

Investing in RFID Seminar
RFID Journal Live! 2006
May 1, 2006
MGM Grand Conference Center
Las Vegas, Nevada



Putting RFID to Work

May 1, 2006



Private Company Showcase/Software Startups

→ **Jonathan Golovin, Ph.D., CEO, T3Ci**

Eric Peters, CEO, TrueDemand Software

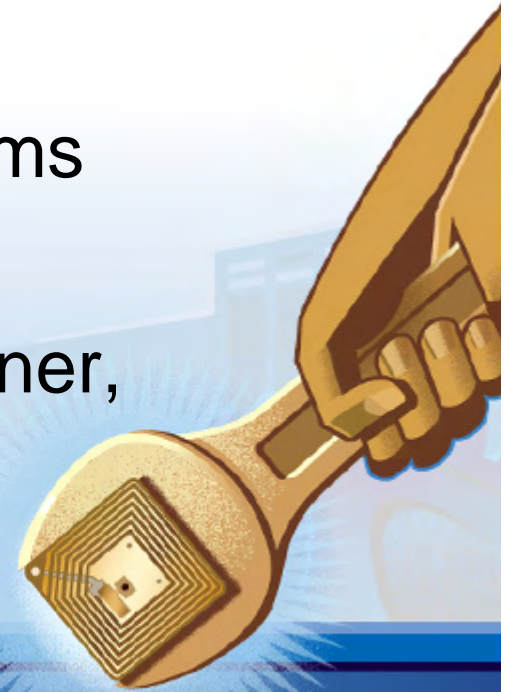
Marc Osofsky, Vice President, Marketing & Product Management, OATSystems

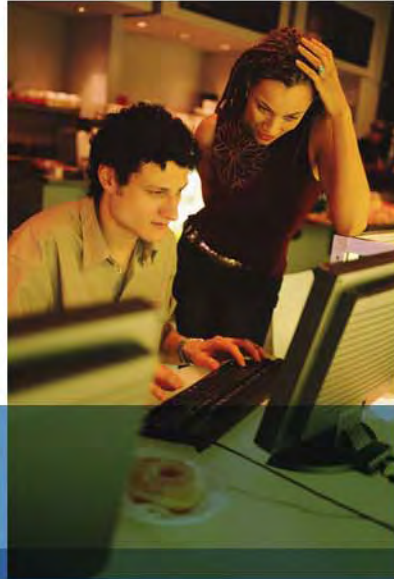
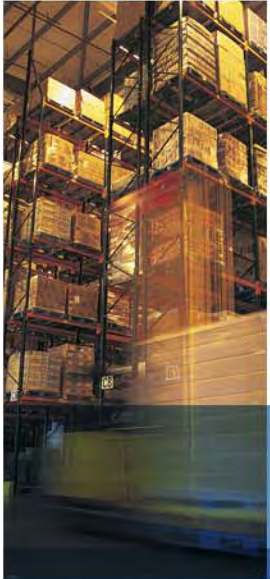
Ashley Stephenson, CEO, Reva Systems

Moderator: **Ed Schneider, General Partner, Quan Ventures**



Putting RFID to Work

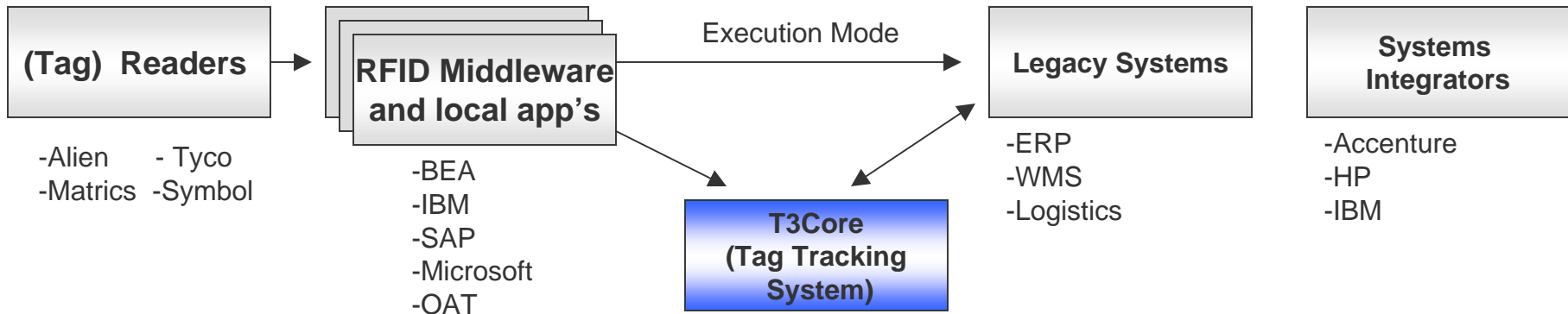




T3Ci

RFID Journal Live

T3Ci - RFID Applications and Analytics – Between Middleware and Legacy Systems –for Retailer Supplier Supply Chains



T3Ci

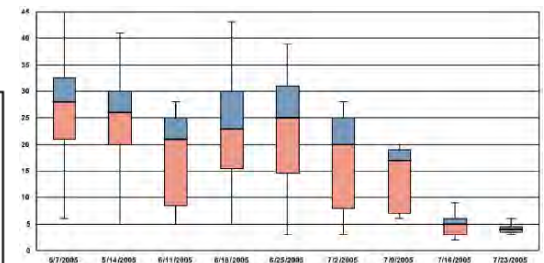
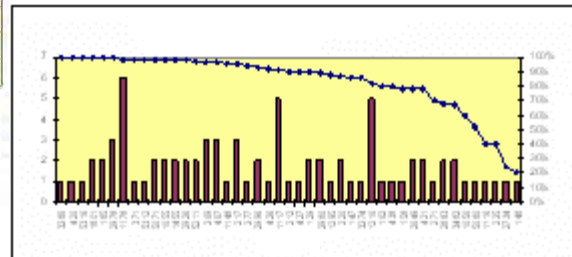
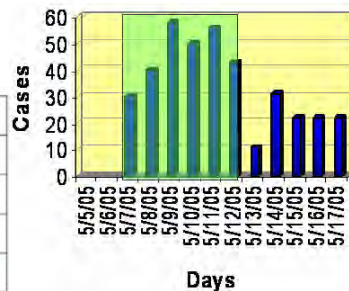
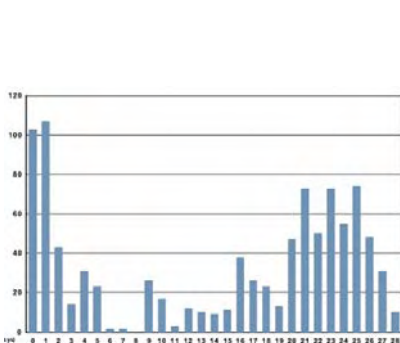
- RFID
- POS
- Inventory
- Store Orders
- etc

Out of Stock	Data Analytics SC Metrics	Data Import And Export	Retail Merchandising	Deductions/EPOD	Promotions
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T3Ci's Focus in RFID: Data Analytics and Applications – ROI



- What are we going to do with all that data?
- Where and how will we get lasting value, ROI, or competitive advantage from RFID
- What suite of analyses and applications would tell you that:
 - the order was received (epod)
 - you are (will be) out of stock (OOS)
 - you are executing on your promotions and NPI (promo)
 - your product is expiring or close to expiration (aging)
- Based on our 25 years experience in factory execution/MES



T3Ci -Management Team is Uniquely Qualified for RFID



- **CEO - Dr. Jonathan Golovin – Serial Entrepreneur**
 - Consilium founder – creator MES – Nasdaq 1989, AMAT 1998
 - Vigilance founder – E&Y Entrepreneur of the Year 2001
- **CTO - Dr. Richard Swan- World Expert in RFID**
 - Head of RFID, SAP 2000-2003, awards/pilots at Metro, P&G,...
 - Chairman of EPC IS Committee at EPCglobal
- **SVP - Dr. Shantha Mohan- World Class R&D Management**
 - 20 years experience developing “tracking systems”
- **EVP – Peter Rieman- Strategic General Manager**
 - Experience at BCG, DSC, Consilium, M&A
- **The T3Ci management team has cumulatively worked half of their careers together**



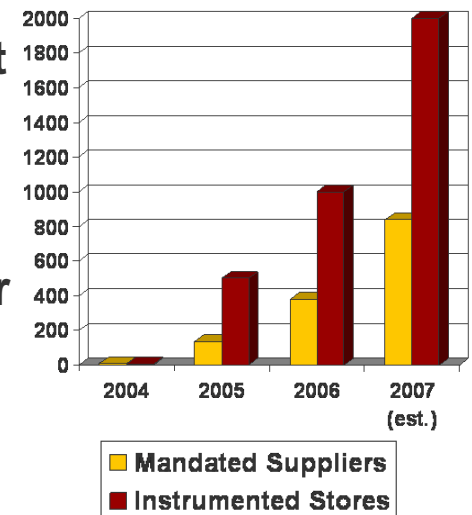
T3Ci Market Strategy and Tactics

- The T3Ci chosen market segments are mandated suppliers to the major retailers as well as the retailers themselves
- Partner with the leading early adopters of RFID for joint learning, IP development and establish close on-going relationships
- Market Share – 50-75% in each chosen market segment
 - CPG, consumer healthcare, food/bev,... for top 10
- Customer satisfaction
 - Every single T3Ci customer is a reference customer
- Deliver to the customer what THEY want – not

what we want to sell – SaaS today, software tomorrow

"T3Ci is offering exactly what the market needs — the option of a service in place of a costly enterprise system"
- Sara Shah, ABI Research

Mandate Rollout



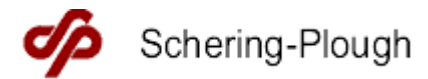


The Results: Two Year Accomplishments

- **Growing list of 20+ customers with average size of \$20B**
 - 6 of the 8 early adopters for analytics
 - 5 of the 8 early adopters for OOS
 - 5 of the 8 early adopters for promotions
- **Revenues currently growing 50-100% q-to-q, 500% y-to-y**
- **Raised over \$18M in two rounds with over \$12M remaining**
 - Series A (2004): Venrock, SAP, Red Rock and Company Founders
 - Series B (2005): Led by new investor Bessemer, included existing investors, significant up round



- **2004 -Strategic 5 Year joint development agreement with P&G**
- **2005 Winner - AMR Research Innovation Award – most innovative software company in the US under \$10M**
- **2005 – selected for collaborative pilots with retailers and suppliers**
- **Defacto standard for RFID analytics (AMR Survey)**





Don't Just Take it From Us.....

- "T3Ci was well ahead of the other companies we evaluated and demonstrated a clear understanding of how to eventually get value from EPC data across the supply chain. T3Ci has provided us with extraordinarily high levels of customer service and we continue to be impressed with their insights and innovations."
- Steve Rehling, Director of IT and head of RFID systems, Procter & Gamble

