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COMPENDIUM & STRATEGIES

MULESOFT RAISES $12 MILLION FROM SAP AND OTHERS
Open Source Company

MuleSoft, an open source and web middleware Company, has announced it has closed its third round of financing with $12 million in venture capital. Led by SAP Ventures, a division of SAP AG, with Bay Partners also participating as a new investor, the funding round comes on the heels of record momentum in 2009 and will accelerate the company's growth. Existing investors Hummer Winblad Venture Partners, Morgenthaler Ventures, and Lightspeed Venture Partners also participated.

MuleSoft achieved record results in 2009, growing recurring subscription revenues 152% and nearly doubling new subscription customers. Exiting 2009, the company's products – which include Mule ESB, Tcat Server, Mule Data Integrator and Mule MQ – have seen over 1.5 million downloads and over 2,500 production deployments by

leading organizations such as Walmart.com, Nestlé, Honeywell and DHL, as well as 5 of the world's top 10 banks.

Commentary

"As enterprise applications continue to shift toward service-orientation and cloud computing, there is a growing need for middleware that is designed for the web," said Hervé Couturier, EVP Technology Group, SAP AG. "SAP and MuleSoft are perfectly positioned to capitalize on the trend of business middleware on-demand, by pioneering solutions in the realm of business network integration. With a significant number of our customers using Mule ESB alongside SAP NetWeaver Process Integration to connect SAP solutions with their other applications and services, we see a great opportunity for MuleSoft and SAP to work together."

"SAP Ventures brings significant strategic value to MuleSoft and will help us to leverage partnerships within the SAP ecosystem," said Greg Schott, CEO of MuleSoft. "With successful open source investor Bay Partners also participating, along with our existing investors, we view this financing round as great validation of our accomplishments and market position. IT organizations are abandoning legacy Java EE stacks in favor of lighter-weight open source and cloud-based options, and MuleSoft is at the forefront of that movement."

Positioning

Open-source software (OSS) is computer software that is available in source code form for which the source code and certain other rights normally reserved for copyright holders are provided under a software license that permits users to study, change, and improve the software. Founded in 2006, MuleSoft, provides software, support, and services for open-source technologies. The term open-source software originated as part of a marketing campaign for free software. A report by Standish Group states that adoption of open-source software models has resulted in savings of about $60 billion per year to consumers. Mulesoft faces competition from SnapLogic and others.

The company offers Tcat Server, an application server that simplifies management, application provisioning, and diagnostics tasks for Tomcat developers and administrators; Mule ESB, an open source enterprise service bus, which enables to create and integrate application services; and Mule Data Integrator that simplifies data integration and transformation tasks. MuleSoft Tcat Server is Enterprise Tomcat made Simple – starting with 100% Apache, Tomcat with zero modifications to the core binaries, provides enterprise features for deployment, configuration management, diagnostics, and more. Apache Tomcat has become popular with development teams as traditional Java EE applications servers have grown in complexity. However, as these Tomcat applications move into production, IT organizations often find it challenging to manage Tomcat in production without the enterprise features they are used to from traditional application server offerings. Tcat Server brings these critical enterprise capabilities to Apache Tomcat.
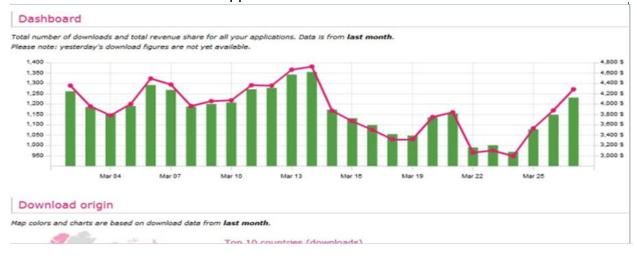
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ARCHITECTURE & TECHNOLOGY

DISTIMO MONITOR LETS USERS TRACK MOBILE APPS ACROSS PLATFORMS

App store analytics startup Distimo is diversifying its business model and broadening its current offering of reports for operators and handset manufacturers with a new product dubbed Monitor. This solution enables mobile application developers to collect and analyze relevant statistics about their work across app stores.

The Distimo Monitor dashboard provides developers with a dashboard that includes the total daily downloads, revenues and global rankings worldwide of their applications, and aims to do this for most popular mobile app stores in the near future. For now, statistics are limited to Apple's App Store and Android Market, but from what we can gather the service will soon be extended to include tailored reports for BlackBerry App World, Nokia Ovi Store, Palm App Catalog and Windows Marketplace for Mobile, as well as mobile operator and independent stores such as Verizon VCast and GetJar.

What we like about the tool is that it allows developers to not only track their own applications but also gain some insights into how well they stack up against their competitors, regardless of which country they target. Developers can use such knowledge to adjust pricing and distribution channels to maximize the growth and revenue streams of their own apps.

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SYSTEMS & APPLICATIONS

INFOR DELIVERS ENHANCED VERSION OF CRM EPIPHANY

ATLANTA – March 30, 2010 – Delivering on its customer-centric approach to enterprise applications, Infor has announced an enhanced version of its Customer Relationship Management solution, Infor CRM Epiphany Outbound Marketing. Leveraging a 13 customer panel including Pier 1 for feedback, the latest version of the product contains more than 39 feature enhancements to optimize customer relationships by integrating marketing, sales, and service:

- Infor CRM Epiphany is a leading solution that helps companies run campaigns that align with customers' preferences, tightly integrate marketing across all inbound and outbound channels, increase sales productivity by providing customer insight, manage marketing and sales resources more efficiently, and turn contact centers into profit centers.
- The latest version of Infor CRM Epiphany Outbound Marketing includes External Data Access, allowing users to conduct real-time campaigning, increase flexibility in creating campaigns and leverage information from across the entire organization.
- Enhancements to the solution's outbound marketing functionality enable greater reusability of information to improve velocity and flexibility, providing marketers the ability to more rapidly create and execute campaigns and lists.
- New functionality for e-mail marketing improves flexibility and personalization enabling marketers to create sophisticated and relevant e-mail campaigns.

What Others Say

"Pier 1 has successfully used Infor CRM Epiphany to conduct our outbound marketing campaigns for years, but the world of campaign marketing is changing at a break-neck pace," said Brian Murphy, Customer Database Manager, Pier 1. "Infor has demonstrated its commitment to continuing to provide us with excellent customer service by involving us in the development and enhancement of the solution so that it evolves to meet our growing marketing needs."

"The latest version of Infor CRM Epiphany Outbound Marketing with External Data Access enables marketers to include information from anywhere in the organization, effortlessly incorporate acquisition data and adhere to any applicable restrictions," said Jackie Palmer, senior product manager, CRM, Infor. "In addition, the ease of implementation provides companies a faster time to return on investment and a lower total cost of ownership."

At Infor, we work with a core belief. We believe in the customer. We believe that the customer is seeking a better, more collaborative relationship with its business software provider. And a new breed of business software: created for evolution, not revolution. Software that's simple to buy, easy to deploy and convenient to manage. Our 70,000 customers in more than 100 countries and 8,000+ employees stand with us. We look forward to your sharing in the results of our belief. There is a better way. For additional information, visit www.infor.com.

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EDUCATION & SUPPORT

**SAP'S STREAMWORK HELPS COMPANIES OF ALL SIZES
TRANSFORM THE WAY PEOPLE WORK**

SAP's StreamWork, its new on-demand, collaborative decision-making software is the company's latest product aimed at transforming the way people work. Currently, most businesses use a range of applications on a daily basis, including e-mail, collaboration products, business systems and Web 2.0 applications to do their work and make decisions. As a result, work often becomes chaotic and hard to follow and can hinder clear decisions. SAP addresses this challenge with SAP StreamWork, which brings together people, information and proven business methodologies to help teams naturally and fluidly work toward goals and outcomes.

Teams can assess situations together, develop strategies and make clear decisions, with a full record of what transpired. With customers looking for low-cost and easy-to consume pricing models that are flexible and can be altered to meet changing business needs, SAP is offering SAP StreamWork through a tiered subscription model that includes a free version. More information can be found at sapstreamwork.com.

Since the beta release (called 12sprints) of the on-demand software in February, many companies, such as start-up TastingTable.com, have been taking the new application for a spin and have been impressed by its ease of use, impact on team productivity and ability to help drive teams toward goals. Additionally, companies such as Box.net, Evernote and Scribd have teamed up with SAP and embraced the software's open architecture, which makes it easy to add on capabilities, templates, methods and content to SAP StreamWork. Customers have also contributed feedback to the development of SAP StreamWork, and the combination of customer and vendor co-innovation as well as a more agile development approach by SAP is resulting in a dynamic solution that optimizes the way people work.

Tasting Table Discovers Enterprise-Software Power in Cloud-Based Application

TastingTable.com is a free e-mail-delivered publication that serves food and drink recommendations to foodies across the country. The company's CEO, Geoff Bartakovics, spent his entire career in large corporations where enterprise resource planning (ERP) applications were the norm. So when he launched his start-up, he focused on creating some of the controls and infrastructure he was accustomed to using in day-to-day business management.

"When I found SAP StreamWork, I was excited to find a strong Web-based collaborative decision-making product that's accessible to a start-up like TastingTable.com," said Bartakovics. "We had been using a variety of tools and services to help with file sharing

and exchange, but nothing that helped us manage and organize complex tasks that involved a lot of stakeholders. SAP StreamWork has filled that void in our firm. Every week our 14 full-time employees plus our freelancers jump on the phone to discuss progress and challenges in our key business areas—editorial, operations, marketing and sales. Once we started using SAP StreamWork as the center point of those team calls, the quality of discussion—not to mention post-meeting follow-up—skyrocketed."

"We use SAP StreamWork for everything from posting the next meeting agenda for the team to preview, to gathering input from across the business areas on key decisions using the product's voting and commenting functionality," Bartakovics continued. "I was able to easily set it up to prompt the team to provide updates on relevant KPIs like subscriber growth and revenue forecasts directly within the SAP StreamWork activity. That transparency into our company metrics across the team enables us to make smarter, faster decisions. All of the information that went into those decisions is archived right in the SAP StreamWork activity for later reference."

Bartakovics and the TastingTable.com team also use SAP StreamWork to collaborate on strategic analyses like SWOT, to share new product ideas, to manage complex campaigns for key advertising clients, to gather feedback on difficult issues and more. SWOT analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats (SWOT) involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective. "On a call with 14-plus big personalities, some voices are inevitably drowned out in the discussion. But in an SAP StreamWork activity, every team member is able to share their input independently so that our larger discussions include everyone's insights. While I don't believe in management by consensus, I certainly want to hear as many viewpoints as possible to ensure that our critical decisions are fully informed. And when you're a start-up like TastingTable.com, most decisions are critical ones."

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