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1. Introduction

Softonomy provide software solutions for businesses via a growing portfolio of specialised **Software Products**, in addition to a range of dedicated **Software Services**.

Since 2001, we have been providing a range of targeted, specialised **software products**. Each solution is designed to meet and keep up with the specific business needs of our Clients and their business sector. Our fully configurable software products increases the efficiencies of our Clients, enhances operations and improves performance.

In addition, we provide a wide range of **software services**, such as the provision of Software Architects, Developers, Testers, Specialists and Consultants, locally-based or off-site, who are skilled across a range of technologies and standards, for desktop, mobile and the web.

One key advantage with all of our products and services is that we ensure our Clients gain a tangible and visible **return on investment**.

2. Software Products

We offer a growing portfolio of highly functional and powerful **software products**, specifically designed to address challenges in specific business sectors, such as:

- *Mobile, Wireless, Telecommunications*
- *Pharmaceutical, Biotech*
- *Financial Services, Banking, Insurance*

For example:

- **MessageClarity** – a solution that provides insights into Mobile/Wireless Messaging (SMS, IM, MMS, Mobile Email, VAS, etc).
- **ManuQual** - a production quality, deviation management solution for Pharmaceuticals
- **RealTimeBI** - a real-time business intelligence solution for Banks, Insurance

Please see the www.softonomy.com website for more information on these and other Products.

3. Software Services

We provide a range of software development, web design, and software consultancy services, which we simply call **software services**.

We provide fully-managed skilled professionals with commercial experience and valid expertise, fulfilling key roles in any software or web project, across a wide range of business sectors.

We provide talented people that are fully trained, highly skilled, deeply experienced, and fully motivated to immerse themselves seamlessly in your projects and to ensure the delivery of top quality solutions that are necessary at ambitious businesses like yours. We pride ourselves on high output, and our services are delivered either on-site, off-site or combined (local & remote).

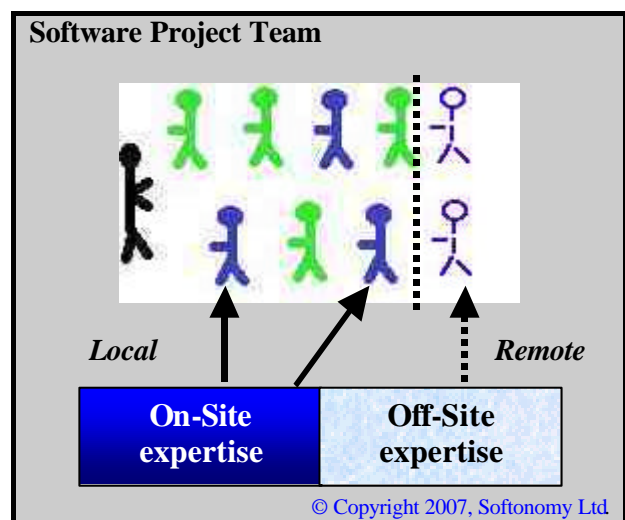


Figure 1: Software Services

Our professional resources fulfil roles for all stages of the chosen software development cycle.

We provide services for Enterprise, Multi-tier, Client/Server, Database, Web, Internet, Mobile and other applications. These services include:

- *Business & Requirements Analysis*
- *Solution Architecture*
- *Design & Development*
- *Testing & Quality Assurance (QA)*
- *Maintenance & Support*
- *Project Management*
- *Application Optimisation/Enhancement*
- *Custom/Bespoke Software*

Please see the www.softonomy.com website for more information on our Software Services.

4. Softonomy Approach

Software is a powerful business ‘tool’ that can improve business performance, reduce costs and increase revenues. However, acquiring the specific software with the necessary functionality that fits an organisation and drives its business processes more efficiently, is challenging.

The **Softonomy** approach to building software brings a lean, agile, efficient way of providing the software that your business needs, and deserves, whether through our *Software Products* or *Software Services* offerings.

Developing software solutions is our core expertise - we take on the role of providing your organisation with the specific software solutions that it craves. We build solutions that closely fit in with your business, enabling your organisation to fully leverage software and technology.

We do this in a more efficient manner than an in-house team on its own, and we provide skilled resources on a flexible and as-needed basis.

Additionally, by building custom or bespoke software solutions using pre-built software business components, our solutions are based on robust, proven, cost-effective software.

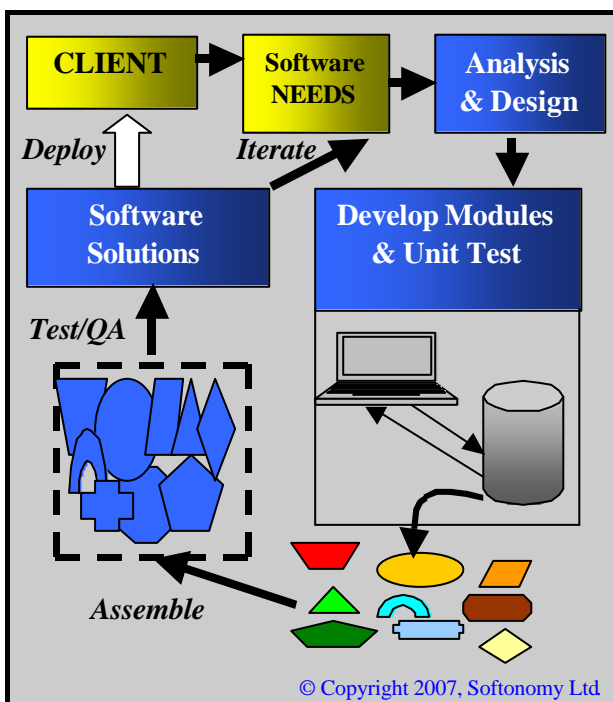


Figure 2: Using Software Business Components

Our advantages are compelling. Our software solutions are tailored to enable your company to address its business challenges optimally. And as we use an iterative approach to build custom software solutions, you can see and “feel” the functionality as it is being developed.

5. Softonomy Benefits

Deep Expertise: We provide all the expertise and skills that are needed for creating software solutions. We offer streamlined techniques to capture your business requirements, to design the appropriate solution, to develop, test and ensure its quality, to train, and to project manage.

Fully Committed: We work closely with you, our Client, as your success is paramount to us. We are dedicated to the software solutions we contribute to for the long-term, not only in terms of ongoing support and maintenance but also in terms of adjusting the functionality, as and when your business needs evolve.

Clear Thinking: We work across a wide range of technologies and methods but we are very practical about each as we judge them on their merits and capability, both for today and for the future. We cut through the hype.

Measurable Output: We measure ourselves and your success not on the ‘hours’ delivered, but on the actual output and the business benefit our solutions provide to your business.

6. Technologies

We have expertise in all leading technologies including: *Java/J2EE, C++, VB, SOAP, XML, Servlets, JSP, JavaBeans, SQL, UML, .NET, Oracle, databases* etc, plus a wide range of software process and development tools.

7. Further Information

For further information about our **software products** and **software services** please refer to our main website: www.softonomy.com

For all queries or for further discussion on how our software solutions could help your company, please email: contact@softonomy.com

Or alternatively, tel: (Ireland +353) 1 284 6381