civilian, DoD and Intelligence
 - State and local
 - Big 5 and boutique SI's
- ❖ Enterprise -
 - Financial, Wall Street
 - Utilities
- ❖ Educational

Sector Focus

- ❖ Network Management Software Vendors
 - IP performance monitoring
 - Operational Support Systems
 - Fault and Event Notification
 - Customer Service Level Support
 - Security
 - WLAN

- ❖ Communications- VoIP, SNMP, Broadband

Reseller Payment Structure

- ❖ Global discount price plan
 - North America, Canada, South America
 - “Ladder” discounts based on annual sales volume commitments
- ❖ Sublicense contracts provided upon certification
 - Resale to end-user and other resellers/VARs
- ❖ Renewable annual contracts
 - No minimum sales required year one
- ❖ Agreements are non-exclusive
- ❖ Protected territories
- ❖ Support fees passed through to end customer
 - Maintenance provided by software manufacturer
 - Tier one support may be optioned by reseller
- ❖ Finders fees paid for referral business

Customers



Partners



*Event Management
& Notification SM*



❖ Lou Steinberg -Business Strategy Consultant

Lou Steinberg is a business strategy consultant, and is currently researching trends in highly networked societies. Previously, he was Senior VP Marketing & Market Development at Micromuse, Inc. He was the founder and CEO of NetOps Corp, an analysis and fault prediction company that Micromuse acquired in July 2000. Prior to that, Lou spent over 11 years at IBM in various technical and management roles, notably contributing to router development for the NSFNet (2nd generation Internet backbone). He has served on a number of IETF Working Groups related to network management including SNMP-1, MIB-1, ethernet MIB, RMON-1, and Alert Management. Lou is a voting member of the SCTE and worked on the DOCSIS MIB. He has authored numerous articles on technology and infrastructure and authored a book "Troubleshooting with SNMP and Understanding MIBs" (McGraw-Hill, 2000). Lou Graduated from the Stevens Institute of Technology in 1985 with a Bachelors of Engineering (Electrical) and a Masters degree in Computer Sciences.

❖ Rob Marano - Consultant

- Robert has been involved in the design, development, manufacturing, and management of highly advanced technology hardware, ranging from data acquisition and control systems to advance semiconductor circuits used in industries such as communications, military and medical. Coupled to hardware, he has spent equal amounts of time contributing to the design, development and deployment of cutting-edge software solutions for industries that include telecommunications, financial services, information technology, and medical informatics. Robert has worked as a lead design engineer, technology manager, senior architect, and director at the following companies throughout the world: Computed Anatomy, Merrill Lynch and Company, Micromuse, RiverSoft, Lockheed Martin AstroSpace, GE Advanced Technology Laboratories, The Amalgamated Bank of New York, The Consolidated Edison Company of New York, the Research Labs at The Cooper Union for the Advancement of Science and Art, and The Orthopaedic Treatment Facility.

Raymond C. Marra

18 years executive sales and business development experience from within the software industry

- TeleGea Inc - SVP Sales and Business Development
- Riversoft Inc - VP Worldwide Sales and Business Development
- Micromuse Inc - VP Sales Federal and OEM
- Smarts - VP Channels and Federal
- Objective Systems Integrators - Director Federal and Enterprise
- Boole and Babbage - Regional Account Manager
- Westinghouse Communications - Director of Sales

Thank you!

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