



Enabling The Real-Time Enterprise

Asera Profile

History

- Founded in 1998, launched in September 1999
- \$50 mil in '01 revenues (\$7.5 mil in '00); 250 employees
- Offices in US, UK, Germany and India

Key Investors

- Board: Vinod Khosla, Ray Lane, Pete Solvik, Rob Carter, Ernie Von Simson
- Raised over \$175 million

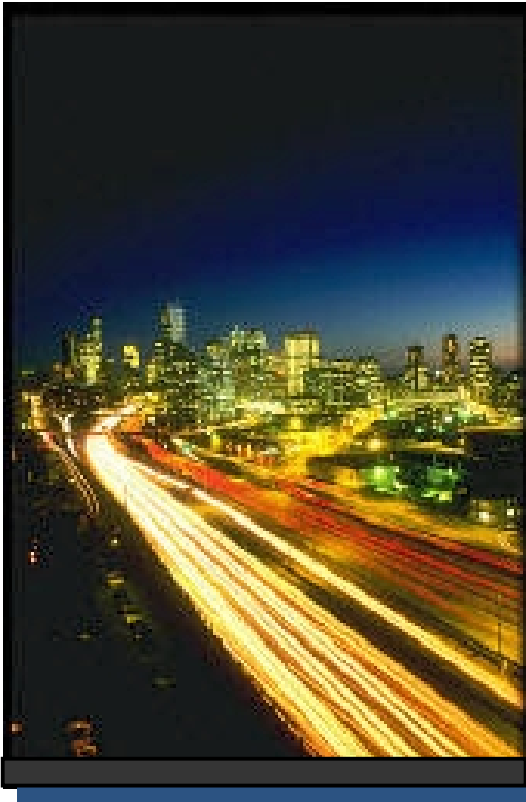


Selected Partners



Think Smart, Start Small, Scale Fast

Asera's Vision



- **A real-time enterprise:**
 - Is about utilizing technology to make information, business processes and your business decisions real-time
 - Results in an organization that is agile and can instantly respond to information and events
- **Even simple examples can be powerful:**
 - Customers get *instant* order status
 - New customers can interact 24x7 in a *personalized* manner
 - Supply chain and supplier decisions are made based on *real-time changes* in demand and inventory needs
 - Your enterprise is open for information *collaboration* between customers, you and suppliers
- **Asera delivers unique solutions to enable the real-time enterprise:**
 - Time-to-results: you are *running in 90 days*
 - Built to last: flexible, *configurable*
 - Enablement: *extendable* to new markets, processes

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Solutions We Offer

sample customers

Commerce

- Customer facing, order-to-cash
- Multi-tier commerce
- *Example processes: aggregated catalog, order status, order fulfillment*



Supply chain

- Supply Network Visibility
- Just in time supply chain
- *Example processes: data aggregation, exceptions automation, inventory collaboration*



Marketplace

- Commerce & supply chain marketplace
- Services-based portals
- *Example processes: branded storefront portals, trading partner portal, partner integration to the marketplace*



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DSM Takes Market Leadership Through The Private Hub



Business Needs

- Need to homogenize disparate systems acquired through M&A
 - One of the ten divisions has 7 different ERP instances, including 4 versions of SAP
- Split orders across systems
- Track a customer's record
- Deliver order status for an order entered into multiple systems.

Asera Solution

- eBusiness Operating System as foundation to common infrastructure
- Market leading commerce functionality
- Prototype in less than 100 days

Reduced cost, improved operational efficiencies and improved customer satisfaction

Steel 24x7 delivers Complex Configuration and Order Processing to the Web



Business needs

- Commerce applications and platform to support largest steel producers in Europe
- Multi-Level Branding
- Custom Business Processes for customers
- Global scope
- Multiple application integration – 9 disparate systems

Asera solution

- Functional snapshot:
 - Asera eBusiness Platform
 - Asera Commerce Applications
- Initial focus: Complex Configuration, Order Management, Catalog Management and POI Integration

Asera is the eBusiness platform providing the ability to easily manage Custom Trading Relationships and Branding for each Supplier