SOFIns is developing a **New Way to Deliver IT Services and Software**

from Technical **Experts** to Non-Technical **Users**
SOFIns Sells to Experts

Experts

IT Administrators  System Integrators  Software Developers
SOFIns Sells to Experts

Experts Sell their Technical Knowledge by Delivering Time-Based Services

- Computer Troubleshooting
- Software installation and integration
- Hardware and Software repair
- Software Development
Experts Deliver Services to Users: Business or Consumer

Users

Consumers  Businesses
Users may have ...

Technical Needs

- Lost Files
- Malware
- General Feeling that “Something is Not Right”

... or Business Needs

- Software Installation
- System Maintenance
- System Integration

Users

Consumers

Businesses

Confidential and Proprietary
Working Relationship Between Experts and Users is Flawed

**Risks and Frustrations for the User**
- Role Confusion
- Disclosure of Confidential Information
- Limited to Providers with a “Trust” Relationship
- No Assurance of “Trust”

**Limitations for the Expert**
- Limited Ability to Re-Use Prior Work
- Limited Ability to Re-Use Work of Others
- Monetize Skills by Selling Time-Based Services
- Revenue Potential Capped by Hours

Users
- Consumers
- Businesses

Experts
- IT Administrators
- System Integrators
- Software Developers
Minimize Technical Pre-Requisites for Users
- Assume that Users are Non-Technical
- Provide a Layer of User Friendliness

Initialize and Connect Crippled Computers behind Firewalled Networks
- Software or Hardware may be Missing, Misconfigured or Broken
- Firewall may Block Inbound Access

Productize Technical Knowledge so that it Can Be Re-Used
- Re-Use of Procedures by Other Experts
- Experts License Technical Knowledge – Instead of Delivering Time-Based Services
- Automate Deployment into Different User Environments

Separate Roles and Responsibilities into Users and Experts
- Experts take Actions and Deliver Technical Services Without Knowing User’s Confidential Info
- Users Maintain their Own Confidential Information and Don’t Disclose this to Expert

Work-Product Delivered is “Trusted”
- Expert May Not be Able to Establish a Traditional “Trust” Relationship
- Peer Reviewed
- Fully Documented
SOFIns Platform

Remote Access
- Control Agent
- Boot Disk
- Boot Manager

Marketplace
- Messaging Bus
- Front End
- Release 1
  Deployed Sept 09

Intermediary
- Trust Manager
- Border Controller
- Grid Manager
- Release 2
  In Progress

User
- Computer
- User/Expert

Expert
- In Progress
- Expert
Release 1 – Access Remote Crippled Computers

Users

Consumers
Businesses

SOFins

Confidential and Proprietary
Users

Consumers  Businesses

SOFins

Confidential and Proprietary
Release 1 – Access Remote Crippled Computers

Users

- Consumers
- Businesses

Experts

- IT Admins
- Sys Integrators
- SW Devs

Technicians

Confidential and Proprietary
Business Model

- Users have Free Tool to Diagnose Hardware, Software and Network Issues
- Expert Subscribes to Platform and Receives Referrals to Users with Pre-Screened Technical Needs

Channel Development in Progress

- ASP Service in Market-A
- Platform License in Market-B

“Bread and Butter” Type of Business

- Solves existing problems for Users and Experts
- Problems occur frequently
- Experts and Users willing to pay for a solution
- Good revenue opportunity

Competitive Advantage over Current Methods

- Competing products and services take a “sunny day” approach

Strategic

- Solves a “chicken and egg” problem that exists in Release 2
From Technical Experts who Know How to Install, Configure and Integrate Software

To Business Users with the Same Technical Requirements but Different Computing Environments
Elements Represent Productized Technical Knowledge

Parameterized Commands
- User Maintains Confidential Information
- Expert Never Needs to Know this Confidential Information

Different Individuals Develop Different Elements
- Expert Focus on their Specialty
- Elements Re-Used by other Experts

Elements are Combined into a Larger Solution
- Stack of Elements Comprise a Larger Solution

Deployed Automatically to Users with Same Technical Requirements
- Users Provide Site-Specific and Confidential Information Necessary to Complete the Element

Patent Pending Approach
- www.tinyurl.com/jarokerpatent
Different Experts Create Different Elements

Operating System: CentOS 5.3
Different Experts Create Different Elements

IP-PBX: Asterisk 1.6
Operating System: CentOS 5.3
Different Experts Create Different Elements

- **CRM**: SugarCRM 5.5
- **IP-PBX**: Asterisk 1.6
- **Operating System**: CentOS 5.3
Different Experts Create Different Elements

- Workflow Engine: Jboss jBPM 4
- CRM: SugarCRM 5.5
- IP-PBX: Asterisk 1.6
- Operating System: CentOS 5.3
Different Experts Create Different Elements

These Elements Define a Salesforce Automation System

- Workflow Engine: Jboss jBPM 4
- CRM: SugarCRM 5.5
- IP-PBX: Asterisk 1.6
- Operating System: CentOS 5.3
Different Users with the Same Technical Needs

- Jboss jBPM 4
- SugarCRM 5.5
- Asterisk 1.6
- CentOS 5.3

Marketplace for Elements
Users License Elements on the SOFIns Marketplace

- Operating System: CentOS 5.3
- PBX: Asterisk 1.6
- CRM: SugarCRM 5.5
- Workflow Engine: Jboss jBPM 4

Marketplace for Elements
Experts Receive License Fees for their Elements

Marketplace for Elements

- Jboss jBPM 4
- SugarCRM 5.5
- Asterisk 1.6
- CentOS 5.3
Users Input their Confidential Information such as Accounts

Jboss jBPM 4
SugarCRM 5.5
Asterisk 1.6
CentOS 5.3

Confidential Information

Marketplace for Elements

Confidential and Proprietary
Completing the Requirements

Operating System
- CentOS 5.3

IP-PBX
- Asterisk 1.6

CRM
- SugarCRM 5.5

Workflow Engine
- Jboss jBPM 4

Customization
- Python/Java/etc.

Marketplace for Elements
- 100%
- 80%
- 50%

Incremental Functionality
Licensing the Delta

- Jboss jBPM 4
- SugarCRM 5.5
- Asterisk 1.6
- CentOS 5.3

Optionally License Customization

Marketplace for Elements

Customization
Python/Java/etc.
Business Model
- Marketplace for the Sale of Technical Knowledge

Competitors Exist
- Automation Tools, Systems and Approaches Exist but have a Flawed Approach

Existing Tools and Competitors Don’t Solve Core Problems
- No separation between Expert and User
- Automation tools are still applied by Expert using time-based delivery of services
Jon Jaroker
- Background: Engineering and Business
- Funding SOFIns development for 1.5 years

Distributed Development Team
- Java Developers
- C++
- QA Testing
- IT Admin

Agile Development Approach

Iterative Development

Continuous Build

Automated Deployment

Continuous Functional Testing
SOFIns is developing a New Way to Deliver IT Services and Software from Technical Experts to Non-Technical Users

Business
– Robust, Quick and Simple Method to Access Remote Computers
– Marketplace for Technical Knowledge that is Automatically Deployed to Remote Computers

Technology
– Network-Based Platform
– “Expert System” Feature Set
– Patent Pending

Venture
– Commercialization in Progress
– Existing Development Operations
– Expanding the Founding Team
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Thank you!

Contact: Jon Jaroker, JJAROKER@SOFIN.COM
Appendix

DISCUSSION SLIDES
Trust is Not Assured

An Expert Repairing a Computer Has full Access to Confidential Information

The photos appear to have been stolen from Mr. Chen’s pink Apple MacBook after he brought it to a Hong Kong repair shop. Police arrested several people who had posted the images online, and charged one 23-year-old repairman with accessing a computer with criminal or dishonest intent. Hong Kong law forbids publishing obscene or indecent material -- stolen or otherwise -- in


An IT Administrator has Full Access to a Company’s Client Data

A sweeping tax-evasion probe roiling Germany and threatening to spread to other countries was sparked by bank client data allegedly stolen by a former Liechtenstein bank employee now believed to be in Australia, according to authorities in the small alpine principality.

Heinrich Kieber, a former employee of Liechtenstein’s largest bank, LGT Group, has offered confidential client data to tax authorities on several continents over the past 18 months, including the U.S., according to a person familiar with the matter. Such disclosures could

How Does the User Get the Boot Disk?

*SOFIns has a Collaboration and Sharing Feature
Allows Users to obtain Boot Disks from Others
Same Computer Can be Accessed by User and Expert*

Boot Disks Can be Obtained From:

- SOFIns Website
- Friend or Family Member
- Corporate Environment
- Service Provider