

Executive Summary

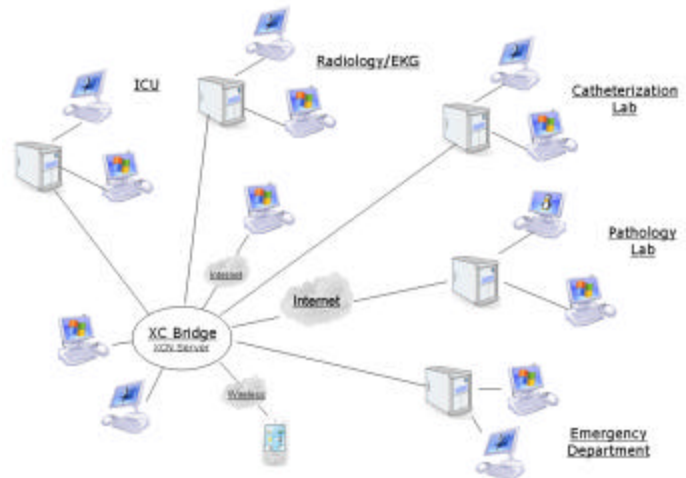
Xchange Network, LLC (<http://xcnetwork.com>) has deployed a powerful data synchronization solution (XC Bridge), enabling abstract data to be shared between and across disparate client and/or server software applications. This disruptive offering has the immediate potential to displace competitors and drive substantial revenue in the exploding enterprise data synchronization market.

Xchange Network is generating revenue from software licenses, is cash flow positive and carries no debt or liabilities. A generic implementation of the XC Bridge platform was deployed in the office productivity market (XC Connect™ and XC Vault™) to demonstrate viability and pent-up demand for a data synchronization solution. Incredibly, this has resulted in the sale of 19,000 plus paid user licenses worldwide without sales or marketing investments apart from fundamental search engine optimization and a Google web advertisement.

While all markets have a high demand for the XC Bridge technology, research points to the healthcare vertical as having the greatest potential for rapid growth. Xchange Network is taking steps to penetrate and gain market share in the healthcare vertical while taking advantage of the office productivity ‘quick cash generation’ opportunity.

What Makes XC Bridge Compelling?

- Connector library vs. custom code for each implementation.
- ‘Connectors’ for hospital applications (i.e., McKesson, GE Healthcare) are written using a re-useable framework enabling fast development and quick time to market; (days or weeks vs. months or longer).
- Dynamic, bi-directional and permission based data synchronization.
- One-to-Many or Many-to-Many client and/or server application synchronization.
- Quick knowledge ramp (2 – 3 weeks) to learn the connector development framework.



- No field-level data loss, even when connected to applications or devices that do not support the full field set. The reusable framework seamlessly retains the unsupported fields.
- Off-line data manipulation; applicable for users with varying periods of network access.

The Market:

Forrester Research, Inc sets the data synchronization market between \$1B today and reaching \$4.1B by 2011, stating “Automation of structured transaction data, automation of unstructured information, and integration of information across platforms and across applications demands the use of middleware. Healthcare consumes approximately \$500M of the data synchronization market.

There are several companies offering application integration solutions, and many more who are investing substantial R&D resources into becoming a player in the data synchronization market. XC Bridge extends beyond these players by offering a library of connectors vs. custom code, a solution that is secure and permissions-based and provides bi-directional syncing regardless of client and/or server application.

Companies are desperate for a cost effective solution that can bridge data silos while maximizing current IT investments. XC Bridge answers this problem; it is cost effective, offers rapid deployment of client and/or server connectors, it is easy to configure and is adaptable to emerging technologies.

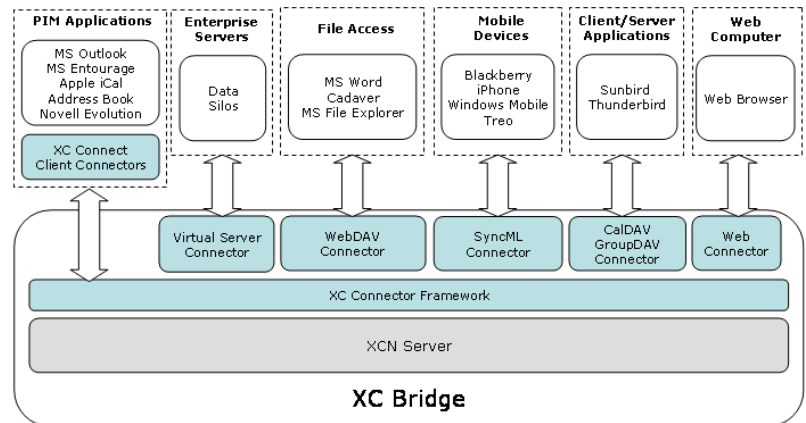
The **Healthcare vertical market** is a perfect match for the XC Bridge data synchronization platform. The industry has experienced an unusual set of conditions that presents an unprecedented opportunity to embrace data synchronization between and across segments of healthcare. Tackling issues contributing to the industry’s continual rising costs without accompanying improvements in the quality of, or access to, care is an industry imperative. Escalating pressure for conformity to industry standards is being applied to organizations across the healthcare continuum.

Leaders in the healthcare supply chain are rapidly reaching the conclusion that inconsistent and inaccurate business information within and between companies, creates confusion in the supply chain and directly undermines critical business objectives (e.g., patient care, revenue, profit, time to market, customer satisfaction, etc.).

Technology

The intellectual property (XC Bridge) offers a scalable, enterprise-level data synchronization platform and re-usable connector framework. XC Bridge enables rapid development and integration (days vs. months or longer) of disparate client and/or server applications via XC Bridge. XC Bridge is secure, permissions-based, and data

synchronization is bi-directional regardless of the application. The adaptable and re-usable connector framework dramatically reduces time to market while providing support for user interaction, permission enforcement and efficient synchronization cycles. In addition, numerous instances of application connectors have already been developed; demonstrating a wide-variety of client data access methods.



Company Overview:

The founders of Xchange Network commercialized a generic implementation of the XC Bridge platform for the Office Productivity market (XC Connect™ and XC Vault™), to demonstrate viability and pent-up demand for a data synchronization solution. Incredibly, this has resulted in the sale of 19,000 plus user licenses worldwide without any sales or marketing investments apart from fundamental search engine optimization and a web advertisement.

Xchange Network has developed a detailed growth plan and is positioned to execute rapid growth within the next 18 months. The plan includes a strategy for penetrating the Healthcare Industry initially, but it could be applied to other industry targets that align with the growth strategy of the Partner Company.

Conclusion:

XC Bridge solves the enormous challenges of data synchronization across the heterogeneous desktop landscape as well as the huge chasm that exists between enterprise application servers and their associated databases.

XC Bridge is the answer for IT departments with complex computing environments and a wide mix of incompatible applications. It is an enabler between divisions of the same organization, between totally different companies, or even between departments within the same community of organizations. In short, XC Bridge quickly and efficiently addresses the intense demand for organizations to communicate effectively, while maximizing current investments. **Rapid Deployment, Non-Intrusive, Scalable and Secure...**