

The Human Side of Compliance®

Made

Simple | Powerful | Affordable

SIIA OnDemand Session

Presented by:

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Company Overview

Technology | Expertise | Solutions

- Stage: Pre-Series A / Rev-producing
- Funding to-date: >\$3.25 million

- IP / Tech / Dev. Team spun-out of Arthur Andersen in 2001
- Established as KIS 2006
- SaaS | Cloud | DBMS | ECM | BPM expertise (15 yrs)
- 85,000 man-hours / Patents Pending (PTO review)

- Domain expertise in compliance-centric industries
 - Financial Services
 - Healthcare / Medical / Pharmaceutical
 - Government

Company Overview II

Technology | Expertise | Solutions

1. *KISTrack™* – multi-module SaaS | Cloud platform
 2. *Solution Services* – consulting/project mgmt
 3. *Technology Integration Services* – engineering/development
- Deployed as pure Cloud/SaaS more than 5 years
 - *Lincoln Financial* – strong example of KIS customer
 - Centralized Operations and Management
 - Distributed Employee / User Communities
 - Large Amounts of Data Circulation
 - Business Rules – Reviews / Approvals
 - “Sweet-Spot” – user base of 25 – 2500

Market Drivers – Macro

Application Categories Moving to Cloud | SaaS

- ECM – currently \$750M – \$1.5B by 2010 (IDC)
- BPM – currently \$500M – \$2.5B by 2010 (Forrester)
- DOC MGMT – currently \$1.5B – \$3.0B by 2010 (Gartner)
- SaaS | Cloud – pervasive in enterprise by 2011 (Triple Tree)

SaaS Trends – > 40% of all enterprise apps. by 2011 (Gartner)

Total Addressable Market (TAM) – \$2.5 - \$7.0 billion in 18
months

Market Drivers – FinServ

Accountability ~ Compliance ~ Transparency

- Internal Audits
- Supervisory Procedures
- Industry Meltdown | Lax Risk | Madoff Scandal
- “Do More With Less”
- Increasing Regulatory Scrutiny

FINRA audit actions doubled in last 2 years

FINRA fines increased 10x to average of \$400K in same period

Market Drivers – Government

Transparency ~ Efficiency ~ Responsibility

- Stimulus Audits (ARRA)
- Accountability
- “Do More With Less”
 - Budget
 - Staff
 - Resources
- SEC Congressional testimony | questionable enforcement

Scrutiny Increasing – All Government Levels / All Programs

Market Drivers – Healthcare/Medical


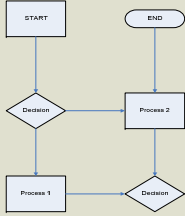



Reform ~ Transparency ~ Meaningful Use

- Multi-tiered Challenges
 - Government Initiatives
 - Institutions | Practitioners | Patients
- Drive to Paperless | Error Reductions
- Records Portability
- HHS/OMC Meaningful Use | Outcome Priorities
- Stimulus Earmarks for CCHIT Certified Technologies

Electronic Health Record – Primary Driver of Healthcare Reform

Introducing



TrackFile	TrackFlow	TrackMail	TrackBatch	TrackCash
 <p>Imaging, Storage, Retrieval of any Data Type</p>	 <p>User Managed Work Flow</p>	 <p>eMail, Archive, Surveillance & Resolution Manager</p>	 <p>“Lingua Franca” Data Import/Export</p>	 <p>Check Processing & STP</p>

KIS Track™ integrates multiple application modules

Competitive Landscape

Major/Mid-Size Players

- IBM/FileNet
 - EMC/Documentum
 - LaserFiche
- ↓ Min \$250k investment
- ↓ Do I want to be “Locked In”
- ↓ Limited risk mgmt. support

Niche Players

- Spring CM
 - Smarsh
 - Docupace
- ↓ Limited functionality
- ↓ Not typically customized
- ↓ Few have true vertical expertise

KIS – comprehensive suite, priced for growth-minded firms

ROI Benchmark Study

Lincoln Securities Corp – *Patriot Financial*, Alan Pransky (CCO)

- March 09: Internal Compliance Audit
 - May 09: Actual FINRA/SEC Audit
-
- Typical Audit Down-time – 12 - 36 man-hours (~\$75-195/hr)
 - Actual Audit Down-time – Less than 45 minutes

 - Down-Time Savings – Single Audit Instance = >\$3,200
 - Avg. # of Audit Instances per office/per year = > 6 - 8 +

Represents: >\$2.20M across only 20% of LSC's +500 offices

Management

▪ Existing Team:

- ✓ Michael Binko President / CEO (BoD)
- ✓ Jan Levine Founder / CTO
- ✓ Stephanie Eidelman COO
- ✓ Paul Hughes Sales / Business Development
- ✓ Anne Strong Marketing

- ✓ R&D / Engineering 3 FTEs + community of >25 sol. serv. techs

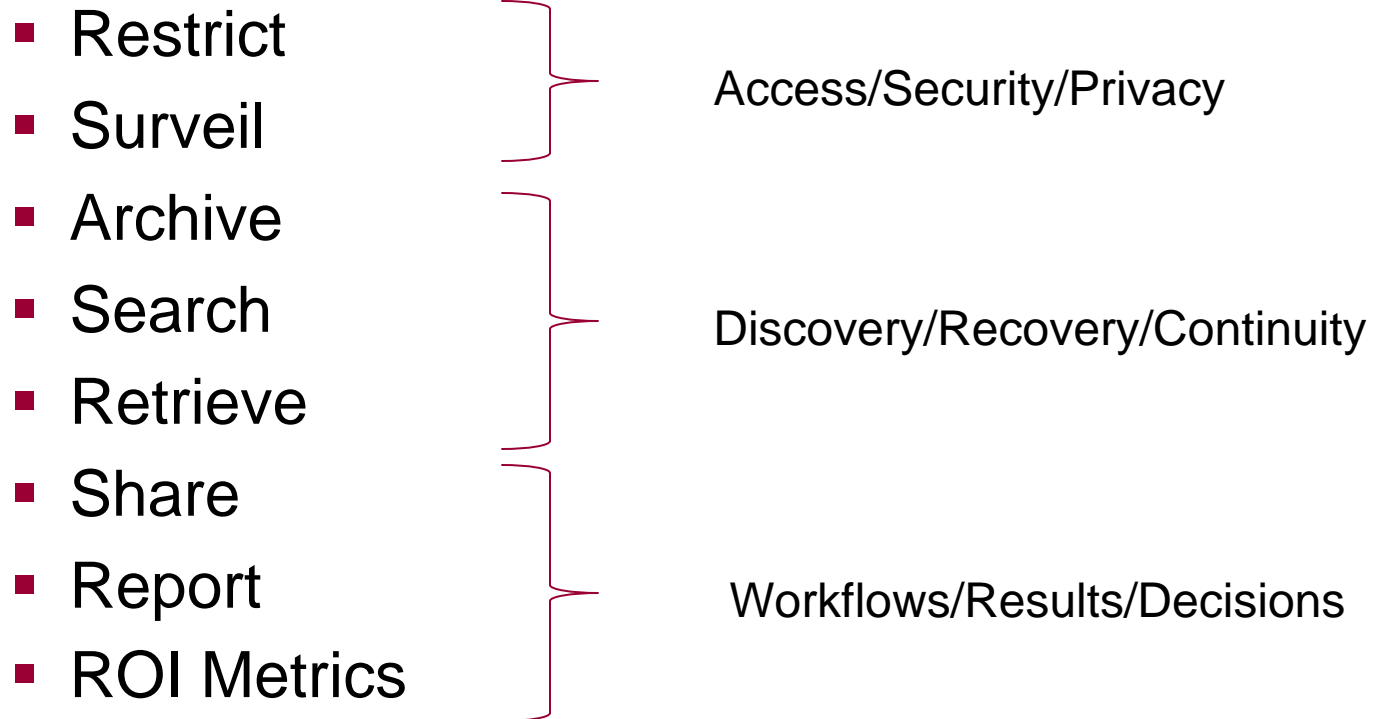
▪ Board / Advisors

- ✓ Marvin Kaulkin Investor / Chairman of BoD
- ✓ Michael Ginsberg Investor / Advisor
- ✓ Ted Meisel Advisor (*Overture, Yahoo*)

Q & A

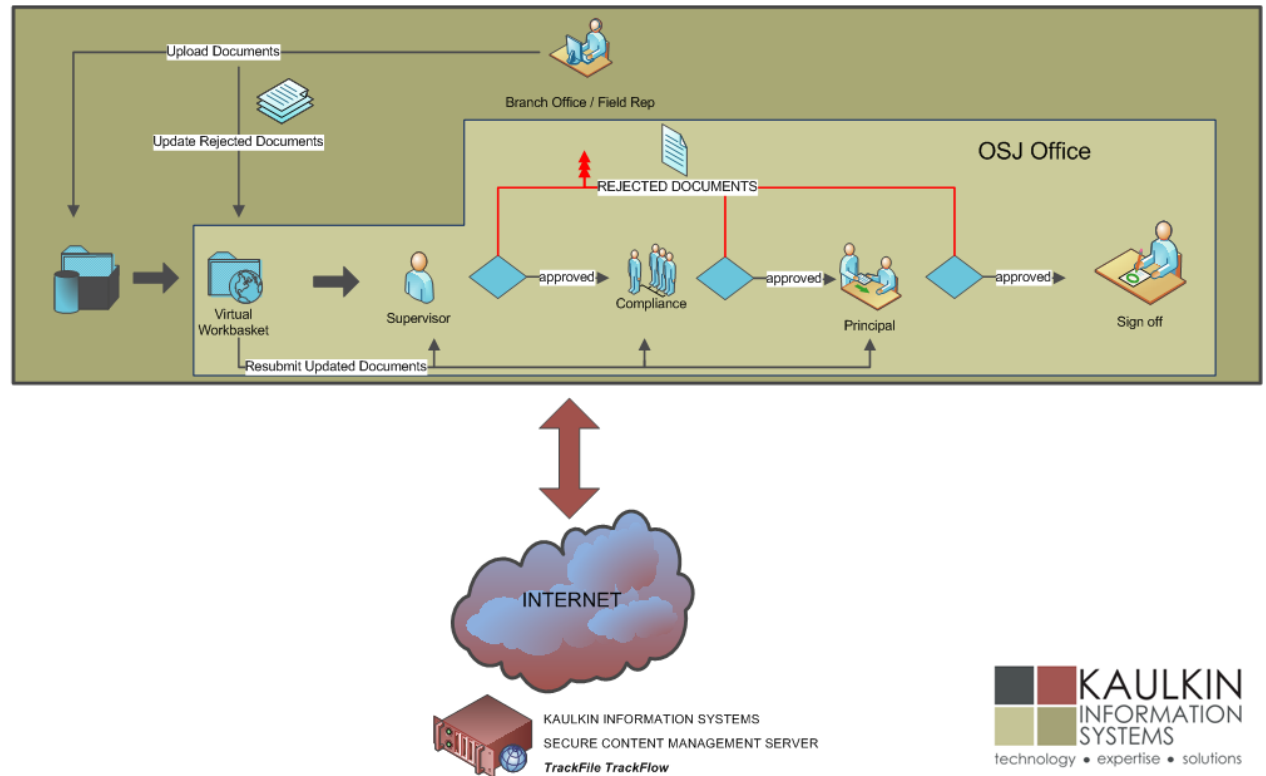
- Questions?
- Thank You ...

Core Capabilities



The Human Side of Compliance®

GENERIC ELECTRONIC WORKFLOW PROCESS



KISTrack™ User Access Levels			Client/ Customer 100	Account Manager/Rep 200	Operations/ Admin 400	Principal/ Compliance 800
<i>TrackFile</i>	<i>Documents</i>	Retrieve	✓	✓	✓	✓
		Upload and Retrieve		✓	✓	✓
		Administration			✓	✓
		Universal access				✓*
<i>TrackFlow</i>	<i>Workbaskets</i>	Participate	✓	✓	✓	✓
		Initiate and Re-route		✓	✓	✓
		Change Route			✓	✓
		Create			✓	✓
		Administration			✓	✓
		Universal access				✓*