

COMPANY PROFILE

Mission:

We will apply our intellectual resources to implement business management solutions and deploy them with success for our customers as the only acceptable outcome.

Motto:

In its early days, OOPSystems had the motto: "**Solutions in Software for Complex Problems**"

In 2003 the company adopted a second motto: "**We work hard to make our customers succeed**"

In 2004 the company combined the two mottos together: "**Solutions for complex problems to help our customers succeed**"

Objectives:

- Research the real business world for common hard to solve problems
- Create solutions in software for these complex business problems
- Create sophisticated business solutions that include our software solutions as a primary ingredient
- Deliver our solutions in a way that ensures the success of our customers.

Who are we?

OOPSystems Software Services Pvt. Ltd.

OOPSystems Software, Services Pvt. Ltd. operations in India founded during early 2004, we have global delivery centre and over more than 50+ professionals in Bangalore. We are recognized leader in innovative product development and software services, benchmarked on the best practices of world-class, leading-edge companies.

Our suite of products and services are designed to assist companies improve their competitiveness by analyzing and creating winning practices, these practices are then transformed into a working process by using the latest technologies and our competence in designing and creating IT solution.

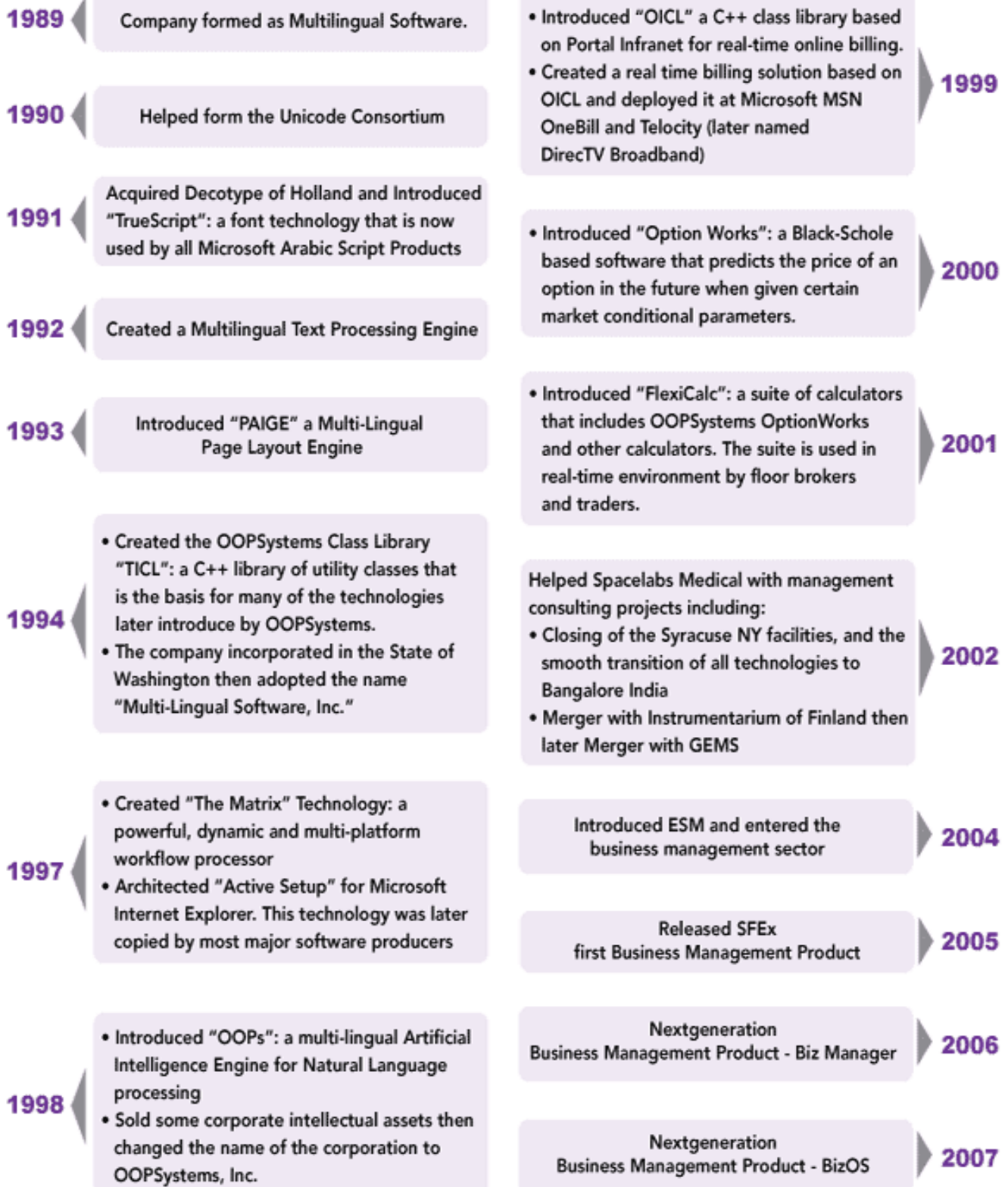
OOPSystems Software Inc.

OOPSystems Software, Inc. operation in USA founded during 1989. We have concentrated on innovation in the business management software field. We are the leading provider of Total Business Management Solutions. We have global delivery centre and over more than 100+ professionals. Our products and services are designed to help the whole business, by automating and integrating processes. Thus allowing management to focus on the overall picture and decision making.

What we do?

As our clients trusted business ally, OOPSystems provides the best solutions for executives to maximize return on their IT investments. Our deep industry knowledge enables us to provide clients with innovative ideas that help them improve productivity and security. We deliver on our commitments, so clients can build strong relationships with their customers, achieve profitable growth and win in the marketplace.

Our History



Products & Services...

Our products and services are designed to help throughout the whole business, by automating and integrating process, thus allowing management to focus on the overall picture and decision making.



Our flagship product line is "[BizOS®](#)". We offer three versions of "[BizOS®](#)" to suit the various sizes of the business being addressed.

We also offer a Business Management Application as a Service called SFEx® for larger enterprises.

Our business management consulting services focus mainly on the five phases of growth, a business inevitably journeys through:

•Sales •Profits •Productivity •Cost savings •Shareholder Value

BizOS® is a complete and integrated business management software system.

Complete: because it offers modules that address most of the needs of the small business.

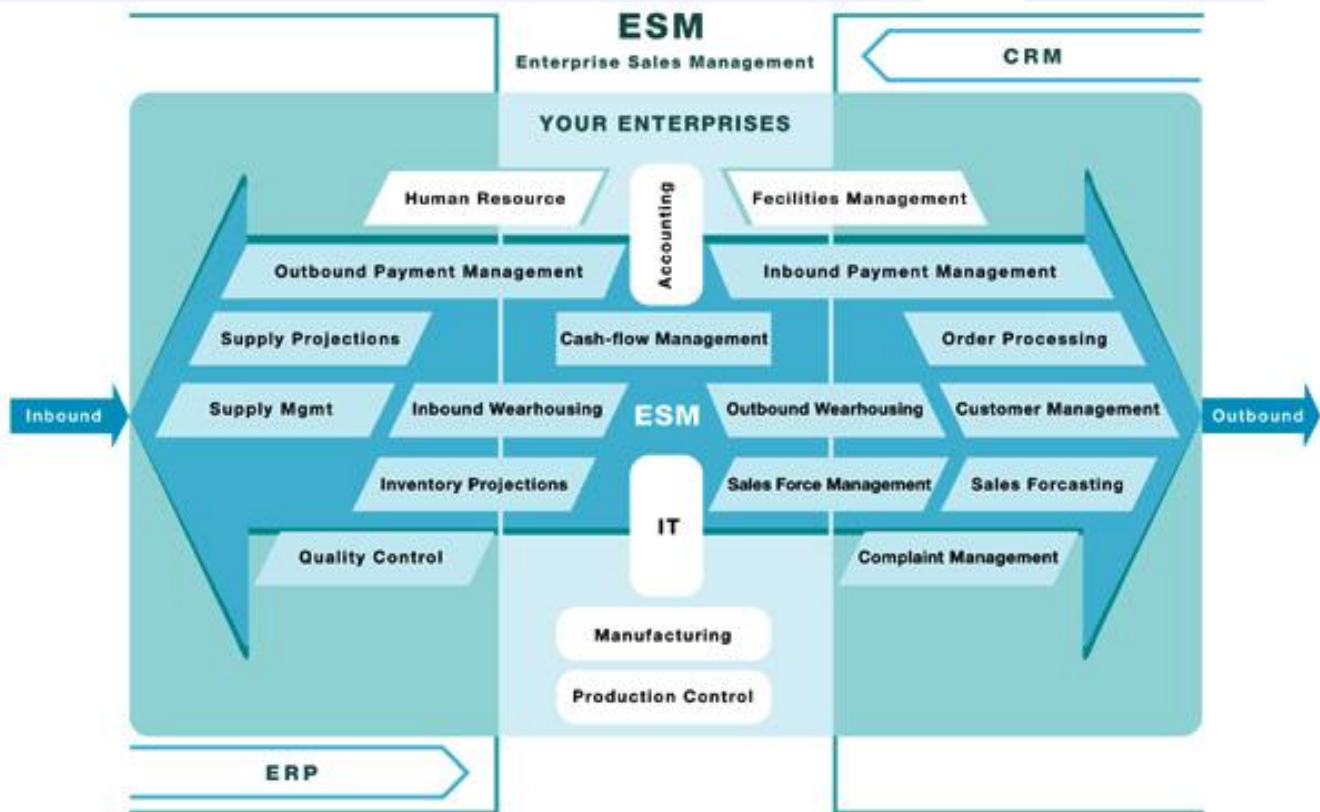
Integrated: because all of the modules are aware of each other's existence and perform accordingly.

BizOS® is elaborately designed for the small business that is beginning to realize its need for a cross-functional unified solution. It aims to help the small businesses operators to manage the information, processes and finances across all the functions of the business.

TECHNOLOGICAL BACKGROUND OF BizOS®

ESM®

ESM is short for Enterprise Sales Management, also described as Enterprise Supply to Sales Management. While an ERP system aims to help the enterprise with its sourcing issues, and CRM tries to bring under control the customer side of the business, combined they still leave a gap in the value chain, that is left un-addressed by either. ESM® is a system that considers the whole of the trading process inclusive. Thus the whole slice of your business that relates to buying and selling and whatever is needed in between to accomplish those processes smoothly becomes the realm of an ESM® system. OOPSystems invented the term in 2003, and then shipped the first ESM solution on the market place soon after.



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EMF®

Enterprise Management Framework is a set of set of highly dynamic and focused engines that were designed to help create and support enterprise management software. These engines include "The Matrix" a workflow processor, an Event Manger, a Scheduling Engine, A Business Rule Processor, A Logic Processor, A mathematical processor, a statistical processor, and an analytical engine, among others. BizOS® is built on top of EMF®

Dynamic Modeling®

Software built on top of EMF® can make use of a unique and patentable technology that OOPSystems introduced to the world: Dynamic Modeling®. This technology allows the software makers to create fully dynamic software that can change as the requirements of its environment change without the need for neither extensive nor expensive reprogramming.

For more information about BizOS® visit our web site www.oopsystems.com

SFEx

SFEx® is not only a software system but a complete solution to improve your ESM efficiency. At OOPSystems we do not offer the software as a package. Instead, we bring all of our capabilities to your place of business, to insure that this solution, first fits your working environment, and then is actually utilized in a fashion that will produce the success you expect when you make such a large investment in a new solution.

SFEx® is the only combination of product and service on the marketplace that offers you guaranteed superior sales force performance. We judge results based on improvements in your bottom line.

Services

Management Services

Before any technology is acquired a business needs to understand its current processes and finances. Then it needs to identify the highest priority areas that require attention. Then solutions can be invented or acquired, designed, deployed and assessed.

We at OOPSystems software spent more than fifteen years following this discipline in helping businesses achieve solutions to their business problems. OOPSystems has a proven methodology that cuts to the heart in quickly identifying business process issues. The same methodology is then used to identify potential solutions so they could be analyzed and compared for optimal results.

Professional Services

It is wonderful that you hired great engineers. You even hired qualified managers. However, ask yourself these questions: have they formed a real team yet? Are your teams communicating with each other efficiently? Are your projects on time? Are your budget forecasts anywhere near accurate?

It takes more than hiring the right people to make teams, let alone efficient productive and predictable teams.

If any of these issues are familiar, Call OOPSystems, we can help you just like we helped teams at Microsoft, Borland, Symantec, Adobe, Aldus, HP, Xerox and many other companies.

Software Services

OOPSystems started out as a software company. We were the preferred provider for simple solutions to complex software problems within the software industry. Our clients included Microsoft, Adobe, Borland, Symantec, HP among other prominent names in the software industry.

Our skills in solving complex software problems, whether they were algorithmic, architectural, or managerial are unmatched. OOPSystems was always chosen for its unique abilities.

Today we continue the tradition. However, we realize that a fancy solution is not always what is required. Analysis and a good understanding of the environment in which the solution will be deployed are key to achieving an optimal solution. And in that regard, OOPSystems pledges that we will conceive then develop only the most optimal solution for the issues that ail your business.

Technologies

Following is an indicative list of our areas of expertise:

Platforms: Microsoft Windows, Unix, Linux

Networks: Active Directory, NT-based

Databases: MS SQL Server 2005, MS-Access, Oracle,

Middleware: .NET

Languages: C, C++, C#, VB.NET, ASP.NET, XML, XSLT, VC++, Java, Java Script, VB Script, DHTML, HTML, AJAX

Applications: VSS 2005, Share point Server, Team Suite, Office 2007

MANAGEMENT



Alex Jarrah,
Chairman and Chief Executive Officer

Alex is a citizen of the USA with twenty five years of experience in the software industry. He migrated to the US from Lebanon after receiving his undergraduate education in his native country of Lebanon, in two fields: Mathematics and business administration.

Alex worked in the computer industry when mainframes were the only available platform. During his long and successful career, he helped pioneer many of the technologies we are all using today. He started then proceeded to the post of senior programmer/analyst at the Royal Embassy of Saudi Arabia in Washington DC. He then took many distinguished posts among which are Director of International Engineering, Chief Architect, Vice President of Engineering, CTO and Management Consultant.

Alex held these and other posts since the infancy of the computer industry at companies like Aldus (now Adobe), Microsoft, Apple, Symantec, and Borland among others.

Alex took his engineering knowledge to many heights, by pursuing deep technical knowledge while balancing the needs of managing complex software projects and organizations at the same time.

Included in his accolades are being a founding member of the Unicode consortium, and acquiring an FDA approval for a product he developed for Spacelabs Medical.

Alex is fluent in four languages and has working knowledge of thirteen others.



Madhava 'Maddy' V. Naidu,
Vice President of Engineering

Madhava V. Naidu is a citizen of the republic of India. He received his undergraduate degree in Computer Engineering from one of the top institutes of technology in Bangalore. He then proceeded to build a distinguished career of ten years building software and managing complex software environments.

Madhava worked at top companies like Aditi Technologies and Microsoft for the majority of his career. During that time he was involved in developing technically challenging software products that are now in use by millions of users worldwide.

In his career he has worked in various capacities starting from a developer to Architect, Project Manager, Program Manager, and Business unit head, and has been working in verticals like Healthcare, Security, Home Entertainment, and Business Intelligence Systems. He was also a part of the CMM Level 4 certification team.

After managing global sales for Philips for many years, Mike retired from Philips in 2002 to start his own lighting trading organization which he successfully grew to tens of millions of dollars in annual sales.



Dr. Cindy. Chen

Vice President of Business Development / China

Cindy is a citizen of the People's Republic of China. Cindy successively received her Ph. D degree in Business Management and MBA degree from Nanjing University which is one of the top universities in China. She was also the visiting scholar in the University of Missouri-St. Louis in the US.

Cindy has eleven years working experience in Chinese securities market focusing on market analysis and investment banking. She worked at top companies like China International Securities and Sino-G Asset Management Corporation for the majority of her career. During that time she was involved in financial product development and coordination in Deutsche Commerzbank, Germany and took the lead for the accomplishment of successful portfolio investment analysis & operation of listed companies like Shanghai Airline, Shanghai Auto, China Unicom, China Petroleum & Chemical and etc.

During her Ph. D. period, Cindy was honored to involve in the Management Consulting Projects sponsored by the National Nature Science Foundation and the National Social Science Foundation of China.



Mike Bakkar,

Vice President of Latin American Sales

Mike is a citizen of the USA with a career in sales that spanned over thirty years. He spent the majority of his work life opening new markets and breaking sales records for Philips Lighting Company.

After managing global sales for Philips for many years, Mike retired from Philips in 2002 to start his own lighting trading organization which he successfully grew to tens of millions of dollars in annual sales.



Nam Gi Hong,

Vice President of Asian Sales

Nam Gi is a citizen of the Republic of Korea (South Korea). Nam Gi has earned his degree in engineering then moved into support, then sales support positions, which led him to his current success in sales.

Nam Gi operates his own multi-million dollar operation in the lighting components industry in Korea and China. He has deep knowledge of the markets all over Asia. His customers and suppliers are all over the world. But his expertise is unmatched in the Asian markets.

Global Presence

OOPSystems Software was founded in the USA in 1989. We have concentrated on innovation in the business management software field. We recently established branches worldwide to better serve our customers. Our locations include two R&D Centers, a Marketing Office and various Sales and Service Offices.

- San Francisco, USA: Headquarter, Research Center, Data Center
- Bangalore, India: Development Center
- Shanghai, China: Marketing Office
- Seoul, Korea: Sales & Service Office
- Margarita, Venezuela: Sales & Service Office



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