

think3

Shape a new world.

30
Years of
Innovation

Versata & The Future of think3

May 19, 2011

www.think3.versata.com

Reset

Revitalize

Re-Launch

Reset

The First 100 Days

Software IP

License to think3 brand, marketing assets

think3

Shape a new world.


versata™





In Receivership



- Financially Sound
- Global Resources
- 25 Software Brands
- 20 Years of History
- Huge Customers
- devFactory

Versata Family of Enterprise Software Companies



- World-class product development
- Efficiency in back-office operations
- Decades of experience increasing value for customers

\$2.5M USD

>1000 / 50

>1000 / 300

1500

15 + 15 in 5

74%

2011.1 January

2011.2 March

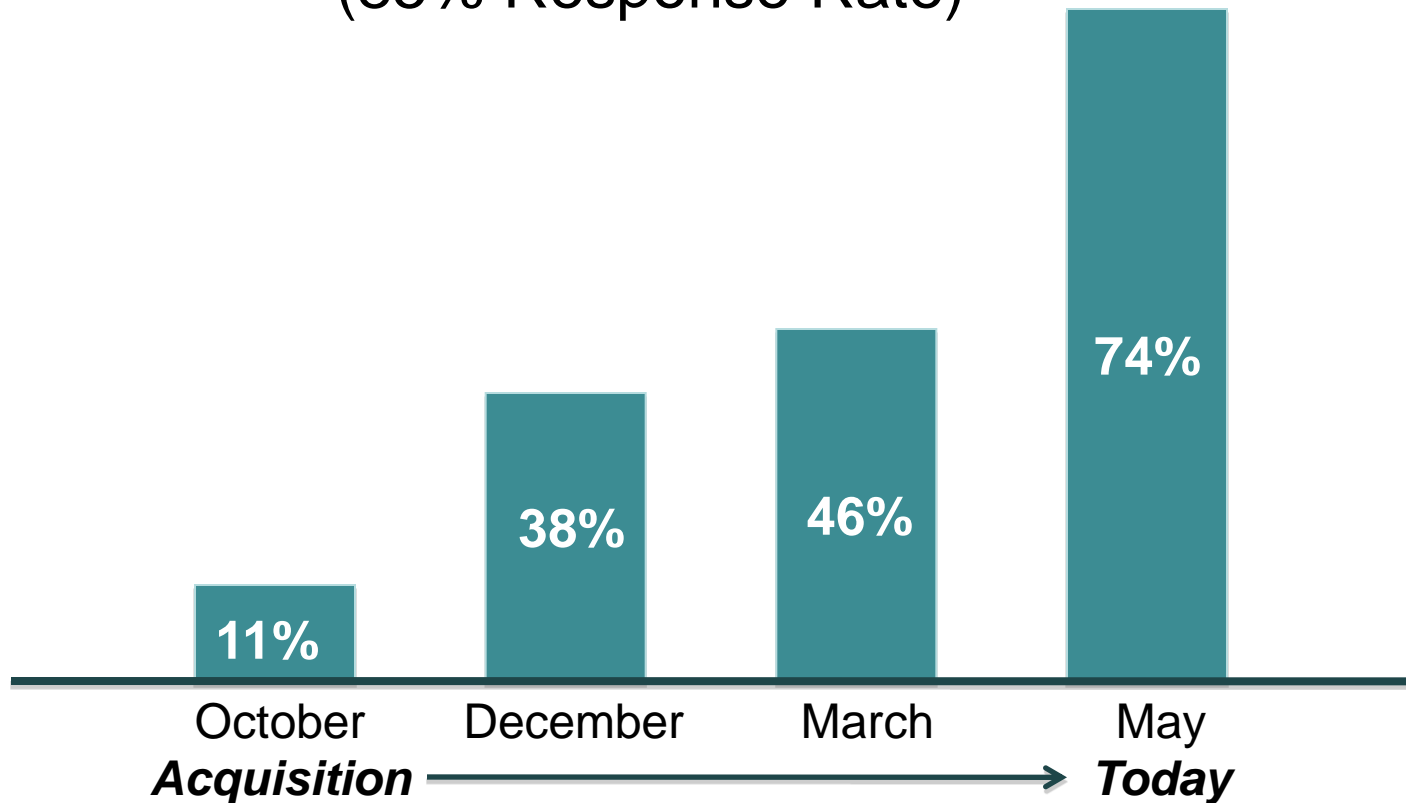
2011.3 April

22 New Features

225 Bug Fixes

Monthly Releases. Accelerating Pace
2011.4 Will Ship This Week

% Rated “Excellent” (85% Response Rate)



<http://cloud9.versata.com>

wow-support@versata.com

Platinum **Hotline**

Poll

How would you rate your interactions with Versata to date? (excellent, average, below average, I have not interacted with Versata)

100% Customer Success

Product Revitalization

Earn Your Trust, Credibility & Business

Success Managers



You can reach a Success Manager at success@versata.com

Poll

*Are you successful today
with think3? (yes, no)*

Revitalize

Focusing Forward

Announcing a new think3 product suite
Enterprise Edition



*Announcing The Most Fundamental Revamp of
the think3 Product Suite In Over A Decade*
Coming for ThinkDesign, TDPLM, and ThinkPLM in Summer 2011

Enterprise Focus – Revitalize

1

Quality



***Superior Stability
High Quality
New Platforms***

2

Faster



***Fantastically Fast
Vast Scalability
Native 64-Bit***

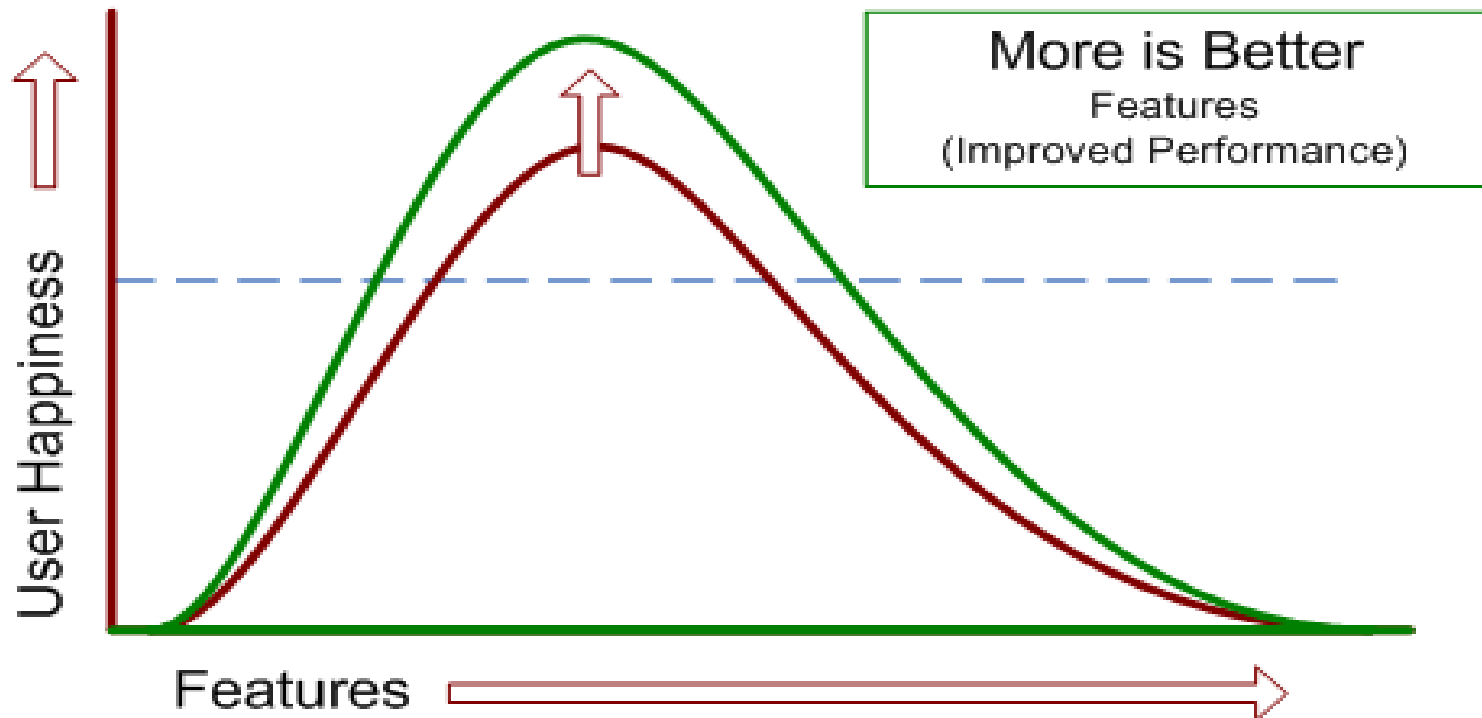
3

Easier



***Exceptionally Easy
Fewer Clicks
Simpler Screens***

Faster: Why It Matters



Not Just Speed, Unlocking The Future

Poll

*What benefits of
Enterprise are you
most excited about?* (higher
quality, faster performance, easier interface and functionality, I'm interested
in other benefits)

On Versata WOW Support?

NO

We Will Help

YES

New Releases

Big Discounts

Platinum

**Contractual
Security**

WOW Support – 3 Plans

	Standard	Gold	Platinum
Customer Success Program			
Participation in Customer Success Program	✓	✓	✓
Participation in Quarterly Virtual Customer Conferences	✓	✓	✓
Product Releases, Promotions, & Enhancements			
Access to Patch and Update Product Releases	✓	✓	✓
Eligibility For Customer Product Promotions	✓	✓	✓
Feature Request Priority Weighting	1x	2x	4x
Free Custom Product Macros		1	5
Assisted Software Upgrade			✓
Customer Support & Issue Resolution			
Number of Customer Individuals That Can Contact Support	2	4	10
Web-Based Tickets per Year	10	20	Unlimited
Guaranteed Response Time for Severity 1 Issues		24 Hrs	4 Hrs
Case Priority Weighting for Non-Critical Issues	1x	2x	4x
Platinum Support Hotline			✓
Access to Live E-Seminar Training (unlimited attendees)			✓
Enhanced CAD Services			
Conversion Between think3 and Other CAD Systems		20 Drawings	100 Drawings
Paper to CAD Conversions			25 Drawings

Putting the WOW in WOW Support

Platinum

Dedicated Platinum Hotline & 24x7 Support

4x Priority For Non-Critical Issues & Features

Custom Macros Developed Free

Free Paper and Other System Conversions

Only 16% more than Standard Support

Poll

*Would you like a
success manager to
contact you about
Versata WOW
Support? (yes, no)*

Over 250 conducted to date



**With our Senior Execs
Build YOUR Success Plan**

*To schedule an Executive Success Call, email
success@versata.com*



ERIKBUPELLRACING

Expand your think3 Solution with Stop the Shelfware



Upgrade your existing licenses to our professional foundation products and get all the modules and features that go with it – for **80% off** the list price!

Stop the Shelfware Offer Includes:

Upgrades for all
existing licenses
to an STS
Product Bundle
(Including add-ons,
modules, and features)



Free Bonus
Product
Licenses
and Seats



Free Upgrade to
Versata WOW
Standard Support
(Including access to
web-based support and
product releases)



Get all this at an 80% Discount!

Stop The Shelfware Offer

Upgrade your existing licenses to one of these STS product bundles

	Bundle Includes...	Bonus 1	Bonus 2
Pro Upgrade for CAD	<ul style="list-style-type: none"> • ThinkDesign Professional • Cadenas Content • CMD and AMD • Mold and Die Design • Reshape • CAD Converter 	2 Extra PRO Licenses (on top of your existing licenses)	Upgrade to Versata WOW Standard Support
PLM Upgrade	<ul style="list-style-type: none"> • TD PLM Engineering • 20 CAD Integrations • 2 Project Management • 2 Change Management 	20 Extra PLM Seats (on top of your existing seats)	Upgrade to Versata WOW Standard Support
Elite Upgrade	<ul style="list-style-type: none"> • PRO Upgrade • PLM Upgrade 	2 PRO Licenses 20 PLM Seats	Upgrade to WOW Standard

Pro Upgrade for CAD

- ThinkDesign Professional
- Cadenas Content
- CMD and AMD
- Mold and Die Design
- Reshape
- CAD Converter

2 Extra PRO Licenses
(on top of your existing licenses)

Upgrade to Versata WOW Standard Support

PLM Upgrade

- TD PLM Engineering
- 20 CAD Integrations
- 2 Project Management
- 2 Change Management

20 Extra PLM Seats
(on top of your existing seats)

Upgrade to Versata WOW Standard Support

Elite Upgrade

- PRO Upgrade
- PLM Upgrade

2 PRO Licenses
20 PLM Seats

Upgrade to WOW Standard

Poll

*Would you like to receive
more information about
the Stop the Shelfware
offer?* (yes, no, I already signed up)

ReLaunch

The Next Era

think3

Shape a new world.

30
Years of
Innovation

I look forward to working hard to
restore Think3 and bring success
to you, a valued customer.

www.think3.versata.com

- think3 Products Will Be Revitalized
- We Are Focused on 100% Customer Success
- Take Advantage Of Our “Thank You” Offers
- Give Us 1 Year – You Will Be Rewarded