

Fact Sheet

About Digital Graphiti

Since 1998, Digital Graphiti has been creating custom web-based software and database solutions that generate substantial returns on investment for our clients. The best way to understand what we can do for you is to look at what we have done for others.

- Developed an online rapid quoting system that allowed the customer to go from \$0 to \$1 million in online quotes within three months of deployment.
- Created a web-based hiring management system that automated and streamlined the customer's online recruiting process, and enabled them to identify the most qualified, trustworthy candidates with the click of a mouse.
- Created an automated inventory control and ordering system that allows users to search through hundreds of thousands of parts, then use an online ecommerce system to order parts via a secure internet connection.

To view detailed examples of how we deliver the right solutions on time and on budget, visit our website at digitalgraphiti.com/cases.asp.

Expert Development Services

Our custom software development services are second to none. We create software that lets your organization focus on its core competencies and free up internal resources for other purposes.

Our knowledge and technical ability help you increase efficiency and revenue, reduce costs and wasted productivity, and strengthen your relationships with employees, customers, suppliers, and business partners.

Two-Phase Development Process Guarantees Quality Results

As a software development company, it is our job to deliver a quality product in a timely fashion, and at a reasonable cost. To meet our commitment to you, we find two things essential for delivery. First, the project must follow a successful development process. Second, the progress of the project must be communicated to you from beginning to end.

Our two-phase development process and proven project management expertise allows you to achieve development schedules that would otherwise be unattainable with internal staff. We work closely with you to ensure that your project is developed on time, within budget, and meets all requirements of design and functionality.

In Phase One, or the *Discovery Phase*, we focus on developing a comprehensive plan for developing your project. The Discovery Phase documents product requirements and produces a detailed specification document and project schedule. Together, these elements provide a reliable roadmap for successful project development.

In Phase Two, or the *Development Phase*, we implement the development of your software product. During this phase our project management and technical teams meet regularly to review the progress of your project. This close communication ensures the creation of a quality product from start to finish.

Fact Sheet

Sample Clients

Digital Graphiti is a company built on the relationships we forge with our clients. We have been fortunate to have worked with some of the top companies and organizations in their respective industries.

Our extensive client list includes:

- Alabama Automotive Manufacturer's Association
- Alabama Technology Network
- ATN Lean Manufacturing
- Aviation Challenge
- B2Secure, Inc.
- Boeing Company
- Books-A-Million
- Fox Television
- Huntsville Hospital
- Mercedes-Benz
- NASA
- Road Runner Broadband
- Time-Warner Cable
- Teledyne Brown Engineering
- Teledyne Technologies
- University of Alabama in Huntsville
- University of Alabama at Birmingham
- U.S. Space & Rocket Center
- U.S. Space Camp

Client testimonials and references are available.

Inquiries

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Headquarters

Digital Graphiti is located in Cummings Research Park in Huntsville, Alabama, one of the fastest growing technology parks in the country.

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Case Study

The Client: Quickparts, Inc.

Quickparts.com is a privately held manufacturing services company dedicated to providing customers with an online e-commerce system to procure low-volume and high-volume custom manufactured parts.

The Problem:

Quickparts wanted to greatly reduce the turn-around time normally associated with the rapid prototyping of parts. Traditionally, design engineers would physically send a CAD drawing to the Quickparts office. Quickparts personnel would then contact the engineer with a quote for having the item prototyped via stereolithography, SLA, or some other prototyping process. The customer could then order the part, which could take up to a week or two to finally arrive. The total time from submittal of the CAD drawing to delivery of the part could take as much as three weeks.



Quickparts knew that it could improve its processes and revenue if they could put the entire process of quoting the rapid prototyping services online, saving the customer an enormous amount of time over traditional quoting systems. That's when they called in Digital Graphiti.

The Solution: Online Rapid Prototyping System

Using proprietary algorithms developed by Quickparts, Digital Graphiti created an online rapid quoting system that:

- Allows website visitors to upload CAD files using a standard web browser.
- The system immediately parses the uploaded file and the dimensions and volume of the part are calculated.
- A real time quote (cost for creating part) is generated for the user.
- The quote can be saved for a period of a week, abandoned or sent for processing.

The Result:

The Quickparts.com website was an immediate success, surpassing \$1 Million in online quotes within three months of launch.

Digital Graphiti's advanced solutions help clients increase efficiency and revenue, reduce costs and wasted productivity, and strengthen relationships with employees, customers, suppliers, and business partners.

For more information call Dennis Webb at 256-895-0003 today.

Case Study

The Client: A-1 Appliance Parts

A1 Appliance Parts is a retail distributor of appliance parts to the public. From multiple stores, A1 sells parts for virtually all manufacturers, including GE, Kenmore, Sears and Maytag.

The Problem:

A-1's web presence was limited to a Yahoo! Storefront (tm). The site was ineffective, because it limited the number of parts A1 could list for sale, and it lacked a useful search mechanism to help customers quickly locate the part they needed.

With hundreds of thousands of parts for sale, A1 needed to improve its online presence by creating a system that would let the customer easily locate and order the desired part in one quick sitting. That's when A-1 called Digital Graphiti.



The Solution: Online Parts Lookup & Ordering System

Digital Graphiti created a greatly enhanced web presence for A-1. With its powerful, easy-to-use online parts lookup system, the customer can now find parts by model or part number, and then instantly place an order for it online.

In addition, Digital Graphiti was able to take the hundreds of thousands of parts listed in legacy Access databases on manufacturer CDs and import them directly into the SQL database used on the site, saving the time and effort of reproducing or re-entering the data for the new site.

The Result:

A1's customers can now quickly and efficiently find and order virtually any part they might need, simply by visiting the A1 website. The new system gives A1 the ability to serve more customers, faster and more easily, while providing customers with time savings and an improved online shopping experience.

Digital Graphiti's advanced solutions help clients increase efficiency and revenue, reduce costs and wasted productivity, and strengthen relationships with employees, customers, suppliers, and business partners.

For more information call Dennis Webb at 256-895-0003 today.

How Do Executives Find the Speed, Flexibility, and Scalability Needed to Take on the Challenges of Today's Turbulent Business World? Through Outsourcing

By: Michael F. Corbett & Associates, Ltd.

"Do what you do best and outsource the rest," is a simple yet compelling quote attributed to management guru Tom Peters. Following this maxim, executive after executive in organization after organization all around the world is using outsourcing to lower costs and improve quality. Even more importantly, these same executives are using outsourcing to transform traditional business operations into supercharged value-creating engines generating better solutions for customers and greater returns for shareholders.

OUTSOURCING SPENDING SOON TO HIT \$1 TRILLION

According to Dun & Bradstreet's most recent Barometer of Global Outsourcing, outsourcing expenditures will top \$1 trillion worldwide by year-end 2000. These expenditures have doubled in just the past three years alone. North America leads in outsourcing spending, representing 39 percent of the global total, followed by Asia at 31 percent and Europe at 25 percent. It's clear that the debate as to whether or not outsourcing is an important management tool is over. In fact, the debate is not only just over, it's long over. To argue that an organization should not be actively seeking ways to use outsourcing to improve its operations would be like arguing that it should not be using technology.

The power of outsourcing is clear, the management systems needed to make it work are well documented and, in fact, the very future shape of business is being redefined through outsourcing.

EFFICIENCY IS ONLY THE BEGINNING

Outsourcing has long been seen as a way to increase the efficiency of an organization - that is, to reduce its costs of operations. Top service providers, by the very nature of their business mission, develop the people, processes, and technologies to deliver the same or higher-quality services at lower costs than can any individual customer on its own. Their economies of scope and scale create a natural advantage. Simply put, no organization, regardless of its size or sophistication can possibly hope to be best-in-world in every aspect of its operation, yet, none can afford to be anything less. This means that every organization must surround itself with a network of specialized providers who are themselves best-in-world at what they do.

Through outsourcing of non-core activities, cost savings in the 15 percent range are common, combined with comparable increases in quality and throughput.

Outsourcing is, however, far more than just a way to reduce costs and improve the efficiency of current operations. Today's rapidly changing business world demands more. Focus, speed, and constant innovation are required. These are the issues that command the attention of today's senior executives and they are the real benefits to be gained from a strategic approach to outsourcing.

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Attendees at the 2000 Outsourcing World Summit, held this past February in Orlando, Florida, cited *focusing on core competencies as the No. 1 driver of their outsourcing decisions.*

Through out-sourcing, executives are able to redirect non-core resources toward the activities of greater value. It's not a question of simply saving money, it's one of reinvesting cannot make all of the investments needed to deliver best-in-world services across every aspect of their operations. It is simply not possible.

Outsourcing is all about making certain that every organization continues to deliver the very best services possible. It's about giving people an opportunity to advance in their chosen field beyond the boundaries of their current organization. It's about contributing to customers and shareholders and achieving excellence. Outsourcing is all about harnessing change.

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Why Companies Outsource

By: Michael F. Corbett & Associates, Ltd.

Organizations outsource to address specific business issues and opportunities. Executives need to be conscious of their organization's specific motivations for outsourcing. What business issues are you looking to solve and how will outsourcing enable you to solve them?

Every subsequent outsourcing decision is rooted in a clear understanding of what an organization is trying to accomplish because the motivations drive the selection of candidates, expectations, and outcomes.

Typically the issues and opportunities an organization faces will fall in one or more of three general categories — tactical, strategic, and transformational. These categories represent ways in which outsourcing is typically used.

Top five tactical reasons for outsourcing for short-term and immediate benefits

#1: Reduce and Control Operating Costs

The single most important tactical reason for outsourcing is to reduce or control operating costs. Access to the outside provider's lower cost structure is one of the most compelling short-term benefits of outsourcing. One study, conducted in 1993 found companies reporting an average 9% reduction in costs through outsourcing.

#2: Free Investment Dollars

Outsourcing reduces the need to invest capital funds in non-core business functions. This makes capital funds more available for core areas. Outsourcing can also improve certain financial measurements of the firm by eliminating the need to show return on equity from capital investments in non-core areas.

#3: Cash Infusion

Outsourcing may involve the transfer of assets from the customer to the provider. Equipment, facilities, vehicles, and licenses used in the current operations all have a value and are, in effect, sold to the provider as part of the transaction resulting in a cash payment. This cash can then be used in other parts of the operation. Similarly, some contracts involve an up-front payment by the provider to the customer of anticipated savings during the first few years of the contract. Similarly, this cash is then immediately available for investment elsewhere.

#4: Resources not Available Internally

Companies outsource because they do not have access to the required resources—human, capital, or intellectual. For example, if an organization is expanding its operations, especially into a new geographic area, outsourcing is a viable and important alternative to building the needed capability from the ground up.

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#5: Function difficult to manage or out of control

Outsourcing is certainly one option for addressing these types of problems. Outsourcing does not, however, mean abdication of management responsibility, nor does it work well as a knee-jerk reaction by companies in trouble. However, introducing the best-in-class management and business processes that a provider offers can be a quick way to bring control to a situation.

The top five strategic reasons for outsourcing long-term with far-reaching consequences

#1: Improve Business Focus

Outsourcing lets the company focus on broader business issues while having operational details assumed by an outside expert. For many companies, the single most compelling reason for outsourcing is that several of the 'how' type of issues are siphoning off huge amounts of management's resources and attention.

#2: Access to World-Class Capabilities

By the very nature of their specialization, outsourcing providers bring extensive world-wide, world-class resources to meeting the needs of their customers. Partnering with an organization with world-class capabilities can offer: access to new technology, tools, and techniques that the organization may not currently possess; better career opportunities for personnel who transition to the outsourcing provider; more structured methodologies, procedures, and documentation; competitive advantage through expanded skills.

#3: Accelerated Reengineering Efforts

Outsourcing is often a by product of another powerful management tool — business process reengineering. It allows an organization to immediately realize the anticipated benefits of reengineering by having an outside organization — one that is already reengineered to world-class standards — take over the process. In fact, understanding the relationship between reengineering and outsourcing is central to getting the intended value out of these strategies.

#4: Shared Risks

There are tremendous risks associated with the investments an organization makes. When companies outsource they become more flexible, more dynamic, and better able to adapt to changing opportunities. ADP, the large payroll processor, illustrates this reason for outsourcing in their ad campaign referring to the number of new compensation related regulations enacted by congress yearly. ADP invests in staying up to speed on changes and the risk of a mistake is ADP's, not the clients.

#5: Free Resources for Other Purposes

Every organization has limits on the resources available to it. Outsourcing permits an organization to redirect its resources from non-core activities toward building knowledge sets with long-term pay back and impact on innovation.

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Top five transformational reasons for outsourcing (by transformational we mean using outsourcing to fundamentally change and transform the business)

#1: Bring New Solutions to Customers, Faster

The pace of business change is accelerating. Today, customer expectations and preferences can shift at the speed of a mouse click. The specialized capabilities of an outside expert are increasingly important in building that next generation solution. As an executive from Home Depot put it, "If we don't look at what everybody else is doing out there we'll become complacent, we'll become less innovative."

#2: Respond to Shortening Product Lifecycles

Product lifecycles that recently measured in years, today measure in months. The 1999 Strategic Outsourcing Study found that companies facing this type of growing external turbulence are

#3: Redefine Relationships with Suppliers and Business Partners

Outsourcing can transform the entire supply and customer chains in a host of different ways. New, integrated providers can shorten the chain and provide additional services that transform markets or transform the customer experience.

#4: Leapfrog Competitors

Amazon.com fundamentally changed retailing thanks to a different philosophy, new technology, and a cadre of outsourcing providers. Everything changed when Amazon.com partnered with the providers who could manage call centers, process orders, fulfill orders, and warehouse books in ways previously untested.

#5: Enter New Markets with Reduced Risks

Firms are moving headlong into new markets in response to new competition or opportunities, sometimes with little experience. This is most evident in the areas of e-commerce and e-business. Providers like IBM Global Services are helping brick and mortar firms create entirely new customer bases on-line.