

PRODUCT OVERVIEW BROCHURE

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INTRODUCTION

As people have to cut through the increasing clutter of electronic communication and media overload, companies are losing the battle in getting their information there first and keeping it there. The key to that sacred place in the INBOX can be found through innovative and managed communication channels.

adamantium bullet is a product that enabled professional service companies to interact with their clients quicker, cheaper and more efficient than ever before. Targeted media distribution can improve your brand and your client service experience beyond your expectations.

The technological capabilities of **adamantium bullet** empowers your employees to communicate directly with your client base through three electronic channels at breakneck speed. As our tools lighten the operational load on its users your employees can devote more time to critical activities rather than wasting it on inefficient communication tools.

WHAT IS BULLET?

adamantium bullet is a multi-channel communication platform that enables simultaneous push-communication from companies to their clients. This means that clients can receive regular communication updates (such as daily or weekly market updates) as they are produced by either human processes or automatic electronic feeds.

By combining different communication technologies such as SMS, e-mail and WAP (or wireless access protocol) our product ensures that information distributed from your company reaches the intended target. More than this, as the platform operates within a managed environment, control over the information and processes can be improved while keeping costs in check.

SMS

SMS (or short message service) is the modern push-communication technology of choice. As recipients don't need to be in front of their computers, they only need mobile phones to be reached. And as SMS messages can be send internationally, no geographical limitations are placed on its reach.

Messages sent through this platform can extend the traditional limit of 160 characters (depending on the phone model the message size is virtually unlimited) and its delivery can be tracked and reported according to the following delivery statuses (among others).

- SMS delivered;
- SMS not routed to requested network;
- SMS expired (cellular phone was switched off or out of coverage for longer than the validity period); and
- Invalid phone number.

This product was developed to support the SMS distribution services of iTouch. As we don't specialise in cellular communications, we recommend the use of an established service provider for the message distribution. Message bundles can be bought from iTouch on a monthly basis (subject to a client contract) which can be supplemented with add-on bundles

for high-volume periods. SMS bundles¹ range from ZAR 0.32 to ZAR 0.60 per SMS based on the bundle size and contract period.

WAP AND WEB

Although WAP (wireless access protocol) has been available in South Africa for years, its wide-scale acceptance is only now become widespread as mobile phone users are upgrading their instruments to newer and more functional units while data services on the mobile carriers are getting cheaper and more reliable. WAP is a Internet and mobile phone network technology that enables users to surf the Internet on their mobile phones.

adamantium bullet creates a WAP version of specific messages sent out (such as daily bulletins and weekly updates) to a predefined web server capable of hosting WAP pages. From here users can download the content and view the documents on their mobile phones through GPRS and 3G connections already supported in almost all new phone models.

In addition to the WAP-version of the page can a normal web version be published for normal computer-based web browsers.

E-MAIL

And when your clients prefer not to use either of the abovementioned technologies? Simple. We incorporated an e-mail distribution channel into the product as well. Being the post-modern traditional communication weapon of choice, electronic mail is a widely accepted technology for the distribution of general and targeted communication between a company and its clients.

¹ A complete break-down of iTouch bundle charges can be found in Annexure A.

HOW DOES IT WORK FOR USERS?

adamantium bullet uses a collection of modern corporate-type technologies that make it easy to deploy and simple to maintain while saving your company money.

USER INTERFACE AND COMMUNICATION AGENT

System users have access to the platform through a computer-based **application** client that connects to the **Bullet communication agent**. Through this interface they will be able to load clients, configure their distribution preferences and profile and create and maintain central user lists that can be customised to department or user specifications.

Once the necessary distribution lists have been configured, the user can start with the composition of the message. When complete, the user will select the list and click the “send” button. This will distribute the message through any (or a combination) of the distribution channels. Within seconds the messages will have been delivered.

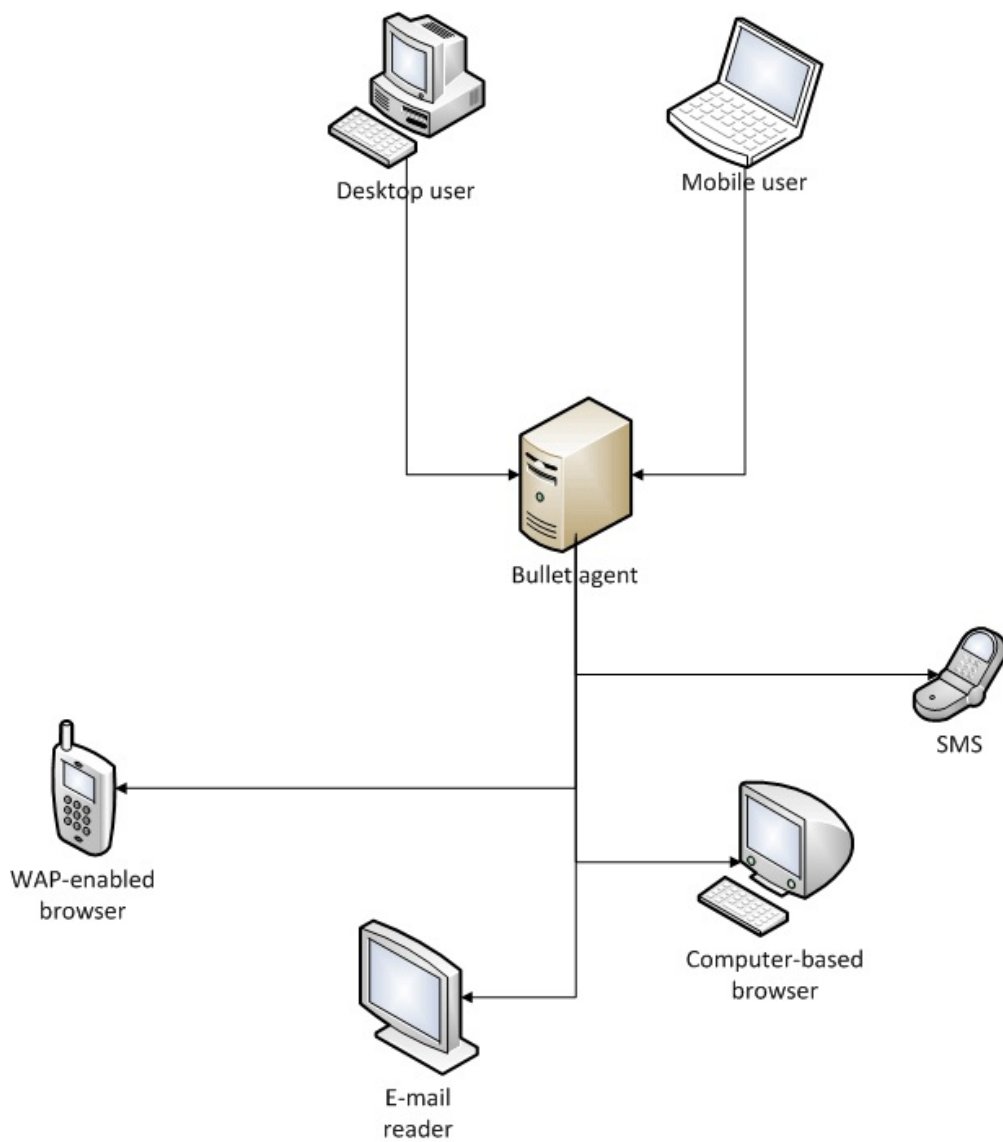
Users and lists can easily be imported and exported through the use of CSV or Excel files.

DELIVERY REPORTS

One of the key benefits of the system is its ability to report on message delivery progress through delivery reports. By using the delivery reports, users are able to analyse the distribution of the messages through a live report. Errors and problems are highlighted to ensure a quick and accurate response to specific items.

COST REPORTING

Accountants can rest easy knowing that departmental usage can be reported on to improve cost allocation to ensure that budgets usage can be aligned with budgetary constraints.



TECHNICAL OPERATIONS

OPERATING SYSTEM AND NETWORKING

The product was developed for the majority of South African organisations and support the Microsoft Windows family of operating systems. All network communication between the user application and communication agent (or application server) happens through TCP/IP and has no impact on any other network-enabled systems.

SECURITY

Current practices dictate that corporate systems use integrated security mechanisms to prohibit unauthorised use of any system. As a result, **adamantium bullet** uses integrated Windows (LDAP / Active Directory) authentication to authorise users on the system.

DATA STORAGE

All data generated and used by the system is stored in a Microsoft SQL Server database. One of the benefits of this is that any recent version (Microsoft SQL Server 2000 or later) of the database server can be used. What's more, is that even the free versions (MSDE) can be used to support the system, thereby reducing operating costs.

INTERNET CONNECTIVITY

As the system relies on Internet technologies, certain connectivity requirements are to be made available to the communication agent. SMS messages are delivered via FTP (file transfer protocol) while e-mail messages require an SMTP (simple mail transfer protocol). Depending on the company's Internet server configuration, FTP might be required to upload the WAP files for distribution on the Internet.

WHAT DOES IT COST?

adamantium bullet is a licensed software product that is subject to a monthly usage charge contract. We offer two service models to our clients being a software-only service and a software-and-messaging service.

SOFTWARE-ONLY LICENCE

The software-only service provides clients with a software licence to use the software platform for the period stipulated within the contract and are charged monthly in advance. The licence is subject to a 18-month contract and is charged at **ZAR 3,771.39** excluding VAT per month. No setup fee is payable to Adamantium Software Engineering and SMS bundling contracts must be negotiated with iTouch by the client. This contract might be subject to a setup fee and the client will be invoiced separately for the SMS bundles by iTouch.

SOFTWARE-AND-MESSAGING LICENCE

By utilising the software-and-messaging license, the client will only deal with Adamantium Software Engineering for all billing and invoicing queries. This software licence is also subject to a 18-month contract and is charged at **ZAR 3,771.39** excluding VAT per month. SMS usage charges will be billed by Adamantium Software Engineering and will not be subject to a setup fee. An additional service fee will be charged on the SMS bundle charges of 3c per message sent. Bundle prices will be based on the iTouch pricing schedule.

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ABOUT US

Adamantium Software Engineering (Pty) Ltd is a specialist software company (Independent Software Vendor or ISV) that enables its clients to maintain a cutting edge communication and technology frameworks. The company specialises in the development and deployment of innovative communication mechanisms that allow clients to interact quicker at a lower cost.

The company was founded by Markus van Aardt who holds an MSc Computer Science degree *cum laude* from the University of Pretoria. He left Deutsche Bank South Africa in 2005 after six years as Senior Internet Application Developer to establish the consultancy as a leader in its field. He is a development specialist in the areas of Internet, client/server, corporate instant messaging and Client Relationship Management (CRM) software.

The company focusses on the development of innovative business solutions through consulting, integration, management development and software creation and -implementation. Our solutions are deployable in any sector, but our focus is currently strong in the areas of finance, metals & mining, agriculture and sales & marketing.

CLIENTS

First South Financial Services and Macquarie Group South Africa
Northam Platinum Limited

ANNEXURE A

ITOUCH SMS BUNDLE CHARGES

All prices are quoted in South African Rand and exclude value added tax.

Contract	Term	Monthly subscription	Free SMS per month	Connection fee	Charge per SMS
Start-up	Monthly	281.00	500	111.00	0.564
Principle	Monthly	490.00	1,000	223.00	0.489
Freestyler	3 Month	618.00	1,400	149.00	0.445
Prestige	6 Month	830.00	2,000	74.00	0.415
Premier	12 Month	1,133.00	3,000	0.00	0.378