

Company Overview

Introducing Glomark-Governan

The Glomark-Governan mission is to assist corporations and non-profit organizations in assessing, forecasting and measuring the economic value and risk of investments in technology and service initiatives.

More than 300 companies and organizations, including users and providers of technology and services, are Glomark-Governan customers and partners.

Technology and service providers use the Genius® software tools from Glomark-Governan to communicate the Return-on-Investment (ROI) and economic value of their solutions and services to their clients.

Product managers, development managers and R&D engineers use Glomark-Governan solutions to create business cases to identify and assess the potential economic value created by new products in new markets.

Other technology and business areas, such as the IT, supply chain, and finance staffs, also use Glomark-

Governan solutions to assess economic value and mitigate the risks posed by their internal projects.

We believe that ROI and risk assessment have become an integral part of corporate governance; therefore, our goal is to become the world's leading provider of ROI and economic measurement solutions.



Glomark-Governan is fully committed to assessing, forecasting and measuring economic value and risk.

Inside

About the EVC Methodology

Best Practices for Value Creation

Local EVC Experts

Genius Suite of Software Tools

EVC Training

The Glomark-Governan History

Contact Information

Economic Value Creation™ Solutions

Companies often have different needs when it comes to assessing and measuring economic value in their business processes.

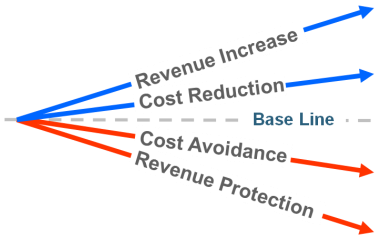
Glomark-Governan solutions—a combination of Genius software tools, training on the Economic Value Creation (EVC™) Methodology, and support from our EVC Expert Consultants

around the world—are tailored to meet the specific needs of each customer.

Whether it is a sales process, an IT project selection process, or a product development and selection process, organizations are unique and require various types of tools, training, and support to assess economic value creation

and risk. Separately, training and tools are not enough—a unique combination of these solutions from Glomark-Governan produces results that positively impact your bottom line.

About The EVC™ Methodology

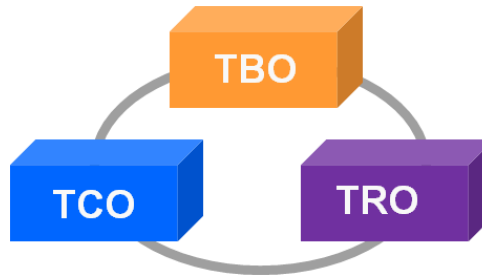


The EVC framework includes principles and models —such as the four profit types— which are critical for assessing economic value.

The Glomark-Governan Economic Value Creation (EVC) Methodology, first introduced to the market in 1997, was conceived from our experience implementing various programs in the early 90s.

Today, the EVC Methodology includes three effective models for creating a complete business case assessment: A TBO™ model

for assessing the Total Benefit of Opportunity™; a TCO



model to assess the Total Cost of Opportunity; and a TRO™ model for defining and miti-

gating project risks.

The EVC Methodology is so effective that some of the largest corporations in the world—including Microsoft and Siemens—have been using it for years.

The EVC Methodology is contained at different levels within the suite of Genius software tools from Glomark-Governan.

Best Practices for Value Creation

Implementing an effective and sustainable Economic Value Creation practice in an organization requires a change-management approach.

Whether it is implemented in a governance, sales process, or portfolio management function, an Economic Value Creation practice requires several key elements including:

- Tools
- Training
- Expert Support
- Templates
- Management Involvement
- Incentives and Measures
- Program/Portfolio Management

An omission of any one of these elements

can be the difference between significant and average results.

Glomark-Governan has developed the best practices and components of successful Economic Value Creation. Our industry-proven tools and methodology have been successfully implemented in organizations across the globe.



Local EVC™ Experts

Glomark-Governan has experienced EVC Consultants in multiple countries in North America, South America, and Europe.

These individuals possess a proven industry track record, and understand the regional business and market needs to provide you with

expert-level advise and local support.

Onsite and remote consulting programs are available from Glomark-Governan to assist you in creating effective EVC Business Cases, and measuring the ROI of your technology and non-

technology investments and initiatives.

Please visit our website at www.glomark-governan.com to locate a Glomark-Governan Regional Director and EVC Consultant near you.

Genius Suite of Software Tools

Companies require different levels of business case assessments—from high-level business cases for evaluating the first stage of their processes, to comprehensive assessments with complex risk analyses.

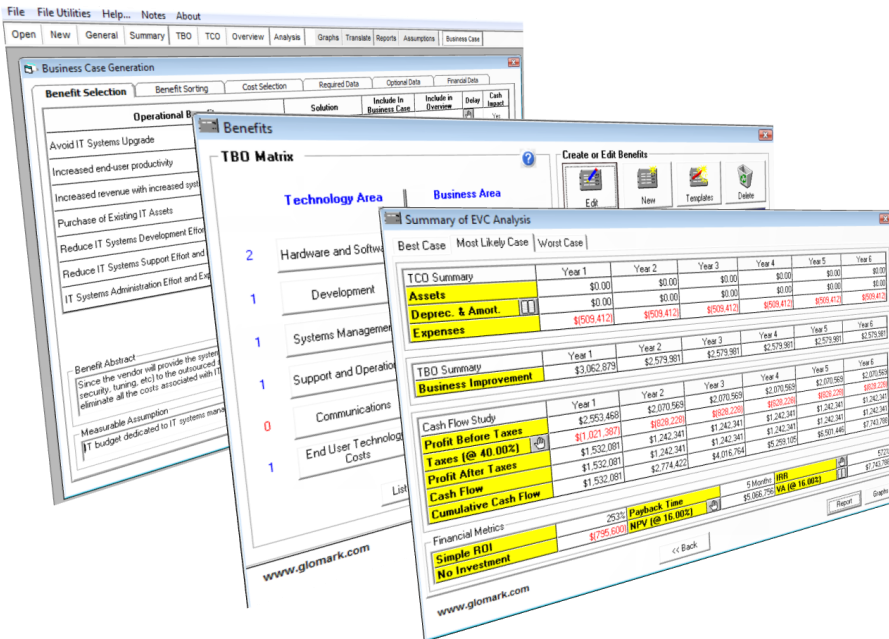
As a result of these varying needs, Glomark-Governan has developed a suite of Genius software tools to provide users with different levels of assessments and reports.

The Genius suite includes:

- Genius Base for business case reviewers and channel partners.
- Genius Plus for sales professionals.
- Genius Pro for EVC template and business case builders.
- Genius Analyzer for ROI experts performing advanced risk analyses.

- Genius Compare for portfolio managers prioritizing and selecting projects.
- Genius Track for individuals measuring ROI and EVC during and after a project implementation.

There are also other tools—such as Web-Lead ROI Calculators for lead generation—available from Glomark-Governan.



The images on the left show sample screens—contained in the Genius Plus, Genius Pro and Genius Analyzer tools—show where users can select components of a solution, enter project-specific data, and generate simple or comprehensive business cases reports.

EVC™ Training and Education

Glomark-Governan conducts a variety of Economic Value Creation (EVC) training and education programs for the many user types within client organizations.

Glomark-Governan instructors are expertly trained to certify our clients in the use of the EVC Methodology and Genius software tools.

Training and education programs are available for executives; ROI experts; sales representatives that want to communicate value to their clients; channel partners; and marketing, engineering, sales and product managers.

Our training programs include

frequent exercises which provide the opportunity for hands-on practice and real-time constructive feedback from Glomark-Governan instructors.

Contact Glomark-Governan for a copy of the syllabus for the different training programs available.



The Glomark-Governan History

Founded in 1992, Glomark-Governan was known in the '90s as an ROI training organization.

As the company grew, however, so did our recognition that organizations needed tools and expert support to effectively transfer EVC knowledge and assess economic value and risk.

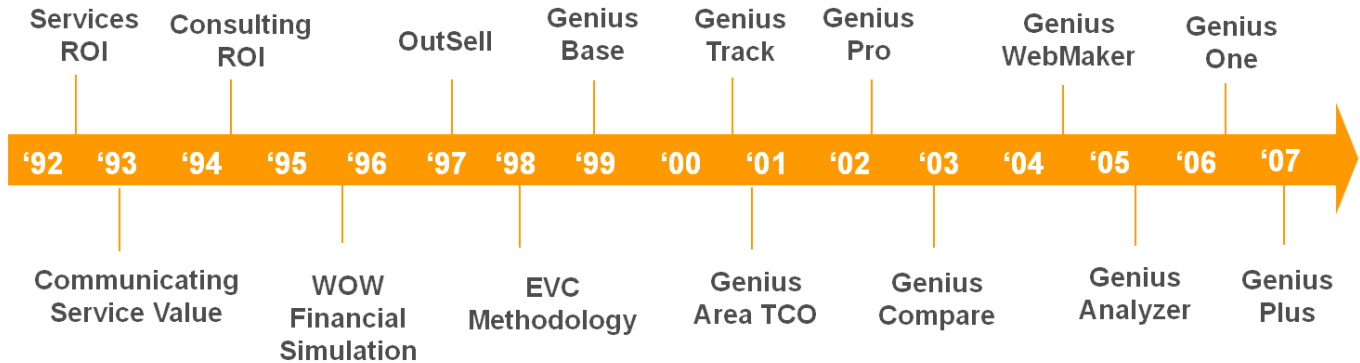
As a result, in 1998, Glomark-Governan began developing software tools and hiring consultants to meet these needs.

Today, Glomark-Governan Consultants are experts in forecasting and measuring Economic Value Creation in a variety of industries—from IT to communications; from banking to insurance markets; and

from retail to manufacturing sectors.

At Glomark-Governan, we sincerely believe that we are the best at what we do; and our client references support this belief.

Please contact us today for additional information about any of our products or services.



Over the last 16 years Glomark-Governan has invested in the development of training programs and software tools to continuously improve the Economic Value Creation (EVC™) practice.

Glomark-Governan

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For more information, and to find a Glomark-Governan office near you, please visit our website:

www.glomark-governan.com



Glomark-Governan

™ Genius, Economic Value Creation, EVC, Total Benefit of Opportunity, TBO, Total Risk of Opportunity and TRO are trademarks of Governan LLC.