

The logo for LONGJUMP, with 'LONG' in blue and 'JUMP' in green.

CLOUD APPLICATIONS PLATFORM

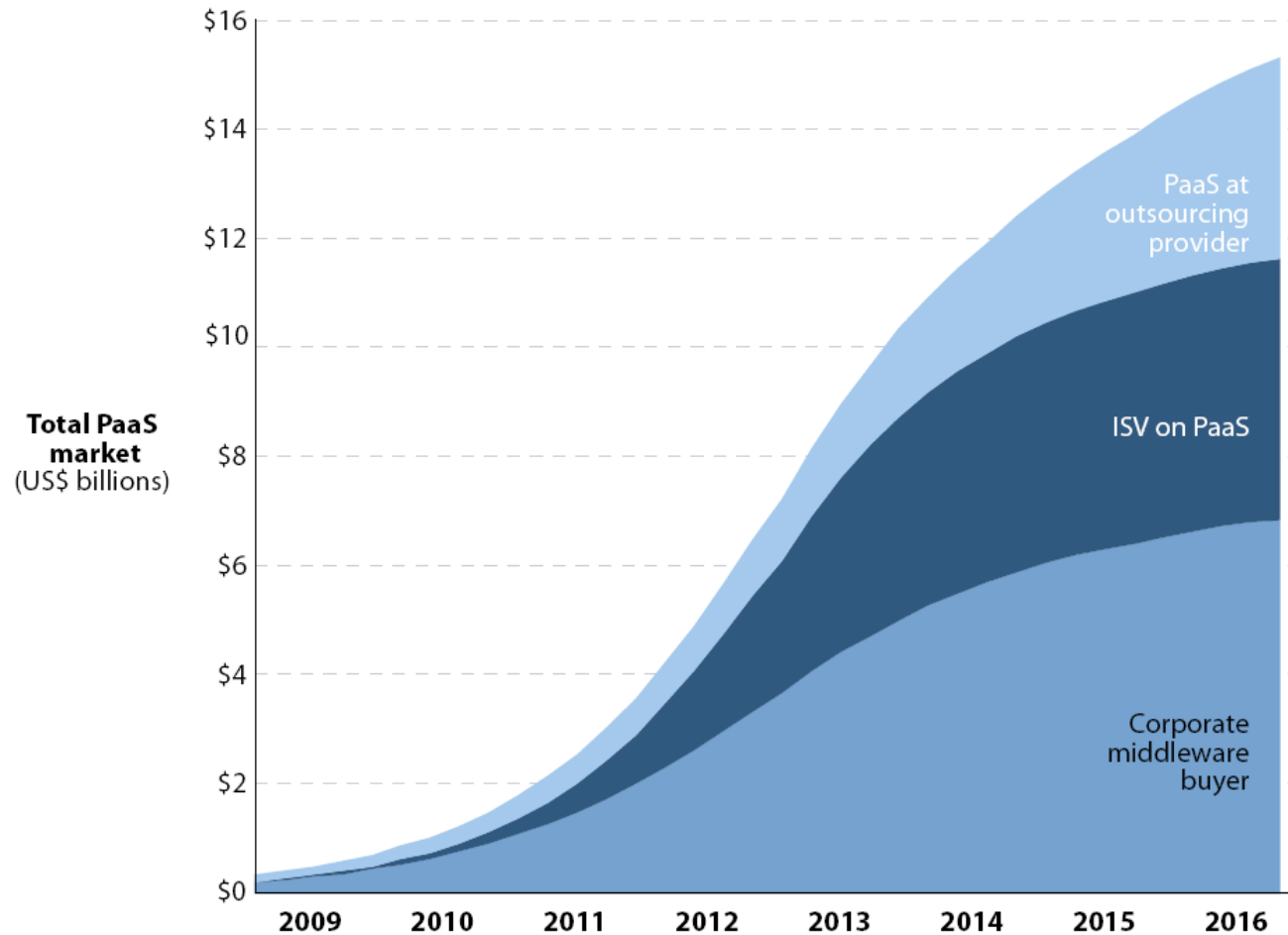
The background features a blue gradient with diagonal rays of light. On the left, there are stylized white clouds and two birds in flight. On the bottom right, there is another stylized white cloud.

Building Applications in the Cloud

Public or Private Clouds...

- Lower development costs by 60%
- Minimize time to market
- Focus on core competencies

Large and Growing Market



Market Opportunity for PaaS as the foundation
for much larger SaaS Solutions

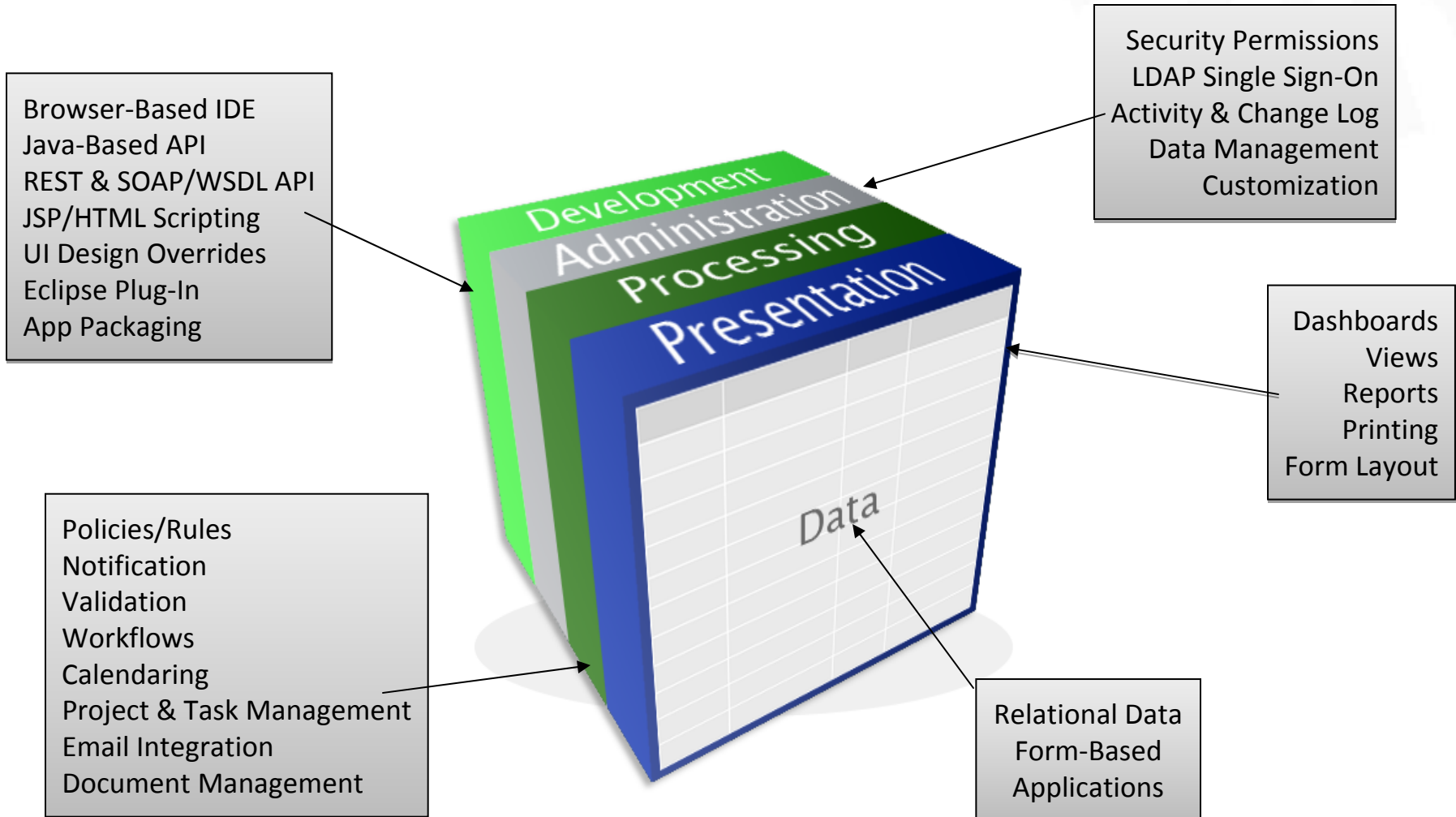
LongJump Platform as a Service

The screenshot displays the LongJump Platform as a Service interface, which is a web-based application for managing sales and marketing processes. The interface is divided into several sections:

- Accounts Management:** A table showing a list of accounts with columns for Account Name, Primary Contact, Primary Contact Email, and Primary Contact Phone. The table is filtered to show "My Neglected Accounts (Untouched for 30 Days)".
- Product Feature Management:** A form for creating or editing a product feature. The form includes fields for Requester, Feature, Description, Source, Target Software Version, Date Required, Engineering Approved, Marketing Approved, Budget Approved, Days Required, and Feature Status.
- New Candidate Processing:** A flowchart diagram illustrating the candidate processing workflow. The process starts with a "START" node, leading to "Resume P..." (likely Resume Processing), "Set Interview", "Interview", "Accept", "Send HR", "Background C..." (likely Background Check), "Hire", and finally "END".
- Weekly Lead Generation:** A line graph showing the number of records generated over time. The Y-axis is labeled "No. of Records" and ranges from 0 to 500. The X-axis is labeled "Data Created" and shows dates from May 21, 2008, to July 30, 2008.

A Internet-based platform for designing, developing, delivering information management applications that connect *information, people and processes*.

Cloud Application Development



Assemble Intelligent Objects into SaaS Applications

SaaS Applications

Popular SaaS Applications



Sales Force Automation



Service & Support



Campaign Management



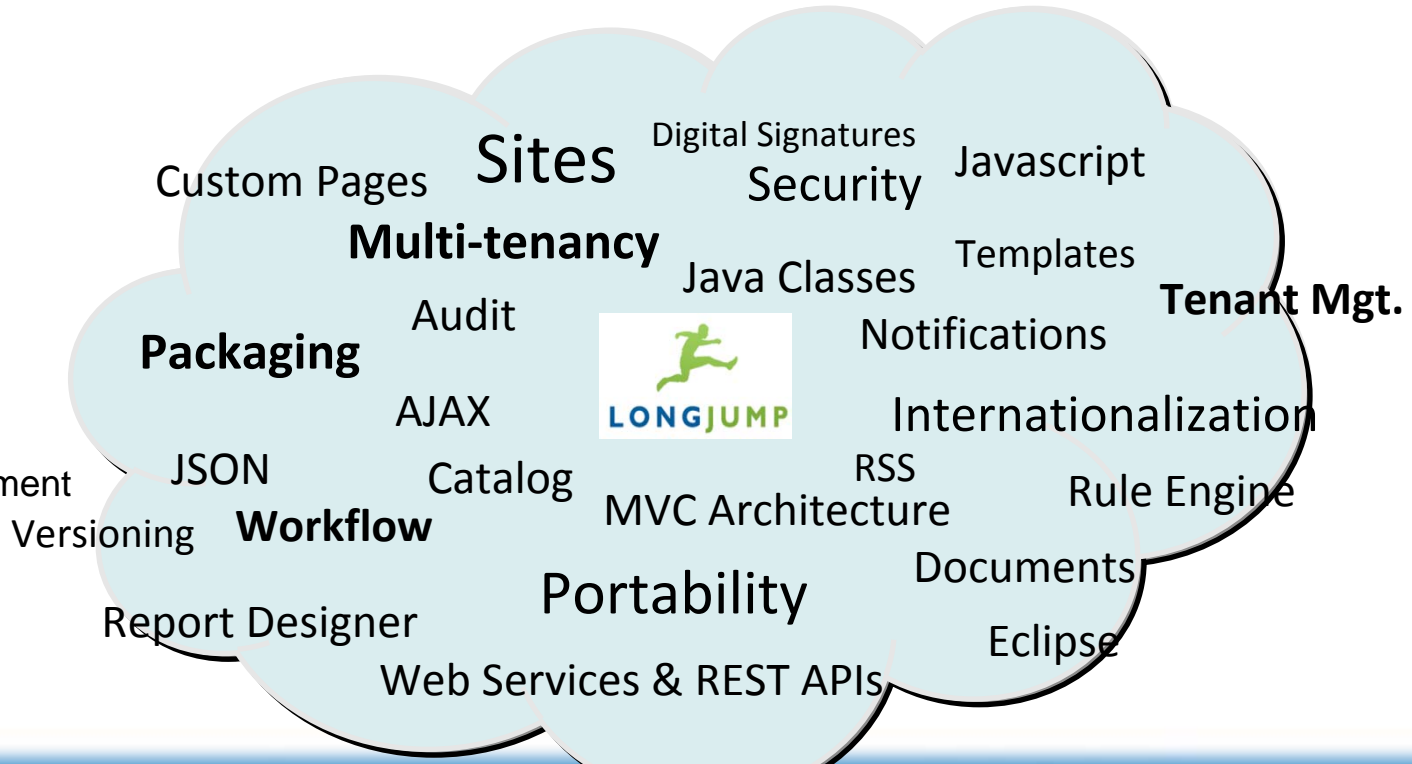
Build Your Own

More: Contract Management, Vendor Management, Bug Tracking, IT Asset Tracking, Job Leads, Expense Manager, Tradeshow Manager

Cloud Application Services

PaaS

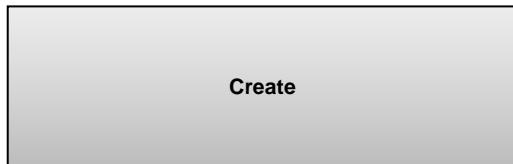
- Multi-tenancy
- Multi-language
- Object Services
- Packaging
- Publishing
- Tenant Management



Integrated Application Lifecycle



How do I get started?



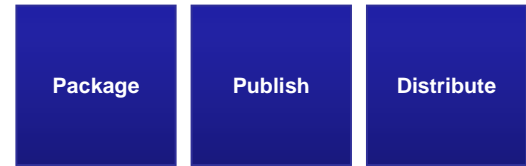
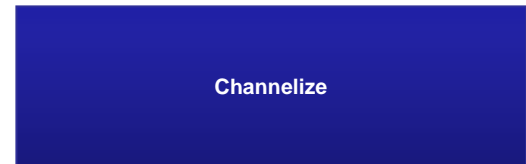
- » Object Model
- » Workflow
- » Policies
- » Reports
- » Dashboards
- » MVC
- » Java Code
- » Javascript
- » APIs
- » Integrations
- » Eclipse
- » Separate Dev, Production, & QA Instances
- » In the Cloud
- » On Premises

How do I manage it?



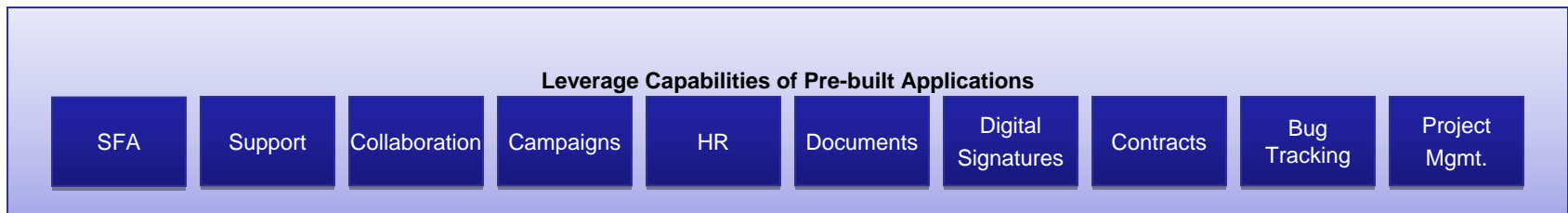
- » Objects
- » Applications
- » Check in/Check out
- » Export to CVS
- » Java Classes
- » Custom Pages
- » Sites
- » Single Version
- » Backward Compatibility
- » Selective, Broadcast, Remote Auto Upgrade

How do I monetize it?






- » Complete Meta Data Definition
- » Components
- » Dependencies
- » Portability
- » Catalog
- » Developer Eco-system
- » Test Drive
- » Trial Evaluation
- » Tenant Management
- » Electronic Resellers
- » Billing
- » White-label Branding

Leverage Capabilities of Pre-built Applications



Customer Examples

	Services	Financial	Personnel
Business	 <p>Calibration Services</p>	 <p>Financial Services Intermediary</p>	 <p>HR Management</p>
Problem	<p>Acceleration: Need to streamline workflows and have platform for secure collection of equipment calibration data</p>	<p>Management: Need to continue offering web applications but simplify administration, customization & new features</p>	<p>Channel: Need to create an application service model that includes downstream MSP branded services</p>
Benefits	<p>Replaced in-house built applications with multi-tenant CFR 21 Part 11 compliant</p>	<p>Replaced Customer Portals, Administrative Applications, Integration with Document Generation & Business Apps</p>	<p>Platform for offering a completely integrated application for channel delivery.</p>
Results	<p>Replaced 3 year old system with new features + scalability New Solution in 4 Months!</p>	<p>Re-platformed off Microsoft & Sharepoint New Solution 4 Months!</p>	<p>Built Solution and tool to Market in 3 Months!</p>

The logo for LONGJUMP, with 'LONG' in blue and 'JUMP' in green, set against a background of blue rays emanating from the top left.

LONGJUMP

CLOUD APPLICATIONS PLATFORM

The word 'End.' in white, underlined, positioned in the lower-left quadrant of the slide.

End.