



Breakthrough Moments

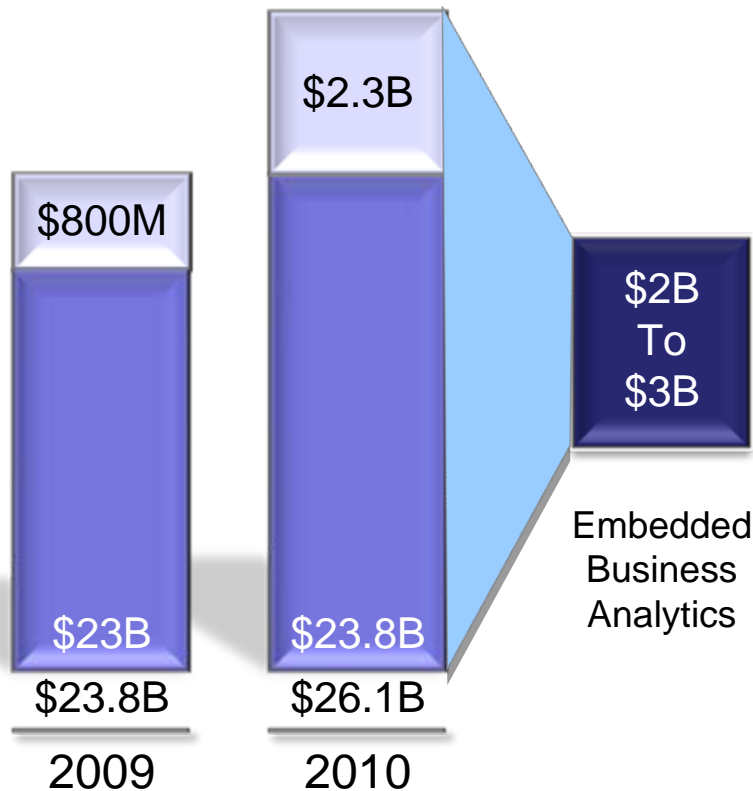


Aha! At A Glance

- Headquartered in Denver Tech Center
- Founded in 2006 to provides a new generation services platform to embed analytics within business to enable competitive outcomes
- Customers in Healthcare, Telecommunications, Travel and Transportation
- The employees of Aha! have many years of deep, rich experience in analytics that have fused operations research, management science, and software into a single analytics management system



Aha! Total Addressable Market



Growth in the analytics space will be driven by the ability to align and integrate analytics into the business fabric

Aha! targets the needs of 93% of business users that don't use analytics today

- ❖ IDC Forecasted Market & Grow in 2009 3.45%
- ❖ IDC Market Size & Forecast for Professional Services is \$35B

Major Disconnect Between Business Users, Their Data, and Software



\$2B - \$3B Market Opportunity

Today's Business Landscape

- Global, massively interconnected, exploding low latency data,
- Dynamic customer experience/behavior
- Revenue and capital optimization, cost take outs...

Today's Analytics Landscape

- Very low adoption rates of tools
- Has not been on the IT agenda for 40 years
- Implementation of insights/actions are isolated...

Andrew Hood, Managing Director of Lynchpin

"Analytics' reputation is in tatters. Millions have been invested by large corporations around the world in analytics software that does not give business the answers it promised.... There is a massive disconnect between analytics and what business needs



Aha! A Complete Analytics System

Current Analytics Offerings

- Dominated by tooling targeted to Power Users
- Does not address the needs of 93% of the business
- Are static and separated from the business processes
- Are not actionable
- Do not close the loop with business outcomes



Business Embedded Analytics

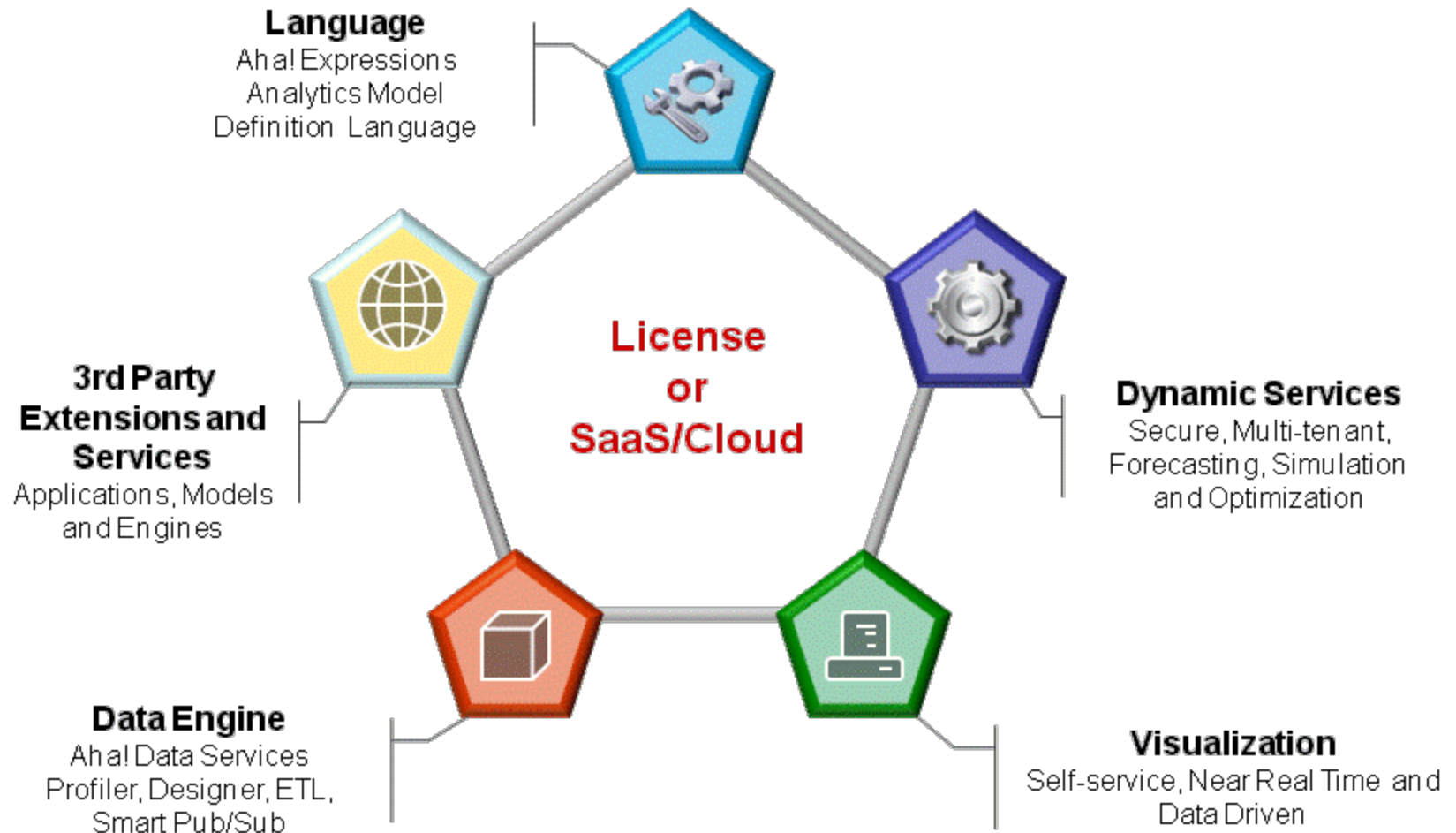
- Business Process Based Models
 - Expressions KPIs
 - Self Service
 - Collaborative
- Actionable Analytics
 - Near Real Time
 - Click to forecast, trend, model
- Competitive Business Outcomes
 - Strategic & Operational views combined
 - Closes the loop between analytics and actions

Aha! Axel





Aha! Services Platform





Fast, Real World Results

Major Health Care Payer – Member Acquisition and Retention

- Track and forecast new customer acquisition and retention daily
- Discovered problem with call processes, predicted outcomes, implemented corrective action
- Predictive and scored member retention improved 7.5% versus 3.0% goal
- Tiered campaigns produced value over \$50 million

Telecommunications - Proactive Fiber Build Out

- Enable actionable analytics to predict and manage the ROI associated with fiber builds
- Model driven optimization of its sales and marketing campaign spend by tying campaign investments to realized revenue

Telecommunications – Business Performance and Predictive Churn

- Replaces all of its customer retention, product segmentation, and customer experience sat (net promoter score) active analytics and reporting in near real-time
- Allows complete automation previously requiring large investments in employee resources.
- Results available on a daily basis provides collaborative analytics across multiple organizations and from the C suite



Come See Us During the Break

Aha!

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