



SoftAware
NETWORKS



Q: What does SoftAware sell?

A: Global Server Network content delivery platforms for ultra-low latency applications.



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History

- Founded 1994
- Established business-to-business independent ISP
- Early entrant in the co-location market (1995)
- Innovator of in-house professional services (1996)
- Developed proprietary hardware for remote administration (1999)
- Developed a series of proprietary hardware for remote administration (1999)



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Our Core Business

- SoftAware Networks is an end-to-end content delivery and distribution (CDD) solutions provider
- We exclusively serve content providers
- Design specialized networks
- Develop and implement next-generation technology
- Proprietary hardware and software technology
- Customized in-house professional services
- Comprehensive standard industry services



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Senior Management

SoftAware Network Management

- Marshal Rockwell, CEO
- Rick Gable, President
- Mark Tennenbaum, CFO
- Jason Weisberger, CTO
- Beverly Macy, VP of Marketing
- Rei Yoshoka, CIO
- Mark Yamashita,
- Alex Fridlyand, VP Professional Services



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Marketplace Challenges

- Explosion of broadband
- Growth of new users online
- Growth of new content online
- Inefficient storage and management solutions



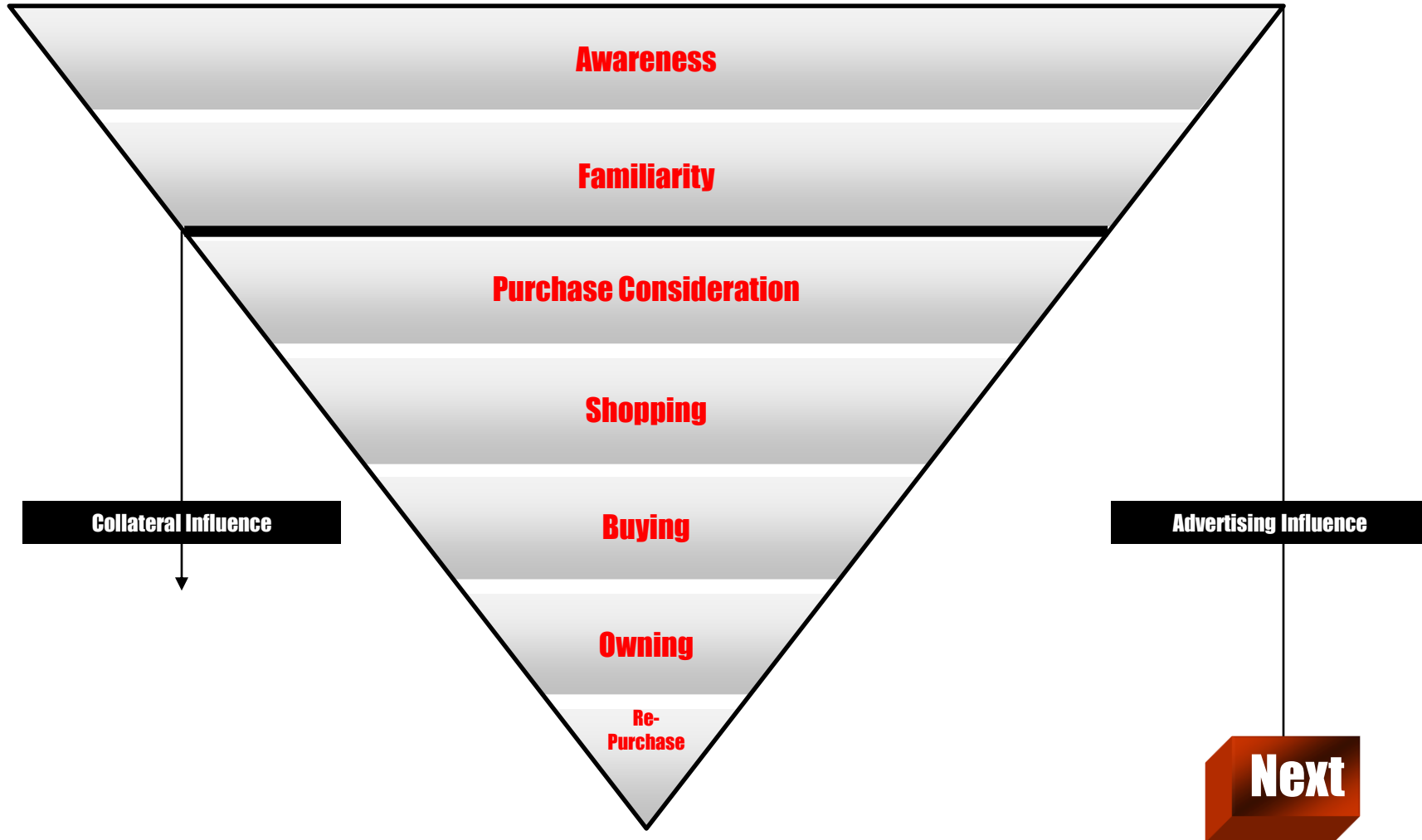
Marketplace Need

There is a new class of content delivery network to address.



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Purchase Process:



CALM Network Services

- Distributed/Stored at the “Edge”
- Global locations on key networks
- Optimized network management system
- Professional services
- Fast deployment/changes based on customer needs



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