



On-Demand 2.0

The Next Generation of Web based Technology



GT Nexus runs *the* global trade and logistics portal



Strong Company

- Founded in 1999
- HQ in Oakland, CA USA
- 29 Quarters of consistent revenue growth
- 225 Employees



Global Operations

- 99.9% Uptime
- Support: 24x7 System, 24x5 Application
- Centers in North America, EU, Asia



On-demand PLATFORM

- 100% On-demand (SaaS) solution
- >40,000 registered users
- >750K business transactions/day
- >1000 partner integrations



Marquee Customers





The History of On-demand (B2B)

- ▶ 1990's: Internet surfaces
- ▶ Late 1990's: Companies evolve on the Web
- ▶ 2000–2001: bubble bursts
- ▶ 2003: Strong .com's survive
- ▶ 2004: Salesforce.com rises as leader in CRM
- ▶ 2006: Netsuite emerges as threat to SAP in ERP space
- ▶ 2007: Era of On-demand platforms begins
- ▶ 2008: Global trade and logistics move to on-demand

On-Demand
1.0

On-Demand
2.0



... the 2nd wave is here



In both the consumer and business worlds, on-demand is mature

Consumer

A collection of logos for consumer on-demand services. The logos include: amazon.com. (with the Amazon smile arrow), southwest.com (with a red and blue airplane icon), ebay (in its characteristic multi-colored font), FANDANGO (with a red 'F' icon), EXPEDIA.com (with a globe icon), and EXTRADE (with a green and purple starburst icon).

B2B

A collection of logos for B2B on-demand services. The logos include: salesforce.com (with the tagline 'Success On Demand.'), NETSUITE (with a blue 'N' icon), DEMANDTEC (with a red 'D' icon), HOOVER'S ONLINE (with the tagline 'The Business Network'), salary.com (with a red 's' icon), and GT NEXUS (in a black box with white text).



Using a Web browser to perform tasks and get information is now *first* nature to users

WHY?

- ▶ Familiarity, have favorite tools (e.g., Google, Travelocity, ESPN.com, LinkedIn)
- ▶ Comfort with tools, people consider themselves power users in some cases
- ▶ Security & Privacy fears have faded
- ▶ Viewed as a means to be more productive (home & work)
- ▶ It Works!



The Web is now an accepted global communications tool that is part of the B2B IT portfolio

▶ Case in point: Salesforce.com

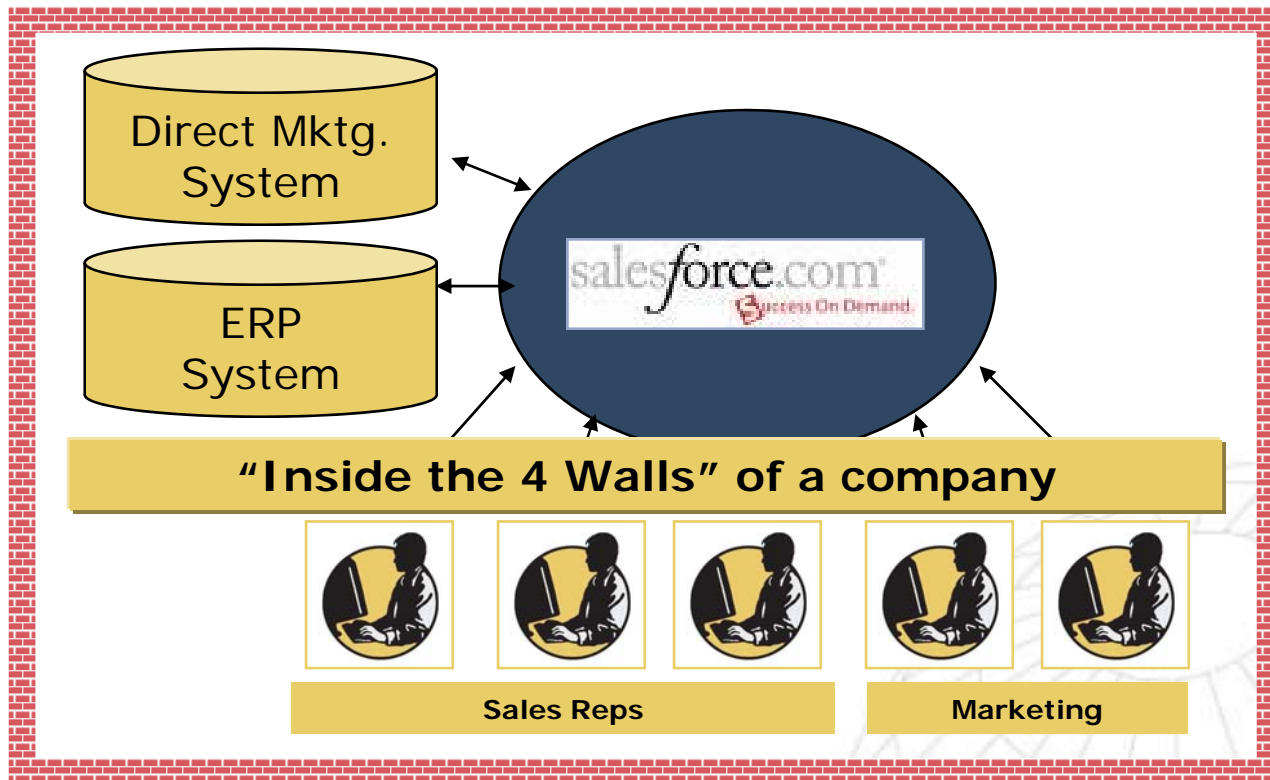
Customers (companies)

1 to 1000s of Users per Company





For the vast majority of salesforce.com customers, the information is entered manually via the web and manual spreadsheet uploads...system integrations are internal





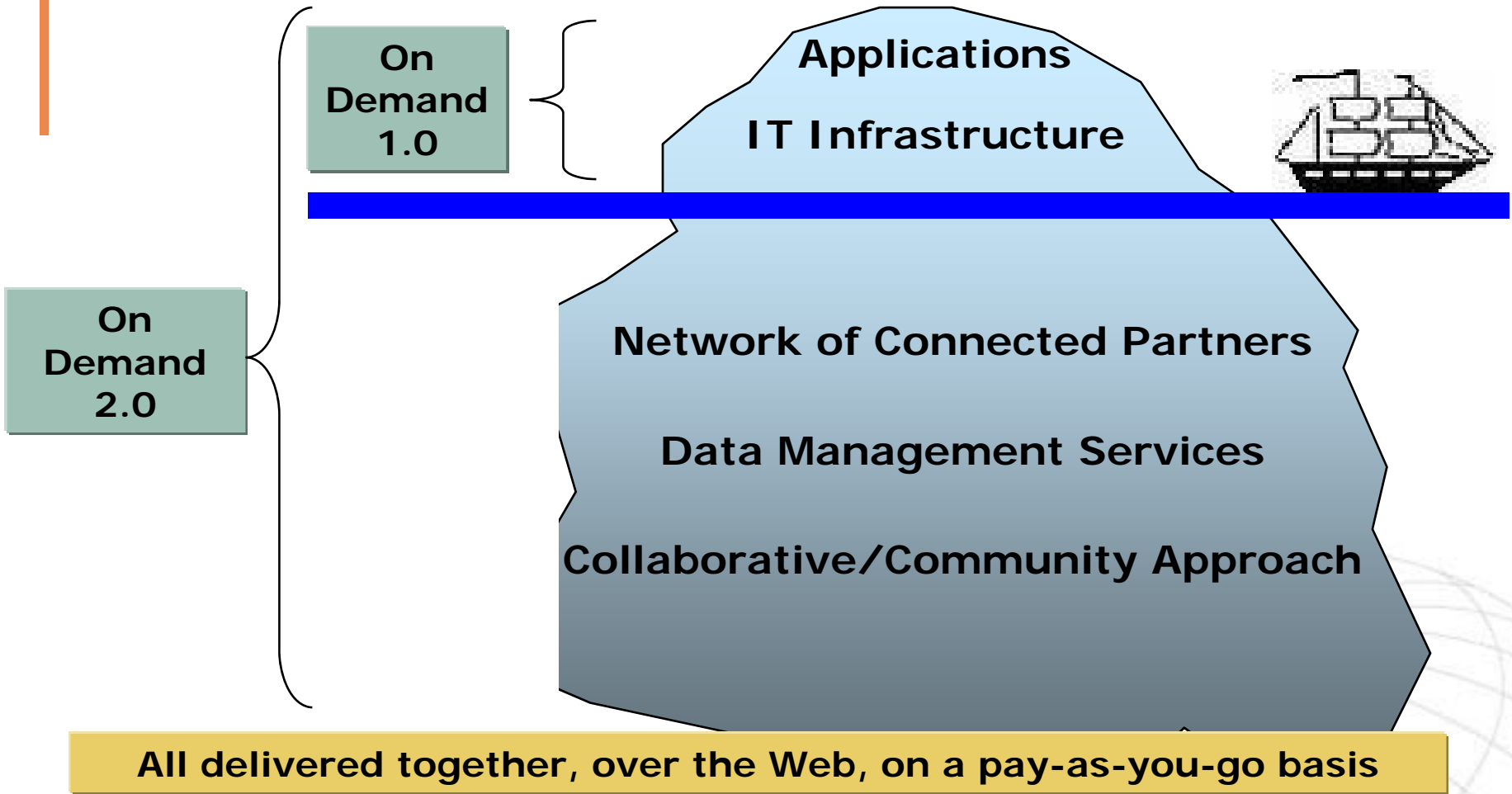
In the inter-company world of global trade and logistics a platform must scale beyond the 4 walls of the company to include the entire partner community



Companies need information

Companies Need On-demand 2.0

On-Demand 2.0



On-Demand 2.0: The Value



License-and-Install Model

Business Applications

- Software License
- Annual Maintenance
- Release upgrade service cost

Trading Partner Network

- Build Integrations – implementation man-hours ...
- Mapping – build, maintain maps, trouble shoot ...
- EAI infrastructure – h/w, s/w, people, monitoring ...
- Data quality – data sleuthing, phone calls, emails ...
- Partner support – hotline, personnel turnover ...

Operational Infrastructure

- Hardware – servers, routers, SANs ...
- Software – RDBMS, AppServer, WebServer, BI, EAI, ETL...
- Data center – Redundancy, DR, backup, log shipping ...
- Monitoring – People, pagers, after-hours pay ...

On-Demand Model

Business Applications

- Annual Subscription Fee

- Annual Maintenance
- Release upgrade service cost

Trading Partner Network

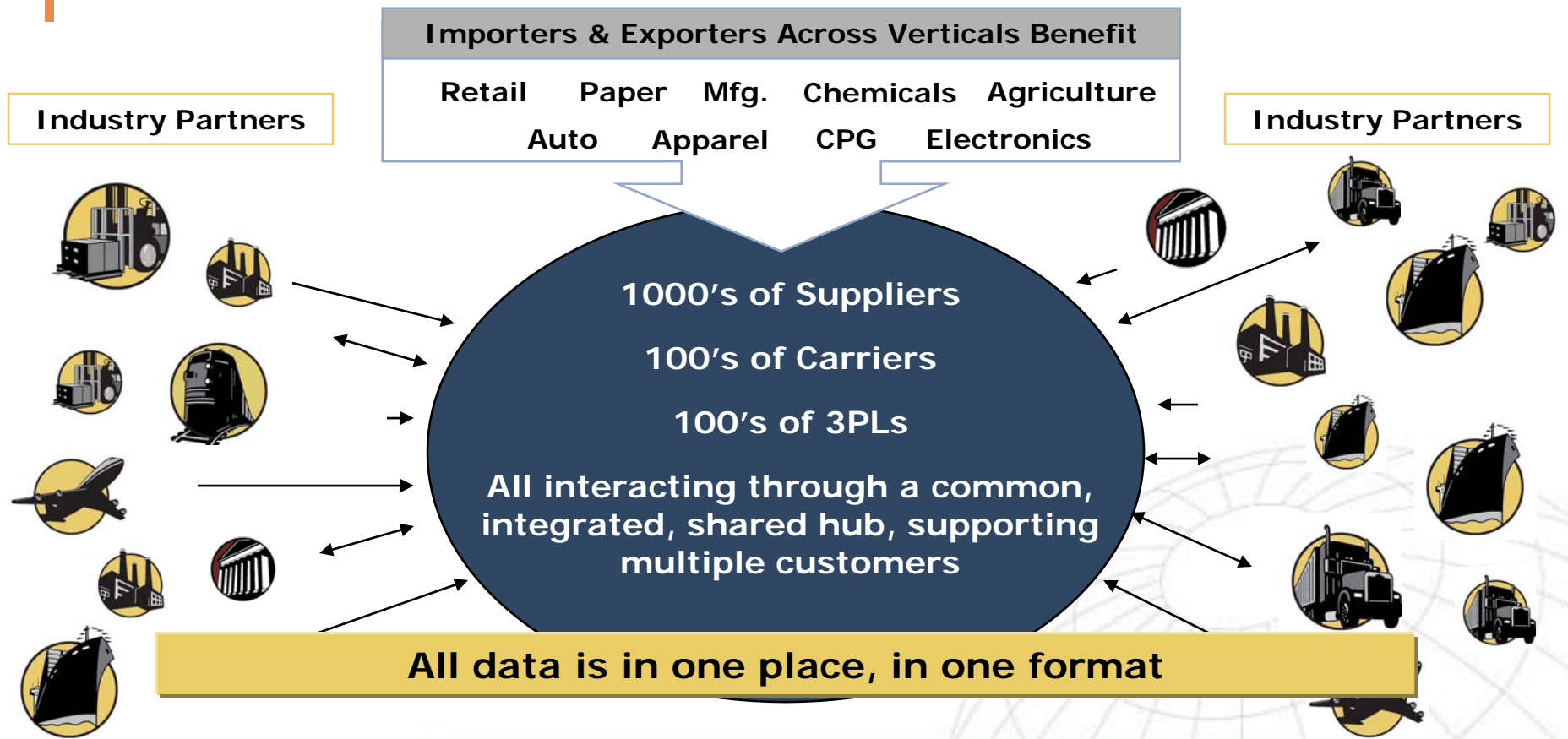
- Build Integrations – man-hours, ...
- Mapping – build, maintain maps, trouble shoot, ...
- EAI infrastructure – h/w, s/w, people, monitoring, ...
- Data quality – **Included** emails, ...
- Partner support – hotline, personnel turnover, ...

Operational Infrastructure

- Hardware – servers, routers, SANs, ...
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- Monitoring – People, pagers, after-hours pay, ...




Network + Data Services + Applications = KEY for Global Trade and Logistics





Now the level of transparency extends beyond simply locating inventory.



	Visibility Into...	Process Automation
"Upstream"	Purchase Orders Supplier Activities Inventory	Order Management Supplier Scorecards Inventory Financing
"Where's my Stuff?"	Shipments	Shipment Tracking
"Downstream"	Trade Documents Costs Payments	Document Automation Actual Landed Cost Transaction Processing



AMR Research interviewed multiple customers who identified several major categories of benefit

What Customers Like about On-demand

- | | |
|-----------------------|--|
| Implementation | ▶ Faster time to deployment and value, easy to roll out globally |
| Technology | ▶ Leading-edge functionality - always being updated and maintained by vendor |
| Reach | ▶ The network effect - the ability to extend beyond the 4 walls and into partner communities |
| Access | ▶ Remote availability – users can access from any Web browser |
| Performance | ▶ Vendor committed to customer satisfaction because they must constantly “earn” the business |

Source AMR Research, April 2008



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Thanks!