

ABOUT BRAINWARE, INC.

Brainware, Inc. provides Global 2000 corporations with fast, intelligent solutions to automatically extract critical information from high volumes of documents of any type, and then export that data for processing by SAP, Oracle, Peoplesoft, JD Edwards, or other back-office ERP systems. Brainware maintains global sales and support operations through offices in the U.S. and Europe.

Brainware's Intelligent Data Capture (IDC) products— IDC-distiller™, A/P-distiller™ (for Accounts Payable), and OTC-distiller™ (for Order-to-Cash), and WF-distiller™ (for Workflow)— speed processing of invoices, customer orders, or any other kind of document by 60% to 80%, and routinely generate 80% to 90% field extraction rates right from the start. Brainware's Globalbrain™ suite (including the Globalbrain Personal and Enterprise editions and OutlookAccess) provides context-based, high-speed search and retrieval of the "right" information from voluminous files and systems.

These data capture and search/retrieval solutions are powered by the Brainware™ engine, a unique, patented learning technology that analyses, understands, and responds to information with human-like intelligence. Through intelligent features such as auto-recognition of new data and document types and auto-learning to automatically process new forms of information, Brainware's data capture solutions are uniquely template-free, unlike our competitors—and generate productivity levels they just can't match.

These solutions have made Brainware a favourite among companies that need to quickly and automatically extract data from massive amounts of documents, with the highest accuracy possible. By automating more of the document processing lifecycle than any competitor, and generating much higher extraction rates, Brainware solutions typically generate a full ROI in as little as six months.

Background

Brainware's inventors recognised the critical need for companies to capture unstructured data, which represents 80% of the world's document content. They also recognised the absence of a viable solution in the market, and designed Brainware applications to meet this need.

Brainware solutions have been sold since 2001, after several years of extensive research and development. Brainware, Inc. was formed in February 2006 as a spin-off from SER Solutions, Inc., providers of call management solutions to the contact center industry. Brainware's executive team saw a significant opportunity to leverage intelligent capture solutions to help companies address ever-growing volumes of documents, and initiated the spin-off of Brainware, Inc. to seize this market opportunity.

Throughout its history, Brainware's inventors have continued to grow our technology. In fact, more than \$100 million has been invested in R&D of Brainware's product lines.

Brainware: A Snapshot

Founded: February, 2006 (in operation since 2001 before spin-off from SER Solutions, Inc.)

Locations: Ashburn, Virginia USA
High Wycombe and Nottingham, UK
Kirchzarten, Germany
Neuchâtel, Switzerland

Employees:	65
Funding:	Privately-held; backed by Vista Equity, a \$1B private equity fund.
Sales model:	Direct sales through global sales force; channel and partner sales through growing VAR/OEM/BPO network.
Product vision:	Intelligence designed in from product inception, including auto-classification and auto-learning, to provide rapid, accurate extraction of information from high volumes of documents of any type. Specifically designed to capture unstructured data (representing 80% of the world's documents). IDC-distiller suite provides fast, template-free data extraction from invoices, purchase orders, and all other document types; Globalbrain provides powerful search from the enterprise to the desktop and (through OutlookAccess) Outlook files, folders, and attachments.
Value Proposition:	Key benefits of our intelligent data capture solution: Handle more documents, more quickly and more accurately; virtually eliminate manual data entry; significantly reduce document processing costs; leverage auto-learning capabilities to easily extend usage and keep total-cost-of-ownership low; scale easily to handle tens of millions of documents.
Customers:	Over 350 end-user organisations, primarily in Europe and the U.S. Strong vertical presence in energy and utilities, manufacturing, banking and financial services, healthcare, telecom, retail, and government. Key customers include Airbus, Alltel Wireless, Amgen, Anadarko, Bertelsmann, British American Tobacco, ConocoPhillips, CSC, Glaxo-SmithKline, Halliburton, Johnson-Diversey, Kantonal Bank of Zurich, Kimberly-Clark, KPMG, Metro Group, NHS/Xansa, Nestle, Pitney Bowes, Shell, Siemens, Southern Company, U.S. Foodservice, and many others.
Integration:	IDC-distiller data capture solutions integrate with all major back-office ERP systems, including SAP, Oracle, Peoplesoft, JD Edwards, Lawson, etc.



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