

eXalt Design

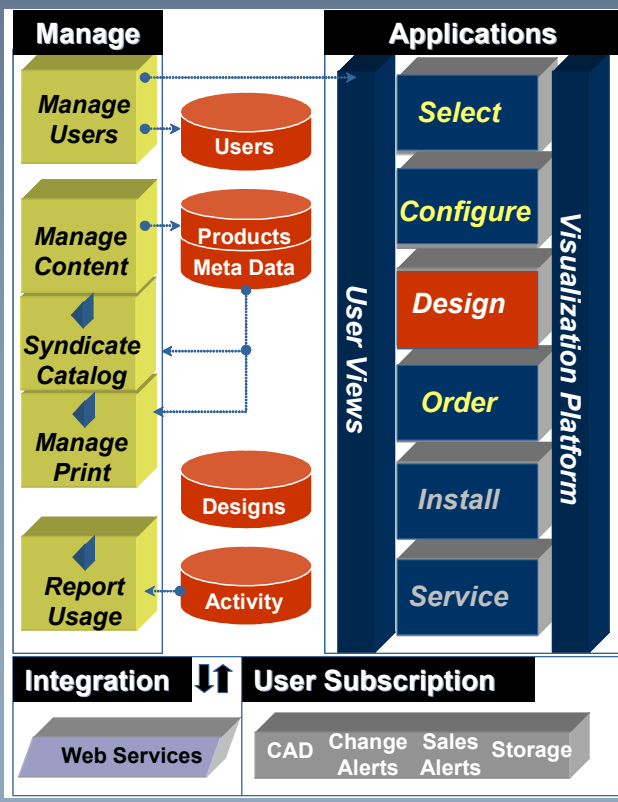
Increase Market Share by Getting Designed-In More Often

eXalt makes it significantly easier for products to be designed-in to an overall system increasing supplier win rates.

eXalt cuts Design-In Cycle times in half by automating budget rules and rollup calculations, facilitating online collaboration, allowing reuse of previously created design templates, removing unnecessary iterations and decreasing errors.

Built to manage small to large systems designs can be partitioned into multiple spaces or subassemblies.

Dynamic report generation allows designers to create detailed design documents with a single mouse click.



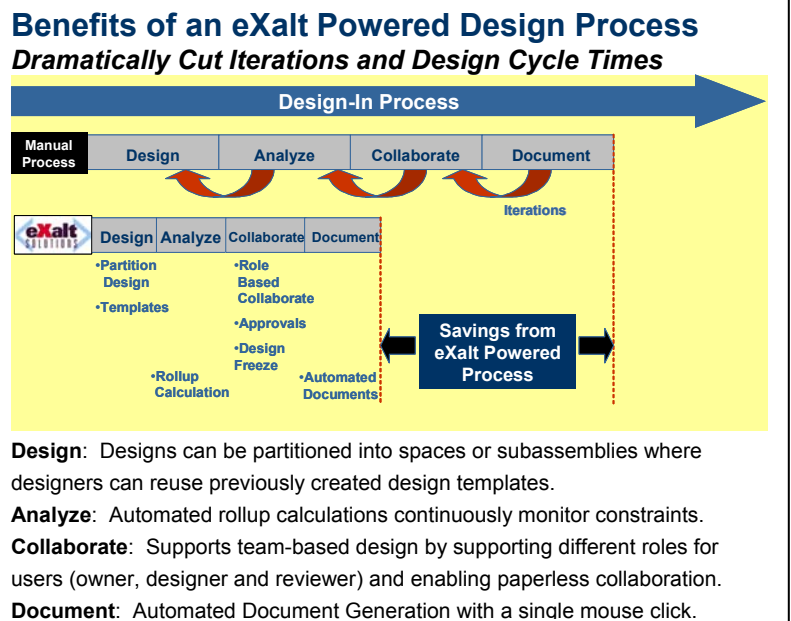
System Design Tool Makes Supplier Products Easiest to Design-In, Cutting Design Delays, Errors and Cycle Times by Half

Complex technical products are not simply selected but designed into an overall solution by architects, engineers and consultants. The Design-In process is faced with many obstacles which introduce delays and errors:

Obstacles in Today's Manual Design-In Process

- o **Difficult to manage large designs.** Lack of tools for partitioning design into separate spaces and subassemblies.
- o **Unable to easily assess adherence to critical budget rules** and layout constraints to meet customer requirements.
- o **Collaboration between designers, distribution and the customer** is plagued by errors, iterations and delays.
- o **Creation and Distribution of Reports** is manual and tedious.

eXalt's Design Module makes Supplier's Products the easiest to Design-In significantly increasing design wins. With eXalt, Designers are more productive resulting in cutting design-in times by half! Once Suppliers products are designed-in they will stay designed in throughout the sales and RFP cycle allowing rapid growth in market share.



- Design:** Designs can be partitioned into spaces or subassemblies where designers can reuse previously created design templates.
- Analyze:** Automated rollup calculations continuously monitor constraints.
- Collaborate:** Supports team-based design by supporting different roles for users (owner, designer and reviewer) and enabling paperless collaboration.
- Document:** Automated Document Generation with a single mouse click.

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Benefits

Reduce Design Cycle Times

eXalt cuts Design-In Cycle times in half by automating budget rules and rollup calculations, facilitating online collaboration, allowing reuse of previously created design templates, decreasing errors and removing unnecessary iterations.

Increase Design Wins and Market Share by Being Easiest to Design-In

Suppliers whose products are designed-in will stay designed as much as 80% of the time in many markets. Sales teams have to exert considerable effort with a low chance of success to get one supplier's part swapped out for another after it is designed in. It is essential to increase market share by increasing design wins. eXalt's Design Module makes a supplier's products the easiest to design-in dramatically increasing revenue, market share and sales productivity.

Increase Design-In Opportunities by Increasing Designer Productivity

eXalt significantly increases designer productivity saving potentially hundreds of hours per design! This savings increases the percentage of overall projects for eXalt Powered Products. Architects, consultants and engineers can now take on more design projects. This new capacity allows Design Firms to grow by designing-in eXalt Powered Products into a larger number of projects.

Once a Supplier Gets Designed-In They Stay Designed-In as Much as 80% of the Time!

Gain Advantage for Any Size of Design- Small to Large

eXalt is built to manage small to large systems. eXalt's Design Module supports the partition of designs into multiple spaces or subassemblies where designers can reuse previously created design templates. Suppliers can gain a design win advantage in sales of all sizes but especially in more lucrative large designs.

Capture Majority of Solution Components with Reference Design Reuse and Modification

By providing reusable templates suppliers increase the probability of capturing a majority of the components in the overall solution instead of a small portion of the overall design. With reference designs and templates suppliers can capture new accounts by selling an end-to-end solution.

Reduce Learning Curves and Increase Value-Add without Driving up Field Engineering Expenses

Providing in-depth product expertise (not just price and availability) allows suppliers and channel partners to offer greater value added services to the end customer. Suppliers can also slash the learning curves associated with the Design-In of their products without having to put a field engineer at every site.

Remove Incentive to Shop for Price

Designers are no longer incentivized to shop for the best product price when they use eXalt's Design Module. The savings of potentially hundreds of hours per design and thousands of hours per year is far greater than the savings and work associated with shopping around for the best price.

Target Selling Effort in Key Vertical Markets

Suppliers gain an advantage in Key Vertical markets by providing Interactive Web Accessible templates and reference designs for specific vertical applications.

Enable Team Based Design and Sales Collaboration

The eXalt Design Module supports design collaboration between the designer, customer, distribution and the supplier. Now Suppliers can help provide additional input or expertise through one integrated design platform. Multiple roles can be assigned to a project: Owner, Project Manager and Reviewer. Sales Engineers can play a more strategic role in influencing and supporting the Design-in process.

Increase Designer Confidence in Quality of Design-In with Constraint-Based Design Practices

eXalt's Design Module prevents and detects errors early in the design cycle through Constraint-Based Budget rules. System Design Constraints help insure that the design meets customer requirements and decreases the potential for error.

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Features

Supports Design Partition and Top-Down Design

eXalt's Design Module supports the partition of designs into multiple spaces or subassemblies. The system is scalable for use from the smallest to largest designs. Designers can roll up critical design parameters such as power or cost on each partition as well as the overall design. The partition can be setup with multiple levels of hierarchy.

Supplier Built Templates and Reference Designs

eXalt allows suppliers to provide pre-built design templates and reference designs for reuse by designers. Suppliers can provide designers an important value added service with ready to use designs conforming to best practices. Designs can be organized across different vertical markets and applications.

Collaboration Support and Project Management Controls

eXalt's Design Module enables team-based design through several key features:

- **Roles:** Users can be assigned roles for a project including Owner, Designer (write privileges) and Reviewer (read only privileges). This allows multiple participants to be involved in design and review in a controlled fashion.
- **Freeze:** Owners of projects can freeze the entire design or sections of the design partition. This assures the integrity of the design after all of the approvals have been received.
- **Organizational Hierarchy:** A hierarchy can be established for visibility into key projects. For example the Vice President and CFO can be given visibility across all projects in the firm.
- **Approvals:** Approval fields can be setup for each design project and/or design partition.

With these features large teams inside and outside the firm can collaborate electronically removing errors and delays.

Constraint Based Design

eXalt's Design Module can support an unlimited number of rollup calculations including power, weight, thermal, cost or other considerations. Calculations are performed dynamically as products are added into the design to allow the fast detection of problems early in design process.

Automated Production of Design Documentation

Systems require numerous design documents and custom reports. Documenting a design can take as much as one third of the overall design time. eXalt's supports the creation of an unlimited of report templates. By leveraging XML and Style sheets custom report templates can be created to support design analysis and documentation. eXalt's Design Module allows push button generation of design documents eliminating potentially hours of effort per line item in a design.

Repository for Design Documentation

Project Managers can attach CAD Drawings, pdfs, photos, spreadsheets, powerpoint presentations and other documentation to each partition of the project. This allows a single repository for all information (RFP, Customer Requirement Documents, Site Photos and Website URLs) pertaining to the design. With eXalt Design all information is available to all participants in the project from a centralized repository.

Value to Supplier of Capturing Design-Ins	Conventional Design	eXalt Powered Design-In
% of Products Captured by Supplier for Each Design	20%	40%
% of all Projects Captured by Supplier	20%	40%
% of Products Across all Projects Captured by Supplier	4.00%	16.00%
Value of Projects Annually	\$1,000,000	\$1,000,000
Value to Supplier	\$40,000	\$160,000

Power of eXalt Powered Solutions Sales Design-In: In the example above, a solutions supplier can capture a larger percentage of the overall design significantly with a eXalt Powered Design Process. By saving the designer potentially hundreds of hours per design the supplier will also increase the percentage of overall projects for which they are designed-in. For \$1,000,000 worth of systems designs a solutions supplier can increase their revenue by 4 Times!!!

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Prerequisites

eXalt Select Module

ABOUT EXALT SOLUTIONS

eXalt Solutions, Inc., is a market and technology leader in providing on-demand, Web-based services for solutions sales enabling suppliers of complex technical products and their channel partners to sell more product more profitably. The eXalt Powered Solutions Sales Platform (TM) incorporates a suite of modules tailored to the intricacies of the complex technical product sales/support process including Product Selection and Configuration, System Configuration, Design and Visualization, BOM Collaboration, Quote/Proposal Management and Product Support.

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