



WorkXpress

Strategy for Market Leadership



www.workxpress.com



Agenda

- How We View the Market
- WorkXpress - Built to Address Market Needs
- Strategy for Market Leadership





How We View the Market





Enterprise – Still Testing the Waters

Enterprises have a growing need to rationalize their non-core architecture, empower their departments, and comply with regulations:

- Account for just over 60% of all IT spending
- Testing SaaS for over a decade
- Growing need for flexibility and adaptability
 - Spurred in part by regulatory growth
- A growing do-it-yourself attitude in departments





SMBs – Ready for the Cloud Today

SMB's are eager and willing to adopt cloud solutions:

- Estimated \$800 Billion in annual IT spending
- Estimated 16% growth in spending in 2010 (Microsoft)
- Using IT for strategic differentiation
- Adopting cloud solutions faster than enterprise
- Historically under-served by traditional IT



The Channel

"If a VAR isn't looking to add cloud solutions to their toolbox now, they will be soon"

- Hundreds of thousands of small IT services firms
- All regionally focused
- All selling yesterday's technologies
- Lack resources to become product company
- Lack resources to become cloud provider





Unexpected Opportunities

We see in our daily business 2 enormous market opportunities that do not currently appear in anyone's forecasts.

1. Penetration of automation in SMB's is extremely light.
2. There are an army of non-empowered people and companies that will mobilize when the right tool comes along.



PaaS – The Right Place to Be

Industry	Projected Size in 5 Years	Annual Growth	Number of Competitors
IT (Non-telecoms)	\$1.3 Trillion	5%	Hundreds of Thousands
Cloud Computing	\$150 Billion	26%	High Hundreds
Platform as a Service	\$15 Billion	>100%	Low Tens



PaaS is Protected

Large barriers to entry make PaaS a protected environment for existing competitors:

1. Large up-front capital investment
2. Breadth and depth of technical expertise
3. Stickiness of customer base





What Does All This Mean?

Bottom Line: The channel and consumers are ready for someone to make it easy

- Applications
- Clouds
- Delivering Services
- Selling Software Products

ALL OF IT EASY





WorkXpress PaaS

Built to Address Market Needs



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