



CLOUD PRIME EXECUTIVE SUMMARY

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Executive Summary

Cloud Prime is bringing Enterprise messaging to the Cloud. It is built on a proven application-to-application messaging and file transfer software solution offered as SaaS, providing for 100% secure delivery of Enterprise payloads with service levels guaranteed.

Cloud Prime Validation

Enterprise messaging is based on technologies which do not meet new requirements, are cost prohibitive and in some cases decades old.

- Modern fax machines became feasible in the 70's, EDI standards appeared in the 80's, VPN's were introduced in the 90's and post 2000, web-based messaging appeared.
- Legacy messaging solutions, payment processing / VAN networks, and VPN's are difficult to maintain and expensive to deploy.
- A large portion of sensitive corporate email is sent via traditional email servers without adherence to compliance or security.
- Finally, the infrastructure cost to support SMB's with a larger enterprise oriented solution is not realistic and thus this market remains greatly under served.

Market

Cloud Prime sits perfectly at the intersection of several large billion-dollar markets. Distributed messaging (\$10B), Payment Processing (\$20B), EDI/VAN (\$28B) and corporate email (\$4B). These are all growing markets that are looking for secure and reliable IP or cost-effective Cloud-based alternatives.

Cloud Prime IP Validation

A global distribution systems company has delivered over 100 million messages to hundreds of trading partners at an 80% cost savings versus incumbent solutions.

Cloud Prime IP has been validated in other high-volume application environments including;

- Unsecured email and file transmission requiring compliance
- Payment Processing and Credit Card Authorization
- EDI/VAN replacement
- Financial Services Messaging

Cloud Prime Intellectual Property

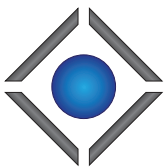
Cloud Prime owns significant IP including 4 patents and 4 others in process. There has been a historic investment of \$50m in the current IP portfolio.

Focused Business Strategy for Maximum Growth

The go-to-market strategy will involve a blend of direct sales and partner/OEM relationships. Pricing will be volume based complemented by an annual enterprise fee. Cloud Prime anticipates significant financial leverage from the previous investment in the patent portfolio. Our One Click secure email solution will be sold via re-sellers and inside sales with pricing on a per mailbox basis. Since Cloud Prime will be utilizing a Cloud-based infrastructure it will be able to virtualize its operating infrastructure and associated costs resulting in a cost model that is more than 80% variable.

Leadership

Cloud Prime is led by Cofounder Bob Miller and team of Silicon Valley veterans who have built distinguished careers with the world's most prominent computing giants as well as successfully leading more than a dozen promising computer startups.



CLOUD PRIME

The Right Way to Connect

The Cloud Prime architecture has two primary components, **connectors** and **routers**. Connectors reside behind client and trading partner firewalls while the routers reside in the cloud.

Routers are comprised of online data stores that replicate and archive messages to ensure delivery and to allow for auditing and compliance.

