

Analysts Conference Call

December 9th, 2003

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President & CEO
P4 Performance Management

P4 Performance Management
"at a glance"

- **Performance Gap Management solutions to the Fortune 1000**
- Headquarters: Cary, NC (RTP)
- Network Information Center (NIC): Atlanta, GA
- Geographic Focus: Eastern US (Atlanta to New York)
- Go To Market Strategies
  - Direct – Financial Services & Telecommunications Industries
  - Channel – Cross Industry
- Associates average 10 yrs industry business/technology expertise
- Privately Held:

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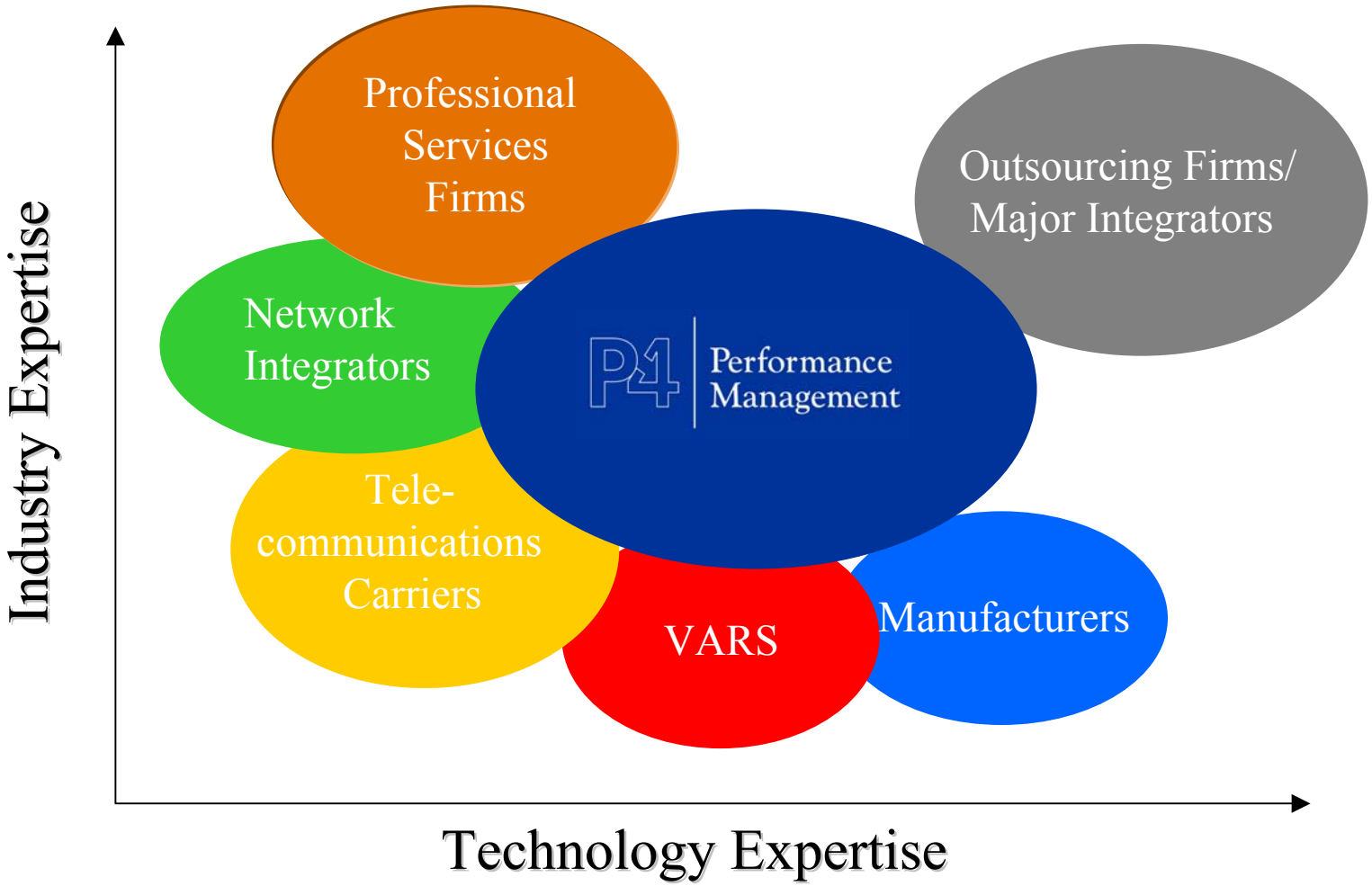
Market Positioning



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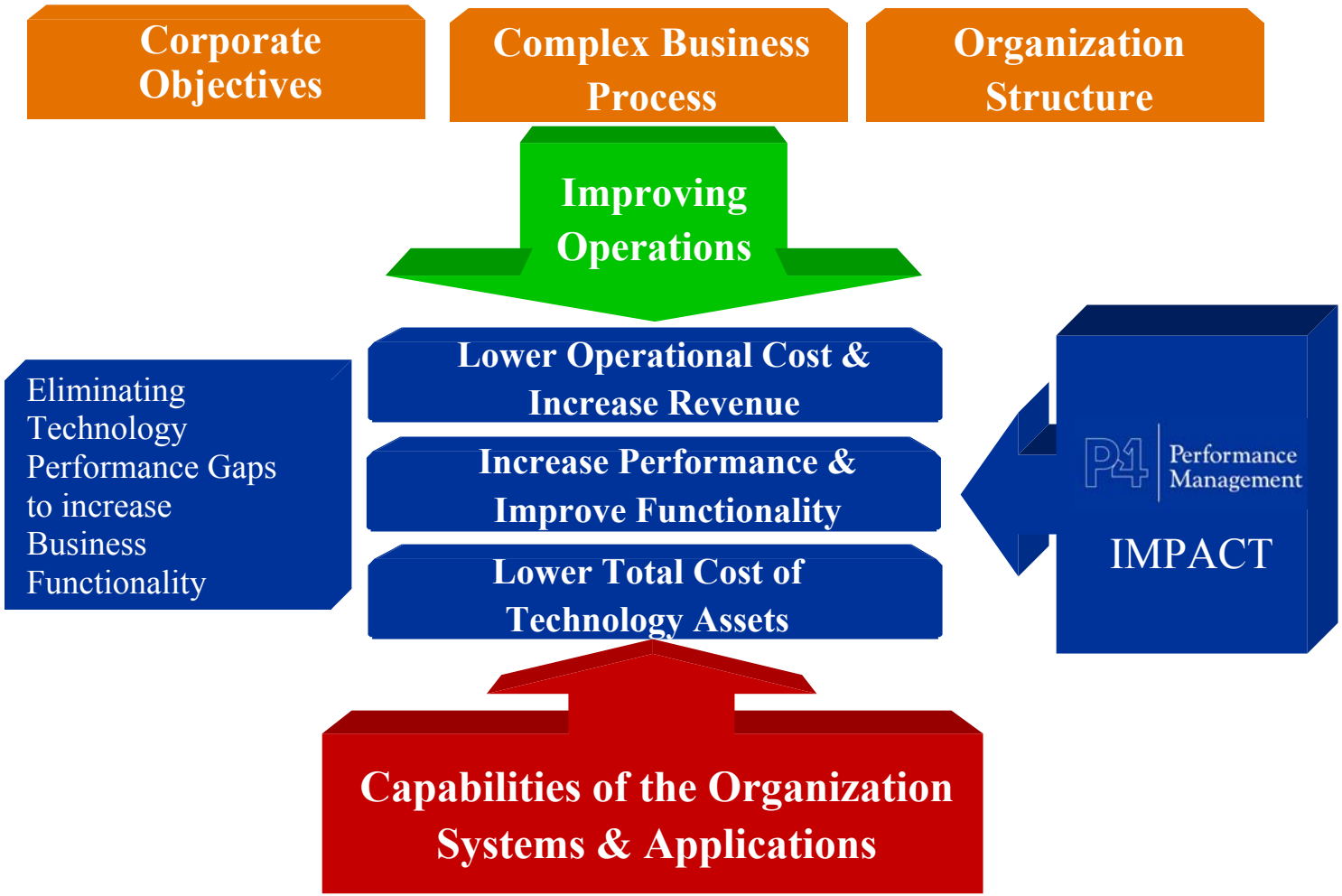
Value Proposition



P4 Performance Management

The P1 Performance Management Approach

Vertical Markets

Financial Services
Telecommunications

Direct Sales, Alliances & Outsourced Lead Generation

Targeted Customers of Fortune 1000

Business Prospecting & Information Collection

Business Pain ID & Verification

Executive Level Sponsorship To Proceed

Conduct Performance Gap Analysis

Presentation of Performance Gap Analysis

Development of Performance Improvement Plan (PIP)

PIP & ROI

PIP & ROI

PIP & ROI

Implement Performance Improvement Plans

Scope, Schedule & Budget

Complete Deliverables & Measure ROI

Manage Performance to ensure ROI

Major Industry Trends - Financial Services

Regulatory Compliance

- Business Continuity
- "T+1" Settlement
- SEC Requirements
- Sarbanes-Oxley Legislation



Industry Restructuring

- Globalization
- Consolidation
- Convergence
- "Electronic" Impact

Internal Budget Pressures

- Aggregate budget reduction
- Any discretionary spending requires near-term ROI
- Required spending dictated by regulatory compliance and industry competition

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Major Industry Trends – Telecommunications Industry

Competitive & Regulatory Influences

- Excess capacity and weak demand has led to intense competition
- Declining revenue growth and margins due to extreme pricing pressure
- Sarbanes-Oxley Legislation



New Technologies

- Convergence of Voice and Data Networks
- Broadband
- Wireless

Internal Budget Pressures

- Aggregate budget reduction
- Any discretionary spending requires near-term ROI
- Required spending dictated by regulatory compliance and industry competition
- Customer Self-Service Initiatives

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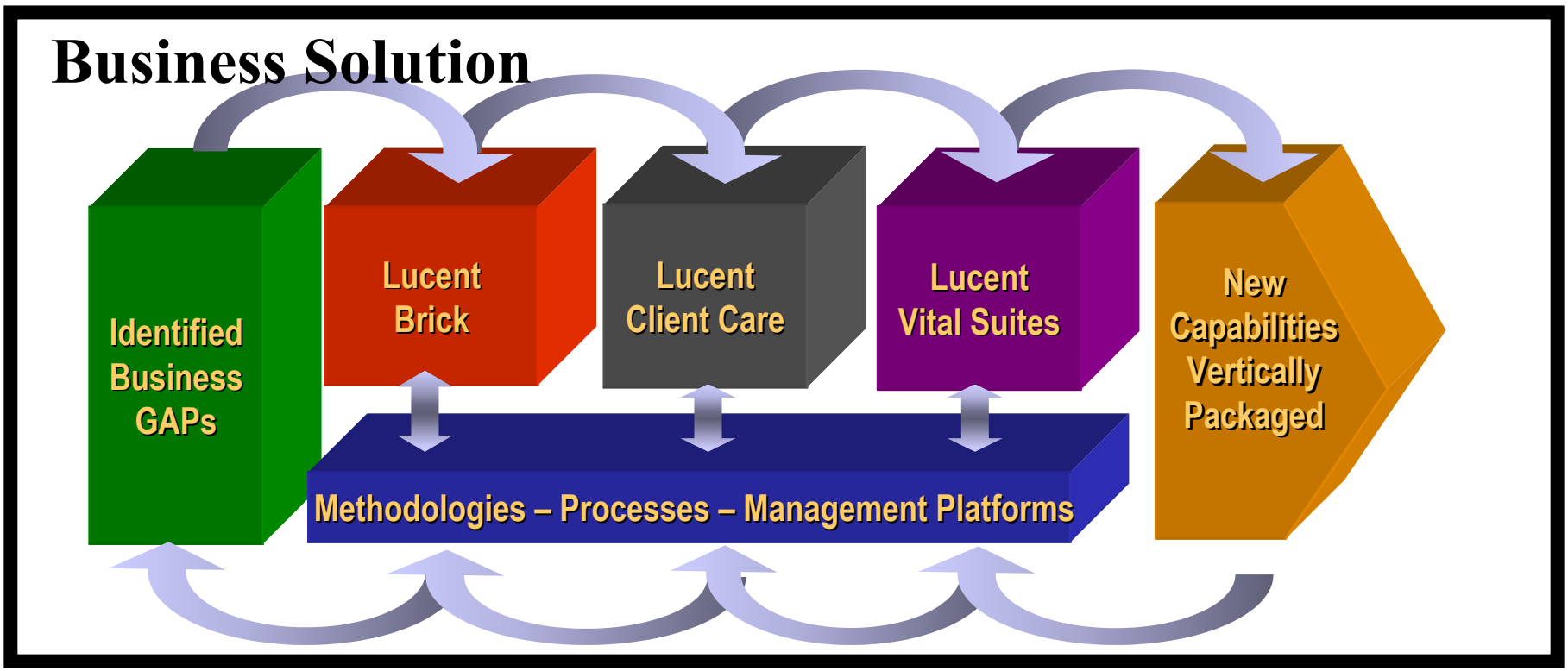
Vertical Industry Business Solutions

- Built Around Leading Technology
- Bundled into Business Solutions
- Co-Branded - Vertically Marketed



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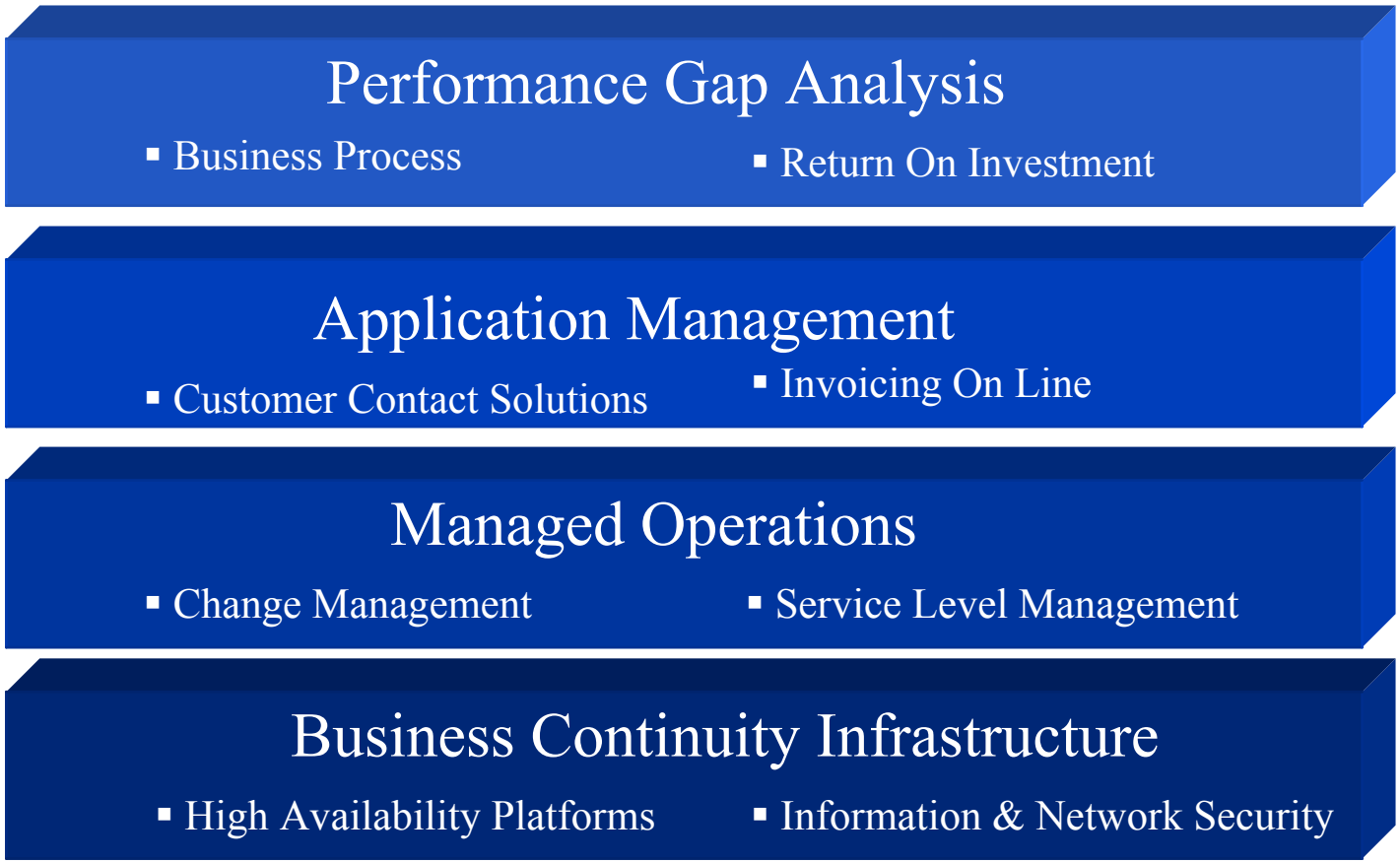
P4 Performance Management Solutions



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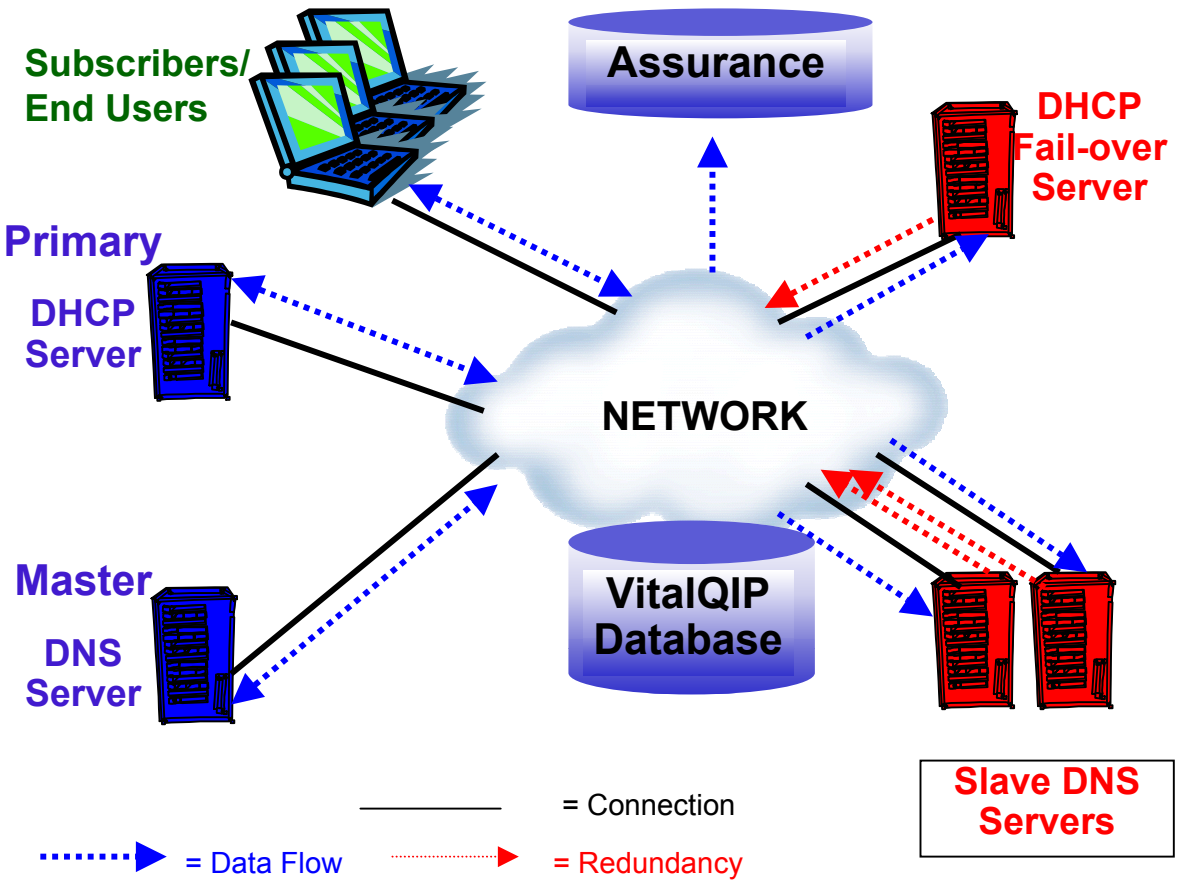
VitalQIP: Centralized and Automated IP Management



Benefits for P4

- Simplifies the assignment and allocation of IP addresses and names
- Industry leading scalability, performance and high availability services

VitalQIP: Market leading software for IP address and name services

P4 Performance Management

Intelligent Network & Application Performance Management -*VitalSuites* ™

- **Benefits for P4**
  - Fast easy deployment, immediate ROI
  - Maximized return on assets by discovering strained assets
  - Increased profitability through superior QoS
  - Simplified service level management with network wide application visibility
  - Proactive performance management result in reduced service degradation
  - Unified view of entire network



Secure Anywhere WEB Access



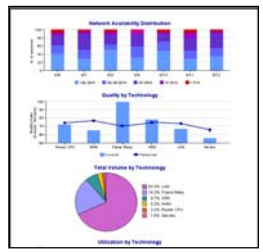
Pin-point problems at-a-glance



Personalized Views



Application Usage Reports



SLA Reports

Monitor, Analyze and Predict infrastructure & application performance

Comprehensive Data Collection

Routers	*Intelligent Agents*	*Tool Kits*
SNMP Mibs	*Users/Paths*	*Servers*	*EMS/Probes*

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Questions & Discussion