



2009

Actify Product Suite

Visual Product Collaboration

Microsoft
GOLD CERTIFIED
Partner



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Audience

This document is intended only for Customer’s staff and owners for the evaluation and purchase of Actify’s visual collaboration right-to-use licenses or services. This document is not to be shared with any other parties, most notably competitors to Actify or others who may bid on providing a competitive product or service for Customer. If Customer does not agree to abide by this, destroy this and any other electronic or paper copies in Customer’s possession.

Executive Summary

1.1 Solving Business Problems

The chart provides example problems commonly solved by Actify’s applications. Actify’s applications are designed for quick implementation and fast user adoption to deliver a practical way to solving problems and delivering results.

| Problem | What’s Needed | Solution |
|---|--|-----------------------|
| <ul style="list-style-type: none"> • Need to embed dynamic models into MS Office documents • Encapsulate multiple models, drawings, pdf files into a single project file • Ability to interrogate part / model data without impacting original model | Visualization tools within MS Office Able to import multiple files (workspaces) View, Dimension, Markup, and Notes | SpinFire™ |
| <ul style="list-style-type: none"> • Requirement to centralize and automate CAD data conversion to a light weight (90 to 95% size reduction), secure format for distribution. • Reduce costs by centralizing importers versus purchasing for each user. | Sever-based batch processing | Publisher™ |
| <ul style="list-style-type: none"> • Need to increase efficiency and innovation by improving communication • Need ability for remote users and partners to access data • Need to harness collective knowledge, experience, and data • Must provide faster quoting and responses to customers and vendors • Need to easily communicate new adjustments to new regulations • Eliminate frustration from slow feedback loops due to departmental silos • Need for flexible, automated processes | Secure Collaboration Portal Centralized data capture / storage Dynamic Workflow | DesignShare™ |
| <ul style="list-style-type: none"> • Need to secure, control, and track any file, anywhere, anytime • Requirement to share Intellectual Property with employees, joint ventures, partners and suppliers • Have significant Patents and Proprietary Technology to protect • Have operations or are actively transferring operations to low cost countries (LCC) | Digital Rights Management | DesignShare Protect™ |
| <ul style="list-style-type: none"> • If we make a change, what other items do we need to update? • What other designs are related to what I am doing now? • What suppliers have previously spec'd something like this? | Enterprise Data Search | DesignShare Partrive™ |

In addition, these applications by their nature:

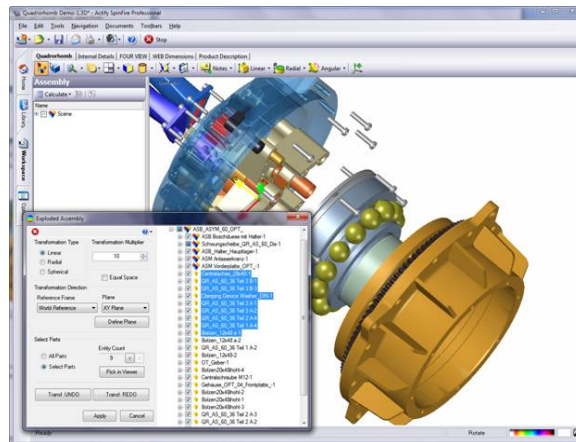
- Enable use of temporary employees and contractors due to their Microsoft familiarity and ease-of-use
- Increase business flexibility and agility from design changes through manufacturing
- Decrease financial risk and exposure due to recalls or product changes
- Increase value being provided to your suppliers and customers
- Decrease operational costs and increase labor efficiencies
- Enable constant product innovation
- Increase your competitive edge

1.2 About Actify, Incorporated

Actify, Inc. (Actify) was incorporated in 1996 and is headquartered in San Francisco, California. Actify Inc. is an *award-winning* global leader of 2D / 3D visual product collaboration solutions. Actify enables businesses and their extended enterprise (customers and suppliers) secure access and visual collaboration of their Intellectual assets and associated product data. Actify's technology and solutions help companies successfully meet the geographical, economical, and global challenges of doing business in the 21st century.

Actify's customers come from various industries: energy, medical and dental devices, government, defense, aerospace, automotive, industrial automation, consumer goods, white goods, discrete manufacturing, and other product-based manufacturing or service industries.

Actify, Inc. is a privately held company with customers and reseller partners in more than 45 countries worldwide.



Industry's Needs

2.1 A Solution for the Global Extended Enterprise

Visual collaboration across the global, extended enterprise (customers, suppliers, and partners), refer to Figure 1, has become a standard business requirement in the manufacturing industry. It can offer business benefits of flexibility and agility, introduce lower cost resources, provide the ability to do more with less, enable around the clock engineering, increase value to customers and suppliers, plus provide a competitive advantage. It also introduces many new challenges including:

- Security, control and tracking of any file, anywhere, anytime
- Flexibility to dynamically adjust daily processes to evolving needs
- Enabling mass user adoption and access of technology
- Accessing and controlling multiple-CAD formats
- Adherence to regulatory compliance
- Eliminating departmental silos
- Business process integration
- Capturing user knowledge
- And more...

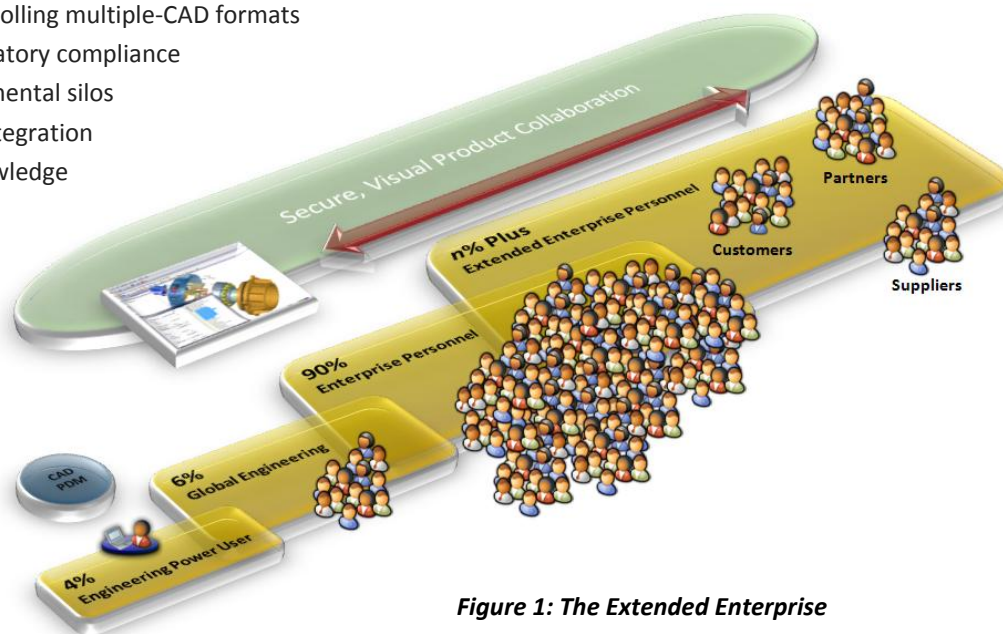


Figure 1: The Extended Enterprise

2.2 Faster, Better, Cheaper

Faster, better, cheaper: it was and always will be the way to compete. Revolutionary technology advances and processes mean leaders have to spot new trends, initiate new products and embrace new markets with lightning speed. To keep up with rapid industry changes, fierce competition, and short windows (time) of opportunity, companies must adapt quickly to the demands of the market place.

Businesses must constantly seek out operational strategies that will give them an absolute competitive advantage over their competition. Businesses have little interest in sharing the market—they want to dominate it. They must either bring products to market faster, be more innovative, and/or find ways to further reduce operating costs—just to name a few—in order to maximize their net profit.

Clearly, *Speed-to-market* is a key prerequisite to this success. In fact, operational efficiency today is about enabling integrated project management, design, engineering, manufacturing, production, purchasing, product planning, plus the casting off of non-core competencies — all with unerring speed-to-market. At the same time, businesses must manage and utilize their key assets strategically, responsibly, and wisely. The organizations' *information workers* (people = the experts), *business processes* (business flow that is created and executed), and *intellectual property* (knowledge assets = product data) are at the center of every decision.

So the strategic question is how can your business maximize these three assets for speed, quality and maximum profitability? Simply put, your team must be able to collaborate with anyone, anywhere, anytime. This means businesses must streamline the flow of product data between all information workers throughout the extended enterprise (business, suppliers, and customers)—and not just the engineering group. The business must allow for dynamic, automatic, and repeatable enterprise processes, all while ensuring your product information is secure both internally and externally.

In the past, the only alternative has been expensive, complicated legacy CAD/PLM systems. Though, these legacy systems serve a tightly structured purpose, outside that purpose they can stifle the business. These systems proved prohibitive for most businesses outside of engineering's power users due to high cost, inflexibility (rigid processes), required extensive training, and the need for dedicated resources and complex infrastructure—not enabling a practical solution.

Due to these reasons, *industry shows that less than 10% of organizations information workers were given access to these systems* and even fewer employees / users / vendors / customers were willing to adopt the use of these complicated tools. Without user adoption, no system can return results and hence cannot deliver any return on investment.

2.3 It's All about the End-User

It is all about the end-user (the information worker). The targeted users / extended enterprise (potentially thousands of employees, contractors, customers, suppliers, and partners) are a diverse group of skill sets with varying technical expertise from novice to technical engineers (refer back to Figure 1). The common employee / user needs the ability to efficiently leverage their expertise, whether legal, purchasing, engineering, manufacturing, marketing or other, without restricted access due to application complexity. The success hinges on technology simplification: simple installation and support; ease-of-use; minimal training; and industry standard support.

Consider the following information from the article, "*The Knowledge Worker Investment Paradox*", Gartner Research:

- Employees get 50%-75% of their relevant information directly from other employees
- More than 80% of enterprise's digitized information resides in individual hard drives and in personal files
- Individuals hold the key to the "Knowledge Economy" and most of it is lost when they leave the enterprise

Clearly, as we move forward in the 21st century, *all organizations* must make product data available to more people throughout their enterprise—but the solution must be practical. The business must provide their information workers with on-demand visual product collaboration. At the same time, they must be sure the

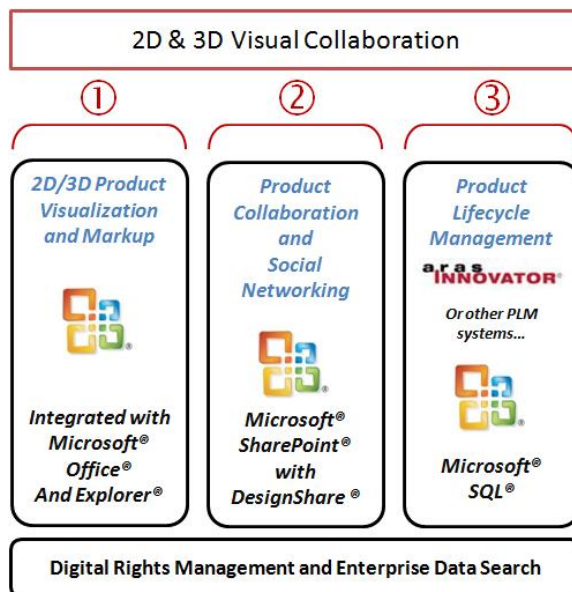
integrity and safety of their intellectual property (IP) remains intact. This requires a great deal of trust. The trust factor must permeate the corporate culture; the corporate culture must breed trust. And finally, businesses must provide the information workers throughout their extended enterprise the tools they need to harness collective knowledge, experience, and data.

The Solution

3.1 Actify's Visual Product Collaboration Suite

Actify chose a different approach compared to legacy systems. Actify knew that the 21st century worker prefers and readily adopts tools that can be used at work, on the road, and at home. It was clear Microsoft needed to be an integral part of our visual collaboration software. And so, we aligned our portfolio of visual product collaboration products to Microsoft's Office and SharePoint applications—an already well-adopted, set of mainstream office tools, secure collaboration portal, plus social networking technology.

As a result, Actify is the leading provider of affordable, mobile, and easily adopted (2D/3D) visual product collaboration tools. Our suite of products is designed specifically for the enterprise information worker—collaboration is no longer just for engineers. Our tools enable the design management and sharing of product data, but also provides the dynamic process workflow, industry-leading digital rights management (data security), and an ease-of-use that makes product data available for the entire extended enterprise. If your employees are used to Microsoft Office, then they are ready to work with Actify.



3.2 The Components of Visual Product Collaboration

The graphic reflects the various components available for visual collaboration from markup tools to digital rights management. The components can be quickly implemented individually or in combination. The intent is to deliver a practical solution quickly adopted by the information workers and flexible enough to adjust to your operational processes for fast returns.

3.2.1 2D/3D Product Visualization

| | SpinFire™ Applications | | | |
|--|------------------------|-------|---------|---------|
| | Professional™ | Lite™ | Markup™ | Reader™ |
| Standard Operating Platforms | | | | |
| o Microsoft Office (Word, Excel, PowerPoint) | ✓ | ✓ | ✓ | ✓ |
| o Microsoft Explorer | | | | |
| o Standard Desktop Application Mode | | | | |
| Open Actify's secure .3D format | ✓ | ✓ | ✓ | ✓ |
| Save | ✓ | ✓ | ✓ | |
| Measurement | Full | Full | Limited | Base |
| Display Notes | ✓ | ✓ | ✓ | ✓ |
| Markups | ✓ | ✓ | ✓ | |
| Snapshot | ✓ | ✓ | | |
| x-Section | ✓ | ✓ | | |
| Transformations | ✓ | ✓ | | |
| Directly open native CAD files (Importers) | ✓ | | | |
| Export | ✓ | | | |
| Additional Plug-in Modules | ✓ | | | |

Consider the applications you and your staff use daily in communicating? A majority of the information workers use Microsoft Office applications at work and at home. It is common to find on the shop floor process sheets created within Microsoft Word. Procurement and quality control personnel performing calculations using Microsoft Excel. In meetings both internal and external—the tool of choice is Microsoft PowerPoint.

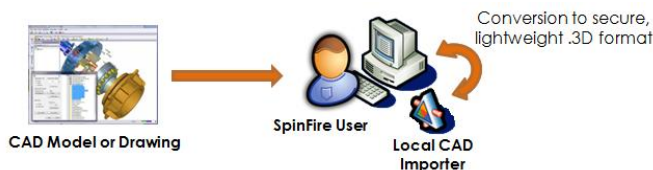
Actify recognizes this and realized the need for product visualization and markup within these applications, which is now available. With our September 2009 release, all users gain the ability to run our

SpinFire applications within Microsoft Office and Microsoft Explorer applications as a standard platform or as a standard desktop application.

3.2.1.1 View, Measure, Markup

Actify's SpinFire™ applications deliver powerful viewing, measurement, notes and markup capabilities. Our SpinFire applications are now available delivering four levels of functionality from SpinFire Reader™, to Markup™, Lite™, and Professional™. Lite and Professional are identical in functionality, but Professional brings the added benefits of directly using Importers and the ability to use additional plug-in modules for added or custom functionality.

3.2.1.2 2D / 3D CAD Import

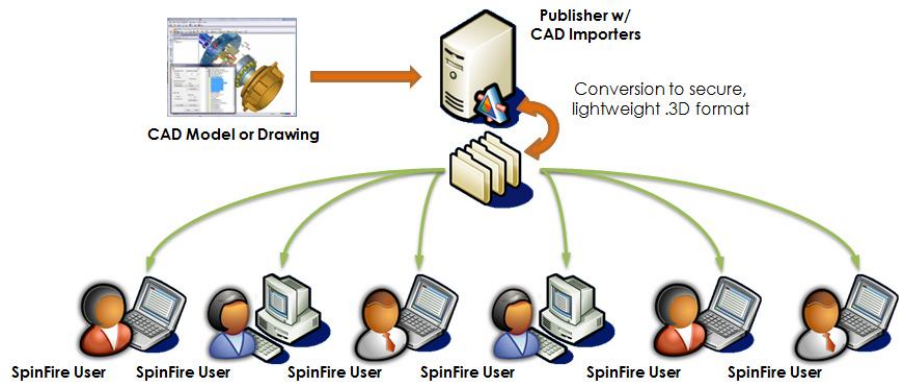


The SpinFire Professional application with its optional set of local Importers can convert a CAD or pdf file to Actify's secure, light weight .3D format. A typical CAD file is reduced by 90 to 95% of the original size enabling for easier transfer. The .3D format is what all SpinFire applications read and use.

If your business only has a few SpinFire licenses or the information workers travel and need remote CAD conversion access, then this configuration of having local importers makes perfect sense. But, if most of the information workers are on a network than Actify has a more cost effective alternative known as the Publisher.

The Publisher resides on a central server requiring only one set of Importers for all users. The Publisher does the conversion in the background, so users do not spend time dealing with the conversion process.

Once converted, the Publisher places the .3D file in to folders for the users to access. By removing the Importers from the SpinFire Professional pricing, it drops the applications cost by 78%. Since the Publisher creates the .3D files, it also makes SpinFire Lite, Markup, or Reader a more viable alternative to Professional at less than half the investment.



If your business wants to reach multiple locations with the same service, than the third option is Actify's secure, web portal solution called DesignShare that includes Publisher. DesignShare allows authorized users (including customers, vendors or partners) to gain access to these centrally stored files. In addition to including Publisher, DesignShare has a leading workflow engine that can receive emails with attached CAD files and automatically convert the files and store centrally them, while tracking what has occurred.

3.2.2 Product Collaboration and Dynamic Workflow

DesignShare™ improves innovation and reduces expenses by enabling information workers to quickly and securely track, collaborate on, and manage CAD data, plus all related documents across the extended enterprise. Easily deployed, it unites Actify's visualization tools with the document management, sharing, collaboration, and social networking capabilities built into Microsoft® SharePoint™.

DesignShare enables businesses to dynamically build workflow processes quickly and easily using a web browser interface. DesignShare empowers users across the organization to automate business processes, review workflow activities and automate common SharePoint administrative tasks.

3.2.3 Product Lifecycle Management Integration

Many businesses possess legacy PDM or PLM systems that are deemed the system of record (master) for product data. This master record encompasses the specific definition and adhered to regulatory compliance for the products' manufacturer plus the rigid controls and coordination throughout the products' lifecycle. The legacy PLM systems possess product knowledge needed by information workers outside engineering's inner circle, but as mentioned these tools are too expensive and complicated for the rest of the extended enterprise. Actify can integrate directly to these legacy PDM or PLM systems depending on your desired scope.

Actify also provides a seamless integration to the advanced PLM solution suite, Aras Innovator. Aras (www.aras.com) is a Microsoft Gold Certified Partner that provides a comprehensive enterprise PLM solution in an enterprise open source format which eliminates PLM licenses. Aras is also available within Microsoft SharePoint.

3.2.4 Digital Rights Management

DesignShare Protect™ is arguably the most powerful security solution for preventing unauthorized access to your confidential documents, engineering drawings and other electronic files. DesignShare Protect™ secures Microsoft Office documents, PDFs, all major CAD formats, images, media and other files as well as the output of ANY application that can print.



DesignShare Protect actively limits who, how, where and when information can be accessed as well as implementing methods to discourage and thwart those who are intent on actively attempting to steal your sensitive information and intellectual property - whether they be your employees, suppliers, business partners or hackers.

Once a file is secured, you no longer have to worry whether someone accidentally forwards it to an unauthorized person as an email attachment, copies it to a USB drive and carries it out the door, or places it on a publicly accessible server. The file can only be viewed if the user is authenticated and has explicit permission to view the file. The protected information displayed to the user can further be dynamically watermarked to discourage photographing the content, or to provide forensic evidence if a picture is taken.

3.2.5 Enterprise Data Search

As products and related data progress through lifecycles, users are often unable to answer simple questions such as:

- "In which documents and/or drawings was this product referenced?"
- "If we make this change, what other items do we need to update?"
- "What other designs are related to what I am doing now?"
- "What suppliers have previously spec'd something like this?"

DesignShare Partrive™ helps users find part data and related information from across multiple repositories and applications. It extends on the simple concept of search engines for the web. Users want to quickly and easily find part data regardless of where it is. Partrive builds on this paradigm and adds powerful interactive discovery and analysis tools.

Via a single point entry, users have the ability to quickly access and identify the nature of the data, understand relationships, visualize content and drawings, and pursue various actionable options. Partrive unifies and aggregates the part data independent of its source, format, language, units of measure, etc. Data can exist in computer aided design (CAD), electronic content management (ECM), enterprise resource planning (ERP) and product lifecycle management (PLM) solutions for example.



Contact

To Learn More

4.1 Download White Paper

Visit www.actify.com/downloads-and-trials/white-papers to download our latest white paper series on Success in the 21st Century.

4.2 Contact Information

To discuss how Actify can help your organization create an effective collaboration infrastructure, use technology to its full potential, and be truly innovative—call today to speak with an available Actify representative at 415.227.3800 or OR email us at sales@actify.com.

About Aras

Aras provides advanced enterprise open source Product Lifecycle Management (PLM) software solutions.

Freedom from licensing eliminates up-front expenses and per user costs significantly reducing the budget required to attain a comprehensive enterprise PLM strategy.

Businesses achieve a process-oriented approach to innovation and collaboration with Aras solutions for product lifecycle management, enterprise quality management, and global supplier management.

Aras can be utilized as an end-to-end PLM system or can complement existing ERP, PLM, and PDM legacy systems through open integrations to leverage previous investments and avoid further license expenses.

Learn more at www.aras.com