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Accounting & Finance
- Check Writing & Printing
- Accounts Receivable
- Accounts Payable
- Invoicing & Statements
- Cash Sales & Estimates
- Job Tracking & Costing
- Sales Orders
- Purchase Orders
- Entering & Paying Bills
- Class & Department Tracking
- Budgeting
- Bank & Credit Card Reconciliation
- LIFO/FIFO/Average Costing
- Period Management
- Advanced Shipping
- Automatic Drop Shipping
- Return Authorization Forms
- Statement Charges
- Progress Invoicing
- Forms Customization
- Report Customization
- Online Bill Pay
- Send Checks & Pay Bills
  with Complete Remittance
- Accelerated Signup Process

**Sales Force Automation &
Customer Support Management**
- Lead/Prospect Management
- Sales Force Management
- Territory Assignment
- Case Management
- Full Transaction History
- Events/Calendar Functionality
- Task Manager
- Snapshots
- PDA Synchronization

Employee Resource Management
- Time & Billing
- Expense Reporting
- Purchase Order Processing
- Approval Limits/Routing

Payroll
- Payroll Startup
- Calculate & Track Earnings, Deductions,
  Sick & Vacation Time
- Automatic Tax Table Updates

Web Presence
- Web Store / Web Site Startup
- Item Layout Options
- Customer Registration
- Advanced Customization
- Credit Card Pre-validation
- Web Site Developers Kit
- Complete Integration with Accounting

What is the Oracle Small Business Suite?

The Oracle Small Business Suite is a fully integrated system to run your entire business. Using the Internet, you can manage all aspects of your business including: accounting, online bill pay, payroll, sales and service, time and expense reporting, your Web presence and much more.

Experience Enormous Efficiencies

The Oracle Small Business Suite eliminates redundant processes and increases productivity by taking common information and applying it across business functions. Sales orders become invoices, purchase orders become bills and timesheets automatically create paychecks. Picking tickets are created with the click of a button eliminating double data entry. With Oracle Small Business Suite's Online Bill Pay, you eliminate the need to order stamps or print checks.

Sell More and Spend Less

Oracle Small Business Suite offers up-to-the-minute access to your key business information. You'll sell more without having to buy expensive stand alone systems. Since we are an Application Service Provider you never have to purchase upgrades again. Our solution allows you to save money and run your business more efficiently.

Delight Your Customers, Employees and Suppliers

Limited online access can be established for your vendors and customers. Here, your customers can view their order history, open invoices or estimates. They can even make payments online. Vendors can view open purchase orders thus decreasing order and delivery time.

For accountants using the Oracle Small Business Suite, it's easy to access client finances anytime, anywhere. Owners, employees and accountants can all work simultaneously from different locations. Best of all, Oracle Small Business Suite Accountants always receive FREE access.

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Introducing the revolutionary Oracle Small Business Suite. It's one completely integrated and easy-to-use application to run your entire company more efficiently. Using our Internet-based application, it's easy to manage your **accounting, payroll, Web presence, customer relationships, time and billing, expense reporting... ...and much more.**

With the Oracle Small Business Suite, you will:

- Save time and money
- Get the information you need anytime, anywhere
- Strengthen and extend your business relationships

Run your business with Oracle Small Business Suite and avoid the headaches of combining information from different systems; the frustration of having to re-enter data; and the inconvenience of not being able to access your up-to-date business information whenever you need it, from wherever you are.

Accounting	Full access for 2 Suite users*
Sales Force Automation	Full access for 2 Suite users*
Customer Support Management	Full access for 2 Suite users*
Web Store or Web Site	1 Web Store or Web Site, with up to 100 items*
Online Bill Payment	Comes with 20 initial checks per month*
Payroll	1 Company Payroll, with free updated tax tables
Employee Expenses /Time & Billing	10 employee users*
Customer Care	Unlimited Telephone & E-mail Support**

At just $99 per month, Oracle Small Business Suite is quite simply the most powerful, easy-to-use and affordable way to streamline and grow your business.

Finally, an integrated business management solution is available for small and medium sized businesses. Instead of multiple systems that don't work together, revolutionize your business with this Internet-based system and have access to the information you need anytime from anywhere. Whether you're in the office, home, on the road or in any other location, you get what you want when you want it with Oracle Small Business Suite.

*   Additional Suite Users, Employee Users, Web Store Items and Online Bill Pay checks sold separately
** Support offered Monday through Friday, 6:00 am to 6:00 pm (PST)
    E-mail support with a response guaranteed in less than 4 hours Monday through Friday (Weekend response guaranteed in less than 8 hours)
    Priority support on a toll free line dedicated for Suite customers only

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Terry Suellentrop
President & CEO
Firedog Technology
Solutions
Annual Savings: $29,800
ROI: 3,381%

"When we started Firedog Technology Solutions, we wanted an accounting solution that was built on a standard database, so that we could have access to the raw data when we needed it. The common systems out there that met this criterion were selling for up to $2,000 a module, not including the servers we'd have to purchase to run them. We knew we were on the right track when we found out about Oracle Small Business Suite — it was much less expensive and built on Oracle database software.

"The time savings have been tremendous. Just being able to e-mail invoices with a mouse click from within the system is huge: no more printing, envelope stuffing, and postage. And our clients love it! The time tracking feature is very valuable; keeping expense reports and client billing straight is a snap. I also like being able to access the system from home. We save alot of system-administration time, too, because we don't have to back-up the data, not to mention what we save by not having to buy back-up tapes. Since we copy our information to our local drives once a week, we're confident that we have access to our data if we had to have it. The Electronic Bill Pay feature saves us hours every week. We'll probably convert a lot of our clients to Oracle Small Business Suite."

Steven Sitrin
Director
The National Society of
Collegiate Scholars
Annual Savings: $35,000
ROI: 2,845%

"We had previously used Peachtree and wanted to switch to a Web-based solution. After looking at several options, we decided to go with the Oracle Small Business Suite because it was the most comprehensive and user-friendly.

"The Suite has saved us thousands of dollars a year. Many of us are on the road a lot, so the expense reporting feature has made reimbursement much easier. Before, expense reports were filled out by hand, turned in when employees got back to the office, then coded and entered by accountants that we had to pay to come in. Now, employees can submit them from wherever they are and I can approve them in minutes.

"Our accounting costs have fallen by about 60%. Not only do we not need them to come into the office to do entry work, we don't need them to run detailed reports for us — the Suite makes it so easy, we can do it ourselves. And we no longer have to shut down the books so they can work on them (either by coming in or by us sending them the data); with Oracle Small Business Suite, everyone can work with the data simultaneously. Thank you Oracle Small Business Suite!"

Ove Akerblom
President & Owner
ODEN International Inc.
Annual Savings: $7,780
ROI: 1,072%

"As a consultant, I'm always on the road, so I knew that Web-based accounting was the way to go. I was wasting too much time sending QuickBooks files to my CPA. I tried Microsoft Money when I found out it had some Web capabilities, but that turned out to be a disaster — it was way too complicated. Oracle Small Business Suite has the right combination of power and simplicity.

"Online Bill Pay is great because I can pay bills wherever I am (even in Sweden!). And since it's integrated with the Accounting module, the second I pay a bill, the bookkeeping is done. The books are always up-to-date and my CPA logs in whenever she needs to check up on things.

"Oracle Small Business Suite has saved me a lot of time and hassle, which is very important because I can't do my consulting work when I'm taking care of the books."

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At NetLedger, Inc., we are committed to providing you with a completely secure and reliable service to run your business. To ensure security and availability, the following technologies are in place:

- ❏ Internet Firewalls
- ❏ Secure Socket Layer Data Encryption
- ❏ Host & Network Based Intrusion Detection Systems
- ❏ Redundant Highly Available Routers and Switches
- ❏ Redundant Highly Available Power and Facilities
- ❏ Regularly Scheduled Backups and Offsite Storage

Security

We spend a significant amount of time and energy to employ the latest and most technologically advanced security tools and practices available today. These include several products from Oracle, Cisco System, Axent Technologies, RSA Security and Network Associates.

Many of the products employed are active tools, constantly looking at security levels to insure that we are providing the highest level of protection against attacks or vulnerabilities possible. NetLedger, Inc. constantly audits and scans the system for defects in security devices, the network, computer systems and your data.

Due to the very nature of security, we do not provide specific details as to what products are deployed where. Very reputable vendors agree that our security is by far the best in the market space. For more infomation please go to www.oraclesmallbusiness.com.

Privacy

NetLedger, Inc. uses the information collected to set up services for individuals and their organizations. That information may also be used to contact users and prospects to further discuss their interest in Oracle Small Business Suite services and ways we can improve them, and to send information regarding our company or partners, such as promotions and events.

NetLedger, Inc. does not distribute or share customer e-mail addresses or data. Customers can opt-out of being contacted or receiving information at any time. Separately, customers are also asked to provide an e-mail address when registering for the service in order to receive a username and password. Occasional e-mails may be sent to customers to inform them of updates to the service or company or to provide a company newsletter.

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Why Oracle Small Business Suite?

The Oracle Small Business Suite is the world's first integrated business management tool for small and medium sized businesses. Designed from the ground up specifically for the Web, the Oracle Small Business Suite gives your business more power, flexibility and security than ever before possible. You will be able to conduct business with customers, vendors and employees in real time, experience anytime, anywhere access to up-to-the-minute data, and get Fortune 500 power at an affordable price.

What is the Oracle Small Business Suite?

The Oracle Small Business Suite is one completely integrated and easy-to-use application to help run your small business more efficiently. All your business functions work together seamlessly in our one system. Using our Internet-based application, it's easy to manage your accounting, payroll, Web store, online bill pay, sales and service, time and billing, expense reporting and much more.

What is Oracle Small Business Suite Accounting?

Oracle Small Business Suite accounting is by far the most feature-rich online accounting solution available. It provides everything needed to run your business including: general ledger, check writing and printing, bank and credit card reconciliation, budgeting, accounts receivable, accounts payable, estimates, sales orders, invoicing, inventory, job/project tracking, expense reporting, purchase orders, time and billing, class and department tracking, and customizable financial reporting.

Oracle Small Business Suite also has other powerful tools that can be added with the click of a mouse. Since the Oracle Small Business Suite is online, there is nothing to install and you never have to worry about purchasing expensive upgrades again. To help you get started, you can automatically import your existing QuickBooks® or Quicken® data to get you up and running quickly.

What is Oracle Small Business Suite Web Store?

Oracle Small Business Suite Web Store lets businesses create an online store in just minutes. You can quickly and easily extend the reach of your business to anyone shopping on the Internet. Your customers will find it easy to browse your Web store and locate the items they're looking for. To boost sales, you can even have featured items appear on your store's front page. And, the integrated shopping cart makes the purchasing and checkout process a breeze.

Since the store is an integrated part of the Oracle Small Business Suite, you can automatically create store catalog pages using your existing inventory items. Whenever you make changes in inventory, including price changes, product descriptions, images or adding new items, your store will be updated automatically.

What is Oracle Small Business Suite Sales Force Automation?

Oracle Small Business Suite SFA integrates your sales team with the rest of your business. With sales pipeline management, customer life-cycle information accessible from a single record, transaction history and up-to-the-moment performance snapshots, your sales force will know everything about their customers and so will you.

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What is Oracle Small Business Suite Online Bill Pay?

Once you've signed up for the Oracle Small Business Suite Online Bill Pay service, you can pay your bills online with a single click of your mouse. It's fast and easy and every payment processed through Oracle Small Business Suite Online Bill Pay will have full remittance detail, so your suppliers will know exactly what invoices you're paying. You'll never need to order stamps, print checks or go to the post office again.

What is Oracle Small Business Suite Payroll?

Oracle Small Business Suite Payroll allows you to streamline your payroll process. You can quickly calculate wages, taxes, and company contributions. Oracle Small Business Payroll includes payroll tax forms such as 940, 941 and W-2 as well as the most recent tax tables.

What is Oracle Small Business Suite Customer Support Management?

Oracle Small Business Suite Support Management provides you with an integrated solution to manage your customer service function. You can assign, track and manage cases, with full customer history instantly available.

Is my data private?

Under no circumstances will NetLedger, Inc. access your client data without your permission. Sometimes users do ask that their data be viewed as part of a request for technical support. We collect and use aggregated data about users, but never share data with other entities.

Is the Oracle Small Business Suite secure?

Information is significantly more secure in our bunker-like data center than on an unsecured desktop computer. We use the latest security measures to make sure that only the user you authorize can access your records, including secure server firewalls and data encryption technology.

Is Oracle Small Business Suite Accounting similar to QuickBooks®?

Oracle Small Business Suite Accounting offers everything you may be used to seeing with QuickBooks® and other accounting packages and so much more. Built around core accounting functions, Oracle Small Business Suite imports existing QuickBooks® files while integrating with other business applications—sales management, payroll, Web store, online bill pay, CRM, and more, all combined into one award-winning application. Since Oracle Small Business Suite Accounting is online, you eliminate the worry of disk crashes, backups, unauthorized users, release patches and synchronization issues.

What version of Oracle Small Business Suite is most up-to-date?

The version you log on to is always the most up-to-date version. It works the same for you and all of your users so you never have to worry about upgrades again.

What kind of infrastructure do I need to run Oracle Small BusinessSuite?

All you need is a browser and a modem. Unlike competing products, Oracle Small Business Suite is operating system-independent, meaning it works on computers with Windows, Macintosh, and Linux. It's also browser-independent and works on both Netscape Navigator® and Microsoft Internet Explorer® (To print checks, you need the free Adobe® Acrobat® reader software).

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Executive Management Team

Larry Ellison
Chairman of the Board

Evan Goldberg
Founder, President and CEO

Jim McGeever
Chief Financial Officer

Jim LaBelle
Vice President, Marketing

Dave Lipscomb
Vice President, Engineering

Jodi Maxson
Vice President, Sales and Business Development

Stephen Wolfe
Vice President, Product Management

Our Mission

The mission of NetLedger, Inc. is to enable growing businesses to succeed. Built from the ground up using an open, scalable Internet architecture, the Oracle Small Business Suite allows customers, vendors, and employees of small businesses to conduct business using any device connected to the Internet. Oracle Small Business Suite (www.oraclesmallbusiness.com) is the industry's first small and medium sized business application service provider to deliver an easy-to-use, Web-based business platform built on the Oracle 8i database with enterprise reliability, security and functionality. Leveraging the power of the Internet, the Oracle Small Business Suite provides small businesses a real-time connection to the core of their everyday business.

With the Oracle Small Business Suite, businesses have one completely integrated and easy-to-use application to run their entire company more efficiently, by making all business functions work together seamlessly. Using our Internet-based application, it's easy to manage accounting, Web store, bill pay, payroll, customer relationship management, time and billing, expense reporting and much more.

With the Oracle Small Business Suite, business owners and their accountants can now manage their business finances anywhere, anytime via any Internet-ready computer. With the power and flexibility of the Internet, Oracle Small Business Suite delivers automatic upgrades and feature enhancements to its platform on a consistent basis without any cost or inconvenience to the user. The business and the accountant always have access to their information in real-time.

Additionally, Oracle Small Business Suite forms strategic alliances with other industry-leading partners to deliver integrated solutions with broader capabilities that help small businesses succeed in a competitive e-commerce driven marketplace.

History and Funding

Based in San Mateo, CA, NetLedger, Inc. was founded in October 1998 by Evan Goldberg, Dave Lipscomb, Bill Ford, and Chris Blum. Privately held, the company received its initial round of financing from Oracle Founder and Chairman, Larry Ellison. Subsequent rounds of funding came from StarVest Partners L.P., ADP, Paine Webber and others. Larry Ellison has continued his support in each round of financing.

Corporate Management

Evan Goldberg
Founder, President and Chief Executive Officer

In his role as President and Chief Executive Officer, Evan Goldberg is responsible for the company's business directions, strategies and overall operations. His primary focus is to build on NetLedger, Inc.'s leadership position to expand its customer base and establish key partnerships.

Evan Goldberg founded the company with the vision of giving big company power to the small business. Prior to his role as President and CEO, Evan Goldberg was Chief Technology Officer. In that role, he led the development team, focusing on the technical development of Oracle Small Business Suite's small business solution.

During his tenure as a star developer at Oracle Corporation, Evan Goldberg progressed to the position of Vice President. While at Oracle, he was responsible for a number of projects all with a focus on making powerful database technology more accessible to users. Upon leaving Oracle, he started mBED Software, a Web-based multi-media tools venture, where he built a breakthrough technology for making Web sites come alive with interactivity.

Evan Goldberg holds a B.A. Summa Cum Laude in Applied Mathematics from Harvard College.

Jim McGeever
Chief Financial Officer

Jim McGeever brings to NetLedger, Inc. more than 12 years of finance and accounting experience in the high tech industry. As CFO, McGeever leverages his proven expertise to lead the financial planning and investment community development, and assists in the company's overall growth.

Jim McGeever began his tenure at NetLedger, Inc. as director of finance in January, 2000. In that role, he was responsible for the company's financial functions and management. As a result of his significant participation in the company's financial strategies and planning, NetLedger, Inc. secured $20 million from ADP, StarVest Partners L.P. and PaineWebber.

Prior to NetLedger, Inc., McGeever served as controller for Clontech Laboratories, Inc., a privately held biotechnology company that was acquired by Becton Dickinson just before its IPO.

Before that he was the corporate controller at Photon Dynamics, Inc., a capital equipment maker, where he helped the company through a successful IPO in 1994. Earlier in his career, McGeever was with Ernst & Young.

McGeever is a qualified chartered accountant and has a B.S. from the London School of Economics.

Jim LaBelle
Vice President, Marketing

Leveraging his years of experience and success in marketing, Jim LaBelle leads all marketing, communications and brand development. Additionally, he drives the company's overall customer acquisition, customer retention and channel distribution programs.

Jim LaBelle has played a leading role in the implementation of the Oracle Small Business Suite Certified Consultant Program as well as the launch of the Oracle Small Business Suite. Prior to NetLedger, Inc., Jim LaBelle was Vice President of Marketing at wine.com, responsible for establishing the brand proposition and driving the company's revenue. Before that he was UK general manager with Ocean Spray, where he doubled revenue while turning a profit for the first time. He was also a brand manager for Cranberry Drinks. Earlier in his career he was a senior financial analyst with Digital Equipment Corporation.

Jim LaBelle attended the Wharton School of Business and holds a Masters Degree in Economics from Northeastern University.

Dave Lipscomb
Vice President, Engineering

As Vice President of Engineering, Dave Lipscomb is responsible for all engineering initiatives.

Prior to joining NetLedger, Inc., Dave Lipscomb founded mBED Software together with Evan Goldberg. Before that venture, Dave was a Director at Oracle's New Media Division. Throughout his career in the software industry, Dave Lipscomb has built client/server and webserver based software products and has released more than a dozen products. Dave Lipscomb holds a B.S. in Computer Science from Stanford University.

Jodi Maxson
Vice President, Sales & Business Development

Jodi Maxson brings to the NetLedger, Inc. more than 15 years of sales and business development experience in the software industry. She has successfully developed sales programs and revenue generating partnerships, both domestically and internationally, throughout her career.

In her role as Vice President of Sales and Business Development, Jodi is responsible for driving the company's revenue. Additionally, she develops strategy and guides the business development team in forming alliances with other strategic partners which both generate revenue and add value to the Oracle Small Business Suite.

Prior to NetLedger, Inc. she was Director of Business Development at Peachtree Software, where she successfully established the e-commerce platform and was the main driving force to implement e-commerce initiatives and develop business partnerships. Earlier in her career, she held business development positions at Ingres, Dynasty Technologies and Culpepper and Associates.

Jodi Maxson is a frequent speaker at trade shows and Internet conferences.

Stephen Wolfe
Vice President, Product Management

Stephen Wolfe brings to NetLedger, Inc. more than 14 years of experience in the small business accounting software industry. As Vice President of Product Management, he is responsible for initiating, developing and implementing product plans as well as leading the product management team.

Most recently he was a Director of Product Management at Peachtree Software, where he successfully developed and executed product plans for multiple products including One-Write Plus, Peachtree Office Accounting, Peachtree First Accounting and Peachtree 2000.

Prior to joining Peachtree he held Product Management positions at NEBS Software, MECA Software and Great American Software.