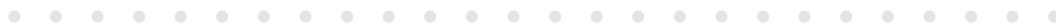


Acquire . . . . . Retain . . . . . Understand



Touchwood Technologies  
101 S. Bowman Rd, Suite G  
Little Rock, Arkansas 72211  
[www.touchwoodtech.com](http://www.touchwoodtech.com)  
501.859.0174



---

## Who We Are

Touchwood Technologies is a custom technology solutions firm, specializing in communication and information services which provide clients with technology and expertise in the areas of business intelligence, software development, web development, and email marketing to solve sales, marketing, and customer service issues for businesses of all sizes.

### How Do We Measure Our Success?

Our success is measured by our client's success. Touchwood Technologies can provide your company with the products and services you need to be successful at understanding, retaining and attracting YOUR customers.

### We Can Provide the Services You Need

Is your company looking to establish an e-commerce presence? Or maybe you are looking to increase your customer base with a properly deployed e-mail marketing campaign. With our diverse professional background, we can do both and anything in between. At the core of Touchwood Technologies, you'll find our two divisions: ClientSolutions™ and ClientMessaging™.

ClientSolutions™ provides specific solutions to assist businesses with their marketing and customer service strategies via e-Commerce Web Development, Database Design & Development, Custom Software Application Development, and Consulting.

ClientMessaging™ provides the comprehensive tools businesses need to effectively manage marketing and customer service email via a convenient, easy to use web browser interface.

---

## About Us

Touchwood Technologies was founded in 1996 by two entrepreneurs, Bill Ahlbrandt and Albert Braunfisch, a powerful team who recognized the synergies of combining a company together to leverage their customer relationship marketing and application development experience respectively.

The partners sought to develop a firm with a fundamental commitment to the client and to the delivery of quality service. They also were committed to developing a culture of excellence by promoting flawless execution through a combination of creativity, pragmatism and flexibility. This approach has resulted in a balanced work environment benefiting both employees and clients.

Since its formation, the company has experienced dramatic growth. A lean management structure, an experienced consulting staff, and low employee turnover translates into account team stability for clients and an outstanding project success rate.

Through this proven approach, the company has established a track record in delivering technology strategy, data enhancement and consolidation consulting, custom software development and production support for companies both large and small.

---

## Mission Statement

Our mission is to provide your organization with the technology tools & solutions necessary to establish, and sustain, a profitable dialog with your customers and prospects. To accomplish this we focus on three objectives:

Help you *understand* your customers and prospects through the use of database management, business intelligence tools such as web enabled and custom applications, and consulting expertise.

Help you *retain* your customers by providing an efficient and cost effective tool for establishing a continuous two-way dialog with all your customers with our ClientMessaging product.

Help you *acquire* new customers by applying the customer knowledge gained from your efforts to better understand and serve your existing customers. Using a combination of email, web, direct mail and shared mail communications, we can help you develop and execute a comprehensive customer acquisition program that utilizes the best from both print and electronic media.

---

## Understanding our Clients Needs

Our company takes a holistic, practical approach to identifying, designing, and implementing technology solutions. By first understanding your company's vision, objectives, existing infrastructure, and strategic needs, we carefully engineers solutions to meet client requirements, and work with you to delivers tangible and measurable results. We then provide ongoing support and maintenance to ensure your continued success. The result is that your company can achieve greater return on investment, gain competitive advantage, and increase operational efficiency and customer satisfaction. This approach helps our clients bridge the gap between the business issues, corporate vision and goals, and the technology required to deliver the desired results.

The advantages of the Touchwood approach include:

**Measurable Results** - We strive for concrete, demonstrable objectives that advance our client's business strategies.

**Client Focused:** We are committed to the belief that business should define technology, and not the other way around.

**Experienced Team** - Our clients benefit from our experience in deploying the best practices of industry leaders across the U.S. and around the world.

**Increased Control** - We do what we say and deliver what we promise, adhering closely to our clearly identified schedules and promised deliverables.

**Improved Cross Team Communication** - We work closely with our clients and internal teams to ensure maximum productivity and learning.

**Scalable Solutions** - Our solutions are as workable as they are innovative - designed to scale to your company's current and future needs.

---

## Capabilities

The pace of change is accelerating at a dizzying speed within most major corporations. Some challenges that their IT organizations face include implementation of innovative, new technologies, international rollouts mergers and acquisitions, major upgrades, addition of new modules or functionality and accelerated project schedules.

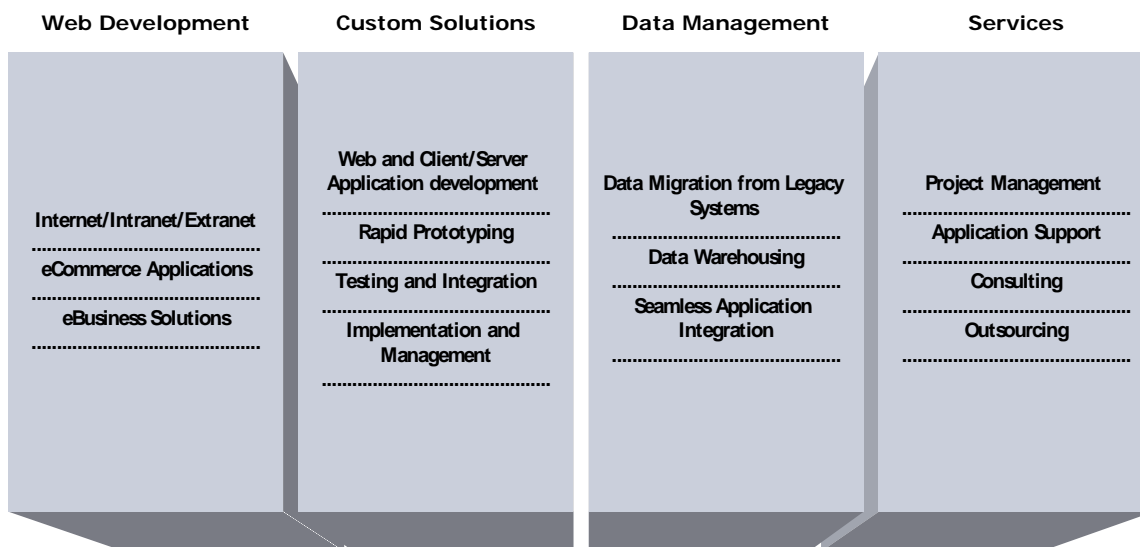
While many corporate IT organizations are adept at handling their day-to-day responsibilities, a challenging project can stretch internal capacities beyond the breaking point. As a result, attempting to complete normal responsibilities and the new project internally can put both efforts at risk. Outsourcing application development and maintenance provides your organization with both short term and long term benefits:

- Increased availability of key IT staff
- Compressed project timelines
- Less IT staff management
- Freedom to focus on core business
- Lower maintenance and development costs

Our project team can help your organization by:

- Rapidly deploying a qualified, committed project team
- Improving knowledge transfer to internal staff
- Reducing expenses by tightly controlling costs
- Sharing the knowledge and skills of our principals and project managers
- Completing the project quickly and successfully

Providing solutions for your Business-to-Business (B2B) and Business-to-Consumer (B2C) needs, we will work with you in customizing and implementing a full spectrum of services including:



## Key Competency

At the forefront of next-generation technology development, Touchwood's ClientSolutions™ team has acquired significant experience in emerging technologies including:

- Adobe Cold Fusion, Flash MX, Dreamweaver MX
- Microsoft .NET
- SOAP, Web Development Services
- AJAX, Spry
- HTML, DHTML, XML
- CGI
- Delphi
- Java, JavaScript, VBScript, VB
- Java Server Pages (JSP), Active Server Pages (ASP)
- Oracle, SQL Server, MS Access
- Unix, Windows NT, Linux
- PL/SQL
- C, C++, COBOL, PERL
- COM, DCOM
- UNIX Shell Scripting
- Python
- PHP

Touchwood Technologies draws on its expertise and experience in the following competency areas:

**Business Analysis** - Touchwood's business analysts have the process re-design expertise to address the complex and multi-faceted range of roles and flows typically encountered in software development initiatives. Strong integration testing skills are also necessary as large-scale changes affect multiple applications and may impact many user communities, support groups and administrators. Our project planning requires the prioritization of initiatives to provide the greatest return on investment and a deep understanding of cost/benefit to establish measurement techniques that calculate ROI

**Architecture Design** - Technology architects leverage knowledge, applied research on current architectures, and relationships with leading technology vendors to recommend the most appropriate solutions. Touchwood leverages its sound understanding of conventional and cutting edge technologies from mainframes through the Web to knit together legacy systems with contemporary commercial software and custom applications

**Application Development** - The entire software development and integration process is driven by a company's requirements to integrate disparate systems, and to ensure systems are in line with industry standards and regulatory requirements. Our teams of developers work to develop solutions that seamlessly bridge the gap between existing business processes.

**Data Management** - Touchwood has experience integrating business information from multiple content repositories, extracting data from operational sources, validating and cleansing data, and consolidating data into a logical view of the business. Deep expertise in both legacy and cutting-edge technologies allows Touchwood to integrate across multiple applications, platforms and technologies. Business Intelligence applications require sound architectural design for data warehouses and data marts that support a spectrum of views and accommodate a range of users and roles

**User Experience** - Following a user-centered design approach, Touchwood ensures applications and interfaces are simple and effective. Systems meet industry usability standards that are intuitive in design and produce measurable improvements in workflow and productivity. Touchwood leverages expertise in information architecture and employs best practices in usability to ensure that each project benefits from a highly intuitive user interface. A crisp interface will clearly highlight exceptions and actionable data, facilitate queries through drill-downs access to underlying transactions, and trigger alerts based on user role and privileges

**Project Management** - When managing a project, Touchwood takes into consideration multiple applications and various business owners with diverse initiatives and complex project planning requirements, thus ensuring that schedules, budgets, issues and risks operate in concert. Touchwood approaches each project engagement with the right balance of relationship management between business and technology stakeholders within the organization, managing expectations and facilitating the exchange of information necessary for project success.

---

## Integration and Processes

The best decisions are made where there is intersections of information, providing a holistic, complete view. Many times, however, businesses end-up in dead-end streets, where technology and organizational structures keep information in isolated pockets. To ensure a richness and depth in decision-making, organizations need to share information across functions, departments, and partners.

For example, users should be able to retrieve information through a single channel, instead of retrieving bits of information from several sources. Users should be able to add and update information in a single location that is universally reflected in all relevant data sources. And users should have an end-to-end perspective - a synthesis of information from all the impacted processes of the business.

To achieve the highest return on technology investments, data and systems must be rationalized and integrated into core business processes to create an optimized technology infrastructure, which is stable, secure, and scalable to ensure adaptability and future growth. This level of integration is a challenge, however, and organizations need a partner that can contribute best practices, objectivity, and seasoned experience for overcoming the technology and organizational barriers to integration.

Touchwood focuses on helping you build a more efficient and competitive company by integrating legacy systems with evolving technologies to keep you at the forefront of business today. Through data conversion; new, legacy and external system interfaces; middleware; and application integration, we work to seamlessly integrate your

business applications, allowing them to communicate and work together for optimum performance and efficiency. The result is a knowledge-driven enterprise.

Touchwood helps clients plan and implement systems integrations by:

- Analyzing and re-designing the current technology environment
- Evaluating commercial software products, and customizing them to extend functionality or support re-designed processes
- Integrating custom and commercial software with legacy and other source systems
- Consolidating data and providing comprehensive data management solutions
- Empowering employees through training and change management

Our integration services are the combining of data and functionality of legacy systems, custom applications, packaged applications, and Web applications. Integration services can include:

- Platform Integration - Connecting different hardware components, often with different operating systems, that share information between applications
- Data Integration - Extracting, transforming, and loading of data between multiple sources
- Application Integration - Using technologies that offer pre-built adapters and reusable integration components for connecting disparate applications

Integrate data sources also provide a foundation for other value-added solutions such as Business Intelligence and Enterprise Information Portals.

---

## Web Development

An Internet site connecting your business to the world and creating a dominant presence for your company; An Intranet linking your enterprise, enabling employees to share information and access self-service capabilities to decrease costs and improve productivity; Or an Extranet directly connecting you to your customers, partners and suppliers to help you respond faster to all their needs -- Touchwood has the experience and expertise to create and deliver your custom e-business solution.

Let us show you how you can:

- Find new customers and drive them to your site.
- Web-enable your internal applications and increase productivity.
- Get new products and services to the market much faster.
- Increase profits through on-line transactions.
- Protect customers through the use of secure transactions.
- Interact with customers effectively to improve customer satisfaction.

At Touchwood, we offer a full suite of internet/intranet consulting and web development services:

- Internet/Intranet application planning and development
  - Web Site Development
  - e-Commerce / Micro-sites
  - Web based catalogs
  - Web Enabling of legacy applications
-

## Custom Application Development

Choosing an off-the-shelf technology solution can feel at times like fitting a square peg in a round hole. Even with a menu of available technology options, the off-the-shelf applications may not offer the feature set that will fit your specific business requirements. At those times, your organization needs a custom application that will address the uniqueness and the context of your business.

When your business needs are unique, we work with your organization to design and develop custom applications. We provide custom application services that span the entire life cycle of the application, from gathering the initial business requirements to the final stages of implementation. The defining characteristics of our custom application services are its:

- Proven and repeatable methodology
- Unbiased viewpoint for utilizing the most appropriate technology
- Ability to integrate with existing systems
- Flexibility in leveraging the IT capabilities of your organization

Sometimes the best package solutions just don't quite meet the business needs. In this case, custom development may be necessary to align business requirements with Information Technology. Through a proven methodology, Touchwood Technologies can deliver a custom application that fits your business needs in an on-time, on-budget approach.

---

## Data Management

Custom Acquisitions, evolving technologies, new management agendas and changing business objectives have a significant impact on company information systems and supporting technologies - many developed to meet the specific and immediate business needs of a particular unit or department. An isolated view of business can result, and this inhibits productivity enhancements and impedes the flow of enterprise information necessary to make informed business decisions. Many companies lack deep and comprehensive query and reporting capabilities, and have limited ability to deliver timely data and information to all levels within the organization.

Properly managed data helps companies avoid inconsistencies and discrepancies that lead to poor business decisions. As companies strive to gain intelligence from their corporate information, it is critical that technologies and processes are designed and developed to access, clean, and validate the data, while consistently surfacing the data to the right user communities. Sophisticated data management skills, in conjunction with sound database architecture, form the foundation of Touchwood Technologies solutions. The following are services performed by the Touchwood Data Management team:

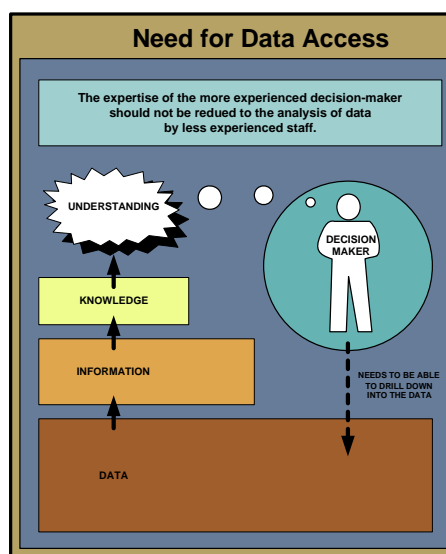
- *Business Rule Definition*
- *Data Warehousing*
- *Data Cleansing*
- *Distributed Databases, Enterprise Architecture and Legacy Data Sources*
- *Performance Tuning*
- *Database Administration*
- *Database Design*
- *Information Engineering, Including Modeling and Architectures*
- *Conversion, Data Loading, and Import / Export (ETL/ETT)*
- *Business Intelligence*
- *Reporting and Data Presentation*

Business Intelligence allows the surfacing of data based on the specific information needs of individuals and their business requirements, and is supported by tools that take into account market or business context, allow personalization and support both ad hoc and drill down methods of access. Applications that deliver high-impact Business Intelligence can yield dramatic improvements in decision-support services and tangible ROI:

- Demonstrate cost benefit and cost savings in maximizing data and processes through business case and ROI-based vendor analysis
- Make more effective business decisions, which can equate to increased revenue, reduced costs and improved competitive advantage
- Optimize business processes, leading to reduced costs
- Improve customer support and create higher levels of customer satisfaction through a more informed workforce
- Reduce development costs and hardware/software overhead through development and deployment of more economical data marts

Touchwood develops powerful Business Intelligence solutions that turn operational data into actionable information by helping our clients go through the four steps to better customer relationships (Extract, Analyze, Plan, Act):

- Developing a strategy to help clients leverage current data to maximize its value, and to ensure that the right data gets into the hands of the right people
- Integrating leading Business Intelligence tools from Cognos with heterogeneous source applications
- Developing custom Business Intelligence software applications
- Identifying the best methods to extract and cleanse source data
- Designing a data mart or data warehouse that supports relevant reporting and querying requirements
- Facilitating access to Business Intelligence solutions via intuitive, Web-enabled channels, such as portals and management dashboards, and enhancing presentation formats through the use of graphical outputs and on-demand spreadsheets



## Outsourcing

When your organization is looking to funnel all its efforts toward its core processes, we serve as a strategic, specialized partner to seamlessly plan, operate, and manage all aspects of your IT business. We provide the outsourcing services that range from desktops to applications to infrastructures. The defining characteristics of our outsourcing services are its:

- Flexibility to respond to your specific needs
- Processes for strong ongoing communication
- Deep industry knowledge for applying technology in the most cost-effective way
- Ability to proactively anticipate the direction of technology for your industry and shape the strategy for systems and processes in your organization

At Touchwood, our outsourcing services include:

**Desktop Management** - To manage and maintain the desktop computing environments through the use of automated desktop management technologies

**Production Support** - To manage and maintain corporate computing environments, IT operations, and business applications

**Application Outsourcing** - To migrate, maintain, and support the business applications

**Project Management Office** - To provide a management structure to ensure that projects are completed on-time and under-budget

---

## Project Management

At Touchwood, we use modern software development platforms and software development tools. We employ the latest project management techniques and software engineering practices to ensure the timely, error-free delivery of software applications that are highly scalable without loss of performance. Our fanatic dedication to quality and excellence allows the creation of software with high levels of security.

Risk of project failure is increasing as rapid technological advances place new burdens on IT projects. Touchwood's formal project management infrastructure uses a validated project management methodology to provide a framework for delivering quality, value-added services, mitigating project risk, enabling accurate planning, and ensuring effective oversight.

- *Implementation Planning*
- *Status Monitoring and Reporting*
- *Risk Mitigation and Contingency Planning*
- *Structured Development Methodologies*
- *Communication Management*
- *Financial/Budget Management*
- *Scope Definition and Change Control*
- *Issue Resolution*

---

## Services

To help our clients amid the complexity, we provide consulting services - a methodology-based approach of applying innovation, best practices, and seasoned industry expertise to the business problems of the client. Our consulting services address how to define the strategy and business processes of the organization and how to use technology to carry out the strategy and processes.

Touchwood will help you align technology with your business plan. We work with you to understand your business challenges, define your objectives, evaluate your current capabilities and assess the competitive market in order to design a technology strategy to achieve your business goals efficiently while producing maximum return on your investment.

Touchwood can provide an in-depth evaluation for any ongoing or planned IT endeavor. The assessment and resulting action plan may include technical and business requirement determination; resource utilization; future needs; risk factors and more to ensure the success of your IT project.

A comprehensive IT strategy allows clients to:

- Leverage technology to meet specific business needs and goals
- Achieve more efficient and effective operations by gaining a clear articulation of strategic options, as well as associated cost/benefit analysis and organizational impact assessment for each
- Reduce costs, minimize risk and better leverage available resources by considering both short- and long-term options
- Maximize value derived from technology solutions by identifying potential new technologies that meet business needs and goals

- Accelerate implementation of the strategy by having a clear roadmap of the recommended architectures and an implementation plan
  - Reduce redundant processes by maximizing value derived out of technology investments
- 

## Clients

Touchwood's portfolio contains an impressive roster of clients from a variety of industries, ranging from retail to telecommunications. We work hard in making sure that all our custom applications and data management solutions are precisely tailored to each client's unique business requirements. During each engagement, we meet and often exceed the performance and financial standards set forth by the client. These successes could not be possible without the deep industry experiences and expertise of our consultants. This includes the following core industries:

*Financial / Insurance*  
*Telecommunications*  
*Retail / Consumer*  
*Restaurant*  
*Manufacturing*  
*Technology*  
*Public Sector*

---

## Contact Us

Chad Eichler  
Vice President, ClientSolutions  
Touchwood Technologies  
501.859.0174  
ceichler@touchwoodtech.com

Touchwood Technologies  
101 S. Bowman Rd., Suite G  
Little Rock, Arkansas 72211  
501.859.0174  
www.touchwoodtech.com