

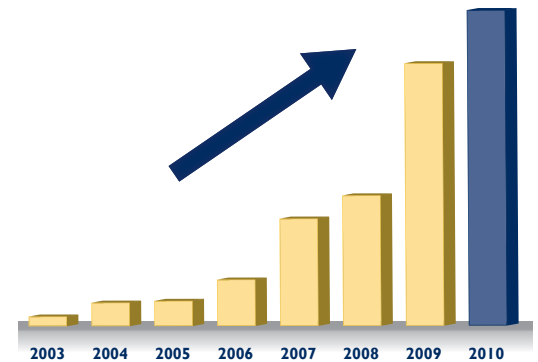


BIGMACHINES

Founding Vision and Growth

Since 2000, BigMachines has developed innovative software-as-a-service (SaaS) solutions that empower customers to sell more and sell faster. From our beginnings as an Internet start-up founded by MIT graduates housed in a small office in Foster City, California, BigMachines has grown into a global on-demand software company with offices in Chicago, San Mateo, Frankfurt, Hyderabad, London, Melbourne, Singapore, and Tokyo.

As the momentum in cloud computing and improving sales productivity continues to grow, BigMachines has grown by licensing its enterprise strength SaaS solution to more than 150,000 users. The Company has successfully implemented over 250 customer deployments of its BigMachines Selling Platform and continues to grow its staff and its customer base, in addition to growing its revenue over 50% per year. BigMachines has seen a combined revenue growth of 269% over the past three years.



Rapid Bookings Growth

BigMachines’ continued success, even during the past several years in a difficult economic climate, is testament to our drive to provide and improve upon our superior services, accelerate product development and fuel growth. We offer innovative web-based software with an intuitive user experience, and easy set-up and maintenance.

The company achieved another record year in 2010 with 77 percent year-over-year growth in recurring revenue and 72 percent growth in total revenue, along with more than \$47 million in contract bookings. The company achieved more than 65 new customer wins in 2010. In addition, BigMachines generated substantially positive cash flow for the year and achieved GAAP profitability. The company is currently on track for another successful year.


During 2010 the company accelerated its pace of innovation by releasing two versions of its flagship SaaS offering, BigMachines 10 and BigMachines 11. With BigMachines 11 the company unveiled a new B2B selling platform to help its customers sell more and sell faster across channels. The company also continued to grow its vibrant My BigIdea social innovation community that has generated 800 ideas for new product features and enhancements and more than 6,500 votes on priorities.

BigMachines continues to gain recognition from industry analysts, the media, and its partners. For the third year in a row, BigMachines was named by Inc. magazine in its 2010 list of the 5000 fastest-growing private companies in America, including the Top 100 Fastest Growing Software Companies for the second consecutive year and the top 22 percent of Fastest Growing Private Companies. BigMachines was also named to the JMP Securities “Hot 100: The Best Privately Held Software Companies” list for the second consecutive year, received a CODiE Award for Best Business Productivity Solution, an award for Best Sales Enablement Program by the Sales & Marketing 2.0 Awards, and was named in the Top 100 OnDemand Software Companies by AlwaysOn. In addition, for the third consecutive year, BigMachines was named “Best Quoting App” on salesforce.com’s AppExchange based on user-contributed reviews. In addition BigMachines has been recognized as the preferred sales configuration and quoting partner for both salesforce.com and Oracle CRM On-Demand.

Our Customers

BigMachines serves over 150,000 licensed users at more than 250 leading companies that sell products and services through direct and indirect sales channels in many industries including software, high tech, industrial, medical, financial services, telecom, media and others. Our customers include Fortune 500 leaders as well as many small and mid-sized growth enterprises. With their use of BigMachines, our customers have accelerated quoting and ordering processes, reduced SG&A costs, and grown revenues.

Products and Services

BIGMACHINES  BigMachines II, our flagship solution, enables your sales teams, channel partners, VARs and distributors to **sell more and sell faster** with the most comprehensive suite of on-demand sales products, tools and services available.

It is easy to set-up, maintain and integrate with existing systems, including the leading CRM and ERP systems. The flexible, web-based solutions in BigMachines II enable your sales team and customers to configure products and services, generate 100% accurate quotes, eliminate pricing errors, and easily build consistent, branded proposals and contracts.



BIGMACHINES
Sales Engine

BigMachines Sales Engine is a full-featured solution for your company’s sales team, enabling your team to streamline the entire sales process.



BIGMACHINES
Channel Sales Engine

BigMachines Channel Sales Engine allows you to standardize and enhance the sales process for your channel partners, VARs and distributors.



BIGMACHINES
eCommerce Engine

BigMachines eCommerce Engine provides a self-service guided selling and configuration engine for your customers to shop online, including online product catalogs, shopping carts, and more.

Customer Success Roadmap

At BigMachines, we believe that customer success equals our success. From the initial BOA process through implementation and ongoing customer support, BigMachines works closely with you, every step of the way.



BIGMACHINES
Services

We use a time-tested and proven implementation methodology – enabling you to integrate BigMachines into your organizational processes in an efficient, phased approach.



BIGMACHINES
Support

Our award-winning Customer Support program is dedicated to helping you increase user productivity and satisfaction, and maximize the benefits you achieve with BigMachines solutions.



BIGMACHINES
My Big Idea

Using innovative approaches and technologies, we engage customers, enabling them to participate in shaping the direction of our product releases.

Experienced Leadership Team

David Bonnette, President

Former Group VP of North America Consulting Sales, and Group VP, North America, Oracle Corp.

Sean Fallon, COO & CFO

Former CEO of Accero, CFO & COO at Brazos Software, and CFO at Trilogy Software.

Christopher Shutts, Co-Founder & SVP Industry Solutions & Customer Success

Previously Business Unit Manager at Case Corp. MIT, BS & MS in Engineering. NSF Fellow at MIT.

Matt Gorniak, SVP Sales & Alliances

Former Technology & Sales Management with General Electric, Caterpillar, and EMC. MBA, Univ of IL.

Shane Anastasi, SVP Services & Support

Former VP of Prof Services & VP of Customer Advocacy at Vignette Corporation. Swinburne University.

Prathibha Ramasubramanian, SVP Product Development & IT Operations

Former Deloitte and Touche, and National Stock Exchange in Bombay. MS, Louisiana State Univ & Univ of Bombay.

Joachim Klein, VP & General Manager Europe

Former Consultant with Bain on strategy and technology. Harvard MBA. TU, Berlin Diplom- Ingenieur.

Will Wiegler, VP Marketing

Former VP Marketing, Spire Corp. Manager, Digital Equipment Corp. BS, Hobart College, MS, Syracuse Univ.

Tim Handorf, VP Product Management

Former Supply Chain Process Manager, Case New Holland. Joined in 2000, leading over 50 implementations.

Prashant Gupta, VP Engineering

Former Sr Engineer at Gontermann Peipers (ISPAT group) and BDNA Corp. BS and MS, Engineering.

Financial Strength

A diverse group of private investors provide strong financial and strategic support to the company. BigMachines' investors are leaders in the private equity, industrial manufacturing, and technology sectors. Our investors have held senior management positions at leading global industrial and financial organizations and provide valuable advice and experience to the company.

Vista Equity Partners

Vista Equity Partners is a private equity firm dedicated to building long-term value through direct equity investments and has raised capital commitments of nearly \$3 billion. Vista Equity Partners invests in companies that uniquely leverage technology or provide a defensible technology solution to deliver best of class products or services to their customers. Vista works in partnership with management teams to increase value by developing and executing growth strategies and leveraging its experience, business skills and relationship network.

JMI Equity

JMI Equity is a growth equity firm focused on investing in leading software, internet, business services and healthcare IT companies. Founded in 1992, JMI Equity has invested in more than 100 businesses in its target markets and has over \$2.1 billion of committed capital under management. JMI Equity provides capital for growth, recapitalizations, acquisitions and buyouts. Representative investments include Navicure, DoubleClick, Eloqua, Halogen Software and Service-now.com.

Abel Investment GesbR

Abel Investment GesbR is an investment fund founded by the Abel family to invest in information technology start-ups, as well as in public debt and equities. The fund seeks to invest in companies that will deliver a unique value proposition to their customers and generate significant operating cash flows and earnings. Managing directors are Dr. Goerd K. Abel (previously Chairman & CEO of Abel Pumps), Maria M. Abel, and Godard K. Abel.

Deutsche Venture Capital GmbH

Deutsche Venture Capital GmbH is an independent venture capital firm focusing on investments in early stages of companies with high potential for success in global markets. As a partner company of Deutsche Bank AG, Deutsche Venture Capital leverages their reputation and financial backbone, transatlantic network and experience in developing international business to bridge the gap between technological leadership and international market success.