

## Revolutionizing Business Decision Management and Portfolio Analytics

Since 1999, Barometrix has focused on developing software to accelerate and improve decision-making for organizations worldwide. The company offers a suite of Enterprise Decision Management solutions that separate “Contenders from Pretenders.” Whether projects in the pipeline, products/services in the field, suppliers or applications supporting business processes, Barometrix software provides the means for organizations to achieve substantially better results from investment portfolios.

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

- Our software includes some of the most powerful analytics on the market, building dynamic models of your company and ‘organically’ connecting business processes, organizational structures, products and other assets like applications to provide a complete picture of an enterprise.
- Barometrix software includes modules that offer unmatched flexibility and customization capabilities allowing clients to make decisions in their own business context.
- Deploying Barometrix software is orders of magnitude less complex than traditional enterprise software. Our products require no IT programming and accelerate user adoption, meaning profitability benefits hit the bottom line more quickly.
- Barometrix software uses its innovative Passport technology to maximize collaboration among decision-makers – leading to consensus-building, organizational productivity increases, and profitability impact.
- Deciding where to apply investment resources is serious business. Barometrix software provides a structured analytical framework but offers the flexibility and interoperability to unlock the power of your business knowledge. This means knowledge is shared across the organization so mistakes are avoided and successes are repeated.

## Products

Barometrix offers software based on its Decision IQ architecture. Decision 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 same time, Decision IQ allows substantial client customization options, without the need for IT programming.

At the heart of Decision IQ is a core analytics engine that processes information about an organization’s financial and strategic objectives, structure, asset base, market position, and other material factors that impact decisions. Decision IQ allows executives and managers to capture an organization’s current position and model if-then scenarios to evaluate the viability of alternatives and compare them on a consistent basis.

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 dynamically links investment results to corporate financials and other key indicators. With its easy-to-use investment selection and ranking capability, Precision IQ increases productivity by streamlining the process for decision analysis. More importantly, it allows companies to funnel resources to investments with the highest potential return, generating increased revenues and profitability.



# Barometrix

## Executive Management

The Barometrix management team includes experienced business and technology 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 a world-class team of global business and technology professionals that substantially contributed to IDC's ascendancy as a worldwide leading brand in the market research and consulting business. Building on relationships and experience with leading organizations such as EMC, Fidelity, HP, IBM, Microsoft, Oracle and Solomon Smith Barney, he helped bootstrap Barometrix to profitability and formulate the company's strategic direction.

**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. Before that, he held a number of management positions, including running IT operations for IBM France, all of which have contributed substantially to his lead customer interaction role with Barometrix.

**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. His vast technical and startup experience have contributed to his team's development of a world-class software product at Barometrix.

## Corporate Headquarters

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