



## Revolutionizing Enterprise Portfolio Analytics and Decision Management

ITCentrix is a privately held software company founded in 1998 by leading business and technology professionals. The company develops Enterprise Decision Portfolio Management software that turbo charges organizational planning, analysis and management. Whether projects in the pipeline, products/services in the field, or applications supporting business processes, ITCentrix software provides the means for companies to get substantially better results from investment portfolios.

ITCentrix is unique; we bring a superior approach to addressing the complex challenges of managing diverse investment portfolios for peak performance. Here's how:

- Our software is the most powerful system on the market. It builds a model of your company, 'organically' connecting business processes, organizational structures products and other assets like applications to provide a complete picture of an enterprise.
- This interconnection of resources is the foundation for answering questions such as "what if I invest in this project?" or "what if I kill this product?" "What will it really mean for our business?"
- Deciding where to apply investment resources is serious business. Therefore, we don't simply rely on gut feels, for answers. We challenge convention and dramatically improve portfolio analysis by giving customers a software platform to test multiple interconnected variables, including a company's financials, headcount, budgets and other key indicators. We intelligently apply intuition to enterprise decision making. However, to us value to the business isn't some fuzzy rating, it's tangible, measurable and manageable.
- We don't simply roll-up information from many data sources and store them into a central repository. Rather we foster collaboration by creating a true, aggregate representation of an enterprise so individual contributors, managers and executives can actively participate in decision-making, share experiences and cooperate.

## Products

ITCentrix offers software based on its Enterprise IQ architecture. Enterprise IQ is the industry's first packaged business solution that captures and links key elements of an organization, including business processes, organizational structure and product/services offerings and provides analytics to assess the performance of investments over time, including projects, products, services and applications.

At the heart of Enterprise IQ is a core analytics engine that processes information about an organization's structure, asset base, financial position, headcount and other resources and accurately projects the impact of change over time on key performance indicators. Enterprise IQ allows executives and managers to capture an organization's current position and model what-if scenarios to evaluate the viability of alternatives. Users receive instantaneous feedback on changes to revenue, headcount, productivity, investment performance and other indicators.

Precision IQ™ is the company's flagship software product. Precision IQ is the software industry's first and only packaged enterprise business solution to offer full cost benefit analysis for individual investments and aggregate enterprise portfolios that accurately links investment results to corporate financials and other key indicators. With its easy-to-use investment selection and ranking capability, Precision IQ saves time and money by streamlining the process for project analysis and selection. More importantly, it allows companies to funnel resources to investments with the highest potential return.



## Executive Management

The ITCentrix management team includes experienced business, technology and IT executives. The company's founders and current executive team each possess significant expertise in their respective fields and have proven track records in the management of technology products and services.

**David P. Vellante** — President, CEO and Founder - Former Senior Vice President of International Data Corporation, where he ran the company's largest division, leading his business to more than \$50M in annual revenues serving the world's leading technology companies such as EMC, IBM, Microsoft, Oracle and Sun Microsystems.

**David A. Floyer** — Chief Technology Officer and Founder - For over 20 years, a sales and marketing executive with IBM, specializing in establishing business value for IBM's largest European customers including BMW, Credit Suisse, Deutsche Bank and Lloyd's Bank. Previous to that, he held a number of management positions, including running IT operations for IBM France.

**Edward Gershenson** — Vice President of Product Development, Chief Architect and Founder - Former engineering manager and R&D executive at Kendall Square Research, Digital Equipment Corporation and Data General. Inventor, and author of 35 patents relating to various hardware, software and communications technologies.

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## Corporate Headquarters

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