

makeplain™

**Operational Monitoring, Support and
Maintenance**

Marketing Overview

January 14, 2009

return on intelligence™

makeplain™ Overview of Services

Consulting

(What should I do?)

- **Fixed Price Consulting Engagements**
 - Infrastructure or Technical Assessment
 - Architecture Assessment
 - Migration Roadmap
 - Consolidation Roadmap
 - Technology Strategy
 - Technology or Application Business Case

Maintenance and Development

(Help me do it)

- **Fixed Price Maintenance and Development Services**
- **Full-Life Cycle Database and Data Warehouse Development**
 - Requirements Analysis, Design, Development, QA and Deployment
- **Maintenance**
 - Backup & Recovery, Upgrades, Configuration, Performance Tuning

Operational Support and Outsourcing

(Do it for me)

- **Fixed Price Operational Support and Outsourcing**
 - Remote Monitoring
 - Remote Database Administration
 - Remote Break/Fix service
 - Performance as a Service
 - Database and Application Outsourcing

Monitoring Plan	Basic	Standard	Premium
Coverage	9AM to 5PM Std business day (no holidays or weekends)	24 hour Std business day (no holidays or weekends)	7 by 24 - 365 days per year
Response Time	Within 90 minutes	Within 45 Minutes	Within 15 minutes
Included Options	Service Request Tracking System	+ unlimited phone calls with a support analyst	+ performance as a service option

- You use your database to run your business. That's why we offer a unique Performance as a Service option for anyone on a Mission-Critical monitoring plan. We meet with you and identify what it means for your system to be successful from your business perspective. You can identify any business processes what you require to be completed within certain batch processing window, certain response time, throughput or any other criteria which is important to you. We then identify the scope and provide you a price. If we don't meet the agreed to performance targets, you have an option to request your money back for the particular service we failed to meet.

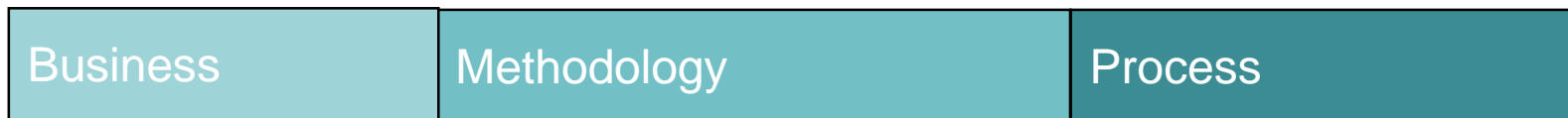
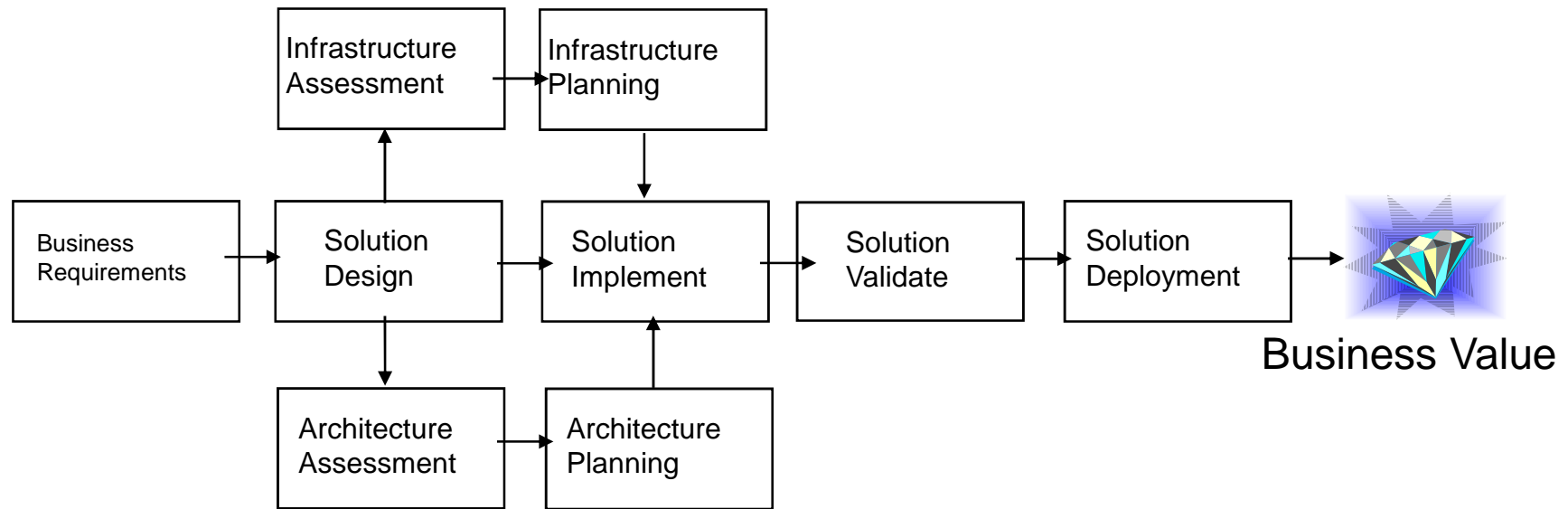
- Fixed Price based on hours of coverage and system complexity
- We conduct a no charge system assessment to determine the system complexity and scope

Service Level	Level 1 Complexity	Level 2 Complexity	Level 3 Complexity	Level 4 Complexity	Level 5 Complexity
Basic	Based on scope and value				
Standard					
Premium					

The diagram shows a grid with 'Service Level' on the y-axis and 'Level 1 Complexity' through 'Level 5 Complexity' on the x-axis. The text 'Based on scope and value' is located in the 'Basic' row, 'Level 1 Complexity' cell. A horizontal arrow points from this text to the right, ending at the 'Level 5 Complexity' column. A vertical arrow points from the text down to the 'Premium' row. A diagonal arrow points from the text down and to the right, ending at the 'Premium' row, 'Level 5 Complexity' cell.

Maintenance Plan	Basic	Standard	Premium
Coverage	9AM to 5PM Std business day (no holidays or weekends)	24 hour Std business day (no holidays or weekends)	7 by 24 - 365 days per year
Service Warranty	none	7 day warranty	7 day warranty and money back

- Fixed Price for common tasks
(based on a pre-defined scope)
based on level of service
- We can offer fixed price pilots
to implement new technologies
or activities



- Fixed Price by deliverable
(based on a pre-defined scope)
- Makeplain has an extensive pricing methodology
- Pricing methodology is completely transparent and shared with customers

- We meet with you to assess your environment and define the activities you would like us to perform. After that, we perform an expert analysis of your systems in order to further narrow down the scope and produce a scope document which includes:

Scope element	Description
Number of system and databases to support, versions	Operating systems and database versions
Database complexity	Number of schemas, tables, database size, etc.
Technologies	Oracle Streams, RAC, DataGuard, FailSafe, etc.
Monitoring and fixing activities	What to monitor and coverage
Maintenance activities	Backup and recovery, upgrades, reorganizations, data modeling, capacity planning, auditing, PL/SQL development, performance tuning, etc.
Environment stability	Analysis of operating system log files, database dumps, etc.

- Based up on our assessed scope we deliver you a fixed price service cancellable with 1 month notice
- Our fixed price and scope estimate is completely transparent to our customers
- If the scope changes so does the price
- In cases where the scope is smaller than expected we scope the price down
- We offer fixed price pilots when we are using technologies or tasks outside of our common experience

- Operating Systems
 - Windows, Unix (HP/UX, Solaris, AIX, Linux)
- Databases
 - Oracle, SQL Server, DB2, MySQL, Teradata
- Database technologies
 - Oracle Streams, RAC, DataGuard, Data modeling and Design, Performance tuning and planning, SQL, PL/SQL
- Data Modelling tools
 - ERWIN, Rational Data Architect,
- ETL Tools
 - Informatica, Data Stage, SAS Data Integration Studio, Oracle Warehouse Builder, Microsoft DTS and SSIS, Ab Initio
- Business Intelligence Tools
 - Cognos, Business Objects, Microstrategy, Microsoft SSAS, SAS, SPSS