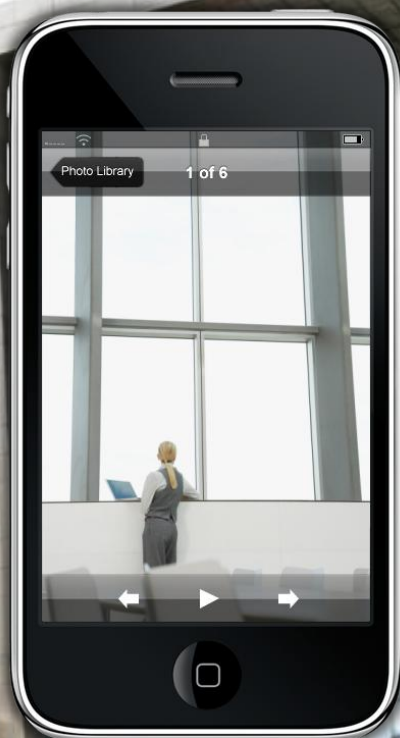


Leapfactor Overview

Our goal is to foster the creation of Micro Apps designed to extend a set of enterprise application transactions that are specific to a user's role and requirements while on the go by providing reliable and scalable services at a reasonable cost and removing the complexity out of traditional Mobile Enterprise.



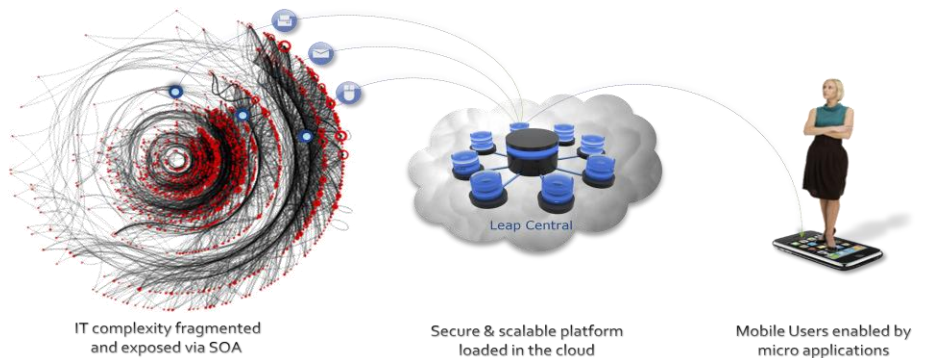
About Leapfactor

Leapfactor's mission is to provide enterprises with a vehicle to deliver actionable data to mobile users regardless of the backend systems landscape and to any mobile device in a secure manner with no need to own operational infrastructure.

High Level Overview

Leapfactor is the next generation of enterprise mobility consumed as a utility and based on user convenience. Leapfactor revolutionizes the mobile enterprise arena by simplifying to the extreme the steps and the complexity associated with extending functionality into the field.

Leapfactor's concept is very simple yet its approach is quite innovative: When information workers need actionable data it doesn't mean access to an entire system, typically all they need is just a piece of information with context, so they can do their jobs more efficiently. And that's exactly the problem we solve by developing "micro applications", small pieces of software that handle only a few transactions to perform a particular set of tasks, part of larger process, all encapsulated within a User Interface designed explicitly for this purpose. Leapfactor enables mobile information workers by making actionable data accessible so they can make informed decisions on the go, act upon relevant and updated information and collaborate in real time; all in the same easy and fun way they access banking, movie times, and Facebook on their Smartphones.



But Leapfactor isn't About Micro Apps Development

Developing a micro application is quite easy, there's no rocket science behind it; it only takes a couple hundred hours to expose a set of services and build one micro-application. But ensuring scalability, device independence, security, SOX compliance, usage metrics, maintenance and bug fixing, would require a couple thousand hours more, not to mention hardware, communications and people to provide support and operational continuity. That's when "quite easy" becomes "not that easy" and showing ROI becomes a near-to-impossible task.

Furthermore, competing with other priorities in the IT portfolio of projects and the risk of quickly becoming obsolete because of the diversity and evolution of devices, are often cited as the main reasons for not enabling mobile information workers.

Think of Leapfactor as the UPS or FedEx for your information; we are a Digital Logistics Service Provider (DLSP) who charge corporations a monthly fee to forward and broadcast staged digital content collected at their premises and delivered to consignees holding any type of Smartphone, all with high availability based on a secure and scalable platform running in the cloud. With Leapfactor, corporate IT won't have to worry about integration efforts, back-end and device compatibility, run any complex middleware, or fight for CAPEX. Leapfactor can connect with the most sophisticated systems or may provide simple integration by email and even by fax. Deployment couldn't be easier; our applications will be provisioned by app stores and installed by end users directly in their preferred device in a snap, just like any other consumer app.

With this in mind, Leapfactor conceived a set of applications called Light Enterprise Access Point (LEAP), which empowers people on the go with actionable data through its different product lines:

Executive Suite

The Executive Suite is a collection of six micro apps designed to cover basic on-the-go needs of most organizations across multiple industries and regardless of their IT complexity or mix of software and solutions. It is designed to support Approvals, handle Alerts and Notifications, access Electronic Records, review

Business Indicators, read corporate and community content in the form of News and Notes and collaborate with peers across the organization. These six micro apps could be further combined to create new applications to serve specific needs beyond simple information access and interaction.



Productivity Tools

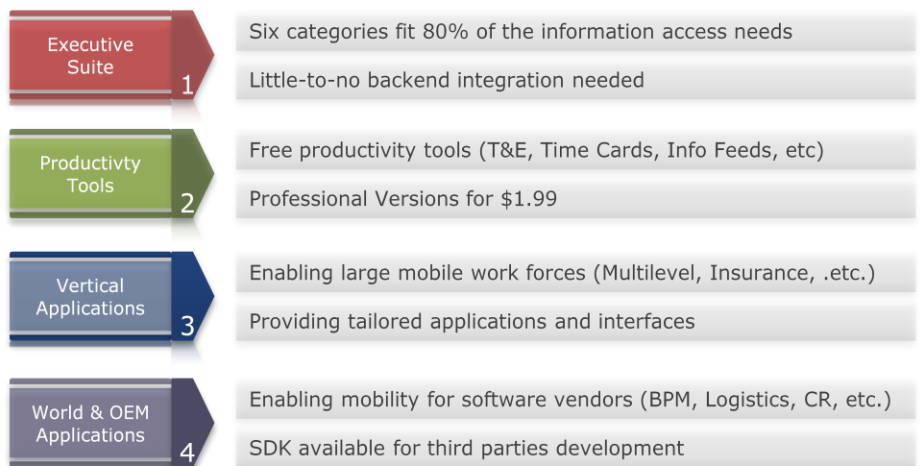
This is a set of personal tools designed to empower workers while they are away from their desk and computers. It provides a Travel Agenda to organize trips and making all the travel crucial information available at a snap. The expenses associated with trips are managed via the Travel Expenses. The Suite also provides a Meeting Concierge that helps you document meetings and generate minutes leveraging any calendar tools. A Time Sheet is provided to allow easy and semi-automatic time tracking of business and not business-related activities. A Personal CRM is provided as well to help manage customer information, personal quota goals and activities towards closing deals. This suite also provides a virtual hard disk for mobile workers to store, share and access files from their Smartphone or any web browser.

Vertical Applications

Developed with specific industries in mind, like insurance companies, multilevel companies, service firms, case workers and temp employees agencies, these applications reutilize many of the concepts and components of the Executive Suite and the Productivity Tools, combining and customizing them in order to create an application that responds to particular industry processes and business needs. Industries with large service or sales workforces have had the focus of niche mobile software vendors that over the years have make a living out of the inefficiencies of the way how mobile applications evolved from the old client-server model, based on heavy clients, awkward application provisioning, prohibitive Total Cost of Ownership and reduce ability to change and adapt to market conditions.

World Apps and OEM

Any IT department, independent developer or consulting firm around the globe will be able to write their own mobile applications and leverage Leap's platform. As long as programmers can generate an XML file and access web services, they are welcome to come in and enjoy the infrastructure in terms of robustness, security, scalability and provisioning. Peer production development principles and practices would be applied as if this were an open source project; which will allow us to be closer to our vision of a mobile workforce finally free from their cubicles.



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