SOFIns

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*SOFIns is developing a <u>New Way to Deliver IT Services and Software</u>*

*from Technical <u>Experts</u> to Non-Technical <u>Users</u>*

# SOFIns Sells to Experts

**Experts**



IT Administrators     System Integrators     Software Developers

**Experts**



IT Administrators    System Integrators    Software Developers

## Experts Sell their Technical Knowledge by Delivering Time-Based Services

– Computer Troubleshooting

– Software installation and integration

– Hardware and Software repair

– Software Development

**Users**



Consumers                Businesses

## Technical Needs          …          or Business Needs

**Software Installation**

**Lost Files**

**Users**

**Malware**

Consumers          Businesses

**System Maintenance**

**System Integration**

**General Feeling that "Something is Not Right"**

# Working Relationship Between Experts and Users is Flawed

**Users**



Consumers           Businesses

**Experts**



IT Administrators     System Integrators    Software Developers

**Risks and Frustrations for the User**

Role Confusion
Disclosure of Confidential Information
Limited to Providers with a "Trust" Relationship
No Assurance of "Trust"

**Limitations for the Expert**

Limited Ability to Re-Use Prior Work
Limited Ability to Re-Use Work of Others
Monetize Skills by Selling Time-Based Services
Revenue Potential Capped by Hours

## Minimize Technical Pre-Requisites for Users

– Assume that Users are Non-Technical
– Provide a Layer of User Friendliness

## Initialize and Connect Crippled Computers behind Firewalled Networks

– Software or Hardware may be Missing, Misconfigured or Broken
– Firewall may Block Inbound Access

## Productize Technical Knowledge so that it Can Be Re-Used

– Re-Use of Procedures by Other Experts
– Experts License Technical Knowledge – Instead of Delivering Time-Based Services
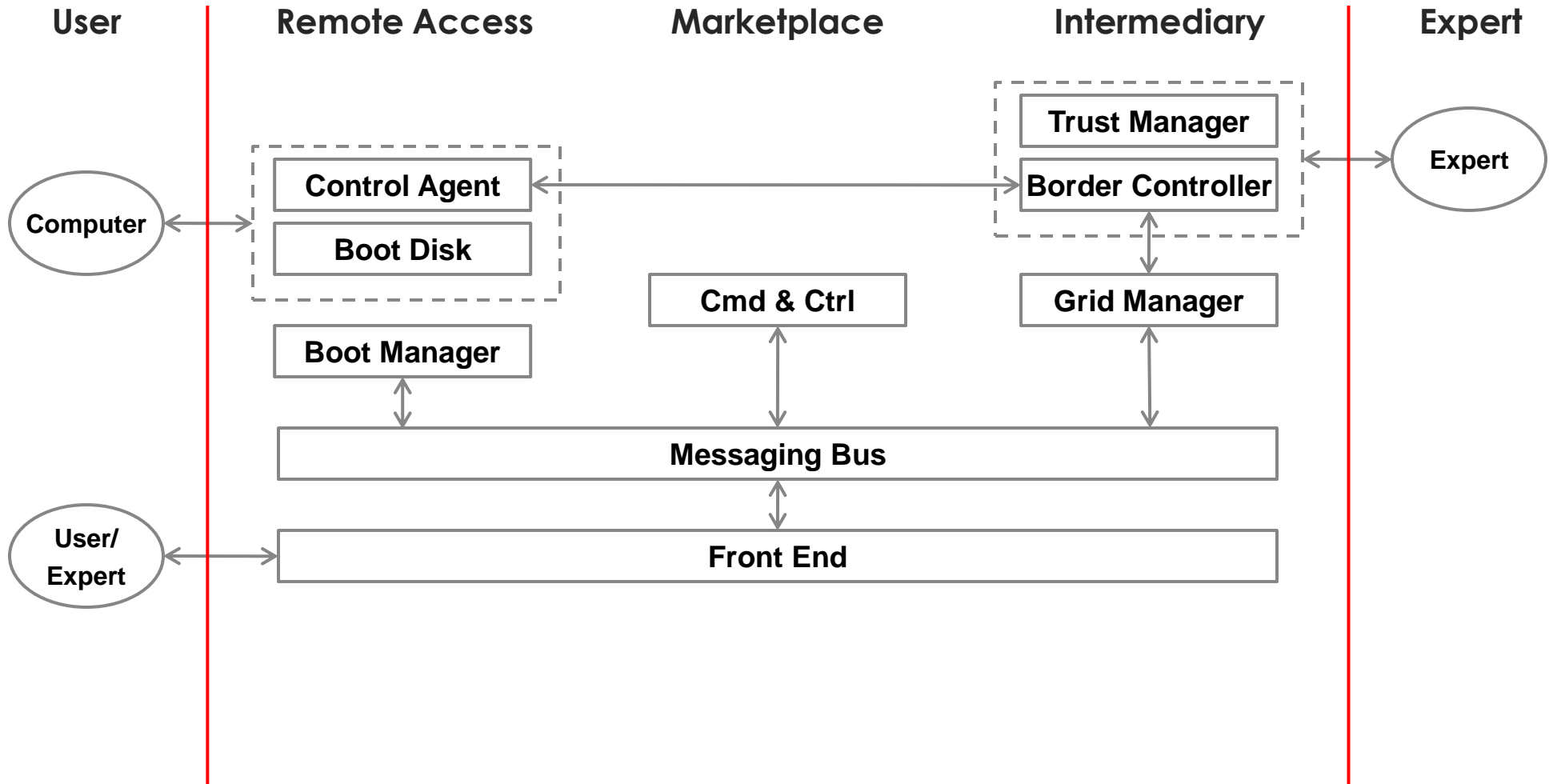– Automate Deployment into Different User Environments

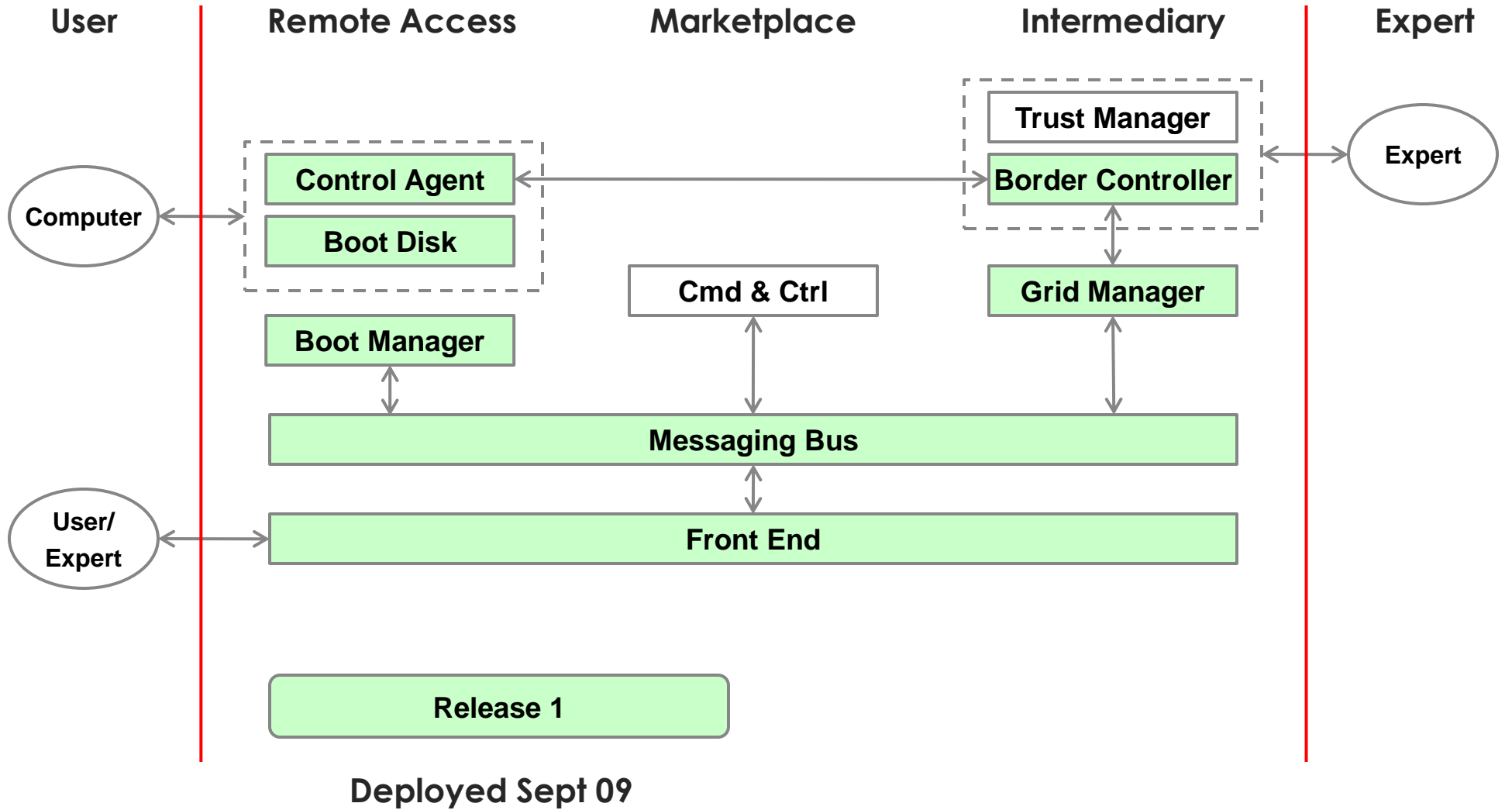## Separate Roles and Responsibilities into Users and Experts

– Experts take Actions and Deliver Technical Services Without Knowing User's Confidential Info
– Users Maintain their Own Confidential Information and Don't Disclose this to Expert
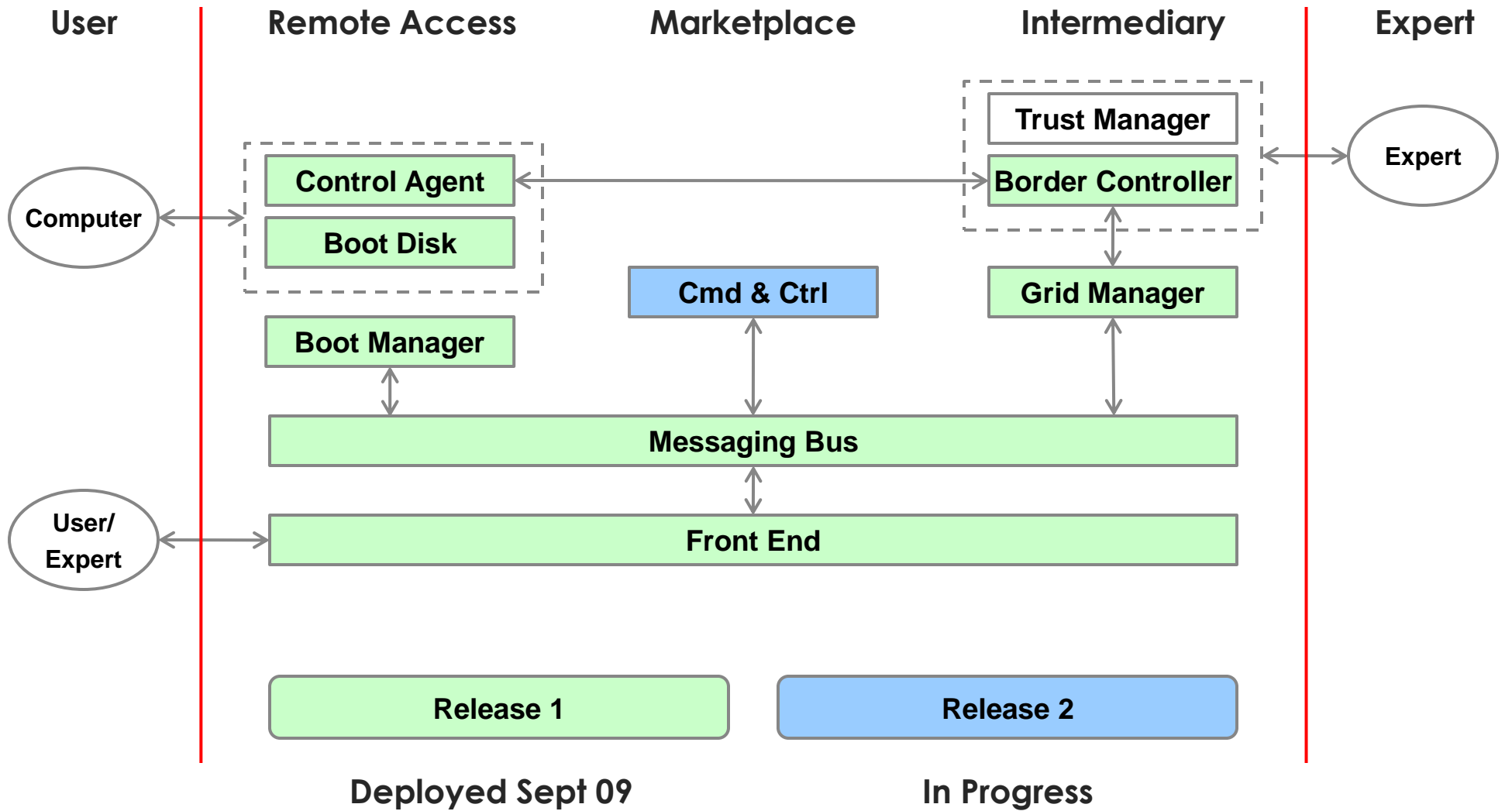
## Work-Product Delivered is "Trusted"

– Expert May Not be Able to Establish a Traditional "Trust" Relationship
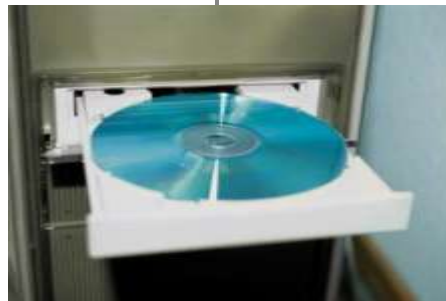– Peer Reviewed
– Fully Documented

# SOFIns Platform

# SOFIns Platform

| User | Remote Access | Marketplace | Intermediary | Expert |
|------|---------------|-------------|--------------|--------|

**Computer**

**User/ Expert**

**Expert**

**Control Agent**

**Boot Disk**

**Boot Manager**

**Trust Manager**

**Border Controller**

**Cmd & Ctrl**

**Grid Manager**

**Messaging Bus**

**Front End**

**Release 1**

**Deployed Sept 09**

# SOFIns Platform



| User | Remote Access | Marketplace | Intermediary | Expert |
|------|---------------|-------------|--------------|--------|

Trust Manager

Control Agent ← → Border Controller ← → Expert

Computer ← → Boot Disk

Cmd & Ctrl    Grid Manager

Boot Manager

Messaging Bus

User/Expert ← → Front End

Release 1 — Deployed Sept 09

Release 2 — In Progress

# Release 1 – Access Remote Crippled Computers

**Users**



Consumers     Businesses

**Users**



Consumers     Businesses







**Confidential and Proprietary**

**Users**



Consumers      Businesses

**Users**



Consumers     Businesses

**Users**



Consumers    Businesses

**Users**



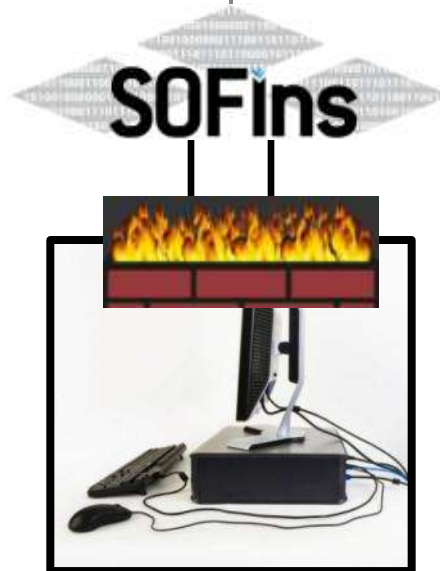Consumers          Businesses
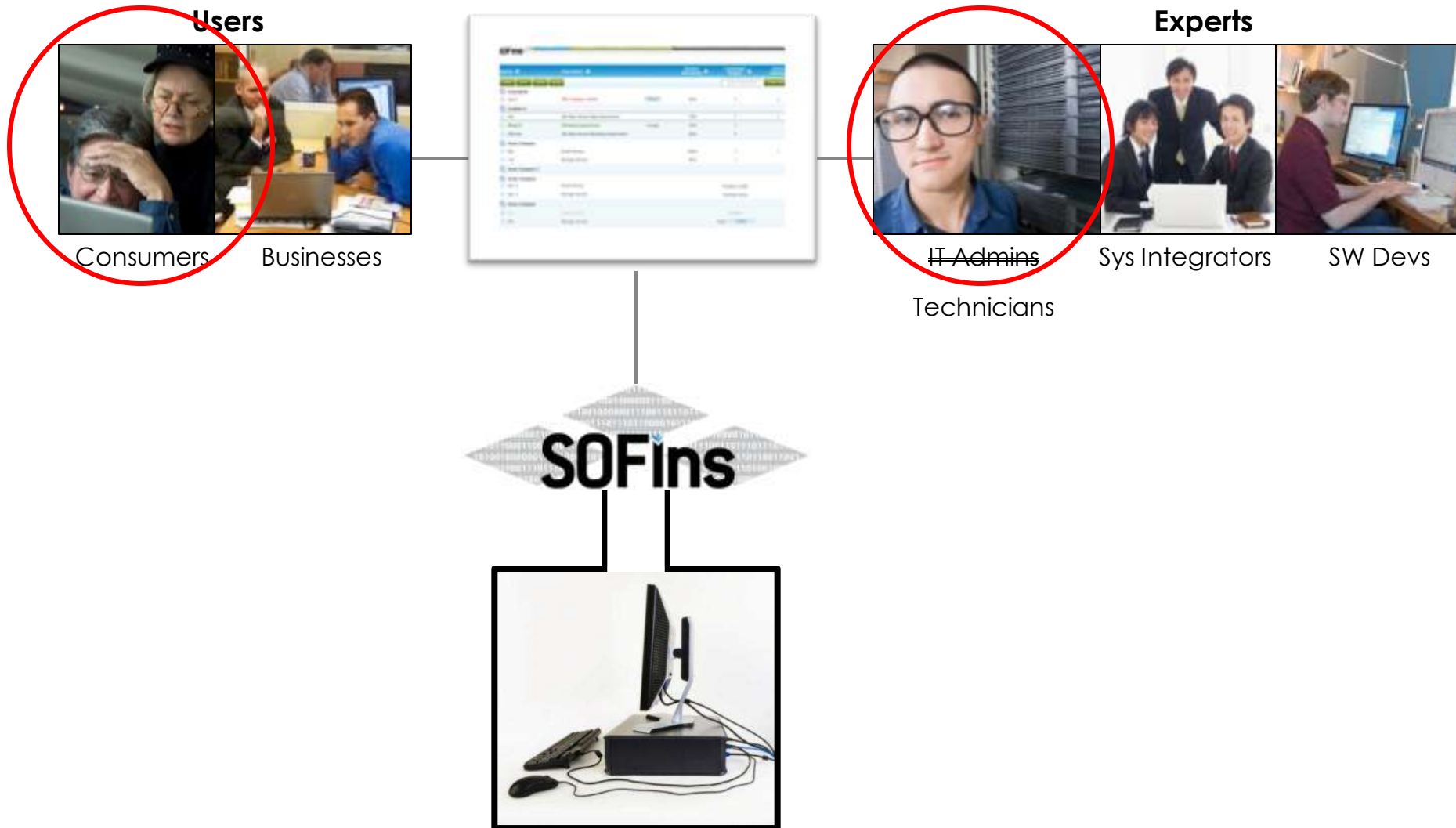
**Users**



Consumers    Businesses

**Experts**



IT Admins    Sys Integrators    SW Devs

Technicians

## Business Model

– Users have Free Tool to Diagnose Hardware, Software and Network Issues
– Expert Subscribes to Platform and Receives Referrals to Users with Pre-Screened Technical Needs

## Channel Development in Progress

– ASP Service in Market-A
– Platform License in Market-B

## "Bread and Butter" Type of Business

– Solves existing problems for Users and Experts
– Problems occur frequently
– Experts and Users willing to pay for a solution
– Good revenue opportunity

## Competitive Advantage over Current Methods

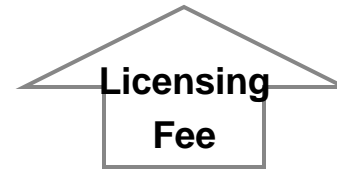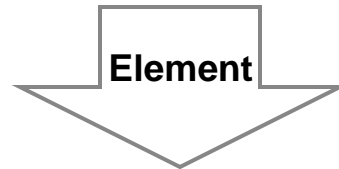– Competing products and services take a "sunny day" approach

## Strategic

– Solves a "chicken and egg" problem that exists in Release 2

*From Technical Experts who Know How to Install, Configure and Integrate Software*

**Element**

**Licensing Fee**

*To Business Users with the Same Technical Requirements but Different Computing Environments*

## Parameterized Commands

– User Maintains Confidential Information
– Expert Never Needs to Know this Confidential Information

## Different Individuals Develop Different Elements

– Expert Focus on their Specialty
– Elements Re-Used by other Experts

## Elements are Combined into a Larger Solution

– Stack of Elements Comprise a Larger Solution

## Deployed Automatically to Users with Same Technical Requirements

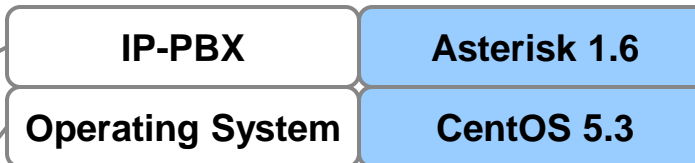– Users Provide Site-Specific and Confidential Information Necessary to Complete the Element

## Patent Pending Approach

– www.tinyurl.com/jarokerpatent

# Different Experts Create Different Elements

**Operating System** | **CentOS 5.3**

# Different Experts Create Different Elements

| IP-PBX | Asterisk 1.6 |
|--------|--------------|
| Operating System | CentOS 5.3 |

# Different Experts Create Different Elements

| CRM | SugarCRM 5.5 |
| --- | --- |
| IP-PBX | Asterisk 1.6 |
| Operating System | CentOS 5.3 |

**Confidential and Proprietary**

# Different Experts Create Different Elements

| | |
|---|---|
| **Workflow Engine** | **Jboss jBPM 4** |
| **CRM** | **SugarCRM 5.5** |
| **IP-PBX** | **Asterisk 1.6** |
| **Operating System** | **CentOS 5.3** |

# Different Experts Create Different Elements

*These Elements Define a Salesforce Automation System*

| | |
|---|---|
| **Workflow Engine** | **Jboss jBPM 4** |
| **CRM** | **SugarCRM 5.5** |
| **IP-PBX** | **Asterisk 1.6** |
| **Operating System** | **CentOS 5.3** |
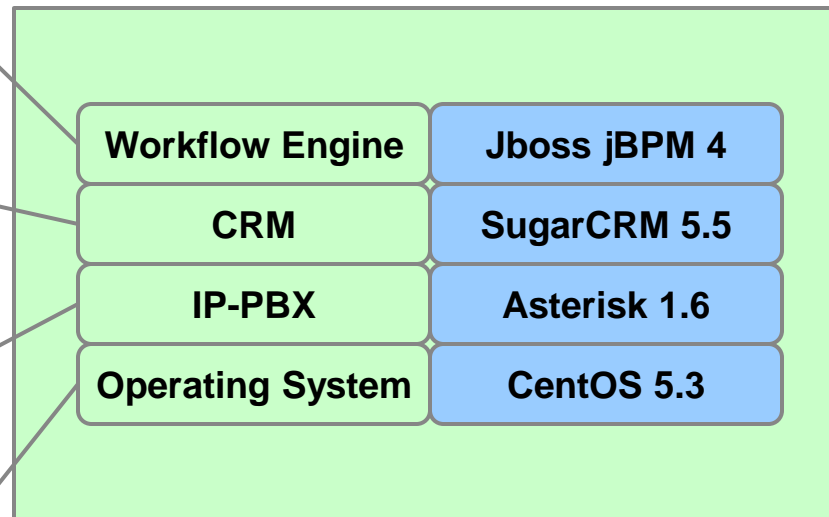
# Different Users with the Same Technical Needs

**Jboss jBPM 4**

**SugarCRM 5.5**

**Asterisk 1.6**

**CentOS 5.3**

**Marketplace for Elements**

# Elements Satisfy All or Some Requirements
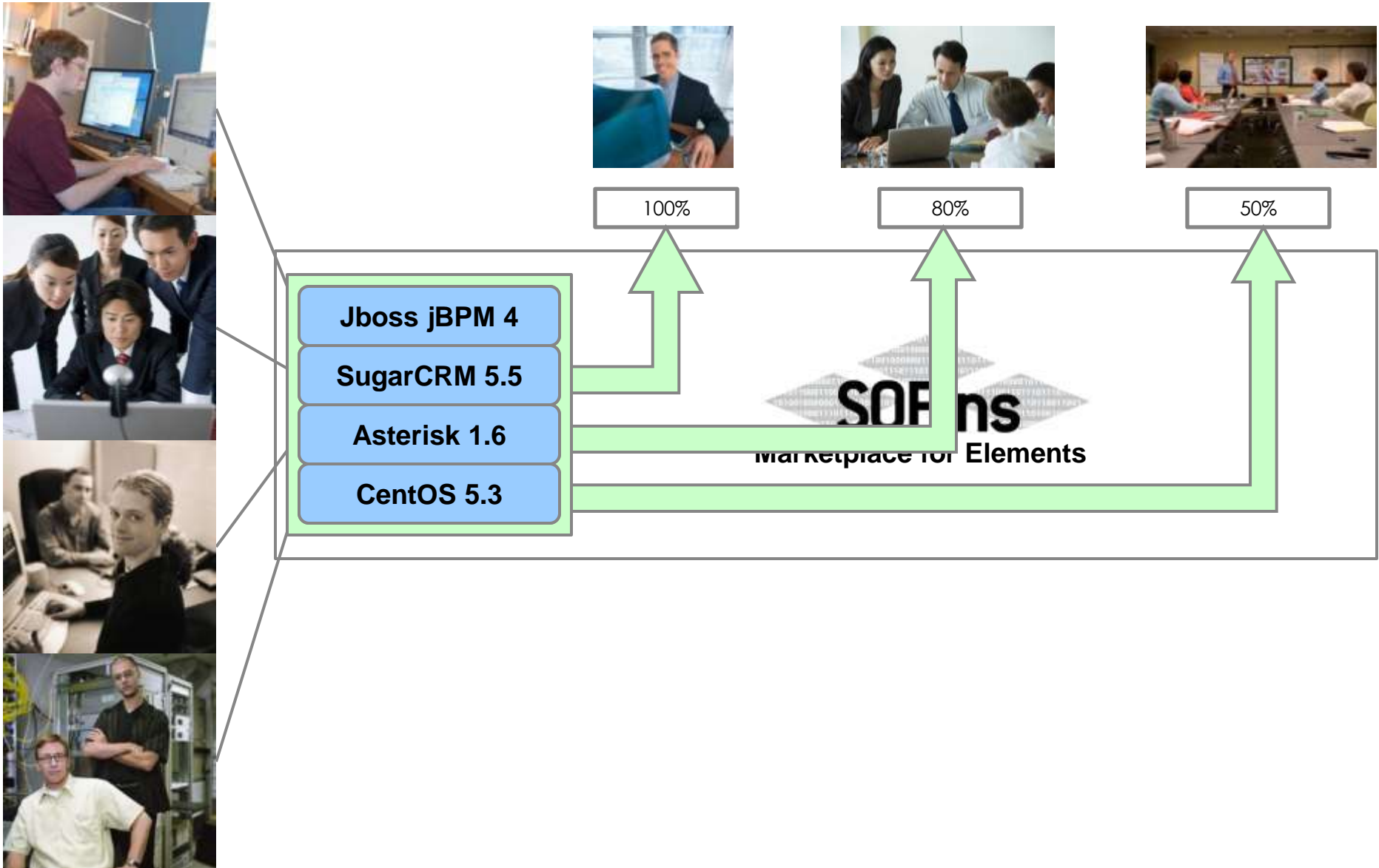
| 100% | 80% | 50% |
|------|-----|-----|

**Jboss jBPM 4**

**SugarCRM 5.5**

**Asterisk 1.6**

**CentOS 5.3**

SOFins

Marketplace for Elements

**Jboss jBPM 4**

**SugarCRM 5.5**

**Asterisk 1.6**

**CentOS 5.3**

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**Marketplace for Elements**

**Jboss jBPM 4**

**SugarCRM 5.5**

**Asterisk 1.6**

**CentOS 5.3**

**Marketplace for Elements**

$ $ $ $

$ $ $ $

**Confidential Information**

**Jboss jBPM 4**

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**Asterisk 1.6**

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**Marketplace for Elements**
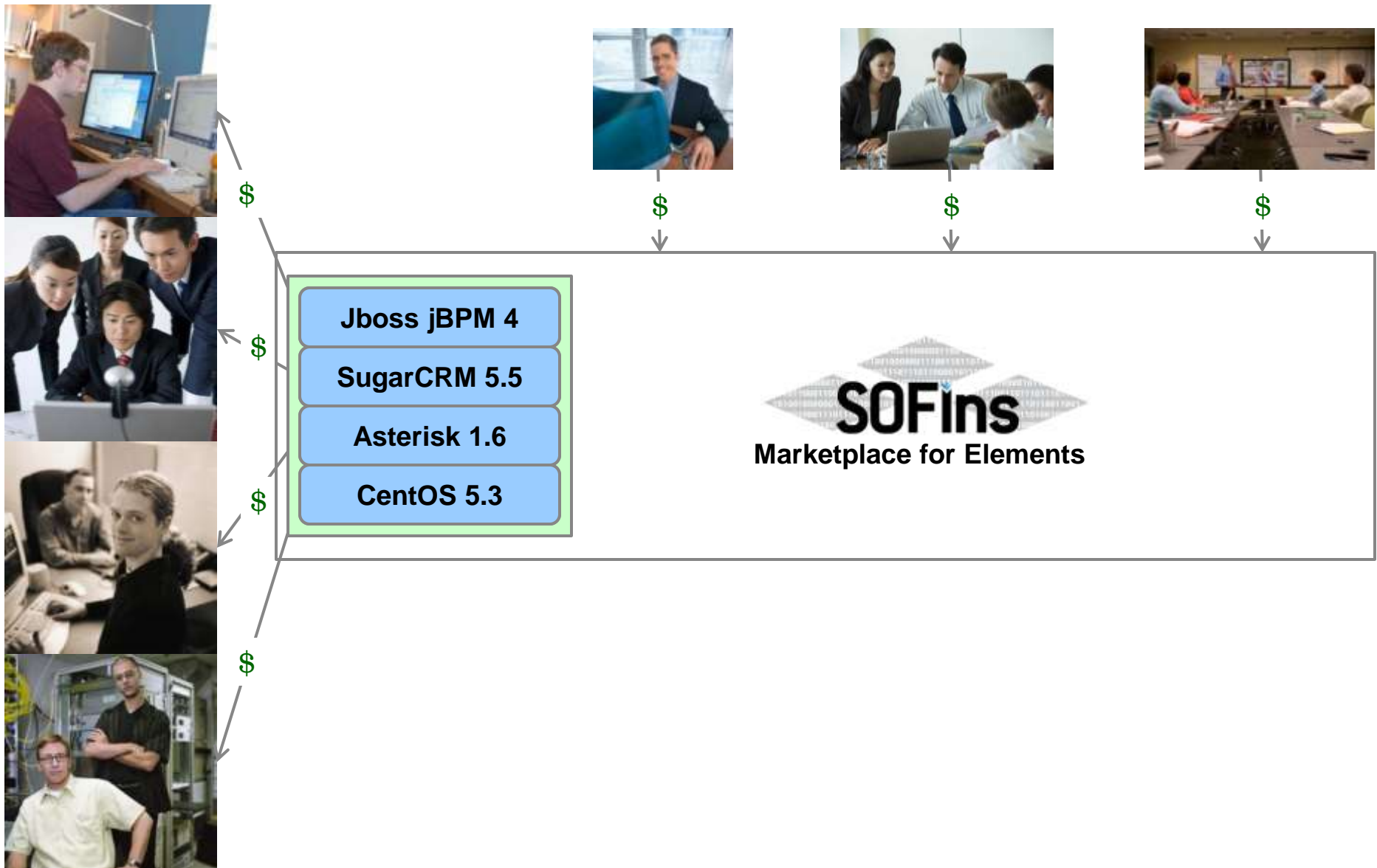
**Jboss jBPM 4**

**SugarCRM 5.5**

**Asterisk 1.6**

**CentOS 5.3**

Confidential Information

**Marketplace for Elements**

100%

80%

50%

**Jboss jBPM 4**

**SugarCRM 5.5**

**Asterisk 1.6**

**CentOS 5.3**

**Marketplace for Elements**

Incremental Functionality

**Customization** **Python/Java/etc.**

**Jboss jBPM 4**

**SugarCRM 5.5**

**Asterisk 1.6**

**CentOS 5.3**

**Marketplace for Elements**

**Optionally License Customization**

**Customization**  **Python/Java/etc.**

## Business Model

– Marketplace for the Sale of Technical Knowledge

## Competitors Exist

– Automation Tools, Systems and Approaches Exist but have a Flawed Approach

## Existing Tools and Competitors Don't Solve Core Problems

– No separation between Expert and User
– Automation tools are still applied by Expert using time-based delivery of services

## Jon Jaroker

- Background: Engineering and Business
- Funding SOFIns development for 1.5 years

## Distributed Development Team

- Java Developers
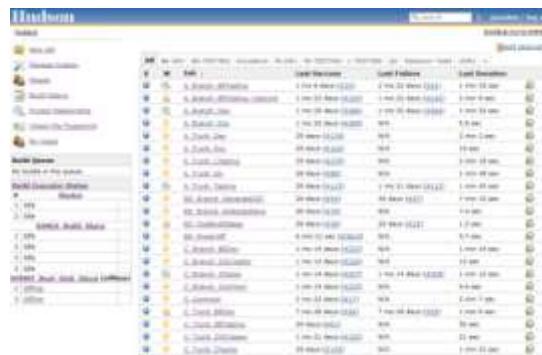- C++
- QA Testing
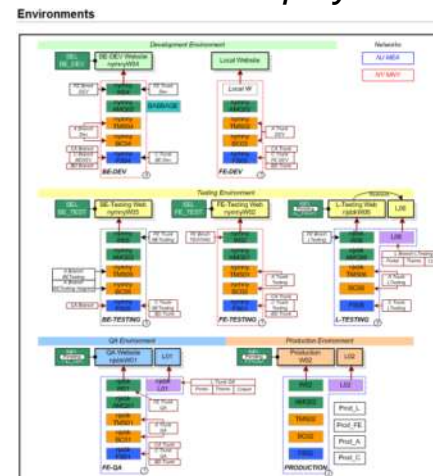- IT Admin



## Agile Development Approach
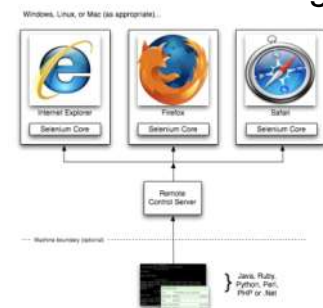
### *Iterative Development*



### *Continuous Build*



### *Automated Deployment*



### *Continuous Functional Testing*

# Interesting?

*SOFIns is developing a <u>New Way to Deliver IT Services and Software</u>*

*from Technical <u>Experts</u> to Non-Technical <u>Users</u>*

## Business

- Robust, Quick and Simple Method to Access Remote Computers
- Marketplace for Technical Knowledge that is Automatically Deployed to Remote Computers

## Technology

- Network-Based Platform
- "Expert System" Feature Set
- Patent Pending

## Venture

- Commercialization in Progress
- Existing Development Operations
- Expanding the Founding Team

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*Thank you!*

*<u>Contact</u>: Jon Jaroker , JJAROKER @SOFINS.COM*

# Appendix
# DISCUSSION SLIDES

# Trust is Not Assured

**An Expert Repairing a Computer Has full Access to Confidential Information**

## THE WALL STREET JOURNAL.

### 'Sexy Photo Gate' Mesmerizes Hong Kong, China

By GEOFFREY A. FOWLER and JONATHAN CHENG

HONG KONG -- If Chinese heartthrob Edison Chen really did take 1,300 photos of himself in compromising positions with a dozen or so starlets, it was a bad idea.

The photos appear to have been stolen from Mr. Chen's pink Apple MacBook after he brought it to a Hong Kong repair shop. Police arrested several people who had posted the images online, and charged one 23-year-old repairman with accessing a computer with criminal or dishonest intent. Hong Kong law forbids publishing obscene or indecent material -- stolen or otherwise -- in

Fowler, Geoffrey A., Cheng, Jonathan. "'Sexy Photo Gate' Mesmerizes Hong Kong, China and Sparks Police Crackdown, Backlash." The Wall Street Journal, February 15, 2008: A1

## THE WALL STREET JOURNAL.

### Stolen Data Spur Tax Probes

*Ex-Staffer of Bank In Liechtenstein Offered Information*

By MIKE ESTERL, GLENN R. SIMPSON and DAVID CRAWFORD

A sweeping tax-evasion probe roiling Germany and threatening to spread to other countries was sparked by bank client data allegedly stolen by a former Liechtenstein bank employee now believed to be in Australia, according to authorities in the small alpine principality.

Heinrich Kieber, a former employee of Liechtenstein's largest bank, LGT Group, has offered confidential client data to tax authorities on several continents over the past 18 months, including the U.S., according to a person familiar with the matter. Such disclosures could

Esterl, Mike. "Stolen Data Spur Tax Probes." The Wall Street Journal, Feburary 19, 2008: A4

**An IT Administrator has Full Access to a Company's Client Data**

# How Does the User Get the Boot Disk?

*SOFIns has a Collaboration and Sharing Feature*
*Allows Users to obtain Boot Disks from Others*
*Same Computer Can be Accessed by User and Expert*

**Boot Disks Can be Obtained From:**



SOFIns Website          Friend or Family          Corporate Environment          Service Provider
                             Member