

Social media monitoring and analytics comes of age with Alterian's acquisition of market leader Techrigy

Marketers now able to harness the power of the consumer's voice within social media as an integral part of their online and offline marketing strategy

Section 1 – The Transaction

Why is Alterian acquiring a SMM software company?

Alterian's choice to enter the SMM market through acquisition supports our vision for Engagement marketing, changing the game and innovating in enterprise marketing technology by being the first enterprise marketing technology vendor to fully support comprehensive integration between online and offline marketing. This move also drives Alterian's brand and credibility in the interactive marketing space, a key corporate goal for Fiscal Year 2010.

Additionally, we feel that this is a unique opportunity to enter a young technology market and assume a sustainable position of technical and thought leadership. Few companies in the existing Social Media Monitoring space have exhibited a strong vision for SMM technology and how it fits into the broader spectrum of marketing technology and processes.

By integrating the technologies of Alterian and Techrigy, we can capitalize on our first mover advantage to define the SMM market and drive its development as it comes of age in the context of the Integrated Marketing Platform.

Techrigy is a successful business with a high profile and strong reputation in its market sector. The addition of SMM (both content and online execution) technology to the current Alterian Integrated Marketing Platform also serves several purposes:

1. **Meets Current Demand:** Alterian has experienced significant demand from partners and clients to continue expansion in the online marketing domain. These capabilities inevitably require the understanding of social media.
2. **Complementary Solution:** All direct marketing activities are a combination of marrying targeting activities (analysis) to creative elements (content) to execution. They also require constant feedback and optimization. Social media is increasingly important as a platform that people use to provide feedback on their relationship with an organization and their reaction to marketing communications. This acquisition provides Alterian the ability to deliver a solution to our partners and customers that harnesses this feedback and makes it accessible to respond to and improve marketing activity delivered via the rest of the Alterian platform. **Market Opportunity:** The addition of market leading SMM technology to Alterian's comprehensive Integrated Marketing Platform will create significant value for marketers and delivers a unique solution in the market. Combining the industry leading technologies of Alterian and Techrigy offers a tremendous opportunity to deliver an online marketing platform that delivers genuine differentiation in the market.
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4. **Future Development:** The combination of Alterian and Techrigy, together with further investment, provides an ideal launch pad for comprehensive multi channel campaign and customer analytics.

How will the business be integrated into Alterian?

The acquisition of Techrigy is a strategic growth move for the company, not one of consolidation. A critical success factor is that Alterian operates as one business with clarity and consistency of vision, and in order to achieve this always integrates acquired companies quickly. However, this is managed so as to retain and



enhance the leadership status we have in each area of the market, and we will ensure this is the case with the integration of Techrigy.

Why did Alterian acquire Techrigy as opposed to another SMM vendor?

Alterian evaluated a large number of companies, among them many SMM vendors and other types of technology suppliers, prior to acquiring Techrigy. Alterian was attracted to the complementary overlay to our company with Techrigy's in the area of products, corporate culture, selling geographies, partner channels, and similar approach to software innovation.

Why did Techrigy choose to be acquired by Alterian?

Joining Alterian is attractive to Techrigy. Techrigy's strength is its technology and reputation, and they see synergies in Alterian's sales and partner channels and integration with the Integrated Marketing Platform. The Techrigy team sees strong opportunities in the larger marketing technology sector and the merger of the two organizations provides strong differentiation for their SMM solutions.

Will Alterian continue to support Techrigy's clients and partners?

Yes, in a similar fashion to previous acquisitions, all of which have been successfully completed by Alterian, it will continue to support current clients and partners as well as look within both customer bases for opportunities to add additional value.

How does this acquisition help to differentiate the expanded group from its competitors?

This expansion of Alterian's functional breadth allows the expanded company to offer an unmatched platform for managing all phases of the marketing process. No other company will be able to offer the same combination of content management, operational marketing, online interactive marketing, modeling, campaign management, analytics, reporting and data infrastructure from a single product set.

No other integrated marketing platform vendor can offer a strong SMM component today. The addition of SMM accelerates Alterian's progress into the online marketing sector and provides key foundational technology for building out these capabilities further.

For Techrigy customers and prospects, the extended suite of integrated marketing solutions will help marketers more closely integrate SMM with the other critical processes of the marketing department.

How will the enlarged Alterian group sell SMM products?

Both Alterian and Techrigy have strong and compelling USPs in their target sectors. These will only be enhanced by the acquisition. In addition, as previously described, our enlarged group will now be able to offer clients and prospects an extended and relevant portfolio that will deliver additional USPs from the combined offering. This will help create significant and sustained differentiation.

To avoid disruption in revenues from either team, a plan is being formalized to allow each team to focus in their current product portfolio and skill area yet have a clear way to increase an overall sale by leveraging the extended portfolio when a larger opportunity is recognized. This will be backed with a process that will easily allow the proper skills to be available across the entire company as needed to ensure success.

Over time, as the detailed integration plan is refined, further ways of leveraging the combined solutions will be implemented.

Will Alterian continue to offer the SM2 Freemium offering?

Yes. The SM2 Freemium offering will continue to be available to current and new users.

Will Alterian retain and sell all of Techrigy's products?

Yes. Alterian plans to retain and continue and accelerate investment in SM2's software and infrastructure.

Will Techrigy's solution be integrated with the Alterian Integrated Marketing Platform?

Yes, a key component to Alterian's value proposition is based on integration between components. More details will be available in the coming months.

Section 2 – About Alterian

What does Alterian do?

Like Techrigy, Alterian is a software company. Alterian offers software products which strongly complement Techrigy's SM2 product.

Alterian focuses on technology for marketing and has developed a comprehensive platform to manage the data and applications required by marketers to do their jobs.

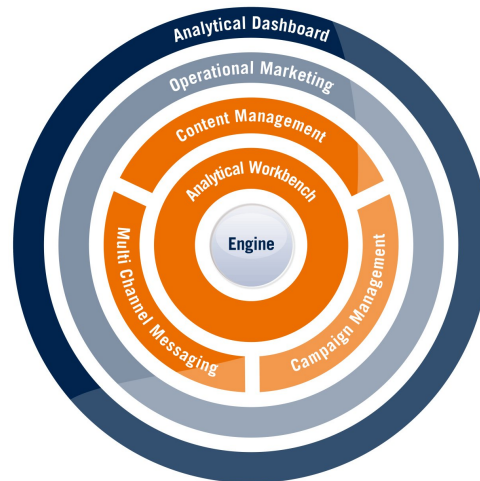
The Alterian Integrated Marketing Platform manages the people, processes, and applications that have often been autonomous marketing functions. It supports different marketing users, functions, and the daily activities to execute those processes across the entire organization. Running through the entire platform is an analytical capability enabling marketers to gain insight into their data by using intuitive, easy to use, visual segmentation tools. The results of these analyses are then made actionable with a series of applications for executing multi-channel marketing communications.

In short – Alterian helps marketing professionals analyze and better understand their customers and then act on this understanding with appropriate campaigns.

Alterian provides answers to marketers' questions by analyzing all of the information associated with each individual customer or prospect in the entire database in a matter of seconds. The detail of this granular information and the speed at which it is analyzed encourages a thorough exploration of customer behavior, which in turn enables truly targeted activities delivered through Alterian's integrated campaign planning and execution modules. This approach supports a unique 'train of thought' analysis capability which complements a marketer's typical working practice.

The Alterian Integrated Marketing Platform is comprised of six core components:

- Marketing Data Infrastructure– The foundation for Alterian's platform. Engine, is a fit for purpose environment for the analysis of all of the data that marketers need to do their jobs. The data infrastructure also includes real time engines for content and decisioning.
- Email – Deploys digital messages across email, RSS and mobile channels
- Content Management – Web Content Management for websites, intranets and marketing asset repositories
- Campaign Management – Transforming analysis into action with segmentation and campaign development
- Analysis and Reporting – Tracking and sharing the results of activities with everyone in your organization
- Operational Marketing – Pulling together the process of marketing with budgets, calendars and workflow tools



Alterian sees Social Media Monitoring as an opportunity to begin linking together the data and analysis generated by interactive marketing and social media with its current platform offering to support comprehensive multi-channel marketing activities.

What is an Integrated Marketing Platform?

The Integrated Marketing Platform goes by many names. Alterian prefers this term because the greatest benefit of such a technology investment is the practical ability for the marketing department to deliver relevant, integrated multi-channel communications to customers and prospects. However, it is also referred to as an EMP - Enterprise Marketing Platform (a term derived by Forrester Research) or an EMM - Enterprise Marketing Management suite (a term derived by Gartner).

Alterian believes that the key tenets of an integrated marketing platform are:

- Fit for purpose data infrastructure
- Architected for extensibility
- Flexible deployment model and user interfaces
- Integrated applications
- Analytics and process driven
- Multi-channel execution
- Supports transparency and accountability

What is Alterian's Vision for Marketing?

Alterian's guiding principle is the concept of **Engagement**.

Based on the Integrated Marketing Platform, Alterian has created a process to give our customers the operational capability required to engage with their customers - the Customer Engagement Cycle.

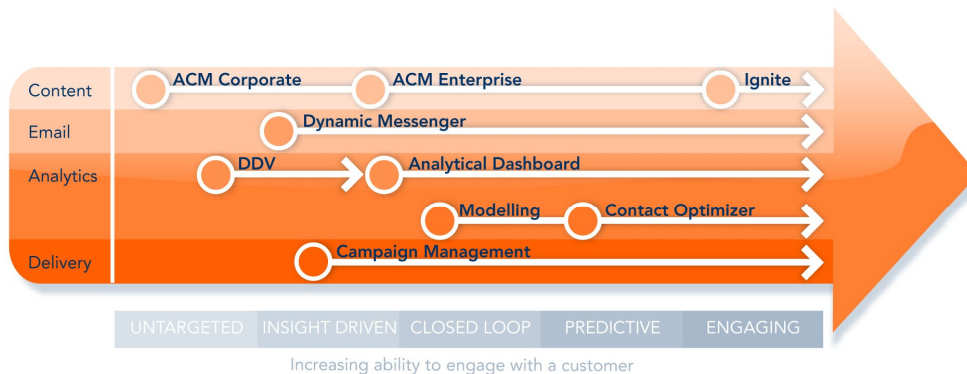
The Customer Engagement Cycle makes it practical and cost-effective for marketers to be able to scale their operations to drive individualized customer and prospect communications to millions of customers.

It is important to remember that the Customer Engagement Cycle is not singular in nature but multiple, each cycle learning from the last as the customer interacts through multiple channels, at all times of the day and night and with varying degrees of frequency throughout the life cycle of the customer.



Building an engagement cycle operational capability is a journey for marketers, and the agencies and marketing service providers with whom they work. The journey is one of physical integration – of different departments within marketing, and customer data held throughout the organisation. It is also a journey of process integration – ensuring the various, currently disparate, applications are integrated to power the Customer Engagement Cycle.

Engagement isn't a giant leap, it's a journey and Alterian helps marketers start that journey today by providing a series of integrated applications based on the Alterian Platform core product focuses of content, analytics and execution:



Why is the Integrated Marketing Platform important?

To minimize risks, keep costs under control and build incrementally on the journey to customer engagement, an integrated platform is not just advisable – it is imperative to manage the level of application and data integration required to move a customer along the customer engagement life cycle.

There must be a single data infrastructure so marketers can have proximity to their data, to be able to visualize and work with that information, applying the analytics to give them the insight they need, rather than wait for IT to deliver files of the transactional systems to synchronize. Alterian provides this platform for marketers enabling them to become analytically led and to integrate their marketing. This Platform also provides a future-proof investment as marketing technology matures and more of the processes of the marketing department are integrated.

What is Alterian’s ownership structure?

Alterian is a publicly listed company on the main market of the London Stock Exchange, their ticker is ALN.

What is Alterian’s revenue and are they profitable?

Prior to the acquisition, Alterian results from the fiscal year ended March 2009 were £33.4M in revenue and £6.1M Profit before Tax. This represents a 73% growth in revenue and a 48% growth in Profit before Tax from the prior year.

How many customers does Alterian have and who are their current major clients?

Alterian currently has a global partner network of 155 Marketing Services Providers, Systems Integrators and Agencies.

Through these partners and our direct relationships, Alterian serves over 1100 end user organizations worldwide. These are spread over 20 countries. Alterian also has Master Resellers in Spain and India.

Notable partners include: Tribal DDB, Targetbase, Rapp, Experian, Acxiom, Epsilon, Deloitte, Carlson and Merkle.

Notable end users include: AstraZeneca, Wilson Sporting Goods, GMACI, WWE, Princess Cruises, Blockbuster, The Direct Marketing Association, Vodafone, Alliance & Leicester, Adobe, One & Only Resorts, Bentley and Virgin Media.

Where is Alterian based?

Alterian’s Global Headquarters is in Bristol, UK.

There are additional offices in:

- Chicago, Illinois, USA – North American Headquarters
- Valencia, California, USA
- Stamford, Connecticut, USA
- Sydney, Australia
- Hilversum, Netherlands
- Munich, Germany
- Poole, United Kingdom
- Newbury, United Kingdom
- Bangalore, India