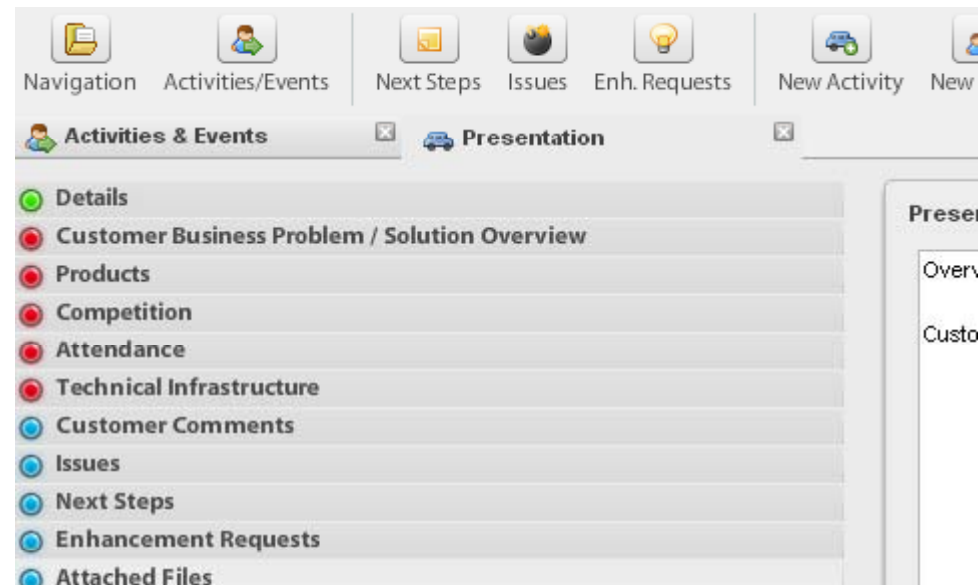


ensemble



Ensemble Whistler

- Data capture solution to support the organizations sales team to document customer opportunity details during pre-sales activities
- Data capture via well-defined templates to provide high quality data



Solution technologies

- Adobe LiveCycle PDF Generator – on demand generation of PDF reports
- Adobe AIR – front-end client technology to support data capture offline and online; allows for seamless data synchronization when connected
- Adobe LiveCycle DataServices/Coldfusion – server to support data synchronization between the AIR clients and databases; integrate into other enterprise applications (CRM, ERP, others)
- Database – data storage and data persistence

Value Proposition

- **Easily support capture of customer opportunity details**
even while disconnected from the internet
- **Facilitate collaboration across teams**
by synchronizing data to a central server
- **Consistent view of information**
across the entire pre-sales organization
- **Enhance Management Perspective**
with the use of dashboards to provide
accurate forecasts and measurements
- **Extend current CRM system**

The screenshot shows a web application interface with a navigation menu at the top. The main content area displays a form titled 'Technical Infrastructure' under the 'Details' section. The form includes a table for 'Operating System' and 'Application Server'.

Operating System	
Windows	XP
Mac OS	OSX
Linux	N/A
AIX	N/A
Solaris	10
Other OS	Version

Application Server	
JBoss	3.8

Benefits

- On-the-spot data capture of your customers opportunity details
- Standardize information capture
- Maximize existing Back Office and legacy system investments
- Leverage resources by sharing assets
- Platform and device independent
- Report generation
- Capable of integrating with existing CRM systems

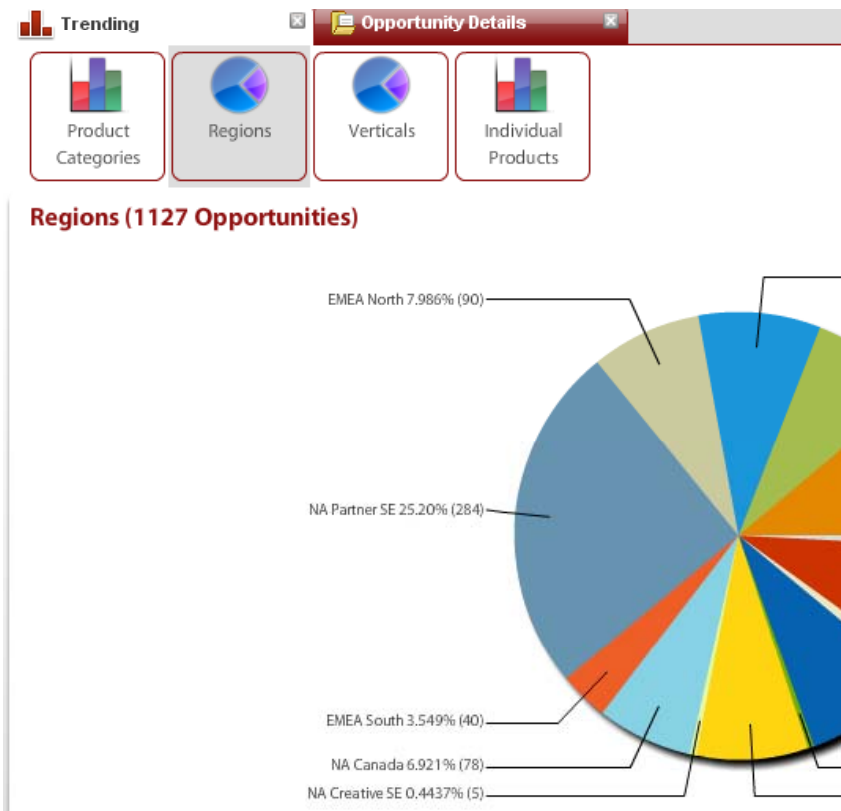
The screenshot displays the Ensemble CRM interface. At the top, there is a navigation bar with icons for 'Navigation', 'Activities/Events', 'Next Steps', 'Issues', 'Enh. Requests', 'New Activity', and 'New Event'. Below this, a tabbed interface shows 'Activities & Events' and 'Presentation'. The 'Presentation' tab is active, showing a 'Details' section with the following fields:

Customer	Falcon Industries
Opportunity	Ensemble Whistler
Activity Title	Presentation
Activity Date	07/14/2009
SE Manager	Thomas Loane
Solns. Engineer	davidl
Region	NA West
What Was Done	Account Planning

Below the 'What Was Done' field, there are checkboxes for 'Architecture' and 'Complex Proof Offering'. To the right of the 'Details' section, there is a 'Presentation - My' sidebar with an 'Overview:' section and a 'Customer requires' section.

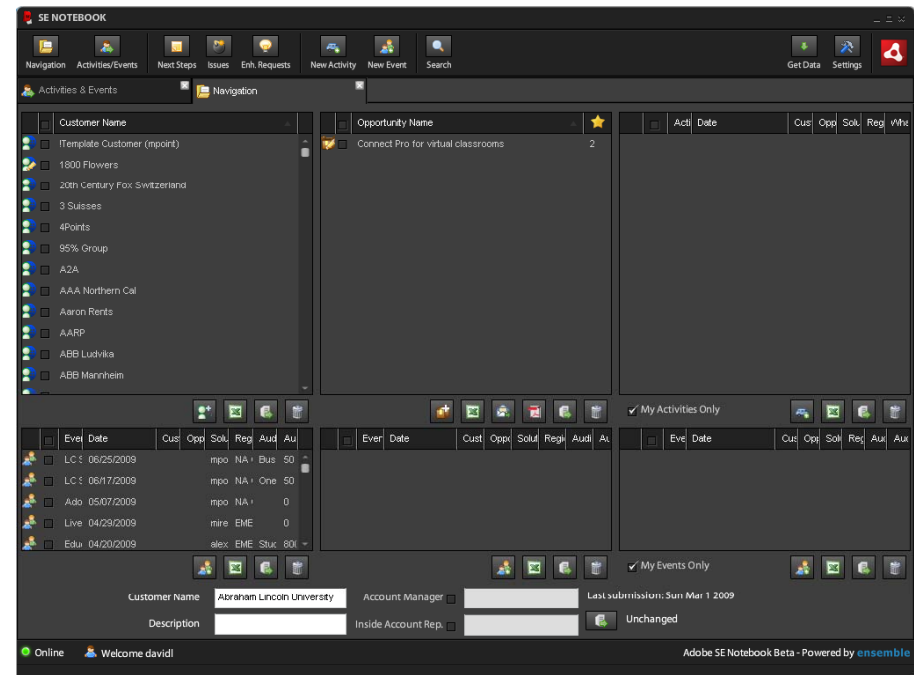
Management at a glance

- Customizable dashboards
- Ability to drill-down into details
- Trending visibility
- Filter by opportunity line and/or client vertical
- Monitor vital performance metrics
- Develop better, more complete strategies and sales forecasts
- Assess progress towards the company's most important goals and objectives



Case Study: SE Notebook for Adobe

- SE Notebook is a customized version of Whistler for Adobe
- Worldwide Adobe pre-sales team use the SE Notebook
- Adobe management uses SE Notebook for keeping up-to-date with what's happening in the field



About Ensemble

- Software services and product company since 1995
- Experts in LiveCycle, Flex, AIR, Acrobat
- Platforms: J2EE, .Net
- Business Analysis, Requirements Analysis, Implementation, Training, Mentoring and Support
- Adobe Gold Partner
- Strong blue chip reference customer base
- Focused on solutions for:
 - ✓ Financial Services
 - ✓ Manufacturing
 - ✓ Life Sciences
 - ✓ Government
 - ✓ Media and Publishing

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