

Thanks for reading the Janeeva Journal, an informal newsletter about Janeeva and the ORM industry. Distribution is limited to employees, investors, VCs, and business partners.

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Marty Tibbits Joins Janeeva Board



We are pleased to welcome **Marty Tibbits** to the Janeeva Board. Marty is the Chairman of the BOSS family of companies, which includes telecommunications, financial services, software development and IT services. Marty brings a strong technical background, a broad range of business experience and a track record of success to the Janeeva team. As one of Marty's business managers says, he is known

as an "out-of-the-box, agile thinker" and we look forward to his presence on the Board and his contribution to Janeeva's success.

Janeeva Industry Recognition & Awards

Janeeva continues to receive recognition from influential partners and industry groups. Earlier this year, Janeeva was recognized for "Software as a Service (SaaS) Innovation" in the prestigious, customer nominated **IBM Beacon Awards**. "Winners of this award set the standards for business excellence and innovative solutions among IBM Business partners," says Jim Corgel, IBM's Sr. Director of ISV Relations. Janeeva's SaaS credentials continue to grow!



On June 27, Nucleus Research, a leading IT research and advisory group, announced the winners of their fourth annual **Technology ROI Awards**. The award recognizes end-user companies and their solution providers whose "skillful deployment of IT solutions has produced a positive, bottom-line financial return on investment (ROI)". We were thrilled to learn that the team of TransUnion and Janeeva had been chosen. **Brad Rubin**, Director of Operations for TransUnion, stated "We're constantly demanding innovation, a better customer experience and reduced costs, and this award bears out the fact that there is truly a significant

ROI from our deployment of Janeeva's ORM tools." Adds **Vinay Gupta**, "It is especially rewarding to be named alongside our customers, so this award is very gratifying to everyone at Janeeva." Way to go, Brad! These awards continue to raise mindshare for Janeeva in the market and reinforce the benefits which we bring to our customers.

Janeeva in the News

Janeeva's software and customer solutions were featured prominently in several print and online publications recently. DMReview has published an article by Janeeva's **Matt Chittle** entitled "You and Your Outsourcing Provider: Keys to a Successful Marriage," and **Vinay** was interviewed for an "Automating Governance" feature in Global Services magazine. We also issued a joint Janeeva/IBM Press Release announcing that Janeeva had been accepted in IBM's strategic SOA Specialty initiative. The release quoted **Sandy Carter, IBM's VP of SOA and WebSphere Software**, as saying:

"Janeeva's commitment to SOA provides their customers with a powerful way to reduce implementation and data acquisition challenges, while rapidly deploying operational outsourcing relationship management (ORM) tools." This recognition and endorsement from IBM is a powerful distinction and increases awareness of Janeeva's ORM solutions among strategic decision makers. Stay tuned for some exciting product, partnership and customer announcements to come!



Janeeva Conference & Online Appearances



Jim Diggs, Janeeva's VP of Strategy & Business Development, is the chairperson of the **IAOP Outsourcing Tools Chapter** and launched a webinar series for outsourcing professionals. The April inaugural session was "An Overview of the Framework for Tools in Outsourcing Life Cycle," and in June he moderated "Performance Monitoring Requirements for Outsourcing Tools: The outsourcing customer's perspective". The sessions were very well-attended and we expect them to become a fixture among a wide audience. In addition, Jim was featured in a webinar broadcast entitled "A Framework for Offshore Outsourcing Success", sponsored by 6th Sense Analytics. Jim was alongside Dr. Arie Lewin (Professor at the Fuqua School of Business, Duke University), Thomas Koulopoulos (Managing Director, Perot Systems Innovation Labs) and Steve Mezak (CEO and founder of Accelerance, Inc. and author of "Software without Borders").

Vinay Gupta was profiled in the *Leaders & Innovators* section of the Great Lakes IT Report, a well-read online webzine focused on entrepreneurial activity in the Midwest. Vinay was also an invited speaker at the **25th Michigan Growth Capital Symposium**, acknowledged as the premier event where the "Best of the Midwest" in new businesses and emerging technologies share their stories with business leaders and VCs, angel and institutional investors. Janeeva was one of a select few companies invited to present at this year's symposium, which brought together 450 attendees and more than 65 investment firms. Featured keynotes included Dr. David J. Brophy, Professor of Finance at the University of Michigan's Stephen M. Ross School of Business, Ram Shriram of Sheralo Ventures, and Richard Wong of Accel Partners.



ORM Panel:
Cindy Kearney, Steve Hunsberger,
Dan Bruckner and Manish Sahai

All of the panelists cited Janeeva as the technology leader for ORM tools and discussed the necessity of having appropriate tools for managing outsourcing relationships. It's nice to hear statements such as this from Dan Bruckner: "If you don't have data, you can not manage delivery. Without data, you are judged by rumors and perceptions. And companies like Janeeva are required to help you get access to data and turn it into useful, actionable information." (quote of the day!)

Janeeva was also highlighted at the **IBM SOA Conference** in San Mateo, CA., which focused on IBM's SaaS strategies for Independent Software Vendors (ISVs) and included discussions by prominent VCs on SaaS-related issues which ISVs face. Vinay attended the conference along with **Raj Rajen**. As Raj says, "During the presentations by IBM and during the panel discussion, IBM's Dave Mitchell (Director of Strategy, Software as Services group) mentioned Janeeva as *one of the few companies that has been able to successfully deliver SaaS to the enterprise*, as opposed to mid-market. Janeeva was one of only two ISV companies mentioned by name during the entire conference. It was good publicity." (understatement of the day!)