

# Corporate Backgrounder



## Company Overview

Unify is a global provider of application development, data management and Service-Oriented Architecture (SOA) enablement solutions. Our suite of application modernization solutions, easy to use development products and maintenance-free embedded databases allows customers to enhance their SOA environment by improving time to market, increasing collaboration and service-enabling legacy information.

Unify's strategy is to work with organizations to "Enable SOA." We help businesses modernize and service-enable mission-critical legacy applications in support of enterprise-wide SOA initiatives. Based on market requirements for application modernization, our solutions help companies increase speed and agility, improve asset reuse, lower IT costs, reduce business risks and exposures, and free information previously locked within proprietary systems.

Unify expanded its 27-year heritage and technology innovation with the November 2006 acquisition of GUPTA Technologies LLC, a complementary application development and

data management software company. Unify now serves more than 3,000 end user customers, 35 distributors and 250 partners across the globe. Our clients represent diverse industries including energy, financial services, government, health care, insurance, manufacturing, retail, telecommunications and more.

*Unify's mission is to enable customers to modernize applications in a Service-Oriented Architecture (SOA).*

## Employees

Unify has ~70 employees distributed throughout offices in Sacramento, Calif.; Paris, France; Munich, Germany; London, England; and Australia.

## Stock

Unify is publicly traded on the Over the Counter Bulletin Board under the stock symbol UNFY. Unify's fiscal year is May 1 to April 30.

## The Need for SOA and Application Modernization

Many core business applications built over the last 10 years, including those developed with Unify software, are facing the need for replacement, augmentation or modernization. As IT organizations consider alternatives for these applications, they often do so within the context of planning to adopt a Service-Oriented Architecture (SOA).

The SOA Consortium defines SOA as a business strategy for business agility. SOA utilizes loosely coupled services - reusable components representing business tasks - to deliver application functionality. Designing applications for SOA delivers cost-efficiencies, business agility, integration and collaboration, and leverages legacy investments. It uses a variety of technolo-

gies including Web 2.0 and Web services and represents a significant technology shift for developing and extending enterprise applications in today's business environment.

According to a recent report by industry analyst firm Gartner, "The use of SOA is accelerating in response to escalating business requirements. Competition, globalization and technology advances are driving companies to change their products, business processes and prices more frequently than they did before the mid-1990s. The main benefit of SOA is that it reduces the effort and time needed to change application systems to support changes in the business" (SOA Overview and Guide to SOA Research, Roy W. Schulte, Charles Abram, Dec. 15, 2006).

While SOA is not a new term, it has gained industry momentum as a new software category that encompasses collaborative and groupware applications; development, deployment and information access; and system infrastructure, according to market research firm IDC in a December 2005 report. IDC forecasts significant growth for world-wide SOA-driven software revenues of \$9 billion by 2009 with a 75 percent five-year compound annual growth rate.

The task of modernizing existing applications in support of SOA is permeating throughout IT organizations today. Yet, in today's competitive business environment, IT can no longer simply "throw bodies" or money at projects. IT is being asked to squeeze maximum value from existing technology investments while improving productivity and responsiveness. Accordingly, "application modernization" is becoming more of a top priority for today's IT organizations.

## Unify's Solution for Migrating Lotus Notes Applications to SOA

Our application modernization and 'Enable SOA' vision begins with **Composer for Lotus Notes™**, a software solution for automatically migrating Lotus Notes applications to SOA. Composer takes application functionality and data, analyzes and decomposes it into services, and then makes these services available for composition into new SOA-based applications. Composer significantly reduces the risks and costs associated with re-writing applications through cumbersome services engagements.

Targeted at companies with Lotus Notes applications proliferated throughout the enterprise, Composer automatically service-enables the business processes and core functionality. Lotus Notes data is converted to a relational database, the ACL security to a standard security interface, the Notes business logic to Web services and the User Interface to a Web 2.0 application. The result of the Composer solution is a deployable SOA-based application.

Composer offers the flexibility to support either the Java or .Net platforms through its endorsed integration with Microsoft Share Point and .Net infrastructures as well as IBM WebSphere and Portlet Factory. By natively integrating with

### Unify's Application Modernization Strategy

Unify's strategy is focused on the modernization of mission-critical applications to enable SOA. To achieve modernization, our solutions help customers leverage their existing applications for adoption within an SOA initiative. Unify distinguishes itself from those vendors dedicated to new SOA development and infrastructure by automating and managing the transformation of existing business applications into well structured and standards-based services.

Unify helps customers maximize the value of their legacy/propriety applications by transforming them into modern, standards-based business applications, processes and actionable information. Our software is designed to review and interrogate a legacy application's functionality and data, and service-enable it for composition into new SOA-based applications.

either Java or .Net, organizations can achieve their objectives to standardize, consolidate and scale their infrastructures by continuing to design, develop and leverage updated Lotus Notes applications on their corporate infrastructure platform of choice.

Using Composer for Lotus Notes, organizations can attain an 80 percent reduction in time to market, compared to the cost and risk of re-writing Notes applications in .Net or Java.

## Unify's Products and Services

### SOA Enablement Solutions

**Composer for Lotus Notes** is a software solution that enables the migration of Lotus Notes applications to a Service-Oriented Architecture (SOA). Targeted at companies with Lotus Notes applications proliferated throughout the enterprise, Composer integrates with the .Net and Java platforms, leverages open standards via an SOA environment, and provides the capabilities and technology necessary for a comprehensive and automated migration. Composer modernizes Notes applications to enable organizations to share data previously locked in proprietary systems, reduce application license costs, and improve integration and collaboration within the enterprise.



**NXJ Developer®** is a powerful visual development tool for the rapid development of innovative Web 2.0 Rich Internet Applications based on a Service-Oriented Architecture (SOA). NXJ Developer is distinguished by its combination of intuitive visual design, flexible SOA programming, and ease of integration with both Java code and .Net business logic via Web services. The combination of AJAX-rich client technology, Web services, workflow, reporting and portal integration make NXJ Developer a powerful and competitive solution for delivering SOA-based Rich Internet Applications.

### Rapid Application Development Solutions

**Team Developer®** is a visual object-oriented rapid application development product that is proven to shorten the development cycle by providing developers the tools needed to

quickly design, develop and deploy Windows solutions. Team Developer provides a completely integrated visual development environment that includes a database explorer, integrated reporting tool, team-oriented source code management facility, and a powerful component developer facility that enables programmers to automate and customize the development environment.

**ACCELL®** is a family of 4GL-based rapid application development products for building character-based client/server applications with native optimized connectivity for Unify, Oracle, Sybase and Informix databases.

**VISION®** is a cross platform (Unix/Linux/Windows) graphical object-oriented development software that provides highly scalable and feature rich n-tier application development and deployment.

#### The Return on Investment for SOA

Organizations adopting SOA are seeking to achieve a significant return on investment that includes increased asset reuse and business agility as well as reduced integration expense and risk. Key performance indicators for determining ROI include:

##### Increased Asset Reuse

- New business processes and composite applications from existing services greatly reduce application development and integration costs.
- Speeds time-to-market, increases customer service and reduces overall staffing costs.

##### Increased Business Agility

- Delegates elements of the overall business processes to the departments responsible for the specific processes.
- Embeds automated business processes for suppliers and partners.

##### Reduced Integration Expense

- Reduces the complexities and costs associated with integrating and managing distributed computing environments using SOA.
- Reduces long-term infrastructure maintenance costs with standards-based interfaces and Web services.

##### Reduced Risk and Exposure

- Gains better visibility into business operations to comply with regulations such as Sarbanes Oxley, Six Sigma and Basel II.
- Establishes corporate-wide security and standards to ensure privacy, implementation policies and auditable information trails.

### Data Management Solutions

**SQLBase®** is a fully relational, high performance, embedded database that allows organizations to manage data closer to the customer, where capturing and organizing information is becoming increasingly critical. SQLBase provides what other database companies cannot deliver: a self-recovering, maintenance-free embedded database architecture that enables IT, ISVs and VARs to focus on their solution, rather than the underlying database technology.

**DataServer®** is a family of data management solutions that includes DataServer ELS, a small footprint embedded database and DataServer, an enterprise relational database management system for mission-critical, transactional applications.

### Strategic Alliances

In the ever-changing IT and business world of 'best of breed' and converging technologies, Unify has retained and strengthened its commitment to aligning with partners to deliver the best products and services at the most reasonable and mutually beneficial price points. We have long-term, fruitful and successful business relationships with more than 280 alliance partners, solution providers, ISVs, resellers and distributors.



## Customers

Unify has a deep history of successful and satisfied customers from Global 1000 to midsize companies and ISVs. Within Unify's 3,000 customers are many well-known companies, including:

### Insurance

AIG  
CNA  
New Mexico Mutual  
Pinnacol Assurance  
Sherwood Insurance  
(Swett & Crawford)  
State Fund Mutual  
State of New Jersey  
Sungard/Sherwood  
SunLife  
UCA General Insurance

### Financial Services

AG Edwards & Son  
ASI  
BMW Lease BV  
Citicorp  
Credit Lyonnais  
Fannie Mae  
Federal Farm Credit Banks  
GE Capital ARO Lease B.V.  
Grant Thornton  
Mercedes-Benz Finance  
Morgan Stanley National  
Australia Bank  
State Street  
Transamerica

### Health Care

Aventis  
Bradford Health Authority  
GE Health Care  
Glaxo Smith Kline (GSK)  
Lourdes Memorial Hospital, Inc.  
McKesson HBOC  
Modulus Data Systems  
Parkside Comm. Psychiatric  
Thomson (Medstat)  
UC Davis Medical Center

## Management Team

### Todd Wille

President and Chief Executive Officer

### Steven Bonham

Vice President and Chief Financial Officer

### Kevin Kane

Vice President of Worldwide Sales

### Duane George

Vice President of Development and Technical Services

### Mark Bygraves

Vice President of Europe and Middle East Sales

### Frank Verardi

Vice President of Americas and Asia Pacific Sales

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