

Kloudville Overview

Founded in Toronto, Canada, Kloudville Inc., develops and markets business management solutions that improve operational efficiencies and enable supply chain commerce transformation. **Your processes. One system. People working better.**

Kloudville's go-to-market strategy is to help run any business of any size with a complete and comprehensive set of Business Applications (Business 360 Apps) that offers full operational management capabilities. Kloudville Business 360 Apps provides an Omni-channel, Enterprise grade, Digital commerce platform that brings together all key facets of e-CRM, e-commerce and ERP functions under a SaaS platform ("the Kloudville platform").

The Kloudville Platform is scalable (as the growth demands), secure and maintenance-free. Kloudville's cloud-based business- process-centric environment supports any business context operations engaged in buying and selling of goods and services. **Kloudville Business 360-in-a-Box.**

Kloudville's current market focus is to provide Wholesale Distributors, Home Builders, Telecom & Services orientated companies with a complete digital 360 business context driven and process-centric management capability with minimum IT operational overheads.

The Digital Commerce and Transformation Opportunity - Large but not without challenges.

Current cloud-based application offerings pose significant adoption barriers:

- Multiple cloud-based applications are required to support different business functions and processes
- Market is dominated by front-end-focused applications
- Current SaaS offerings for back-end systems are not integrated with key business applications
- CRM and ERP software require major customization to make it fit-for-purpose for any specific business or vertical and forces business to adapt to the software
- Require intense customization and implementation resources
- Cross business function data must be replicated across several instances and is prone to error
- Forced fit of SaaS and legacy back-end systems evolves into costly solutions that are expensive to maintain
- Customers demand personalized digital solutions
- Table d'hote rather than A-la-carte seems to be the mantra of the software vendors
- Software agility seems to come with a hefty price tag

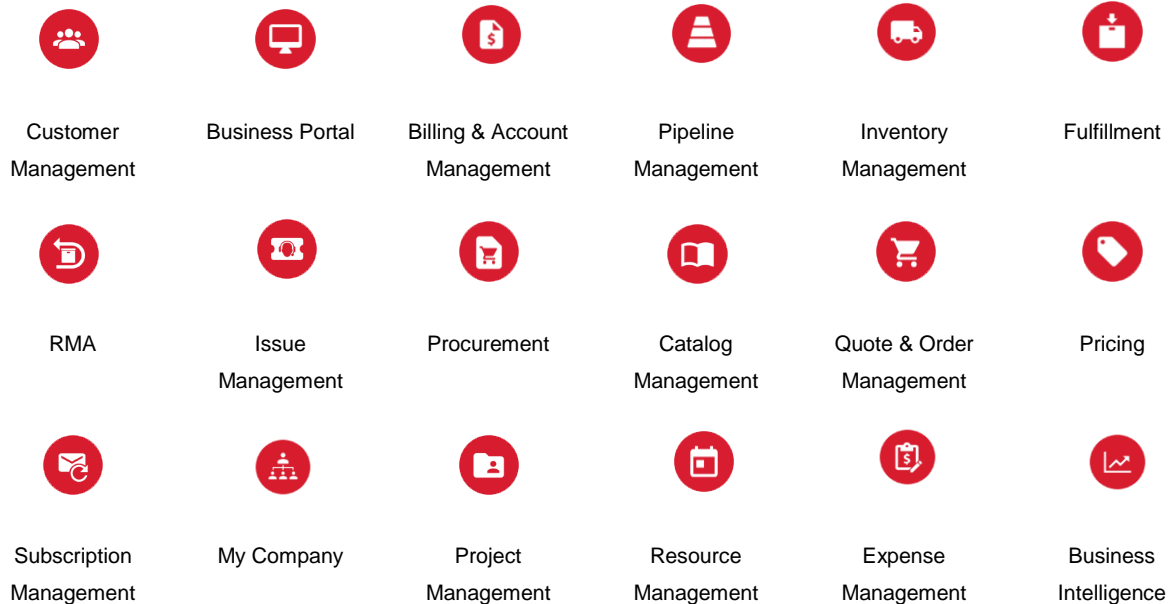
Kloudville's Business 360 Apps are Simple, Scalable, Customizable, Open API, and Business context process centric.

Full lifecycle business functionality with flexibility and simplicity of implementation in any business context.

- ✓ Business process centric Apps include: customer, catalog, inventory, order, fulfillment, shipping, invoicing, billing, pricing, procuring, resourcing, ticketing, B2B portal and real-time analytics and management dashboard straight out-of-the-box
- ✓ Apps are business-process centric and come pre-configured with business functions per business vertical
- ✓ Apps empower businesses and enable easy and rapid customizations to business change
- ✓ Apps can be re-configured or enhanced for purpose
- ✓ New Apps can be created and integrated through the open API's
- ✓ Common look-and-feel (UI) across all Apps and platform
- ✓ Open and standardized APIs allow for rapid deployment and integration at every level
- ✓ Highly secure, enterprise/telecom grade performance and scalability with workload distribution, load balancing and automatic failover
- ✓ All apps leverage shared common databases through the Core layer, creating information transparency across the organization
- ✓ Grow on demand without any further customization or change
- ✓ Low OPEX: No on-premise IT infrastructure
- ✓ Configuration-driven capability from the core platform and propagated to the Apps, which allows for rapid and flexible adaption to your business and ways of working

Kloudville Business 360 Apps are comprehensive

Kloudville offers a complete set of feature rich Apps to seamlessly manage all online and offline aspects of the business.



Kloudville's Business 360 Apps

Kloudville Business 360-in-a-Box Market focus

Kloudville's initial market focus is to provide a complete and comprehensive Business-in-a-Box solutions for four (4) vertical markets; Commerce 360 for the **Wholesale Distributors**, Service 360 for **Services based companies**, Build 360 for **Home Builders**, and Telecom 360 for **Communication Service Providers (CSP) and associated B2B suppliers**.

These vertical Business-in-a-Box solutions, come pre-configured with industry specific business processes and context to allow for rapid and agile implementations. Kloudville industry specific solutions are configured and customized for purpose utilizing the Kloudville Business 360 Apps which provides full life-cycle business management CRM and ERP functionality for any day-to-day business operations. Kloudville has been implemented at number of customers and processes many thousands of sales and fulfillment transactions daily.



Commerce 360 – Targeted at Wholesale Distributors engaged in handling shipments of products between suppliers and consumers. They have warehouse(s), distribution center(s) and trade in the logistics management of full life-cycle supply to the Retailer or end customer directly). Kloudville Commerce 360 provides full life-cycle management for the entire Wholesale Distributor supply-chain and is tailored for the purpose of end-to-end commerce transaction (buying and selling with multi-location drop shipping) dominant within this market vertical.



Service 360 – Targeted at dynamic resource and asset allocation (by project, activity and ad-hoc) predominately prevalent in people-based companies. Kloudville Service 360 provides Resource and Asset Management planning applications to ensure optimal utilization, so that the right resources are assigned to the right tasks based on number of attributes such as availability, skill, fit for purpose and cost.

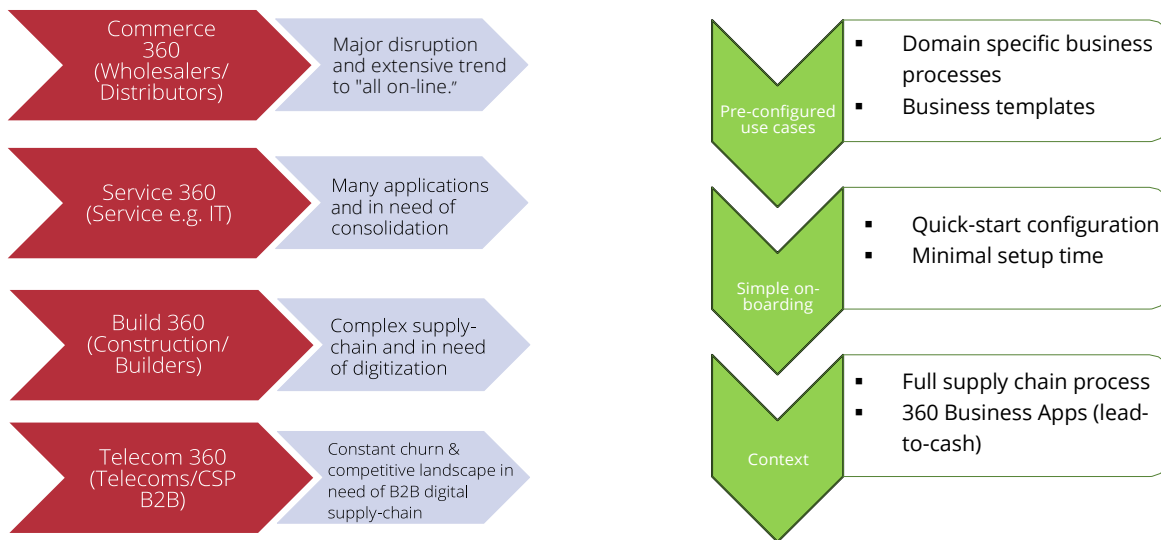


Build 360 – Targeted at Home Builders engaged in large scale infrastructure projects commencing at site acquisition and progressing to build, customization, sales and eventually warranty. Kloudville Build 360 supports the complexity of these long-running projects with multiple stages of development and resource management.



Telecom 360 – Targeted at the B2B business needs and the constant transformative nature of CSPs and its echo-system of Suppliers, Kloudville Telecom 360 supports full life-cycle management of B2B ecosystem that help CSPs run and operate their B2B/Wholesale business within a digital commerce supply chain.

Market Solutions



Entrepreneurial team has proven track record of building software businesses & products.

Kloudville is led by an exceptional senior team with strong entrepreneurship, multi-industry business building, and advanced enterprise and Telecom grade IT expertise and credentials.

Our industry background and performance include ConceptWave Software Inc., acquired by Ericsson AB in 2012, and Objectel Software Inc., now owned by Oracle Corp. Both product portfolios continue to remain key components of these vendors portfolios and are deployed globally in the largest operators. They have stood the test of time.



Zarar Rana | Co-Founder & CEO Co-Founder and CEO of ConceptWave (acquired by Ericsson) & Objectel (acquired by Architel/Oracle)



David Keller | Founder & CTO Chief Architect at ConceptWave & Objectel



Robert Emery | VP-Vertical Solutions VP Services & Product Management, Ericsson & ConceptWave



Mahmud Noormohamed | VP-Marketing & Sales, VP Sales at Ericsson, ConceptWave and BT



Karna Gupta | Board Member Chairman of the Board at Venture lab and VOTI, and Board Member at Baylis Medical



Imran Bashir | Board Member General Partner at Extreme Venture Partners. Founder ISG acquired by USW, technology leadership experience in telecom

“Business 360 Apps have proven to be a flexible, fast and cost-effective solution to stream-line end-to-end business operations.” said Zarar Rana, CEO & President of Kloudville. “With the introduction of Telecom 360, and our prior pedigree in Catalog Driven Order Management solutions for CSPs over the last 20 years, we are clearly providing a new era of solutions for CSPs, with disruptive and ready-to-go business applications in the cloud.”