Agenda

• What’s Been Happening
• Current Operations & Marketing Strategy
• Moving Forward - Future Potential Growth Opportunities
# Just a Few of Our Implementers Over the Years

**Some OAGIS Adopters Over the Years**

<table>
<thead>
<tr>
<th>Active Software</th>
<th>Dwight Funk (Powerway)</th>
<th>Kildara</th>
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<tr>
<td>ADP</td>
<td>EDS</td>
<td>Kim Liljeborg (Global Brewer)</td>
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<td>Agilent Technologies</td>
<td>Electron Economy =&gt; Viewlocity</td>
<td>Land O'Lakes</td>
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<td>American Software</td>
<td>Engelhard</td>
<td>Lars Abrell (Scanova)</td>
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<td>Arm Thandi (Uniliver)</td>
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<td>AT&amp;T Wireless</td>
<td>ePropose</td>
<td>Louis Davis / Earl Miller (GHX)</td>
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<td>Atofina</td>
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<td>Bluestone Software = HP</td>
<td>Extricity Software =&gt; Peregrine</td>
<td>Marcam =&gt; Wonderware =&gt; Invensys</td>
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<td>Boeing</td>
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<td>CODA/Baan =&gt; Invensys</td>
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<td>PaperExchange.com =&gt; PaperSpace.com</td>
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Robocom Systems
SAGA
SAGA Software
Sand Hill Systems
SAP
Scala
Siemens
Silverstream
SoftQuad Software
Software Technologies Corp. => SeeBeyond
Sterling Commerce
StreamServe, Inc.
Sun Microsystems
SupplierMarket.com
Symbolic Systems
SynQuest, Inc.
Teklogix => Psion Teklogix
Texas Instruments
Tibco
Tilion, Inc.
Toyota Motor Sales
TradeAccess => Ozo
Trilogy
TSI => Mercator
U.S. Air Force
Uniliver PLC
US Data
Vesta Technologies
Viewlocity
Vitria Technology
webMethods
XML Global Technology
XML Solutions => Vitria
Real-world Growth

Steady popularity coupled with steady growth.
We’re seeing 15-20% growth.
Improved Strategy

• Reviewing our strategy with outside experts
• SWOT
  – Strengths
  – Weaknesses
  – Opportunities
  – Threats
Strengths

• We own a big brand standard with long historical relevance across a wide variety of industry-space.
• We have partnership strengths with MIMOSA, Altova, Oracle, NIST, ISA, etc.
• We have an incredible track record for membership and adoption. A numerous list of large companies that can be named or have been members at some point.
• We have a tool that makes OAGIS accessible to a whole new range of users: Score
• We have some powerful shareable A2A and B2B success stories
Weaknesses

• Our membership type strategy needs refreshed
• Membership incentives need refinement and improvement. Our current membership footprint can be improved.
• Our standard can be a little intimidating, especially for small organizations
Opportunities

• Mimosa interoperability
• A huge number of implementers
• Growing interest through new friendships, network contacts and partnerships
• Becoming an official ISO standard
Threats

• What are our threats?
  – Low standard awareness & understanding
  – Standards fear
  – Organizational pushback
Focus on Existing Implementer Conversion

- Convert implementers into Actively Participating Members
- Better Engage with Members and Implementers to Achieve More A2A Success Stories
- Take A2A Success to B2B Successes
Potential Industry Focused Working Groups

• Aerospace & Defense
• Automotive
• Hi Tech & Consumer Tech
• Energy
• Chemical
How Do We Win Small-Medium Enterprise?

OAGIS Lite
Why OAGIS Lite?

• Companies who don’t require the majority of our standard will LOVE a smaller version! A subject of our SME working group for a while
• Teams who find our standard intimidating will more easily grasp and embrace a smaller edition.
• Projects running OAGIS Lite can upgrade later with zero rework!
• Score makes this possibility a breeze.
• BECAUSE WE CAN!
How Do We Create OAGIS Lite?

- Research the most popular BODS used by our existing large enterprise organizations
- Research the most common fields used within those BODS
- Crank out these mini-expressions in Score
Some Possibilities for OAGIS Lite

• Perhaps instead of 1,200+ BOD schemas there are 5 to 10
• Instead of 70+ scenarios there are 5 to 10
• The documentation is smaller and more approachable
• We support the learning curve with a series of videos and webinars