

**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**

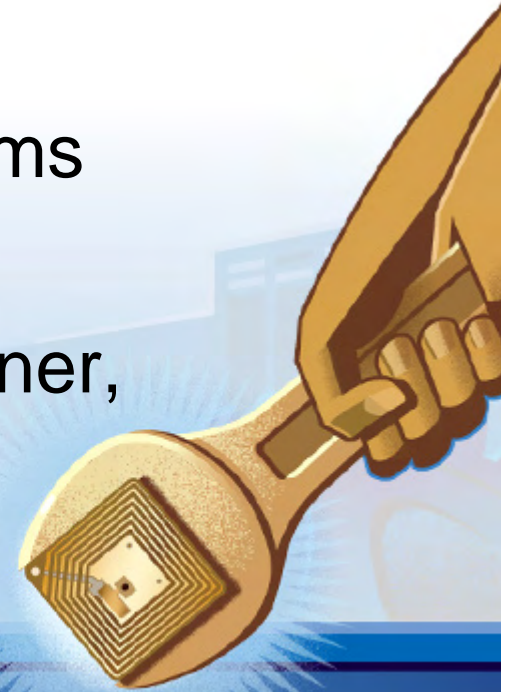
Marc Osofsky, Vice President, Marketing & Product Management, OATSystems

Ashley Stephenson, CEO, Reva Systems

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



Putting RFID to Work



TrueDemand Software Company Overview

Eric Peters

Chief Executive Officer
TrueDemand Software



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TrueDemand Overview

- **Our Mission**

To enhance our customer's enterprise value by being the leader in next generation event-driven execution, forecasting and replenishment solutions.

- **Our Management Team**

Eric Peters, CEO

Calvin Lee, VP Science & Customer Innov.

Raymond Blanchard, VP Bus Dev

Karthik Mani, VP Product Mgmt

Suresh Kuppahally, VP Engineering

Alain Poirier, VP Sales

- **Our Background**

- Founded Spring 2004
- Mayfield and Bay Partners Investors
- Based on **Hau Lee** science
- Founding software members of EPCglobal and Auto-ID Center
- Recognized thought leaders in supply chain and RFID

World Class Science Team & Advisory Board

Science Team

- **Hau Lee**, Ph.D., Co-Chair, Science Team, Thoma Professor of Operations, Information and Technology, Stanford University
- **Calvin Lee**, Ph.D., Co-Chair, Science Team, VP Science & Customer Innovation
- Deep experience from IBM Research, Walmart.com, Valdero, Oracle, Aspen Technologies, Webvan, Evant/Manhattan

Advisory Board

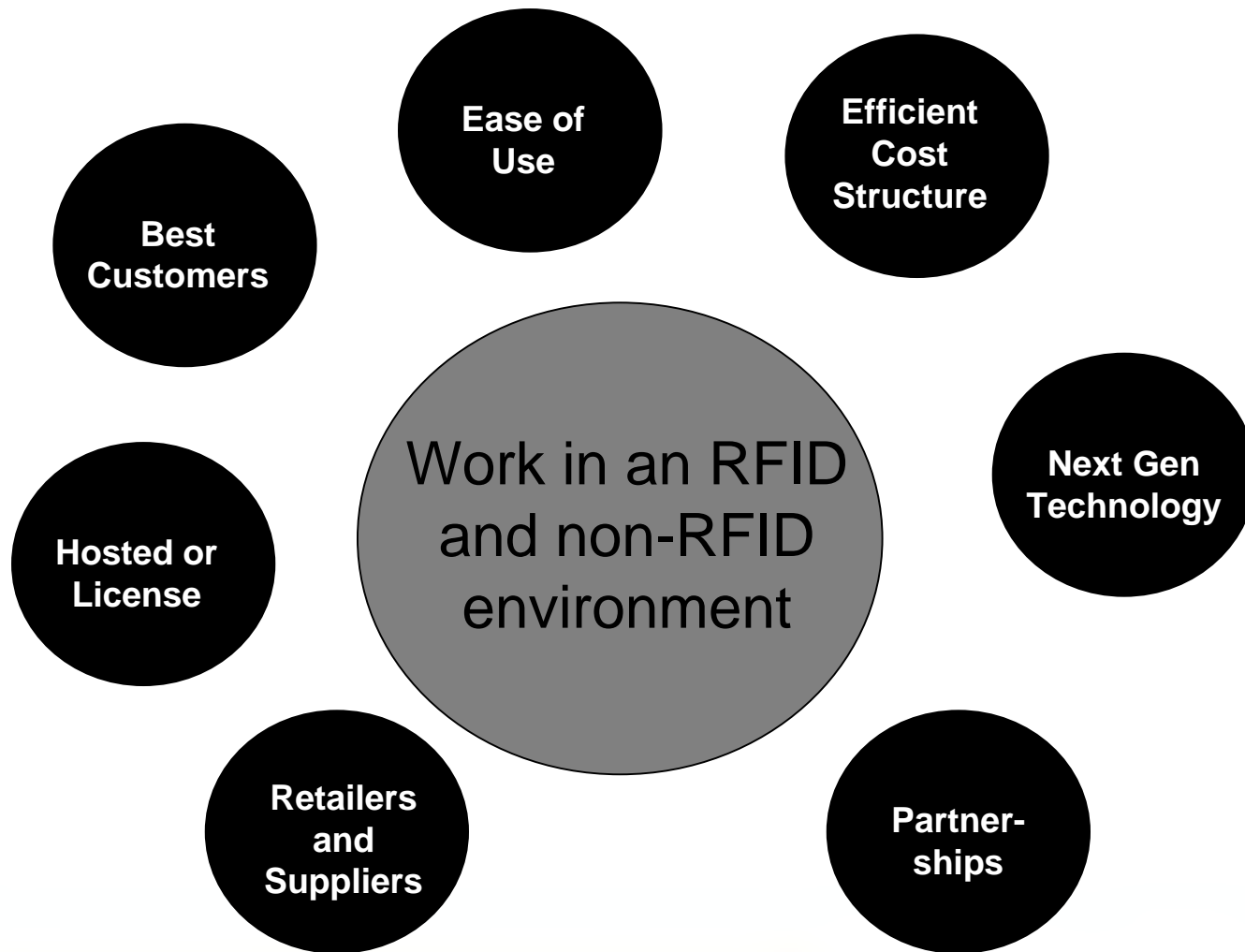
- **David Anderson**, Ph.D., Retired Managing Partner, Accenture
- **Steve David**, Retired CIO, P&G
- **Ray Hagedorn**, Retired VP, Sara Lee
- **John Hill**, Industry Supply Chain Expert
- **C. John Langley**, Ph.D., Georgia Tech University
- **John Raudabaugh**, Retired Albertsons Supply Chain Executive
- **Jon Stine**, Global Industry Manager, Retail-Consumer Products, Intel
- **Nicholas Tsougas**, Senior Principal Advisor, DOD RFID Program Office

Great Business Partners

We partner with companies that are looking to make a difference in RFID and the supply chain.



Business Approach



What Does The Consumer Want?

Consumers want five things:

- Right Product
- Right Place
- Right Time
- Right Price
- Products That Work



We want to help you use RFID technology to get closer to your customer

We Help You Get Ready

We provide the Map and the tools along the way

- Develop a Roadmap with our Advisory Services
- Base your compliance decisions on profitability, not physics
- Use Retailer compliance as catalyst to improve your supply chain operations



RFID Launchpad Gets You Going

RFID Launchpad helps you achieve value quicker, faster, cheaper and gets you moving:

- TrueDemand Out-of-Stock Solution
- Alien ALR-9800-WRDI Enterprise Reader
- 10,000 Gen2 Tags
- Alien Academy
- Installation Services



Our Products Drive Value

We suite of execution based replenishment and forecasting applications take RFID and non-RFID data and translate that information into supply chain improvements. Our applications include:

- Integrated Demand and Replenishment
- Promotion Management
- New Product Introduction Management
- Proactive Analytics and Exceptions Management Analysis
- RFID Analyses Services

“The movement to an event-based forecasting engine is one of the most significant advancements in the past 20 years in forecasting.”

-- Dr. Hau Lee, Stanford University

The TrueDemand Value Proposition

We help you become a better trading partner with the retail community

- Reduce out of Stocks
- Improved Promotion Execution
- Improved New Product Introductions
- Improved Replenishment
- Retailer Portal and ERP Integration



What Others Are Saying About Us



“**TrueDemand**’s strategy for exploiting inventory visibility between manufacturers and retailers, through its new class of RFID-enabled replenishment applications, fits very well in supporting Kimberly-Clark’s vision of an RFID-enabled consumer-driven value chain. Their leadership and innovative product offering, and its willingness to collaborate with us in the ongoing advancement of RFID-enabled real-time demand visibility applications is of great value to Kimberly-Clark.” Mike O’Shea



TrueDemand Software uses analytics to proactively assess demand from live streaming RFID data at both the item level and shelf location, to ensure optimal inventory levels for companies to service their retail company customers’ demand. “With the granular level of data **TrueDemand** ...uses, it’s as if each SKU – by shelf location – has an individual manager.” said Steve Banker, service director, supply chain management, ARC Advisory Group.



“A noteworthy dark horse? **TrueDemand** offers a forecasting solution that combines existing demand signals and RFID data. While the firm is very new, its founders have significant RFID and computer science experience.”
Christine Overby, Forrester Research
