Spreadsheet Replacement Solution that Solves Business Problems

Vincent Candela
President & Co-owner

CEOCFO: *Mr. Candela, what is the focus for Singletree today?*
Mr. Candela: I would say our focus is to provide customers with a better user experience with their software. Most of us have worked in the business side and we have experienced the fact that there are many offline processes that still exist in some of the largest companies in the world. We fill the gaps of larger systems and give the business teams a great user experience, as well as provide them with the speed they need to get their jobs done.

CEOCFO: *Would you give us an example of when someone might turn to you and how you would help them?*
Mr. Candela: Typically, when companies deploy enterprise systems, they are implemented with the promise that all spreadsheets and all offline processes are going to go away and all the business gaps will be filled. That is not necessarily true. They will typically call us maybe a couple years after they have implemented their system, and there are still Excel spreadsheets being used for core business functions. Excel is a great tool but it is mostly meant for adhoc type of analysis and is not meant to handle core business processes. Companies will contact us when they have this situation and we come in and implement our Intellimas® product and model it after their business process. We are able to get Intellimas to model their business process almost exactly and then we also incorporate industry best practices as well.

CEOCFO: *Are you surprised that people believe that one system will take care of everything? Does it surprise you that people have to wait until there is a problem rather than coming to you to prevent a problem?*
Mr. Candela: Many times the system constraints are not so much the functionality. Many times the constraints are the budget. They have x budgeted for the project and let us face it, it always comes in at x plus y percent. It could be a lot more money so they don't implement the entire system. You do get those people out there that are realistic and say they know it is not going to cover everything. It is the 80/20 rule; hopefully it covers 80%of my needs and then beyond that. But yes, I am kind of surprised that some people do not realize that they will not get all their business needs covered by an enterprise implementation.

CEOCFO: *Would you tell us about your Intellimas product? Do you customize that for your clients?*
Mr. Candela: Intellimas has the look and feel of a spreadsheet but it's a strategic application with a back end database and a configuration engine. The grid-based UI makes data entry a breeze and allows business teams to make faster decisions. Intellimas is actually configured from the ground up. When we implement the system, there is no configuration in it whatsoever. It's as if we are bringing Excel to their company and asking what they need to do with it. Obviously it is not Excel. It is a much more strategic tool. Typically, we are solving one business problem for a client. They will come to us and say they have this rogue spreadsheet and maybe a bunch of others but this is the one they need to tackle. Or sometimes a company will have a certain business function within their enterprise system that is just very slow and does not have the speed that they need, so they show us that instead. Either way, they are telling us what the process is and we gather the requirements very quickly. It is not the kind of thing where we are onsite for months at a time to try to figure out what their process is. They give us all the requirements, show us everything they are doing and then we come back very quickly with an initial configuration so they can confirm the direction in which we are heading. Then we complete the configuration based on the comments that come out those sessions and then we present them with the complete solution within a few weeks. The only thing that may take some time is if they want us to take the Intellimas data and integrate it to other systems. That is where the implementation will take a little bit longer, but most of the time, the projects will be done anywhere from three to six weeks.

CEOCFO: *What would someone look for in an internet search to find Singletree?*

Mr. Candela: We have been working on our message over the last nine to ten months, trying to make sure that we have the right content on our website. The main way companies would find us is if they are looking for something like spreadsheet replacement. If they search for spreadsheet replacement, they would hopefully find us. If they are searching for specific business processes that we handle well in our application, they should find us also. We do two different types of marketing essentially. One is generic marketing where we target companies that are replacing spreadsheets or filling gaps and then we do specific marketing for business functions that we do well such as RFQ's, costing, quality assurance, work in process tracking and things like that. These are business functions that go across many different industries.

CEOCFO: *Are there many companies that specialize the way Singletree does?*
Mr. Candela: There are not many. You do have some spreadsheet replacement applications that are out there. I would qualify Google Drive as one of those because they are an online tool and they like to tout the fact that they are better than Excel in some ways. You have some others out there as well that will take the spreadsheet data and put it into a database so that you can report against it and so on. However, there is no one out there that do exactly what we do.

CEOCFO: *What is your geographic reach?*
Mr. Candela: It is pretty much all of North America, mostly the U.S. of course and Canada. We will sell to Europe and Asia but do not have a lot of reach out there as of yet but we expect that to change soon.

> "We fill the gaps of larger systems and give the business teams a great user experience, as well as provide them with the speed they need to get their jobs done." - Vincent Candela

CEOCFO: *Do you do all of this remotely or do you need to be on premise?*
Mr. Candela: We do almost all of our work remotely. Occasionally we will go out to the client's site if needed, but it saves them and us money if we do not have to travel there. However, we are obviously more than willing to go the client's site if needed. Our first demo is typically done over the web to make sure that we qualify them, they like what they see, and so on. If it is a larger project, we will probably go on site for the first couple of meetings, but again, most of the work is done offsite.

CEOCFO: *Is there a common thread among your clients?*
Mr. Candela: We work with midsized to large companies that are all over the map. We started in the apparel industry and that is where most of our customers are, in the retail and apparel sector. However, we are going across many different industries now because the product is generic. When you install it, there is no configuration in it as I said, so the sky is the limit and we are starting to get traction in other industries. A common thread would be customers that recognize that they will not be able to fill all their gaps with enterprise systems. They recognize that they have to give their business teams the speed that they need. These are customers that want to get rid of offline processes and want to be able to provide their business with solutions, but in a strategic way. In terms of our specific audience, we sell to either the business team or IT. IT is almost always involved though.

CEOCFO: *If the economy is bad, are people less likely to look to make a change or perhaps more likely because they need to do more with what they have?*
Mr. Candela: We are still trying to figure that out. In general, you have the companies out there that are not going to spend any money when the economy is bad. But then you have the companies that do not have the budget to bring in a big system, but they will still spend money on making their current systems better. The latter is where we would definitely come in. You don't have to break the bank with Intellimas so even in a down economy, it should be looked at to provide the business with the relief they need.

CEOCFO: *Why utilize Singletree Technologies?*
Mr. Candela: You would utilize us because we are not the type of company for which you are going to need a conference built because we would stay there for several years. Our goal is to provide customers with quick successes. Our software gives you the required ROI in a very short period of time. You are able to see the benefits of our application and our processes immediately. I would bring in Singletree if I was a customer because I wanted to give my business team a boost in their speed to market without breaking the bank.

Singletree Technologies, LLC For more information visit: www.singletreetech.com

Contact: Vincent Candela 908-277-0498 vcandela@singletreetech.com