



Introduction to the Palo Alto Consulting Group

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Managing Partner

August 2011

Our Mission

We create and deliver innovations that drive our clients' success

- The foundation of our service:
 - Passion and commitment to innovation
 - Close working relationships with our clients
 - Partnership-oriented approach
 - Experience and industry expertise

Our Values

A commitment to integrity, team work and the pursuit of excellence

- Our success depends on our clients' success
- Uncompromising determination to achieve excellence
- Integrity and honesty
- Entrepreneurial spirit that stresses imagination and creativity

Our Services

Consulting Services

- Marketing
- Strategy
- M&A / Business Development
- Interim Management

Industries

- Software
- Internet Services
- Semiconductor
- Computer
- Communications

Clients

- Start-ups
- Private and public emerging growth companies
- Research institutes
- Venture capital firms

A Growing List of Clients

A Track Record of Success With Over 200 Client Companies, Including

- Amdahl
- Ampex
- Apple Computer
- Auspex Systems
- Bay Networks
- Be
- Cisco
- COM21
- Digicash
- Digital Island
- Fujitsu Software
- Great Plains
- Hewlett-Packard
- IBM
- Informix
- Intel
- Intuit
- Kubota
- Marimba
- Metricom
- Microsoft
- Nokia
- OpenText
- Palm
- Quantum
- Sage Software
- SDL
- Sorrento Networks
- SRI International
- Sun Microsystems
- Symantec
- 3D Systems
- Tut Systems
- Ventura Software
- Verity
- Xerox

Expertise

Information Technology

Software & Internet Services

- SaaS APPLICATIONS
- MOBILE APPLICATIONS & SERVICES
- BUSINESS INTELLIGENCE
- INTERNET INFRASTRUCTURE
- CLOUD COMPUTING
- SOCIAL NETWORKING
- CONTENT DELIVERY SERVICES
- OBJECT PROGRAMMING
- EAI/MIDDLEWARE
- ERP/SFA/CRM APPLICATIONS
- DOCUMENT MANAGEMENT
- LINUX/JAVA TOOLS
- VERTICAL MARKET SOFTWARE

Semiconductor & Computers

- CONTENT DISTRIBUTION SERVICES
- CPUs, PLDs, DSPs, GRAPHICS ICs
- EDA SOFTWARE
- STORAGE
- PERSONAL DIGITAL ASSISTANTS
- DISK DRIVES AND PCs
- COMPUTER IMAGING
- SEMICONDUCTOR MANUFACTURING AND TEST EQUIPMENT
- INTERNET CACHING
- PRINTERS AND PERIPHERALS
- MEMS
- NANOTECHNOLOGY
- OPTOELECTRONICS

Communications

- WIRELESS COMMUNICATIONS
- METROPOLITAN AREA SWITCHES
- 3D MEMS
- OPTICAL COMPONENTS
- EMAIL MANAGEMENT
- E-COMMERCE
- VOIP SOFTWARE AND EQUIPMENT
- NETWORK QoS
- NETWORK PROCESSORS
- VOICE PROCESSING
- ENHANCED FAX PRODUCTS
- NETWORK CONCENTRATORS
- BASE STATIONS
- CALL CENTER MANAGEMENT

Services

- **Marketing**
 - Define market entry strategy
 - Market research & assessment
 - Create marketing collateral
 - Value proposition development
 - Product pricing
 - Product management
 - Distribution channel expansion
- **New Business Creation**
 - Author business plans
 - Develop fundraising presentations
 - Introductions to angel and venture capital funding sources
- **Interim Operating Management**
 - Vice-President of Marketing, Business Development
 - Board Member
- **Strategy**
 - Business assessment
 - Competitive analysis
 - Acquisition strategy
- **M&A/Business Development**
 - M & A advisory services
 - Negotiate licensing, equity, and debt deals
 - Orchestrate corporate spin-outs
 - Due diligence

Marketing

- **Market entry strategy**
 - Market segmentation and go-to-market plan
 - Competitive analysis
 - Product positioning and pricing
- **Market research and assessment**
 - Identify and define high value, customer pain points
 - Develop the value proposition
- **Product definition**
 - Product management



Fundraising

- **Raise venture capital**
 - Author business plans
 - Create fundraising presentations
 - Develop and articulate product, marketing, sales, and financial strategies
- **Introductions to private equity investors**
 - Venture capitalists
 - Angel investors



Strategy

- Business assessment based on customer and partner interviews
- Industry and competitive analysis
- Identify and evaluate strategic alternatives
- Corporate turn-around strategy and execution

marimba®

VELOCITY11

Sun
microsystems



NCD

ci labs

CONCERO

CUPERTINO
ELECTRIC INC.

hp

FUJITSU

invent

intel.

3
SYSTEMS

Quantum.

Bay Networks
People connect with us

THE DOCUMENT COMPANY
XEROX®

ND
NEURON DATA

Sorrento
NETWORKS
Optical networks made simple™

Insightful
intelligence from data

M&A and Business Development

- **M & A advisory services**

- Acquisitions, divestitures, mergers
- Due diligence
- Integration plans

- **Negotiate licensing, equity, and debt deals**

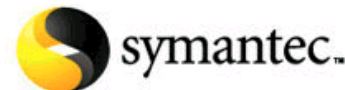
- **Corporate spin-outs**

- **Strategic alliances**



Interim Management

- **Interim senior management**
 - Marketing
 - Business Development
 - President/COO
 - CFO
- **Board member**



Professional Background

Stephen Taylor

- **Over 25 Years of Computer Industry Experience**
- **Operating and Venture Capital Experience**
 - Interim operating positions at State of the Art, Sage, Auspex, InterFax, Informix, NewsTin, Symantec, Intacct, RivalWatch, uCirrus, Berkeley Design, dotFX, and Verity
 - Five years as a venture capitalist at Xerox Venture Capital where he financed companies such as Sequent Computer, ParcPlace Systems, Catalina Marketing, NetFRAME Systems, Cymer, MicroLinear, and Netwise (7 IPOs, 3 acquisitions)
 - Domestic & international engineering/marketing positions at Sperry-Univac
 - Software development experience at DayFlo and New World Computer
- **Education**
 - B.S., M.S. in Computer Science, University of California, Irvine
 - MBA, University of California, Los Angeles
 - Diplôme Spécial d'études Françaises, Université Paul-Valéry, France

Summary

The Palo Alto Consulting Group ...

- **Is a Well Established, Experienced Consulting Firm**
- **Provides High Quality and Cost Effective Results**
- **Blends a Boardroom Perspective with Operating Experience**
- **Combines Creative Vision with Technical Expertise**
- **Has Developed a Reputation for Excellence**

