

A NEXT-GENERATION ANALYTIC TOOLS AND SOLUTION PROVIDER

ABOUT THE COMPANY

PatternBuilders provides a next-generation analytic toolset that enables the creation of fast-to-market, cost effective, “business user friendly” enterprise analytic solutions. PatternBuilders’ Analytic Framework provides both a programming and conceptual model for the development of enterprise analytic solutions. It offers IT and software development organizations as well as ISVs a new paradigm for enterprise analytic application development—one that handles complex data storage and calculation performance requirements, offers near real-time analytics, provides global access, and delivers customized business user interfaces cost effectively and efficiently.

BUSINESS OVERVIEW

PatternBuilders offers an analytics framework that provides applications developers with a powerful way to build sophisticated analytic solutions quickly and easily, a retail analytics solution designed specifically for large manufacturers that sell their products through large retailers, and consulting services for both solutions:

- **PatternBuilders’ Analytics Framework (PAF)** delivers the framework necessary to support multi-terabyte data sets and the supercrunching analytic techniques required for complex analytic solutions. With PAF, enterprise software or service companies can deliver high performance analytic applications in a fraction of the time required by more traditional approaches, enabling them to focus on “business needs and requirements” rather than the underlying technology platform that must support it. This framework reflects the latest advances in technology from areas such as B2B infrastructure development, data integration, business intelligence and analytics, business process automation, data warehousing, and rich internet applications (RIA) and can be deployed either on-premise or as a hosted service.
- **PatternBuilders’ Demand Analytics Solution (PDA)** is a retail analytics solution built on top of PAF, designed specifically for large companies who need to understand and optimize their retail sales channels by analyzing the large volumes of point-of-sales (POS) and inventory data available in their operational systems. Built on top of PAF, PDA offers advanced analytics and business process automation functionality to the entire retail ecosystem.
- **PatternBuilders’ Consulting Services** offers consulting services in three major areas: enterprise analytics (covering areas such as the design of analytics for internal or external use, and the implementation, presentation and delivery of analytics via software), enterprise software design, development, and project management (covering areas such as SOA, business process automation, project management, architecture reviews, technical due diligence, collocation facility procurement, collocation security planning, etc.), and channel excellence (a suite of programs specifically directed at those companies that sell products through retail channels).

PATTERNBUILDERS TEAM

PatternBuilders is a growing privately-held company with more than 15 employees and expertise in the following areas: B2B infrastructure development, EDI integration, statistics, business intelligence and analytics, business process automation, data warehousing, very large database design and deployment, enterprise applications, enterprise network security and design, consulting, and services. The team represents a wealth of experience in technology sales, marketing, product development, and consulting with companies such as Informix, KLA Instruments, Hyperion, Accenture, PricewaterhouseCoopers, and Manhattan Associates. Additionally, the company and its advisors/investors represent more than 100+ years of enterprise software and IT experience, working for and with companies like Colgate, PepsiCo, Cisco, Clorox, Radio Shack, Safeway, Wal-Mart, Intuit, GAP, Nike and Hewlett-Packard, and academic institutions like Harvard, Stanford, and Wharton.

COMPANY OVERVIEW

EXECUTIVE TEAM BACKGROUNDS

Terence Craig, Founder and CEO, has an extensive background in building, implementing, and selling analytically-driven enterprise applications across such diverse domains as enterprise resource planning (ERP), professional services automation (PSA), and semi-conductor process control in both public and private companies and has over 18 years of experience in both executive and technical management roles with leading-edge private and public technology companies.

Marilyn Craig, Chief Analyst, brings a wealth of in-depth real world experience, that includes best practices in channel management, the use of analytic applications to drive business objectives, as well as the design and development of business-oriented reporting and analytics solutions to PatternBuilders. She has over 16 years of experience in both traditional retail channel marketing and market research for some of the most well-known brands in the world and has created and managed the analytic functions for both Hewlett-Packard's printer group and Intuit's multi-billion dollar retail sales channel.

Mary Ludloff, Vice President of Marketing is an innovative marketing executive with over 20+ years of experience in enterprise software. Mary brings an in-depth understanding of how to develop and implement strategic program initiatives that span marketing disciplines—ranging from the traditional corporate and marketing fields to the latest developments in electronic marketing. Through her work at Brio Technology (now Hyperion) and NONSTOP Solutions (now Manhattan Associates), Mary also brings a deep understanding of supply chain management issues as well as the use of business intelligence tools in data warehousing and analytic application efforts.

Dean Fjelstul, Senior Director of Product Management, leverages his extensive experience in both the channel management and supply chain management disciplines to drive product strategy and direction. At companies like channel management service provider Vcommerce and supply chain software company Electron Economy, Dean was responsible for defining and implementing supply and demand chain execution solutions for companies in the retail and electronics industries. Dean also brings a deep understanding of process and project management as well as a customer-centric focus through his management work at consulting giant Accenture, working with clients such as the state of California and the U.S. Postal Service.

Rob Schneider, Senior Director of Client Services, has more than 15 years of experience leading successful client services organizations and providing technical expertise on complex IT applications. Rob's deep knowledge of the technology infrastructures needed to support cutting edge applications is formidable. He has worked with all major databases—and has authored many books on database design, tuning, performance, and design integration for Prentice-Hall, Pearson, and Wiley publications. His experience working with large databases, building and supporting data warehouses, delivering software applications as a service (SaaS), as well as his ability to build, lead, and manage service organizations is equally extensive, having developed a wide variety of applications for the telecommunications, medical, professional services, and retail industries.

Andy Lyakhovetskiy, Director of Network Operations and Infrastructure has over 20 years experience (and more than 100 installations) in network design and development, troubleshooting, and administration. He has managed global infrastructure and database rollouts for many large companies including Cisco, Clorox, Visx, Netgear, and Safeway and understands what is required to build reliable networks as an underlying infrastructure for mission-critical applications. Andy is responsible for designing, developing, managing, and scaling PatternBuilders own network as well as all of its customers' installations (for PatternBuilders' hosted model).