

# Corporate Presentation



**DRIVING TECHNOLOGY  
THAT DRIVES YOUR BUSINESS**



# Corporate Statement



“At New Leaf Software we endeavor to deliver quality custom application development leveraging N-tier architectures that will drive your business to the milestones set by senior management. We utilize our 20 years of experience in systems development and integration to compliment our client’s business goals and objectives.”

Joshua W. Goldstein  
President





# Company Background

- Founded in 1999
- President & CEO: Joshua Goldstein
- Systems development on 3 continents
- 20 years of product development experience
- Technical expertise: C++, java, XML, RDBMS
- Knowledge of finance, manufacturing, and retail and product development
- Centralized location for remote development



# The New Leaf Vision:

*“We believe that rapid changes in software tools, and the necessity for corporations to focus on business infrastructure will lead to a greater reliance on technology outsourcing in the workplace. Further, it is our belief that these trends will continue as corporations re-engineer their business infrastructure. We foresee fewer businesses maintaining large IT staffs in-house. These IT groups become too occupied in maintaining existing systems and therefore lack the time, resources, and skills necessary to react appropriately to meet competitive challenges in the market.*”

*“How does this align  
with your thinking?”*





# Our Corporate Philosophy

## **New Leaf Software, LLC.**

believes in understanding your business strategy and objectives before determining the technology solution that best fits your requirements. Listening has and will serve our mutual interests over the long term of a business relationship.





# New Leaf: What We Offer

- Application development.
  - Wireless, 4 GL, data warehousing, etc.
- Systems consulting.
  - C, C++, Java, JavaScript, Visual Basic, XML, Oracle & other RDBMS, etc.
- Engineering outsourcing.
  - SysAdmin support, DBA, etc.
- On/off-site technical support.
  - Staff augmentation.
  - Application call center support.





# Solutions That Work

- NLS develops complex technology solutions for disparate architectures/ platforms
  - N-tier architectures
  - Real-time financial systems
  - Wireless components
  - Etc...
- Structured methodology approach
  - Research, design, prototype, develop, test, document, deploy, train, support
  - Track record for delivering on time, on budget

# Target Vertical Markets

## Enterprise



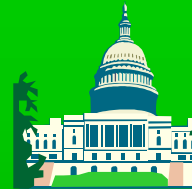
Expertise in hardware, software and developing complex system critical products

## Financial Services



- Understanding of financial markets
- Experience developing financial models
- Interfaces to financial markets

## Government



Experience successfully bidding and marketing to state governments


## Manufacturing



Mapping Manuf Processing, Product Tracking, and Inventory Control Systems

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# Client List - *Financial*

- American Express TRS, *New York City*
  - *Data mining programs for use*
  - *w/ card holder data*
- Credit Suisse First Boston, *Zürich*
  - *Development of 1<sup>st</sup> Swiss electronic exchange system*
- Morgan Stanley Securities, *Tokyo*
  - *Nikkei Exchange Line Handler development and testing*
- CTS, *West Palm Beach*
  - *Custom layout software generates stochastic models and pricing charts for futures magazine and web site production*
- IMRglobal Japan, Inc., *Tokyo*
  - *Strategic consulting across entire Japan/US organization*





# Client List – eCommerce

- e-Acumen, *San Francisco*
  - *Risk mgmt system for power plants*
- State of Colorado DOT, *Denver*
  - *Wireless Traffic Control System*
- Ball Aerospace, *Interlocken*
  - *Worked with Ball to provide high speed internet services and live television broadcast to intercontinental commercial air flights.*
- Sagent Technology, *Boulder*
  - *Convert static GIS libraries into enterprise wide multi-threaded multi-platform client/server application*
- TheTrip.com, *Denver*
  - *Real-time flight tracking engine tracks all air traffic in North America.*





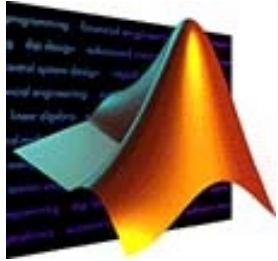
# Client List - *Commercial*

- Intel, Motorola, *Silicon Valley*
  - *Wrote microscopy system for defect tracking in silicon fab facilities*
- Qwest Communications, *Denver*
  - *Wrote new project/project change resource impact analysis program*
- FT Energy, *Boulder*
  - *Wrote custom customer / sales and marketing management system (c.f. Act)*
  - *Solaris system administration*
- L'Oreal, *Japan*
  - *Data Warehousing*





# Products:



**Okra:** A high-speed ODBC database interface for MATLAB®



**Comtrix Modem:** An RF telemetry platform which fulfills the requirements for deployment in the CalTrans type-170 controller platform in a large traffic controller network



# Solution Synopsis - Wireless



- **Challenge**: connect hundreds of physically remote traffic lights to a central office.
- **Solution**: developed a custom wireless packet radio modem integrating call-by-exception technology. Created an architecture that could detect errors in controller and “phone home”.
- **Benefit**: saved the client hundreds of thousands of dollars by reducing all phone-based support and maintenance costs. No phone lines required. Improved reliability.



# Solution Synopsis - Finance



- **Challenge:** build a real-time broadcast quote service that could update hundreds of Unix workstations with real-time stock quote data, without overloading the network. (Others had tried and failed.)
- **Solution:** built a reliable broadcast backbone for the trading environment that used UDP/IP based communications.
- **Benefit:** client could achieve real-time quotes with a minimum of packets on network. Created a scalable system for growth. Client gained a clear market advantage over competitors.



# Solution Synopsis– B2B



- **Challenge:** get an address standardization library onto thousands of desktops in a modern call center.
- **Solution:** built a cross-platform, three-tier enterprise-wide client-server solution.
- **Benefit:** improved customer satisfaction. Implemented the first 24 x 7 reliability solution for business. Reduced hardware and software purchases significantly, and simplified programming and support costs.

# Solution Synopsis– B2C Web



- **Challenge:** develop a web-based application that accesses and transforms unclean legacy flight data in less than 9 months.
- **Solution:** built a custom query engine that cleansed and saved legacy data while converting it to consumer format (i.e. knots to mph).
- **Benefit:** based on deliverable, client received an additional \$5.6 million in 1<sup>st</sup> round of financing. Product was heavily featured in newspaper and magazine articles. Increased traffic to site, and consequently increased ad revenue to client.



# Strategic Partners

➤ Hawaii Capital Group



➤ Building 2 Partners



➤ Angel.net

*angel networks*





# Contact Information

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Thank you

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