SwiftScale

Value Proposition

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M&A Market Facts

- Global M&A Deal Levels Are Strong
  - Average of 30,000 completed deals 1 year trailing in 2012
  - Approximately 11,000 deals involving US-based companies in 2012
  - Reflects market peaks of 1998/1999 and 2005/2006
  - Driven by excess cash and need for external growth

- 2013 Expected to See Increased Deal Activity
  - Challenges and turbulence expected
  - Internal balance sheets are strong, internal growth difficult
  - Both capacity to transaction and appetite for deals have increased over the same period

Sources: Benning Associates; KPMG.

The State of Deal Management

- Harnessing information is difficult and time-consuming
  - Time delays
  - Lag in decision making
- Understanding the “state” of the data is often difficult due its dynamic nature
  - You don’t know what you don’t know
- Can create unquantified risk in the decision making process
  - May lead to poor decision-making overall, or
  - May drive decisions in a way that is out of alignment with strategic intent of a deal
- Drives additional cost in assessment (longer to determine viability of a deal) and actual deal closure

The Current Landscape for Solutions

- Most deals leverage manual tools (eg, spreadsheets, word docs) to collect due diligence information
- Source data is often difficult to assess due to lack of completeness
- Leads to inability to accurately assess risk for proper decision making

Introducing SwiftScale

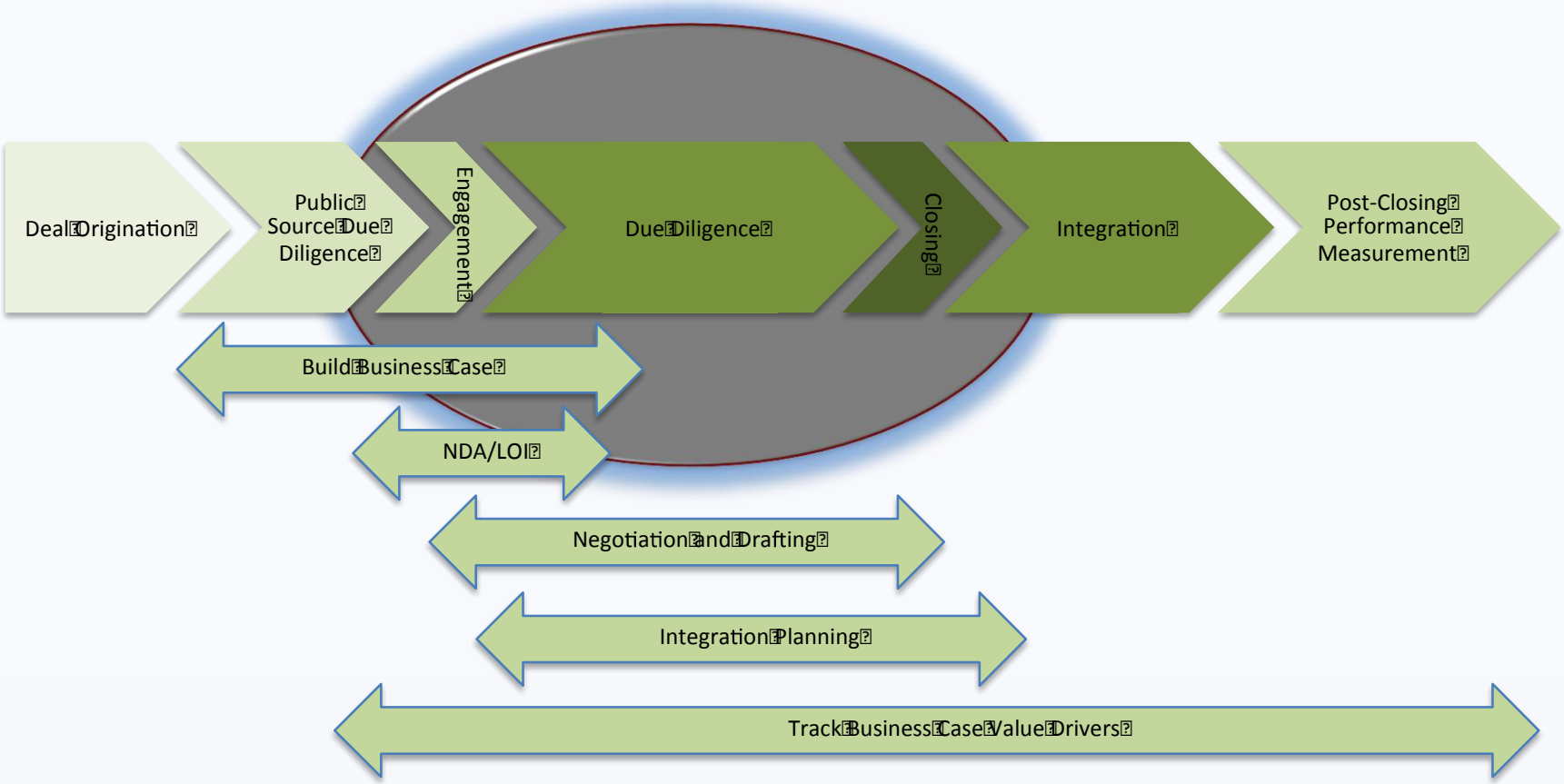
- Offers a concise and consolidated solution for corporate transaction management
- Provides views for decision making through Opportunity and Risk Profiles
  - Offers configurability to shape views based on Strategic Intent and focus areas of Opportunity and Risk
  - Flexible enough to see top view and “hot spots”
  - Drill down into detail for mitigation and decision making
- Presents a secure, flexible platform for efficient due diligence management
- Future: Develop intelligence to provide deal comparative analysis by industry and by like profile

Intended Audience

- Targeted users
  - Deal Manager
    - Overall responsibility for ensuring progress on deal execution
    - VP, Corporate Development, CFO
  - Coordinator
    - Responsible for coordination of deal activities to ensure flow (eg, due diligence, integration planning)
  - Subject Matter Experts

- Benefits
  - Provides ability to tailor tasks and manage a deal based on specific needs
  - Enables more efficient management and decision-making by making real issues the focus
  - Offers the ability to assess risk and opportunities in deals more effectively

SwiftScale Focus Area



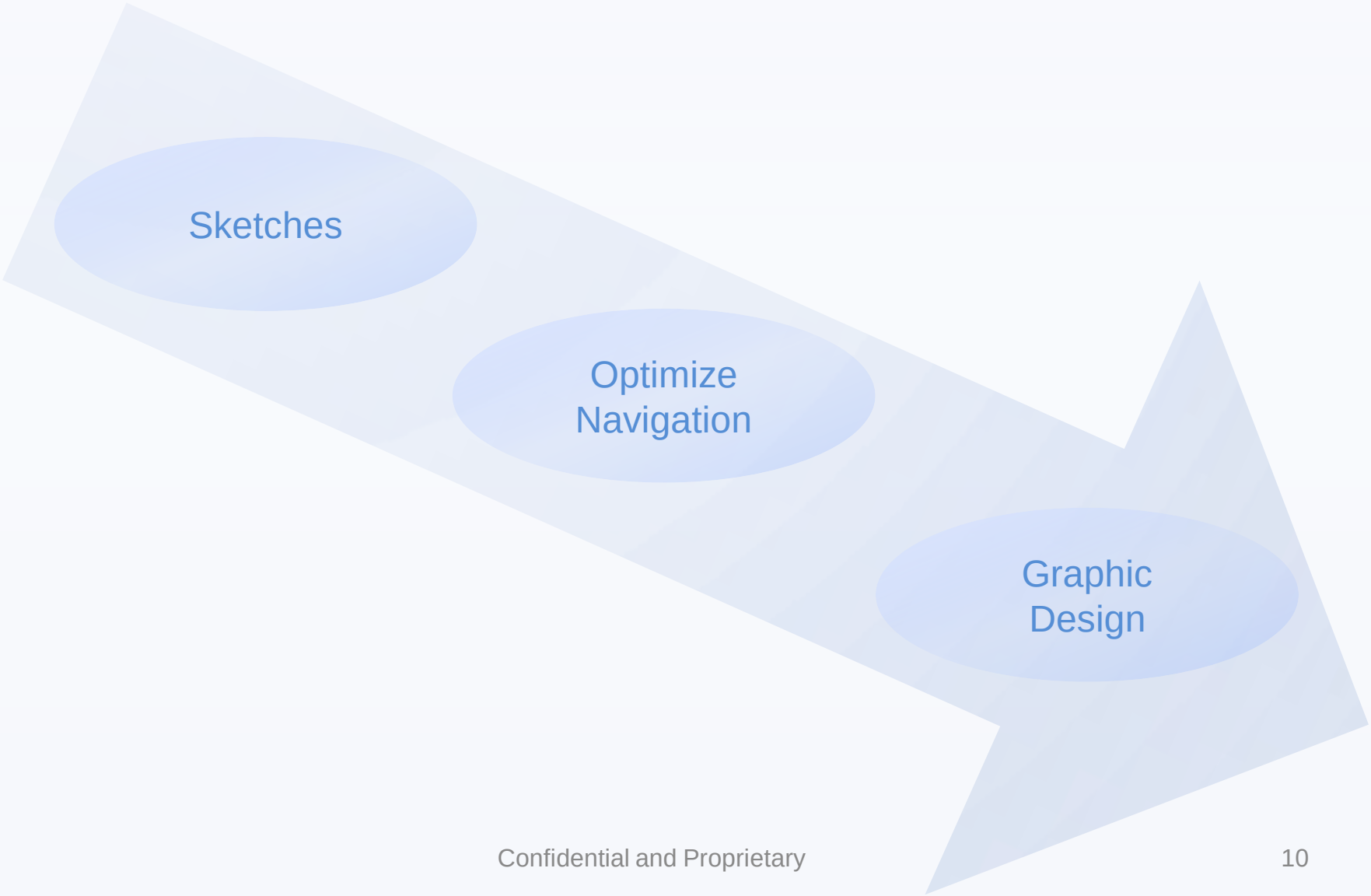
SwiftScale

Functionality

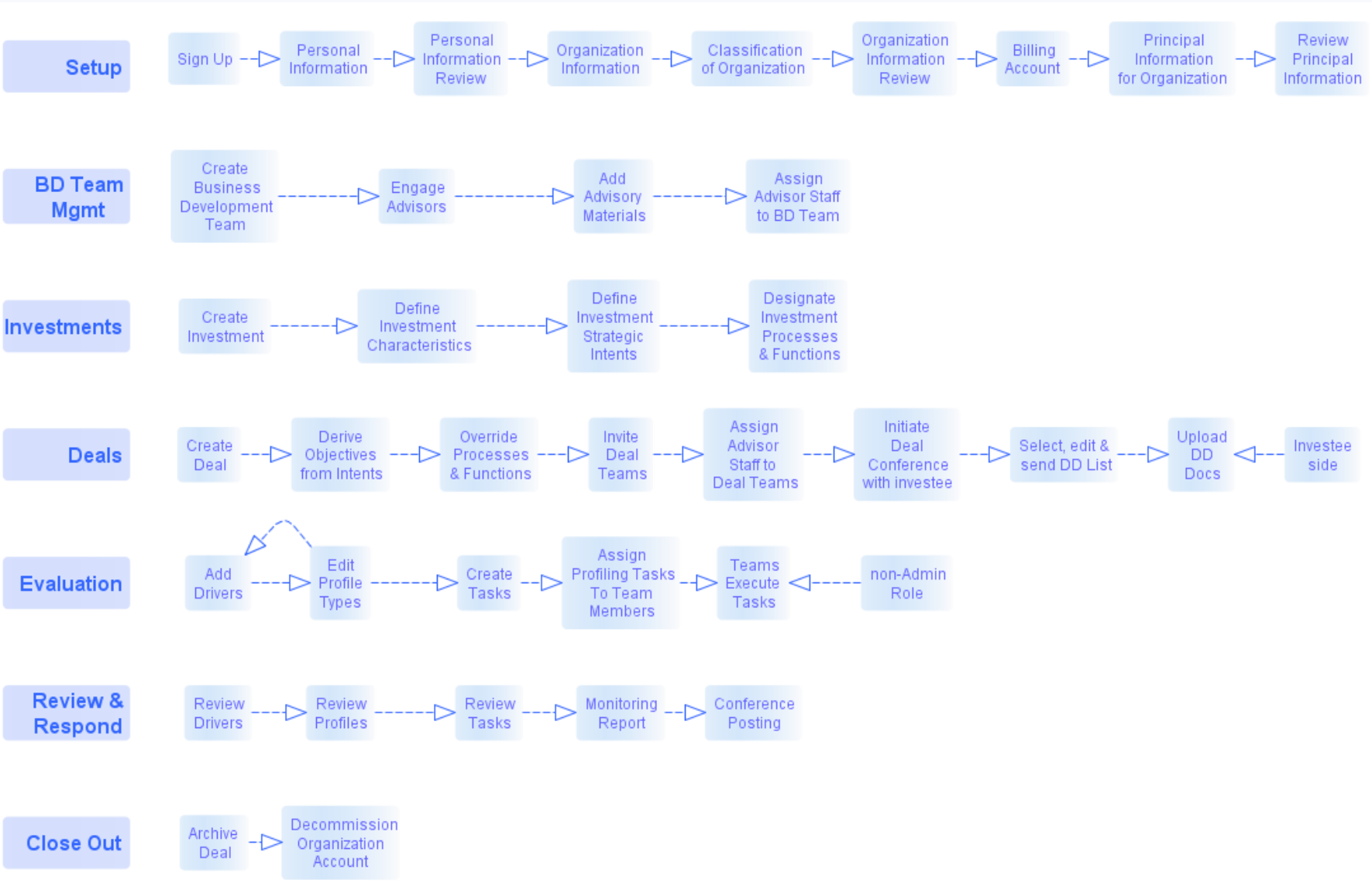
Design Assets

- Product Requirement Document
- Functional Design UX Sketches
  - Outline UX Process
  - Deferred Functionality
- Web Service API Documentation
  - Outline API Process
- Technology Approach
  - Proposed Technology BoM
  - Deployment Architecture Document

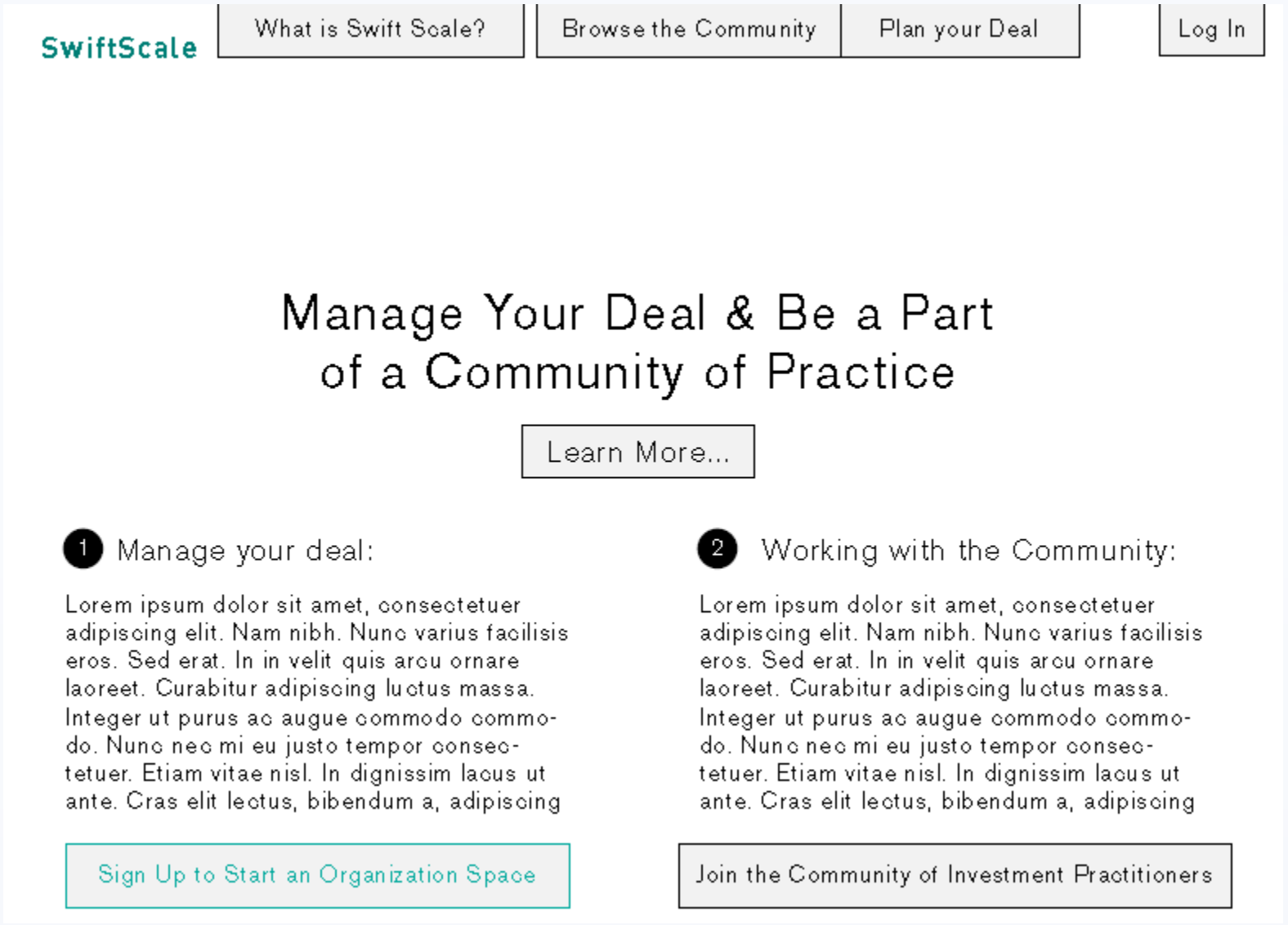
UX Process – three phases



UX Sketch Segmentation



Launch Page


SwiftScale
What is Swift Scale?
Browse the Community
Plan your Deal
Log In
Manage Your Deal & Be a Part of a Community of Practice
Learn More...
1 Manage your deal:
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Nam nibh. Nunc varius facilisis eros. Sed erat. In in velit quis arcu ornare laoreet. Curabitur adipiscing luctus massa. Integer ut purus ac augue commodo commodo. Nunc nec mi eu justo tempor consectetuer. Etiam vitae nisl. In dignissim lacus ut ante. Cras elit lectus, bibendum a, adipiscing
Sign Up to Start an Organization Space
2 Working with the Community:
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Join the Community of Investment Practitioners

PERSONAL INFORMATION: Following Diagram Entry Fields

Already have a personal account?

Community ID | Personal PW

New to SwiftScale? Please create a personal account.
Disclaimer: Information will not be shared with any third party.
Starred fields are required fields.

Name*

Personal Phone Number*

Personal E-mail*

Personal Address | Country

City | CA | Zip Code

Personal ID*

Personal Password*

Re-enter Password*

Subject Matter Expertise* | Select an Additional Expertise

PLACE/CROP

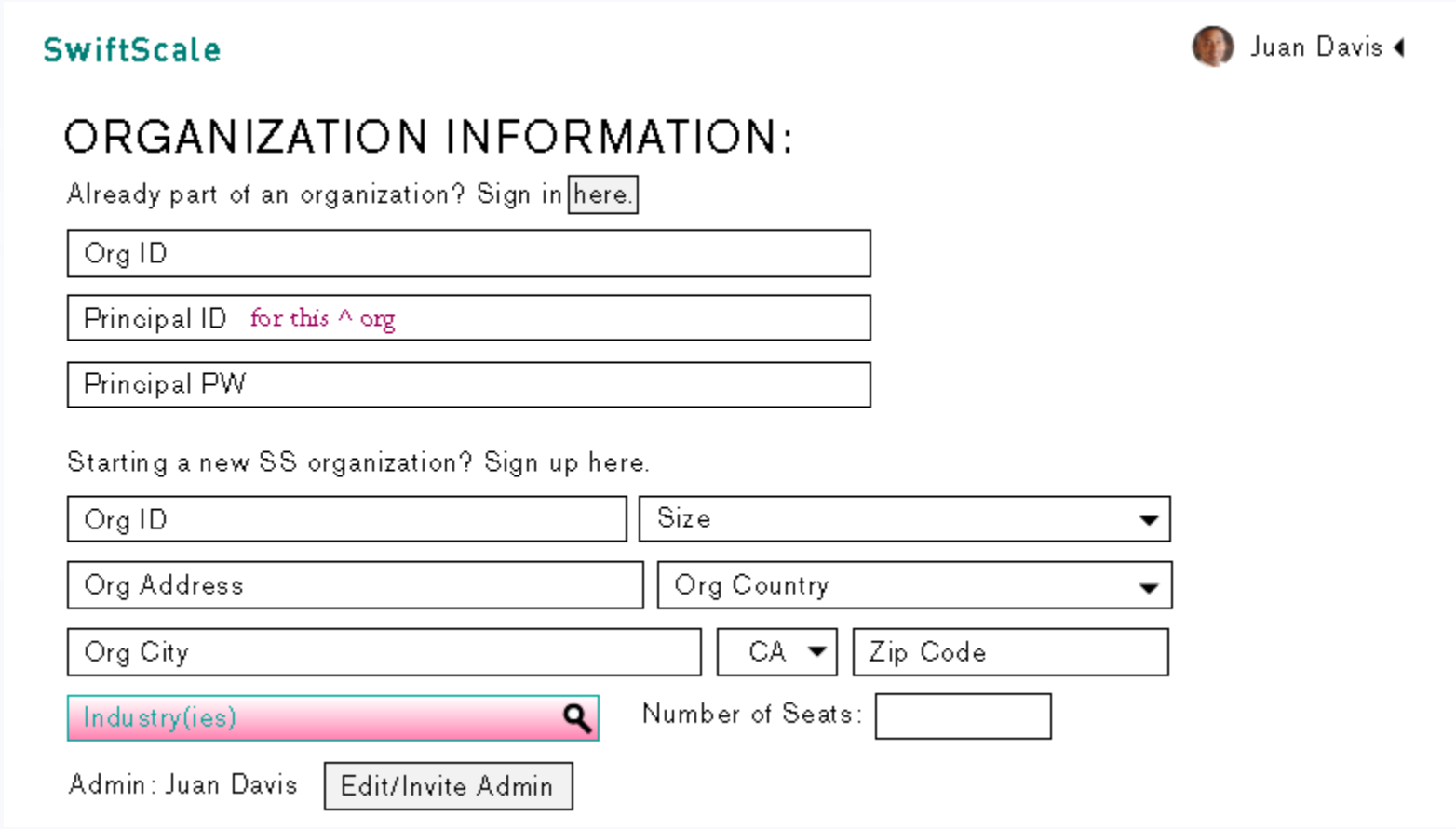
Insert Photo

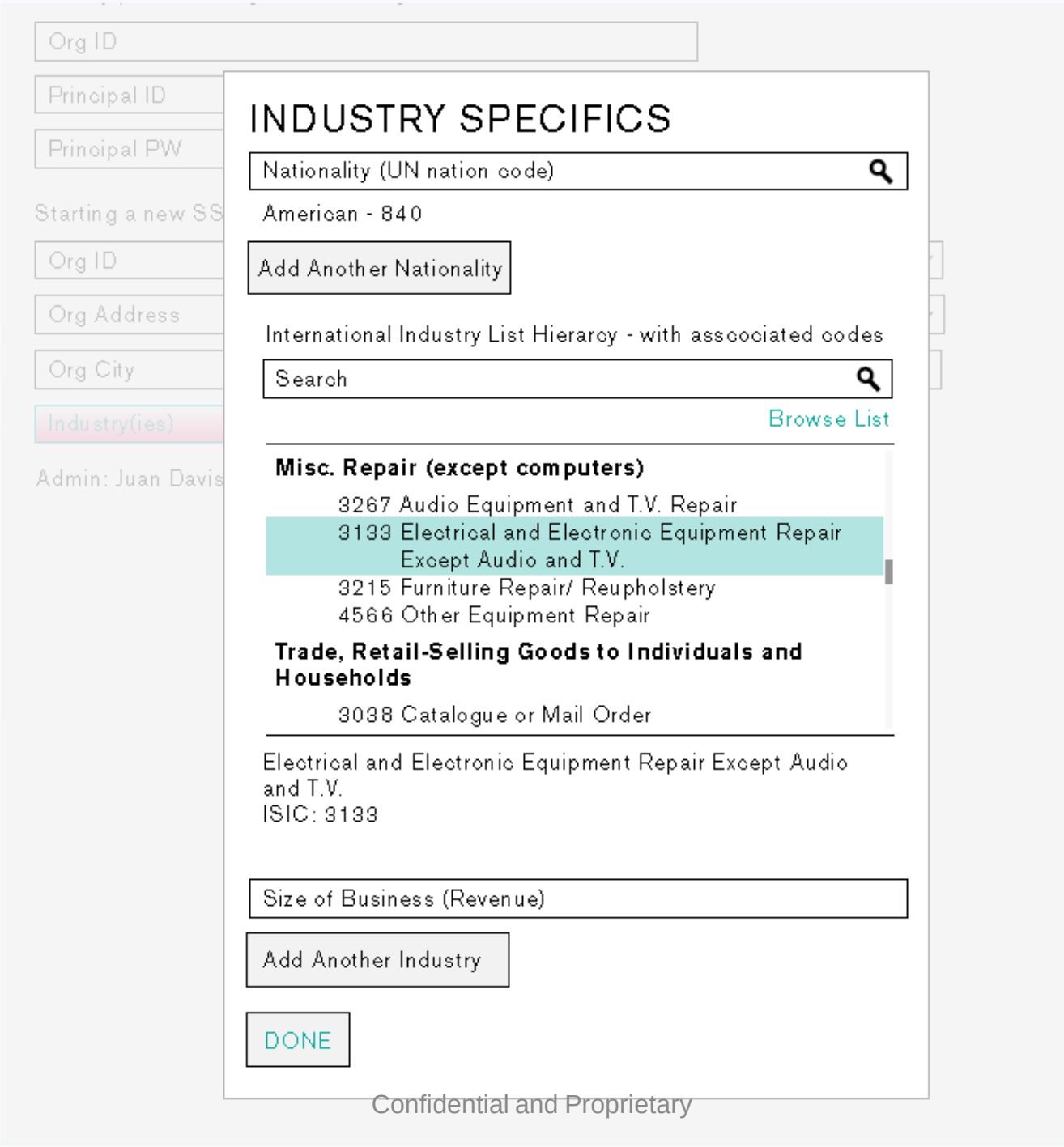
From Web Link

From Computer Browse...

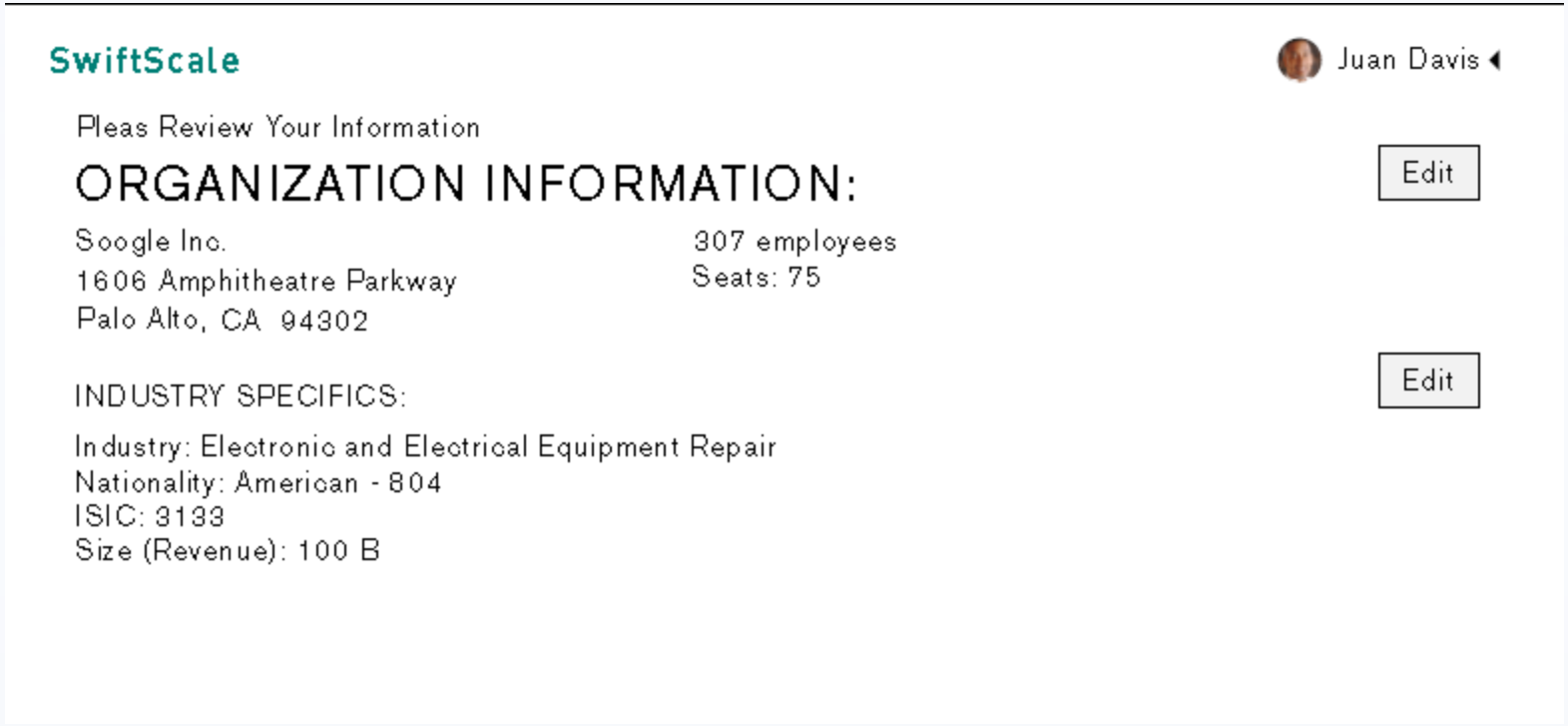
Take Photo

New Organization

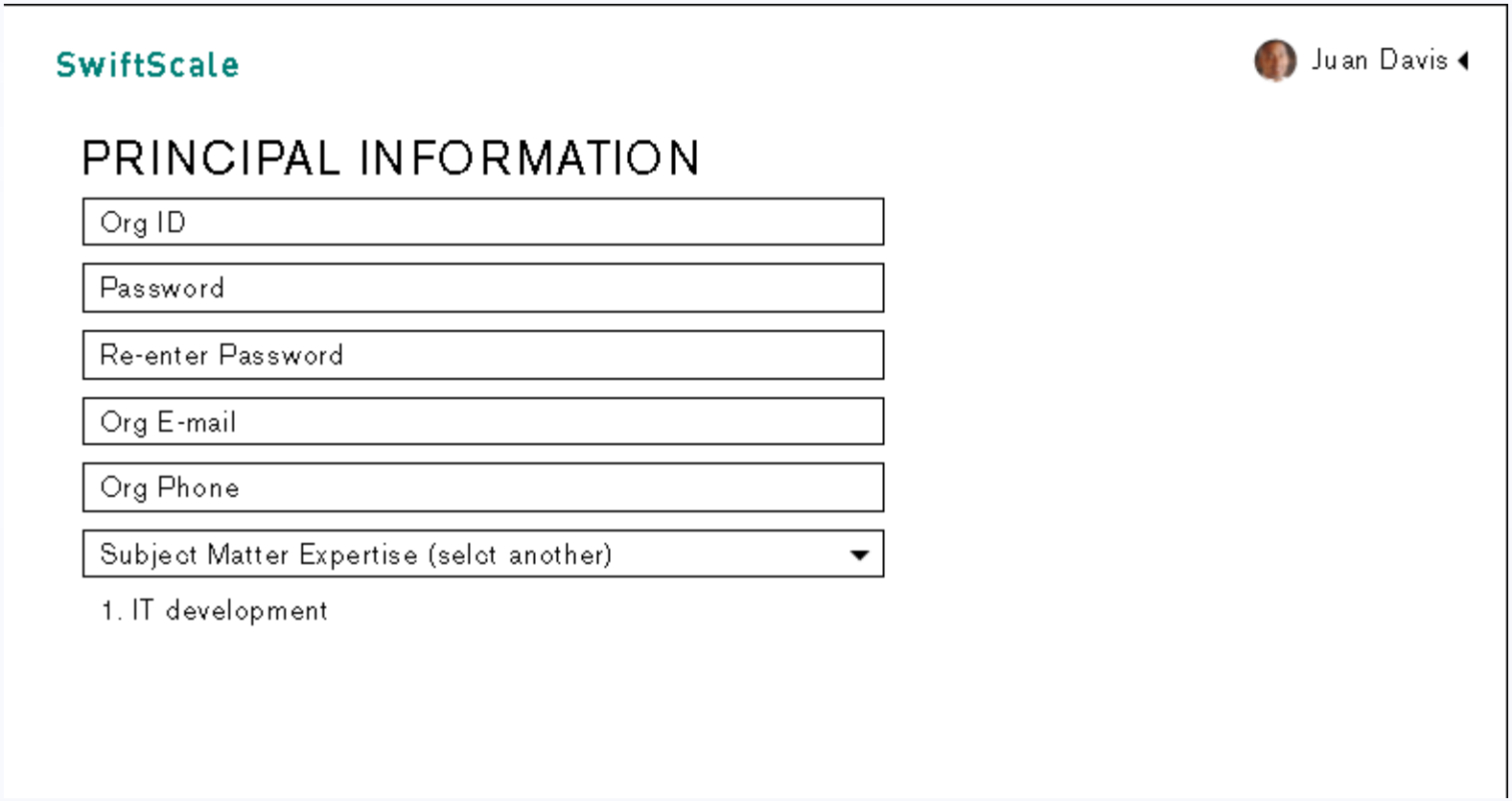



Org ID
Principal ID
Principal PW
Starting a new SS
Org ID
Org Address
Org City
Industry(ies)
Admin: Juan Davis
INDUSTRY SPECIFICS
Nationality (UN nation code)
American - 840
Add Another Nationality
International Industry List Hierarcy - with assocociated codes
Search
Browse List
Misc. Repair (except computers)
3267 Audio Equipment and T.V. Repair
3133 Electrical and Electronic Equipment Repair Except Audio and T.V.
3215 Furniture Repair/ Reupholstery
4566 Other Equipment Repair
Trade, Retail-Selling Goods to Individuals and Households
3038 Catalogue or Mail Order
Electrical and Electronic Equipment Repair Except Audio and T.V.
ISIC: 3133
Size of Business (Revenue)
Add Another Industry
DONE

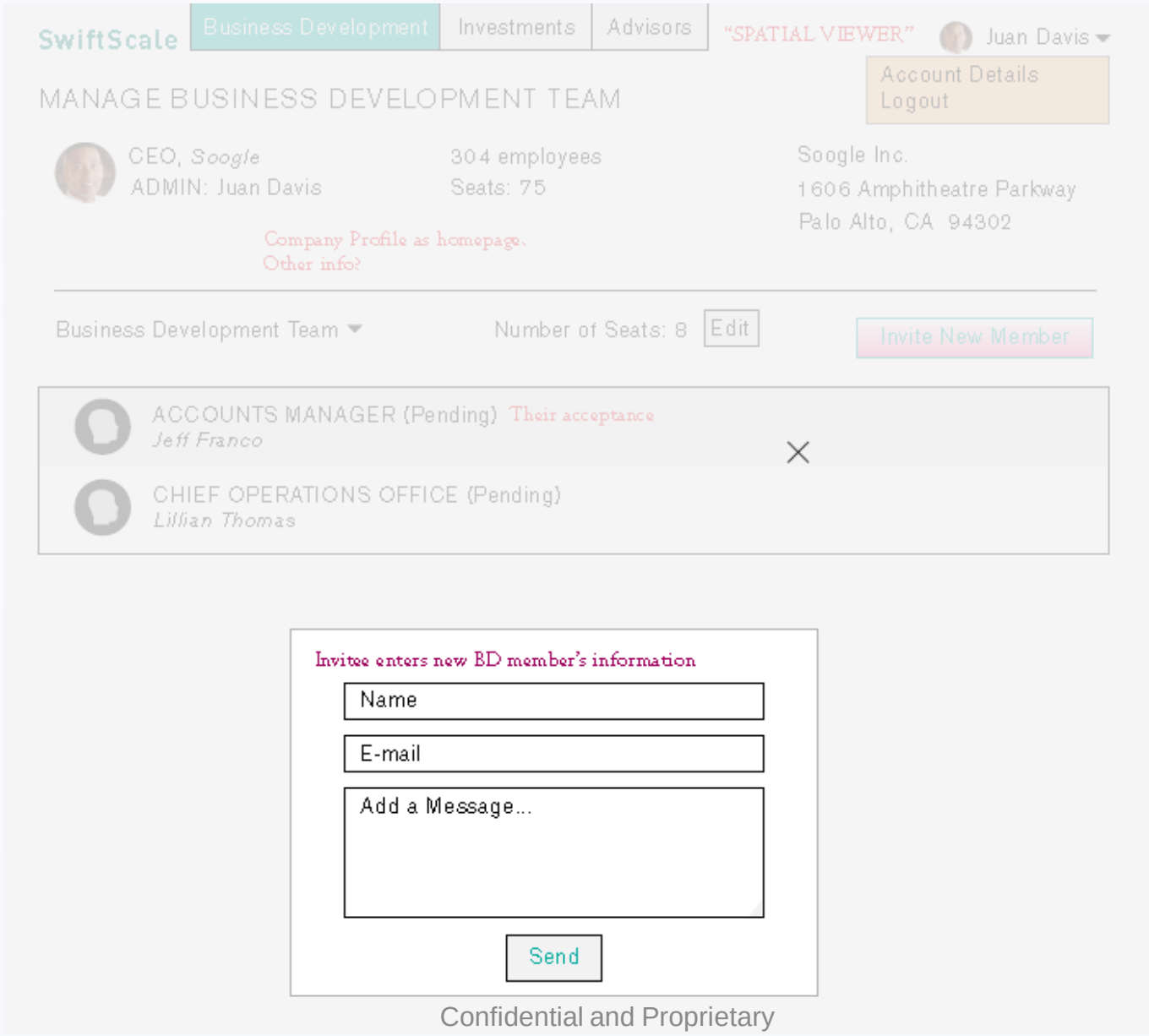
Organization – in its space



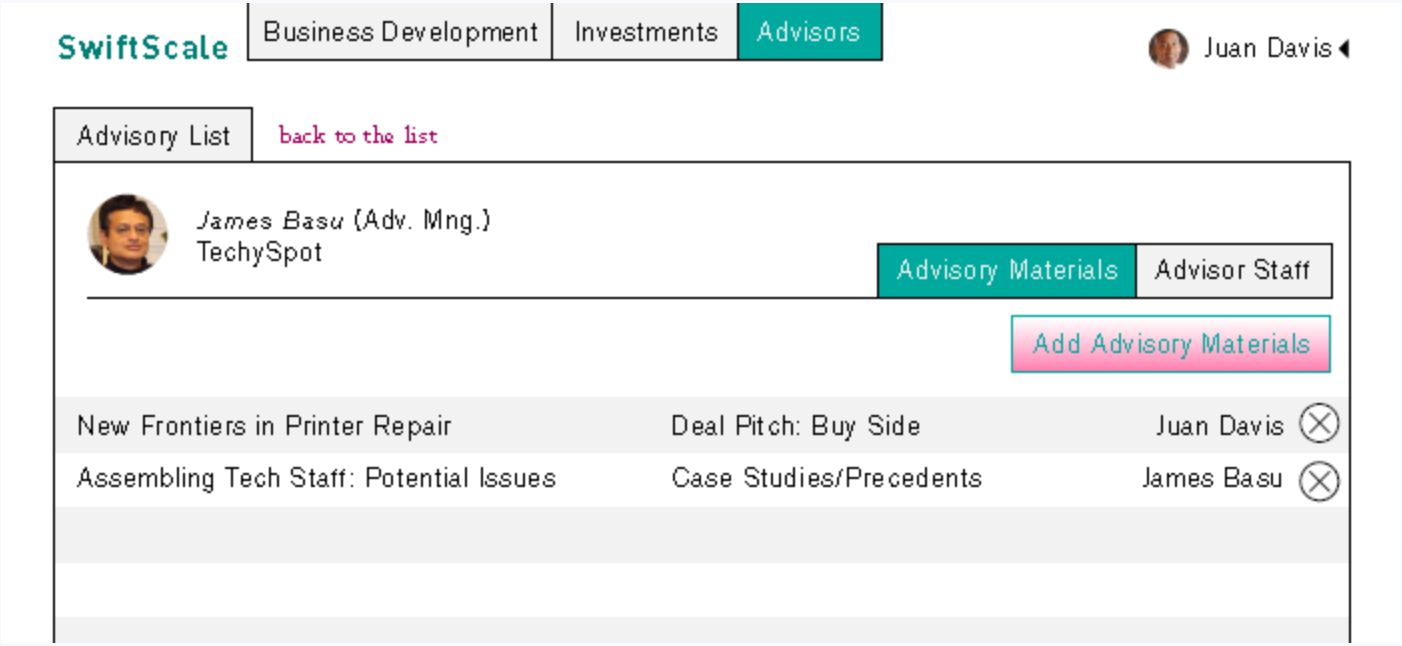
Principal – Person's Org Affiliation



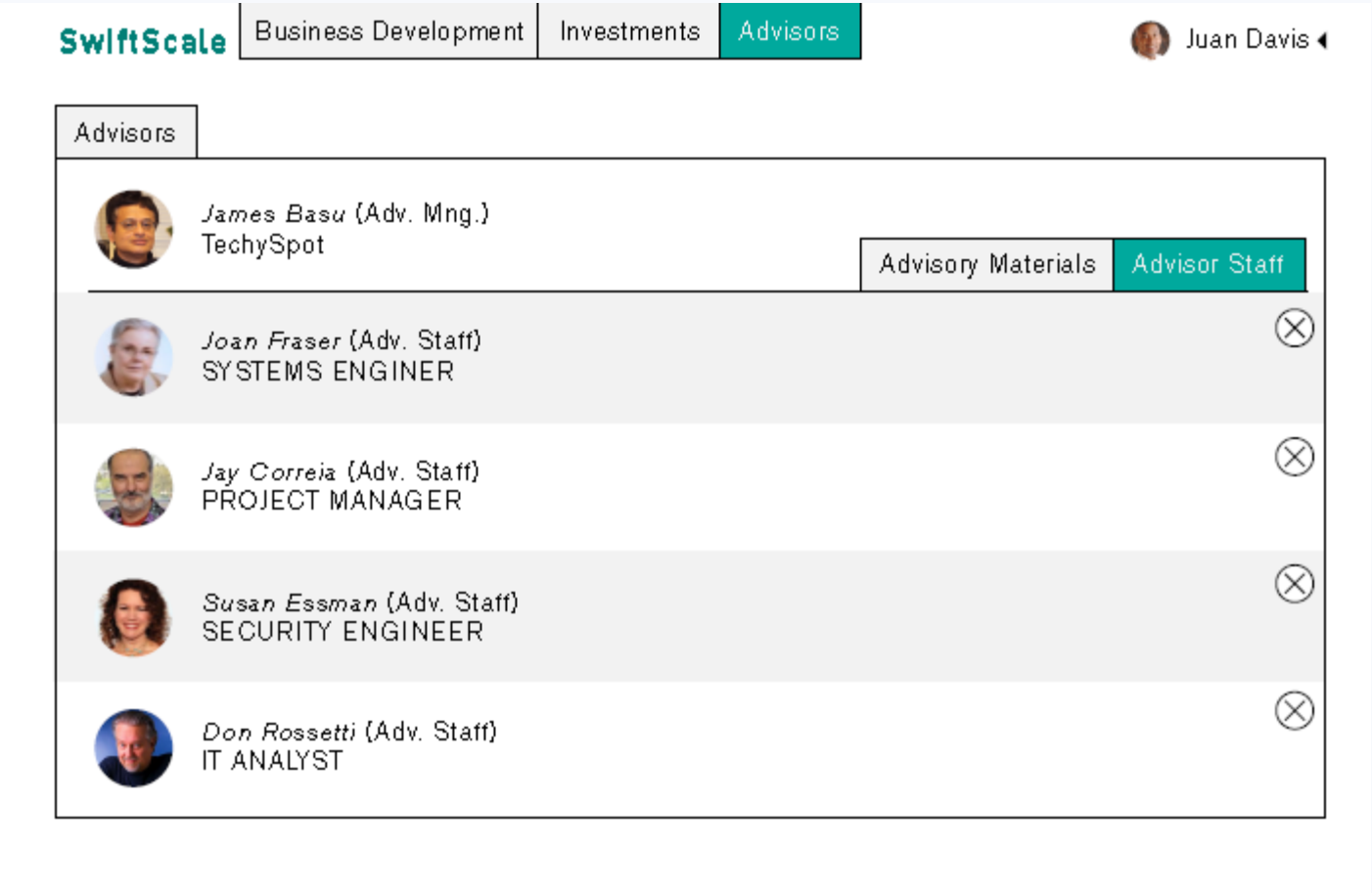
Business Development Team



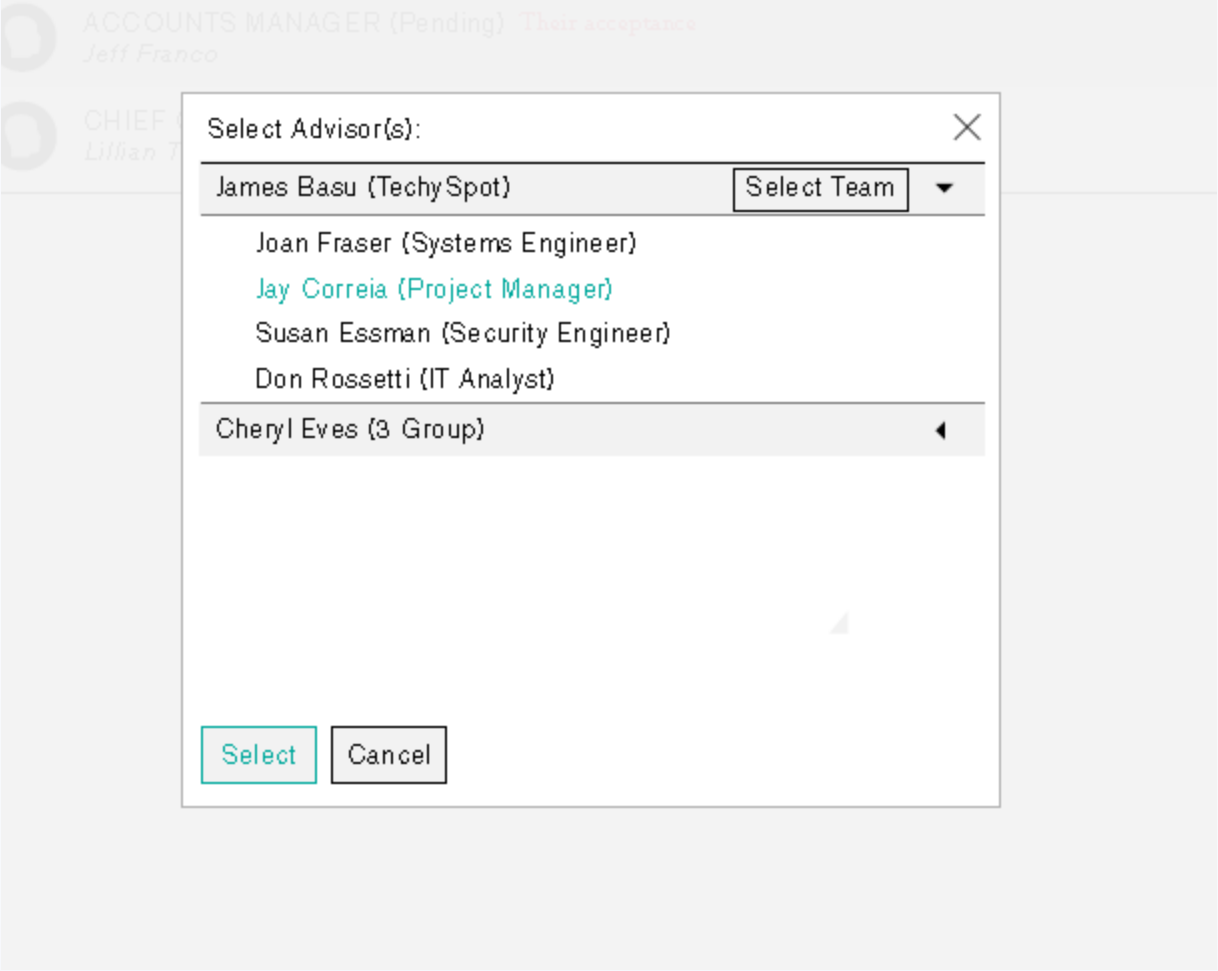
Engage Advisors



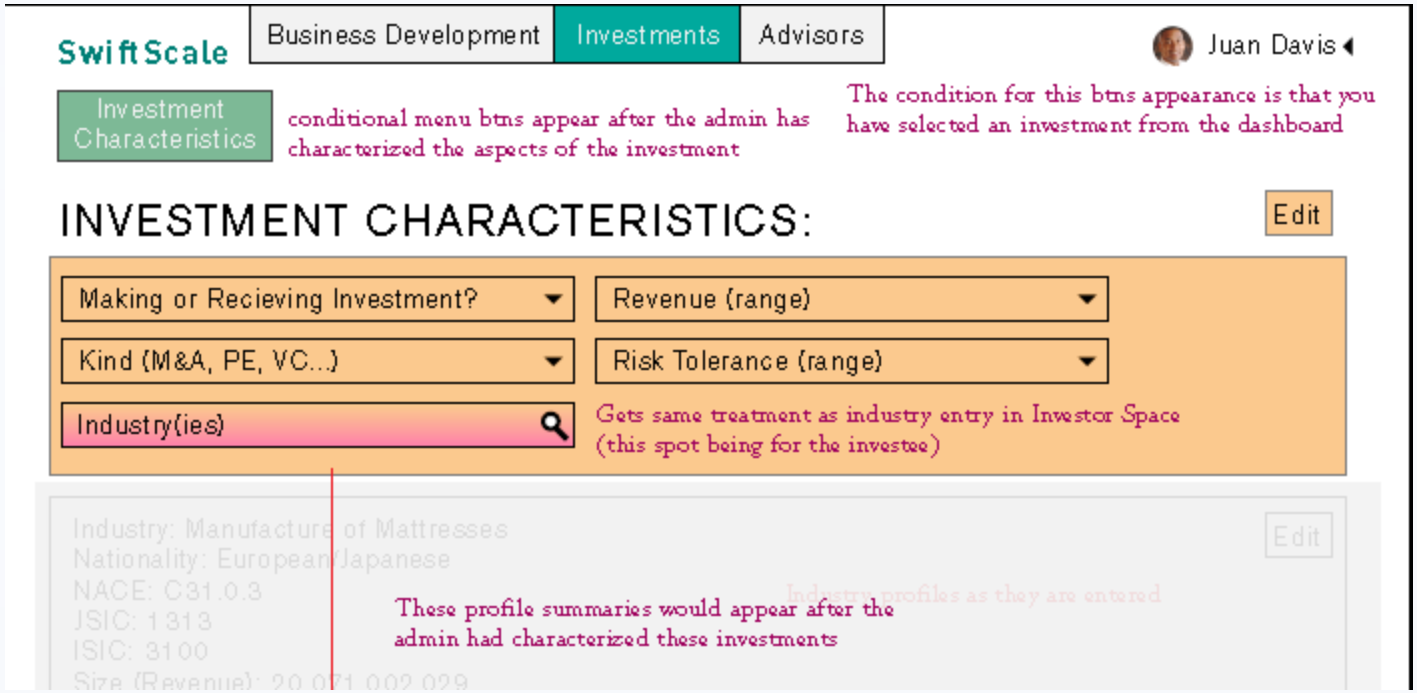
Advisor Staff



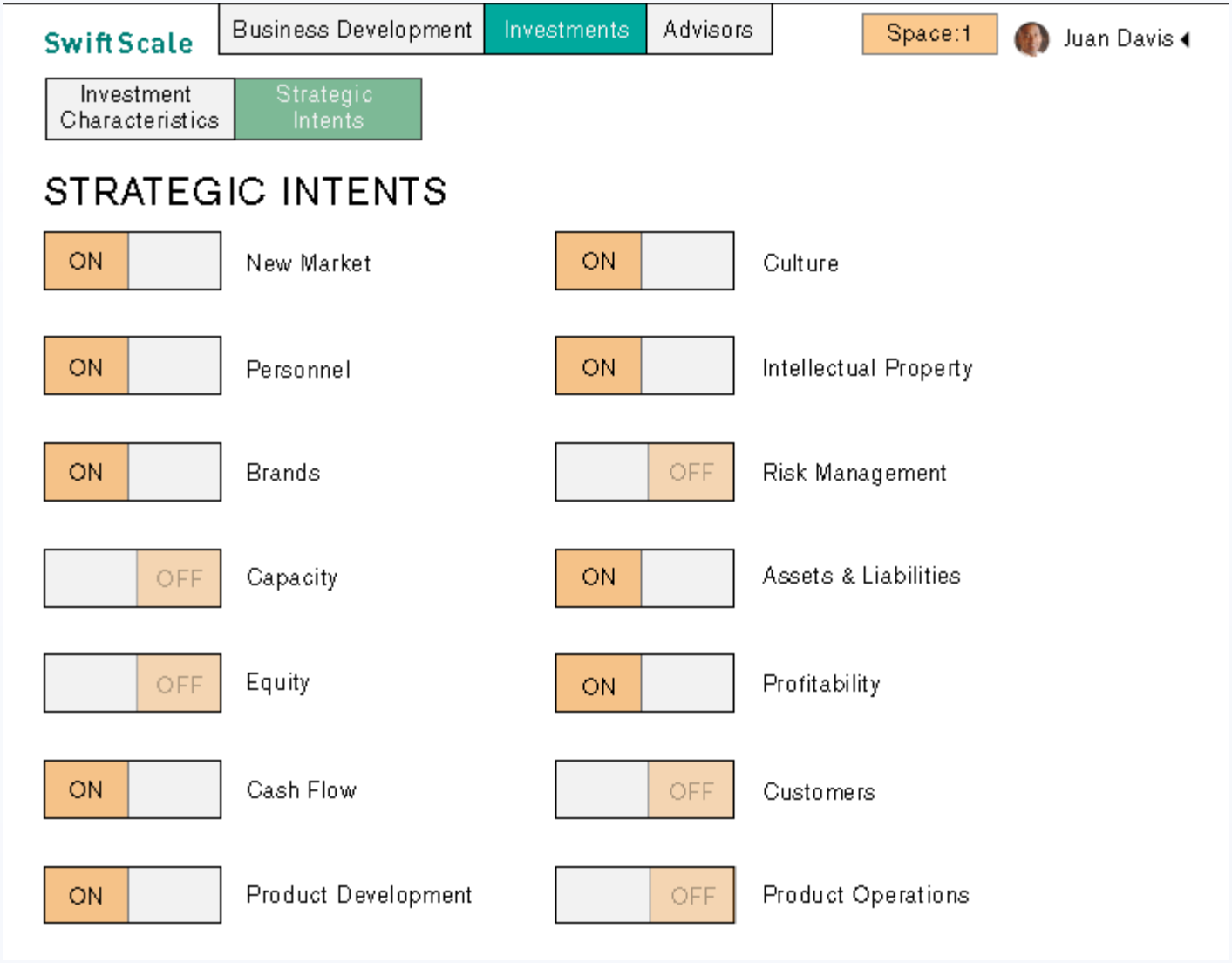
Assign to Teams



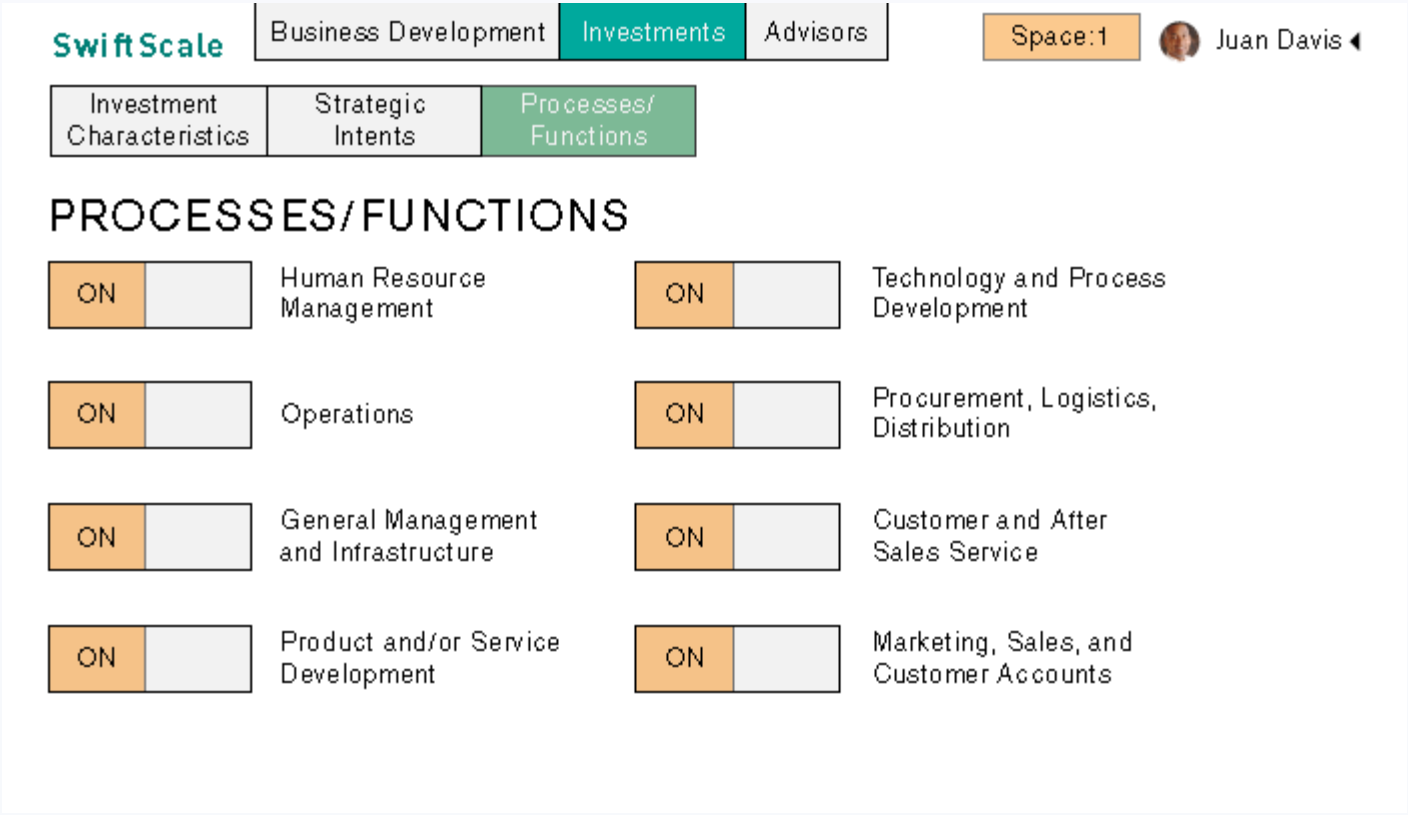
Characterize intended investments



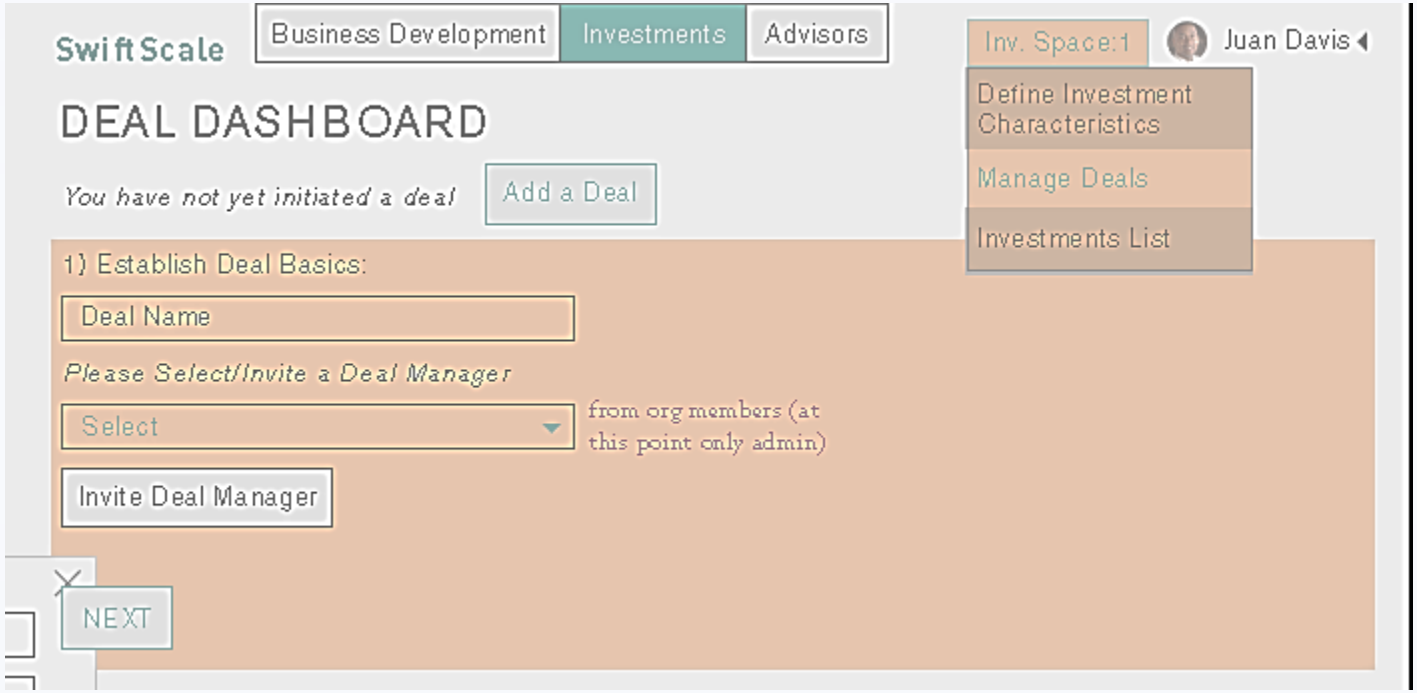
Strategic Intents



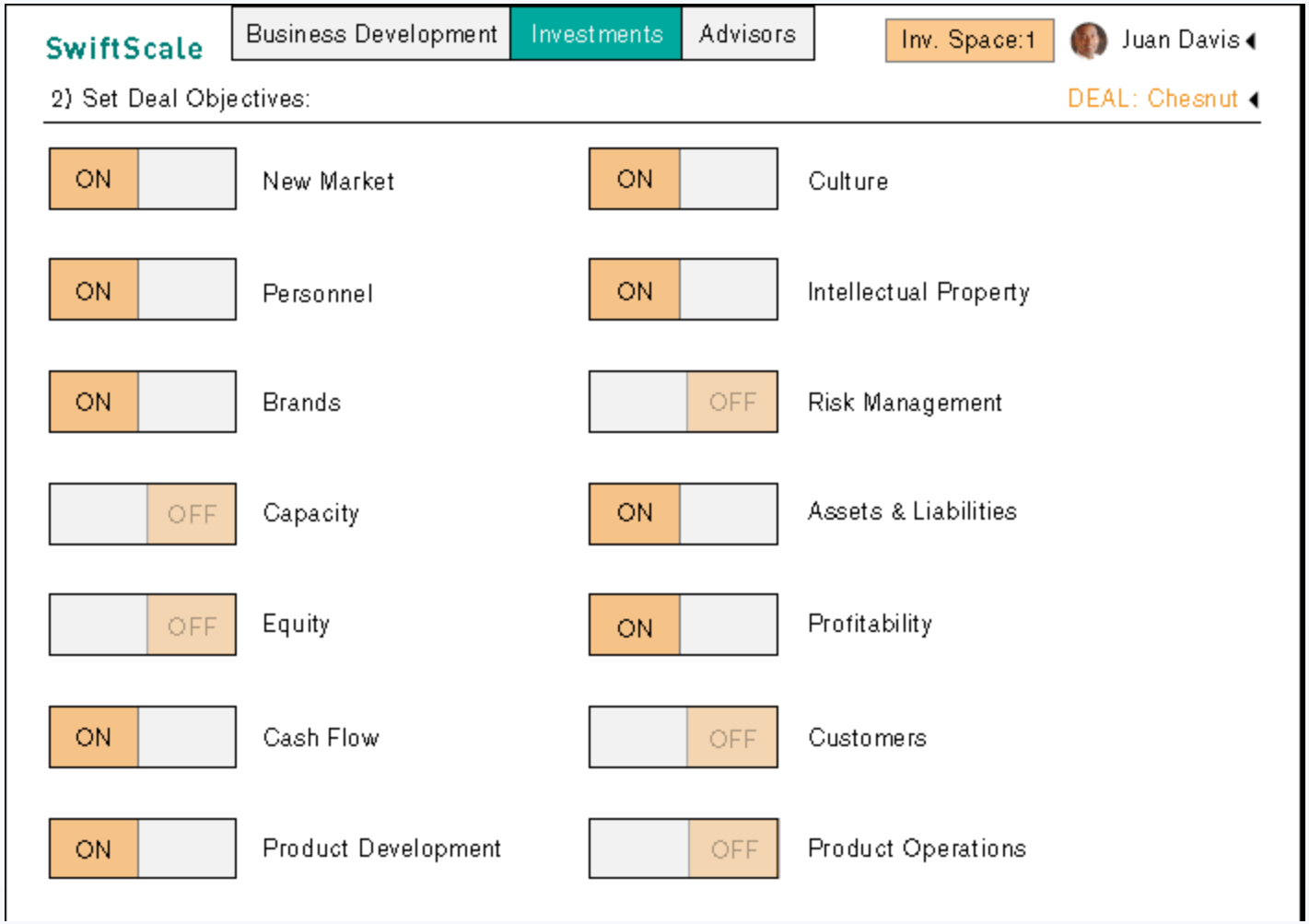
Affected Functions



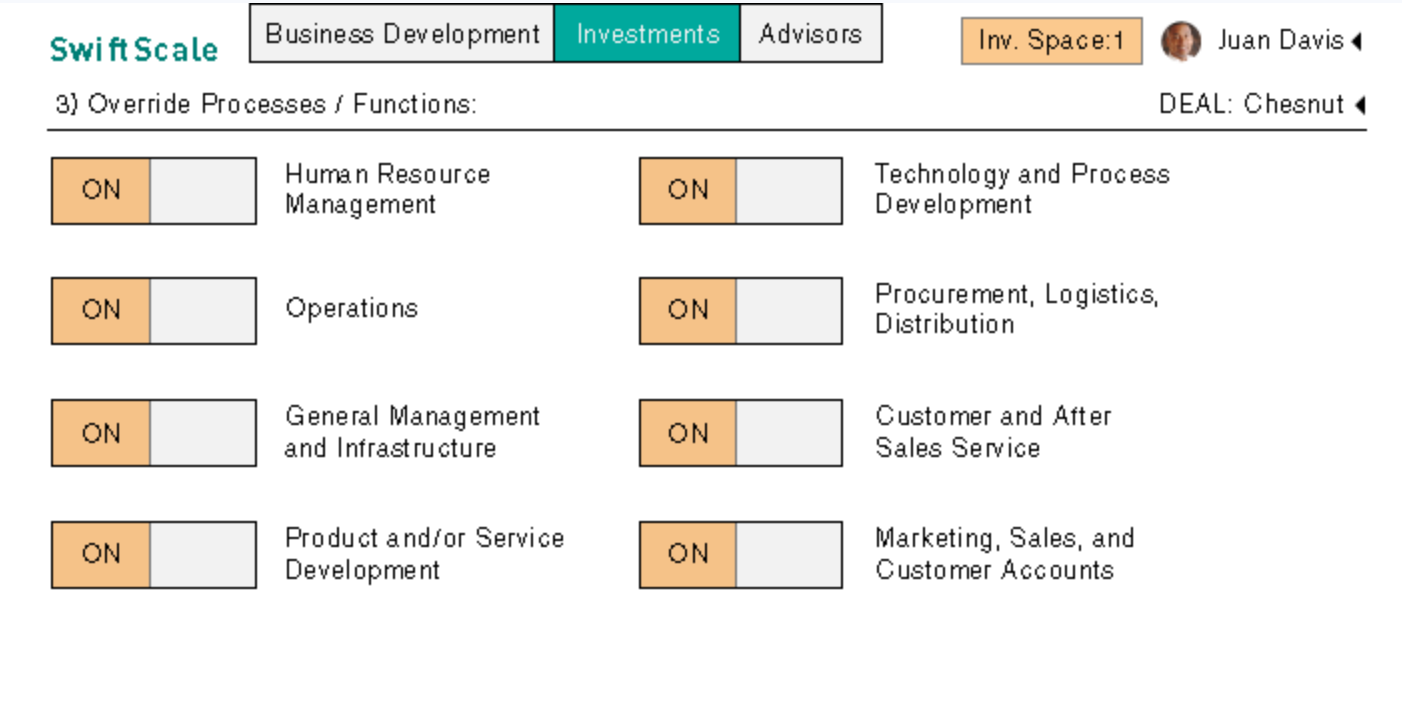
Deals


Swift Scale
Business Development
Investments
Advisors
Inv. Space:1
Juan Davis
DEAL DASHBOARD
Define Investment Characteristics
Manage Deals
Investments List
You have not yet initiated a deal
Add a Deal
1) Establish Deal Basics:
Deal Name
Please Select/Invite a Deal Manager
Select
from org members (at this point only admin)
Invite Deal Manager
NEXT

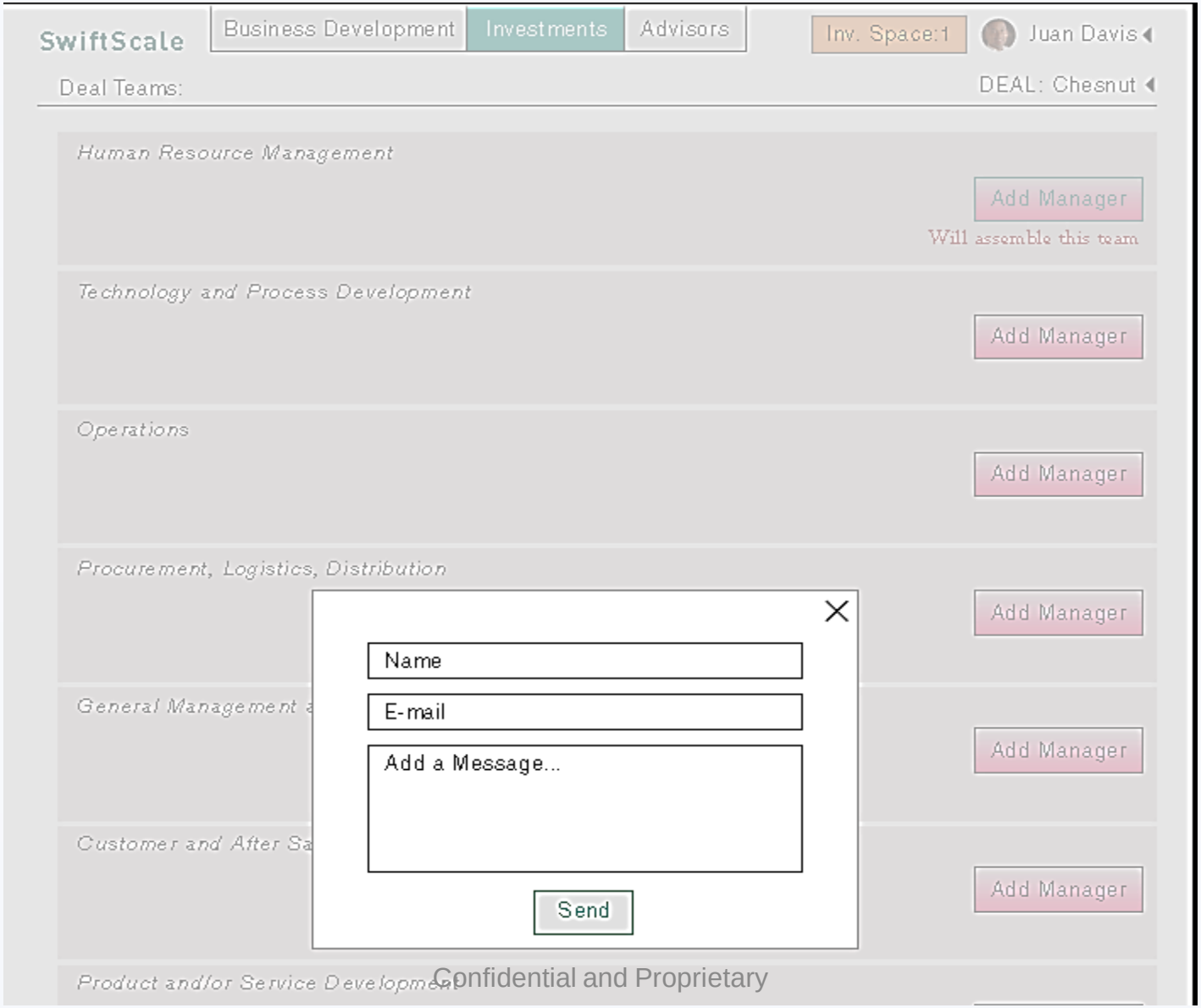
Deal Objectives derive from Investment Intents



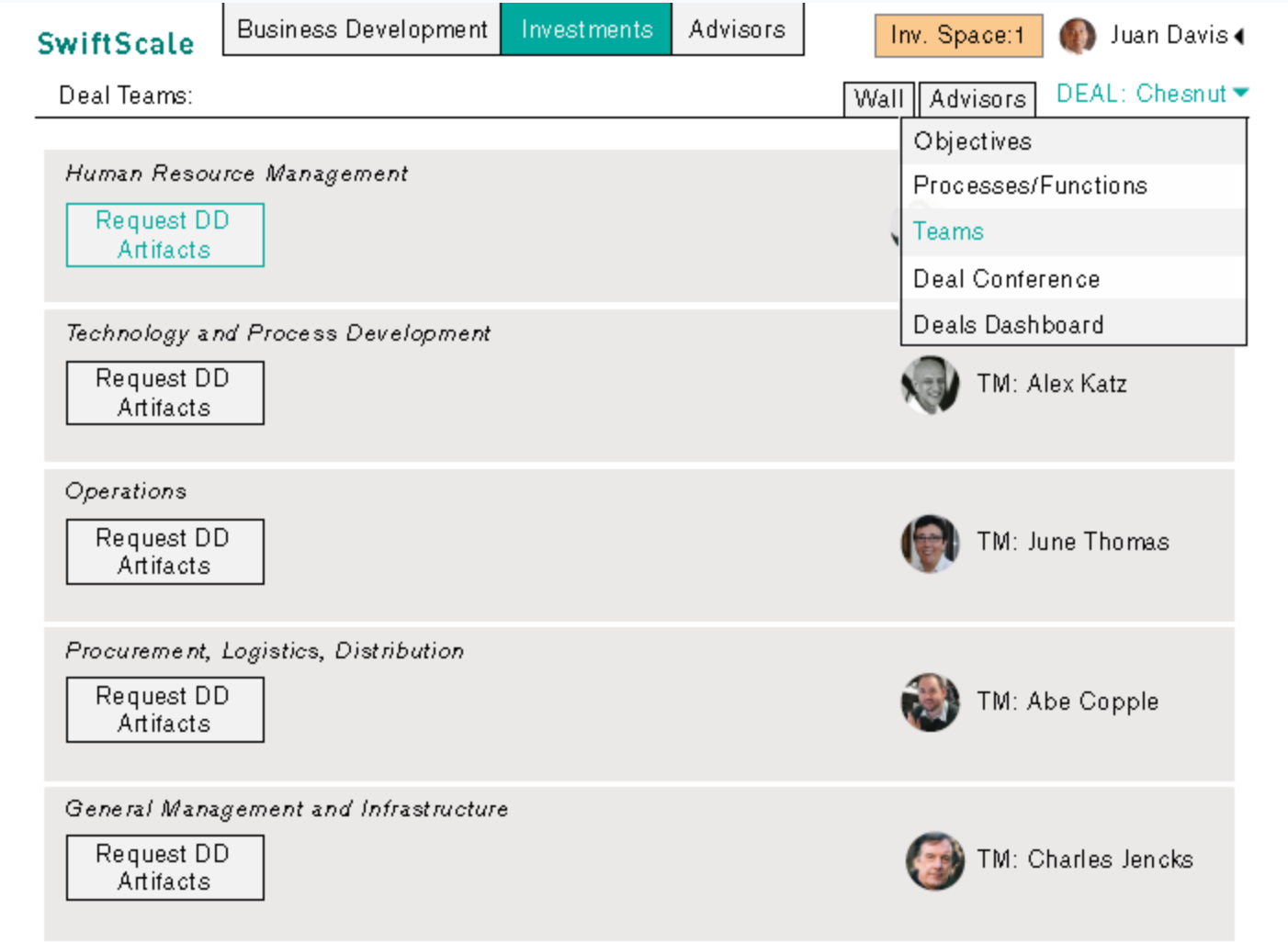
Override affected Processes & Functions



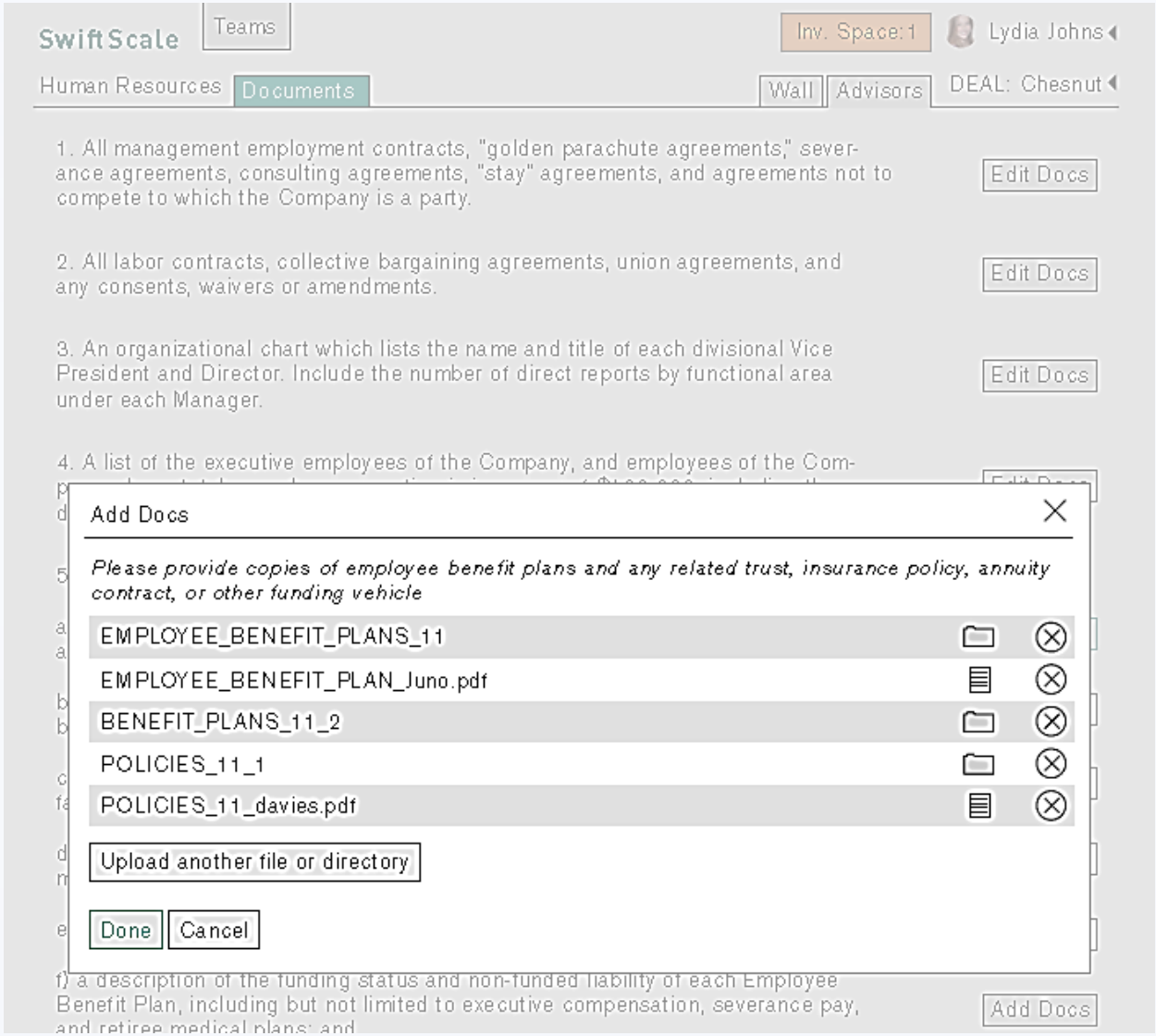
Create Deal Teams



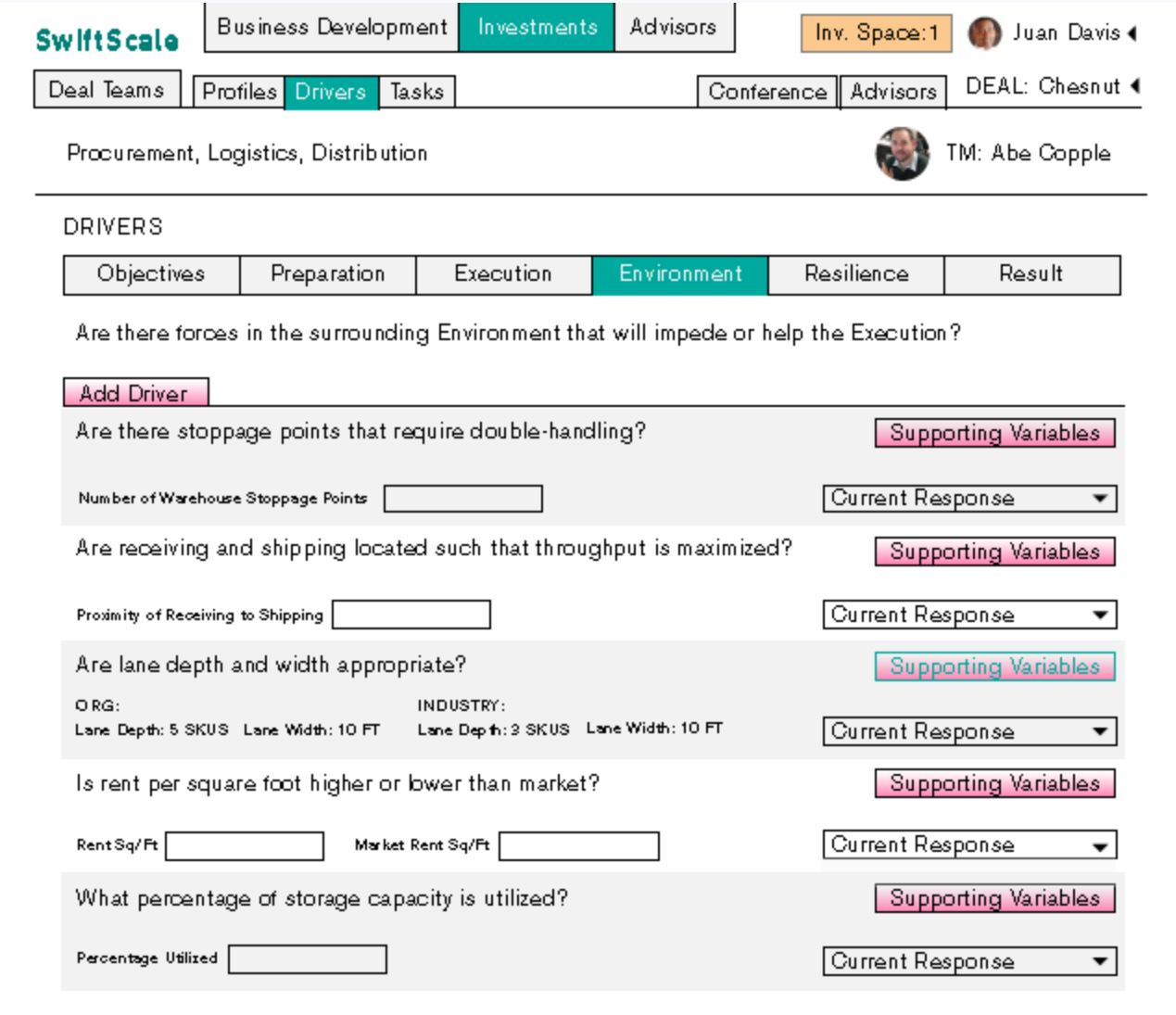
Request the Due Diligence Information



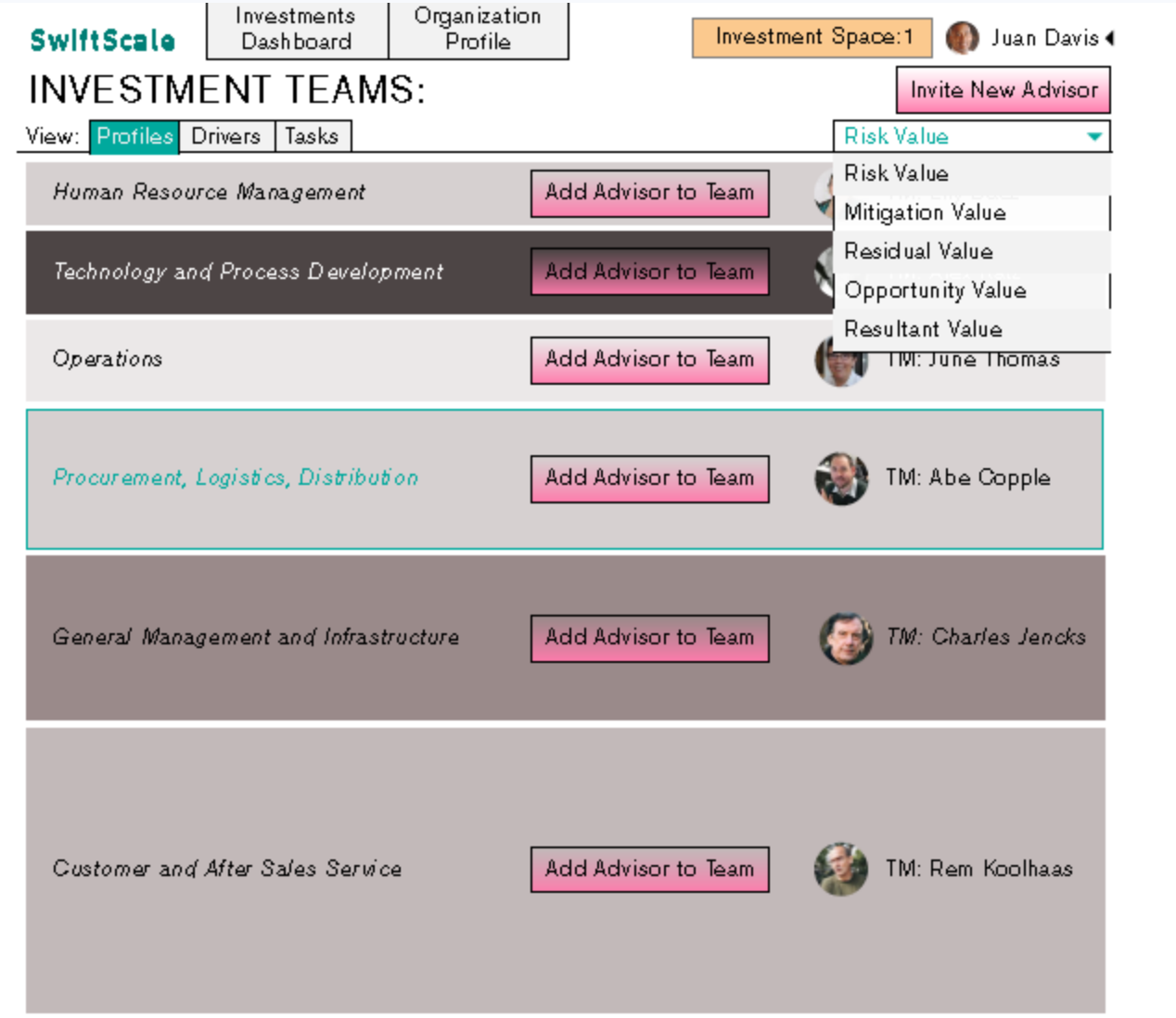
Information is Uploaded



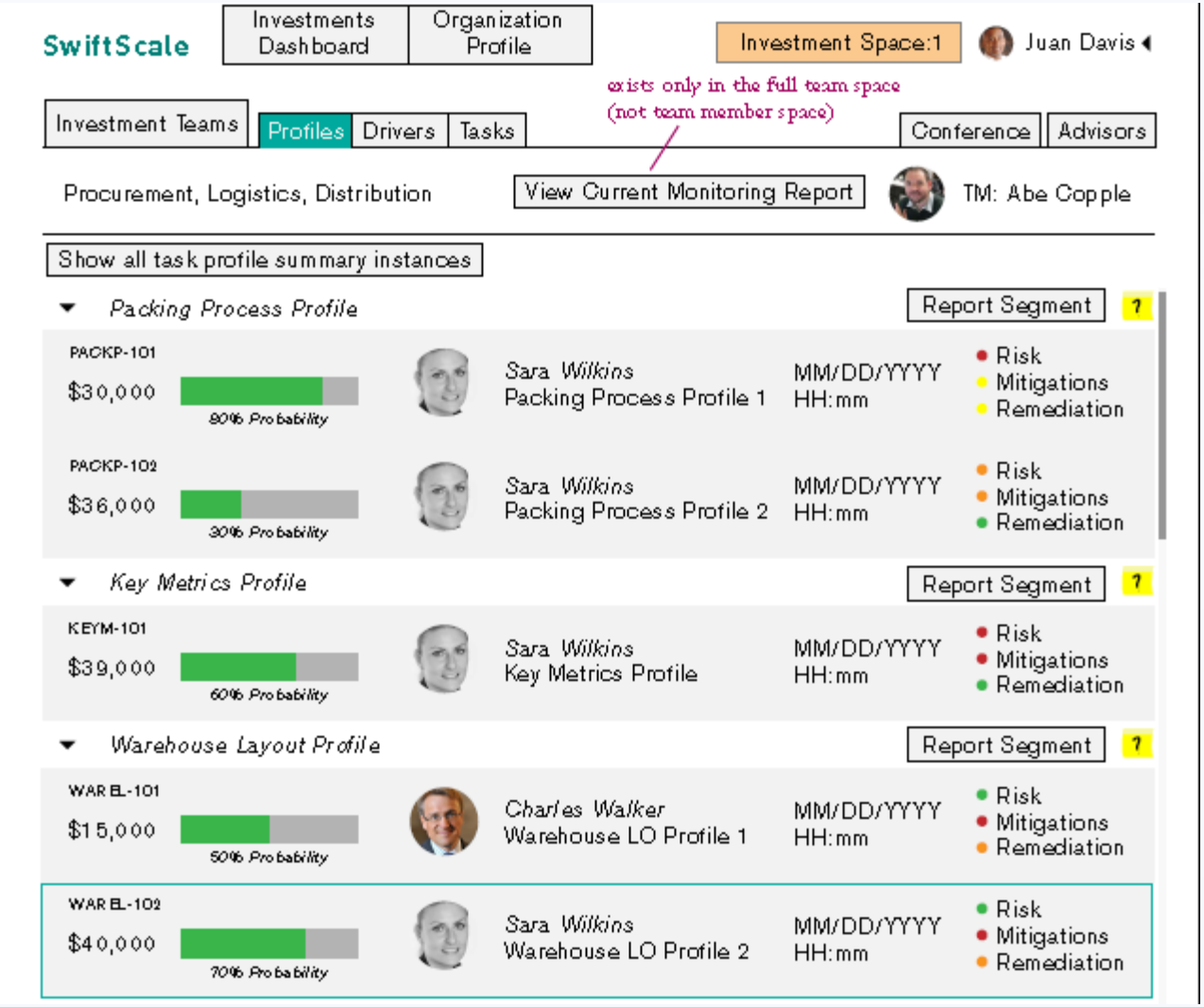
Select Outcome Drivers



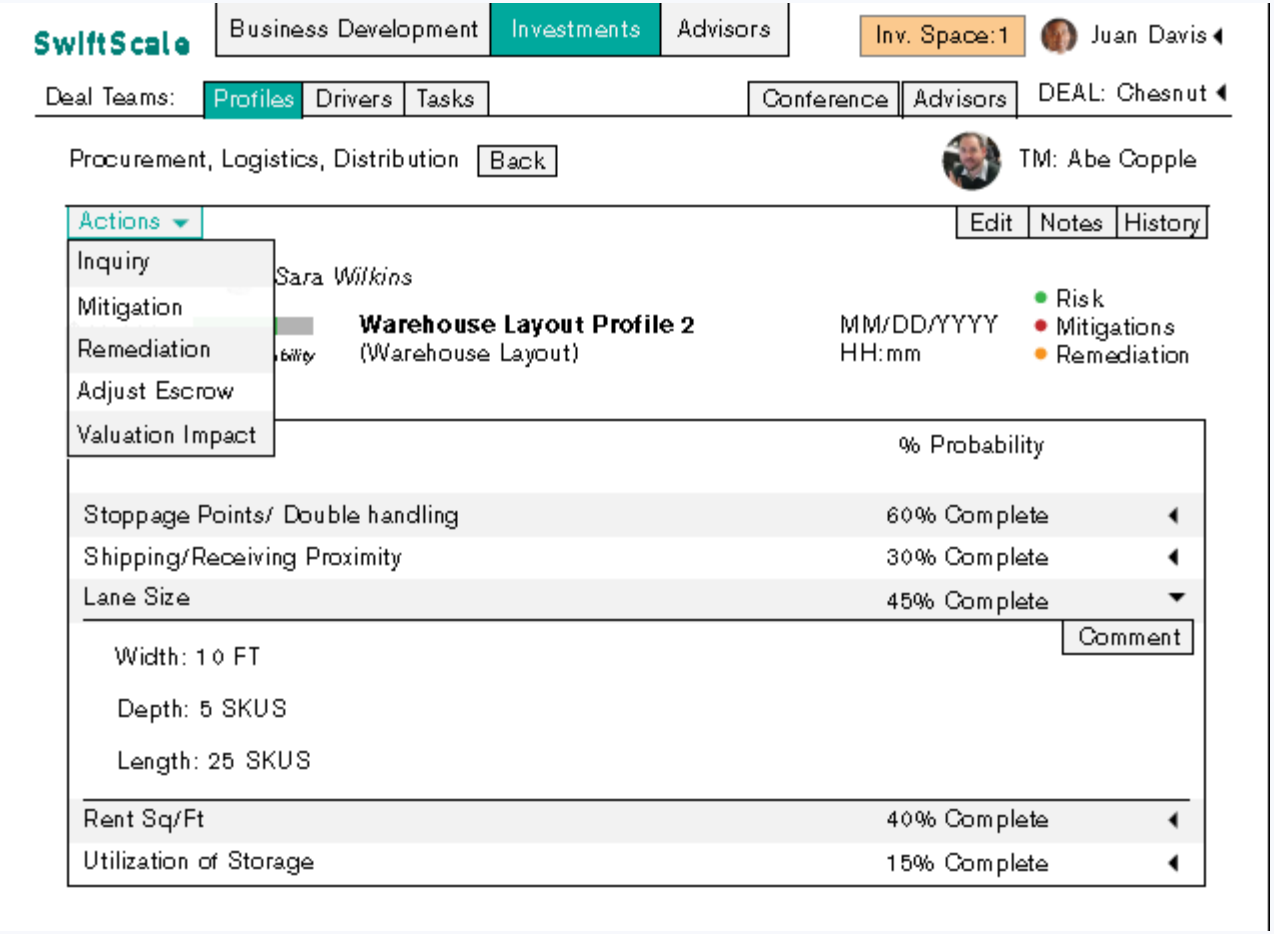
Profile Documents for Risk Drivers



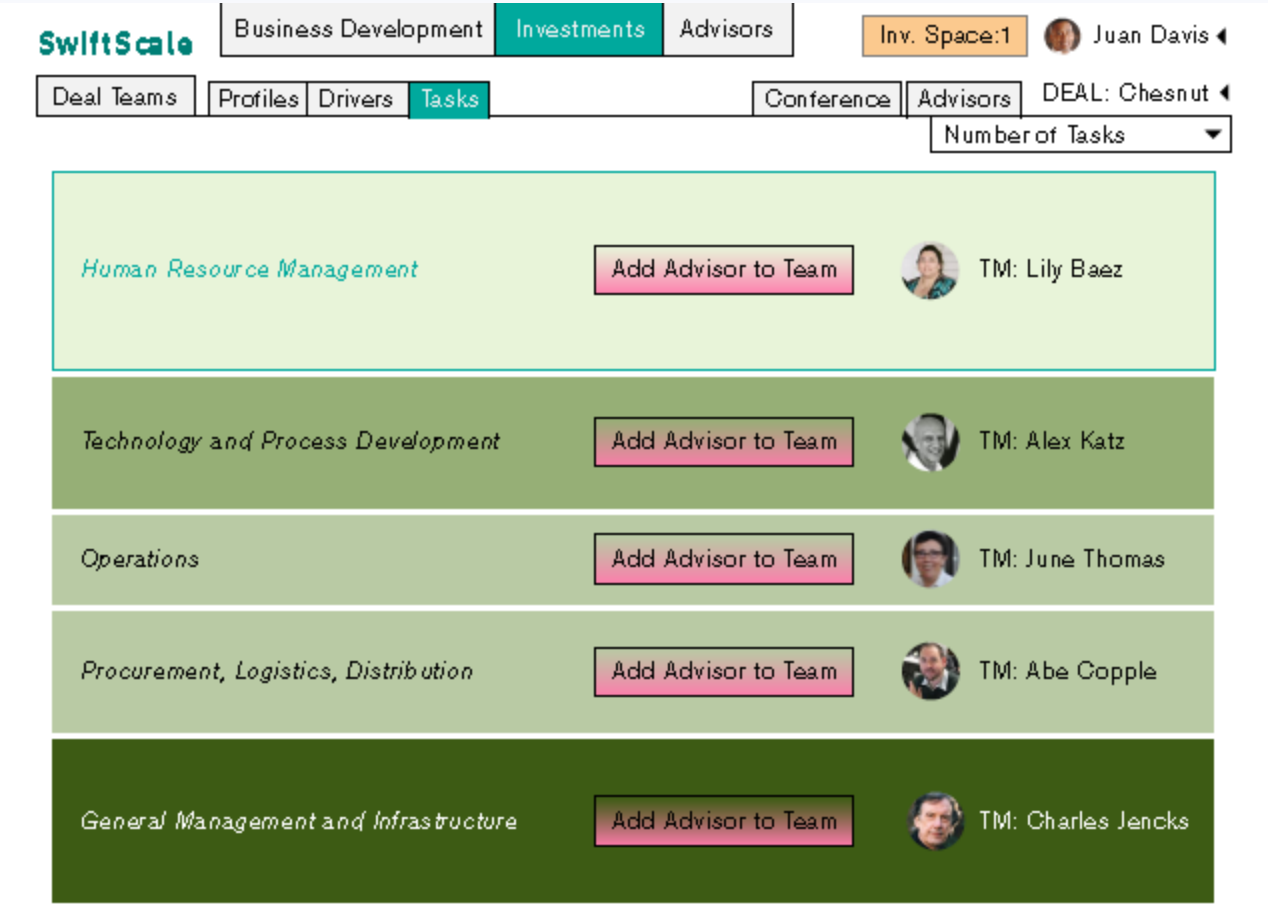
Monitor Risk



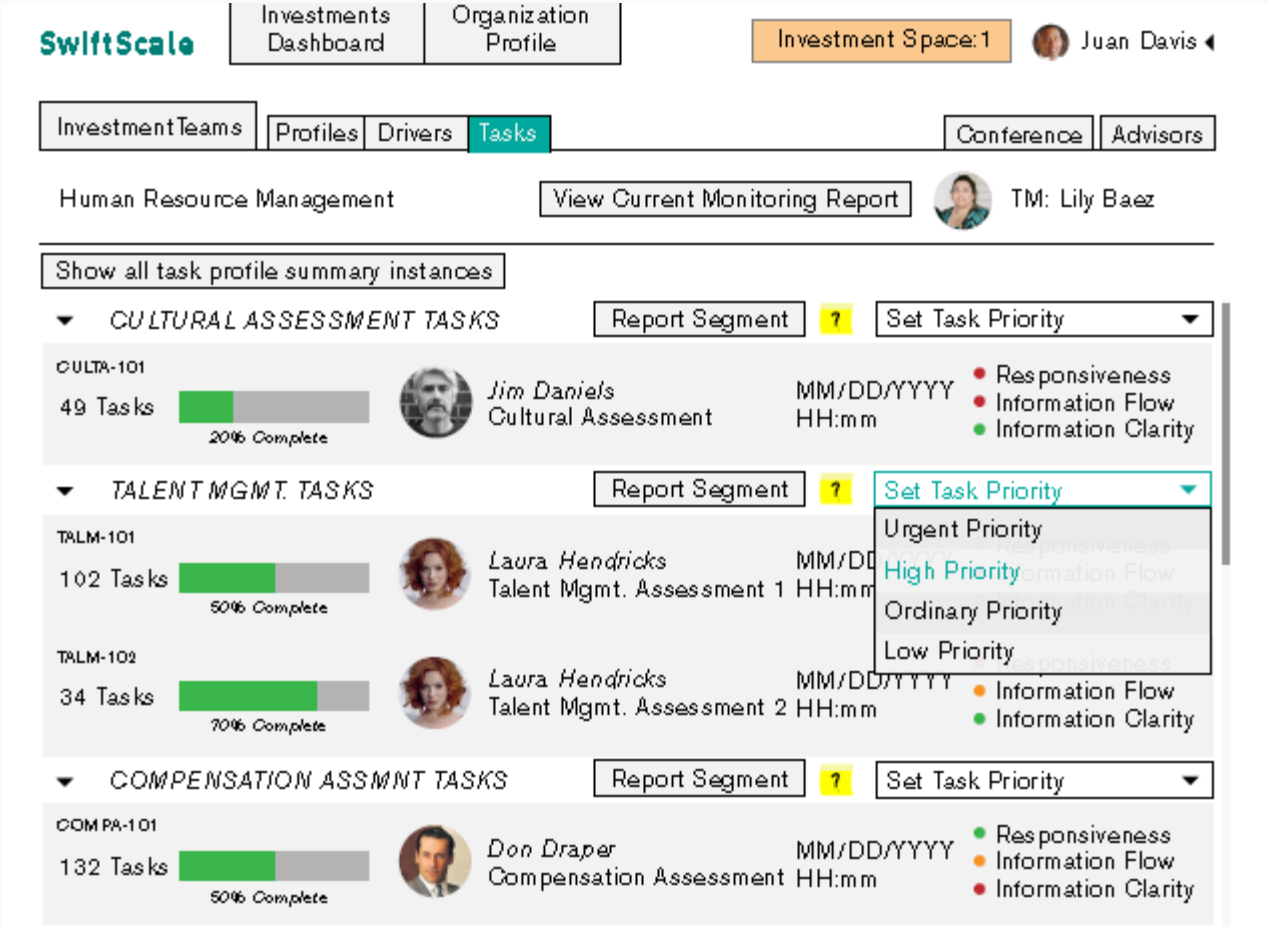
Drill into risky areas and make interventions



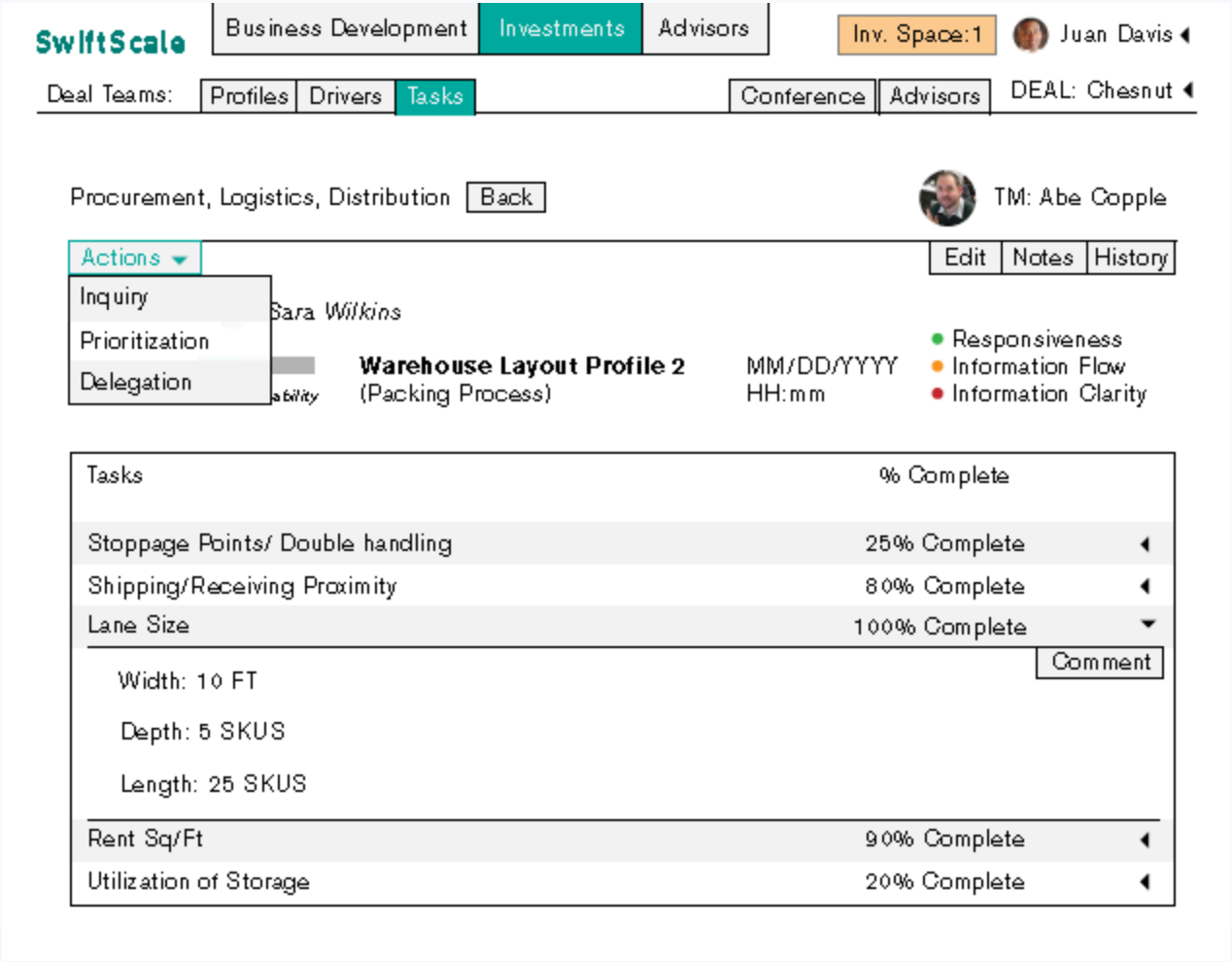
Monitor Task Execution by Team



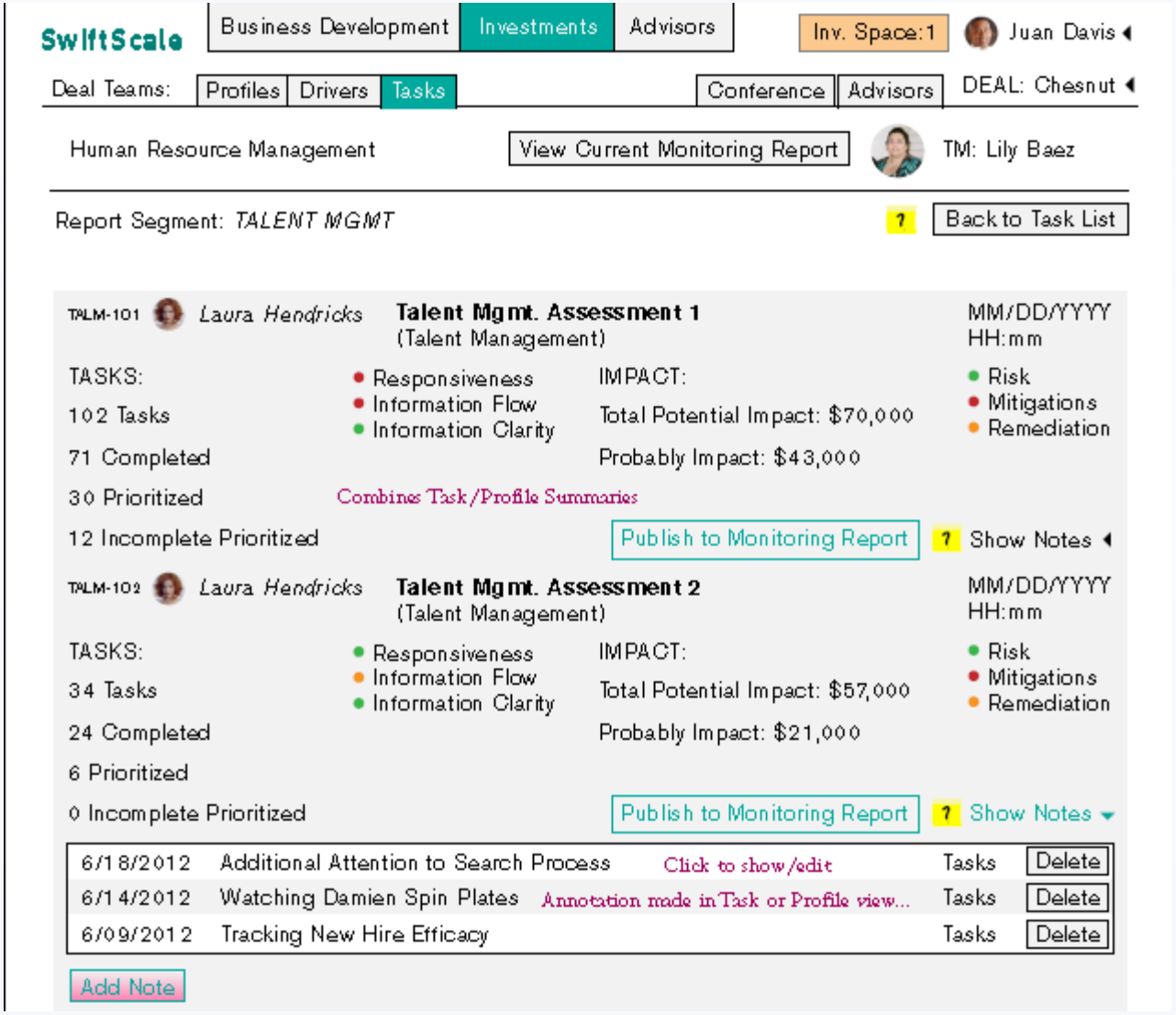
Monitor & Manage Task Execution Progress



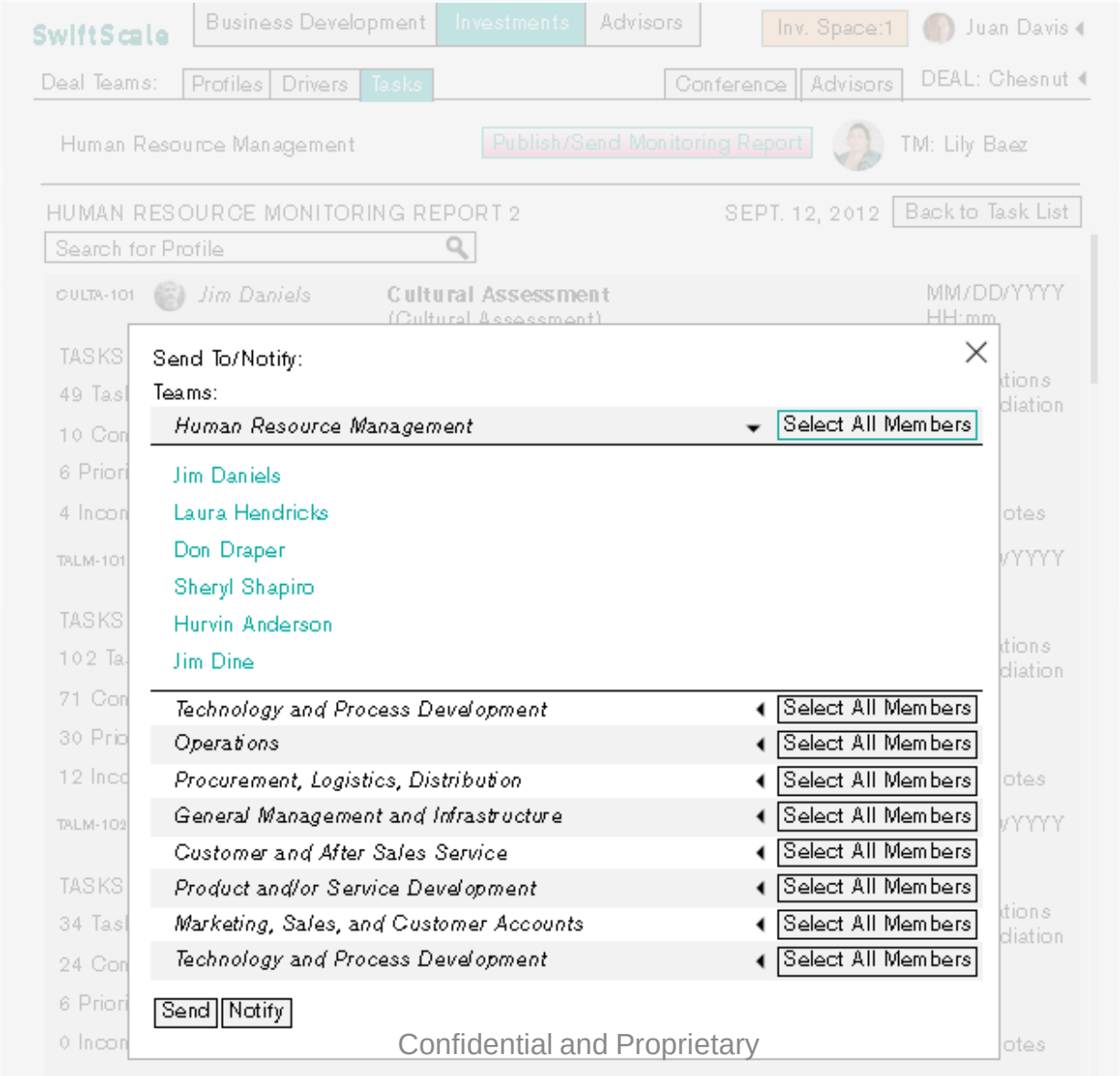
Probe or Reassign Key Tasks



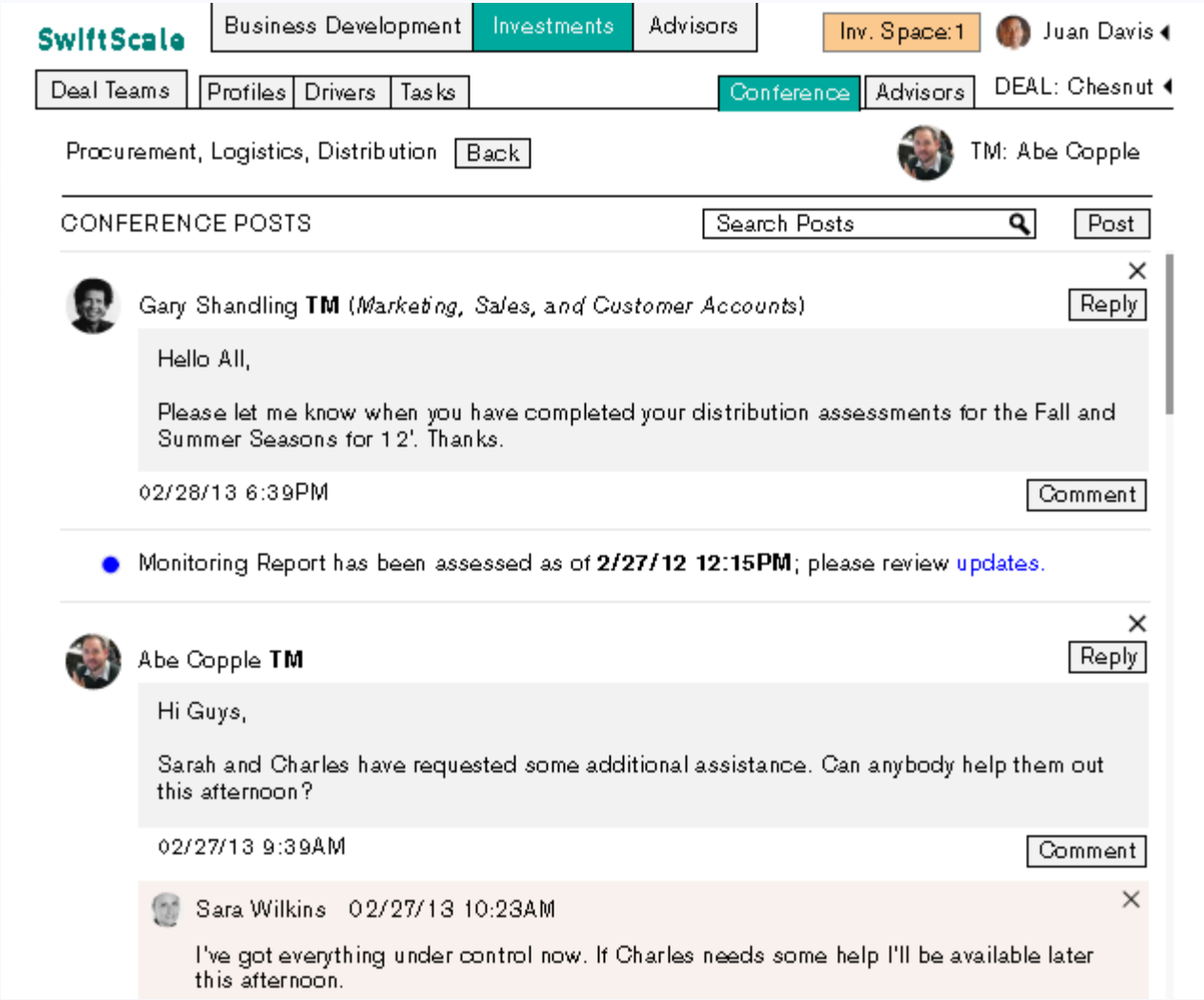
Identify areas of greatest impact



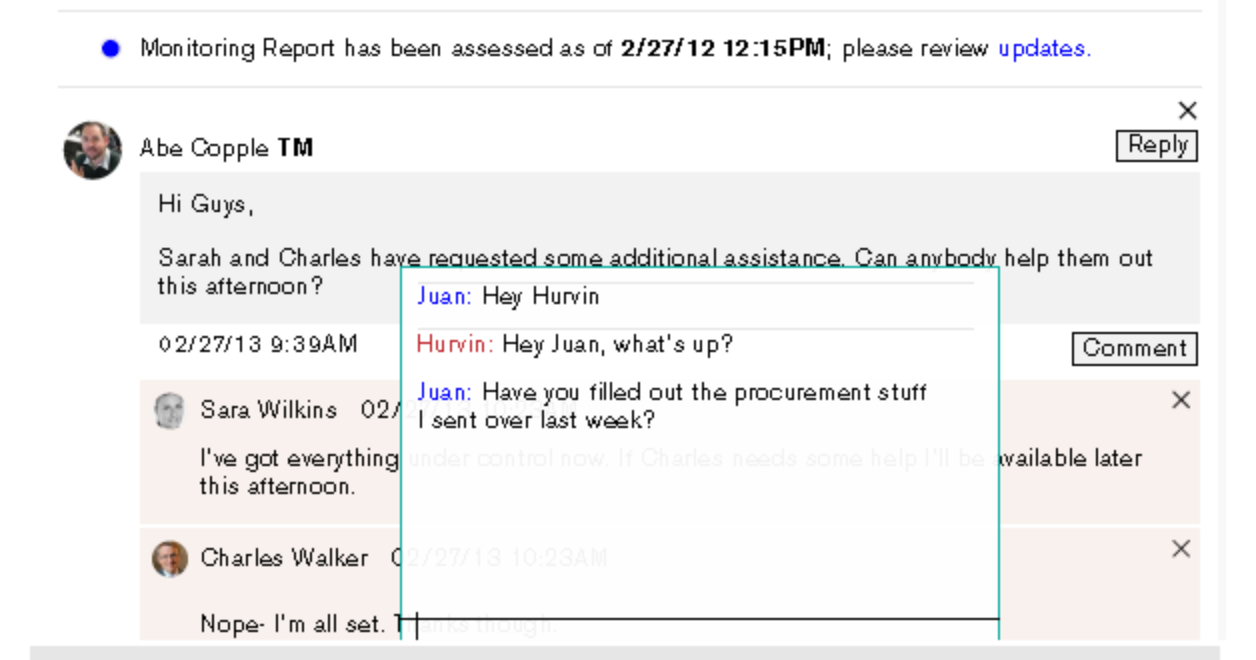
Push Progress Reports to Teams



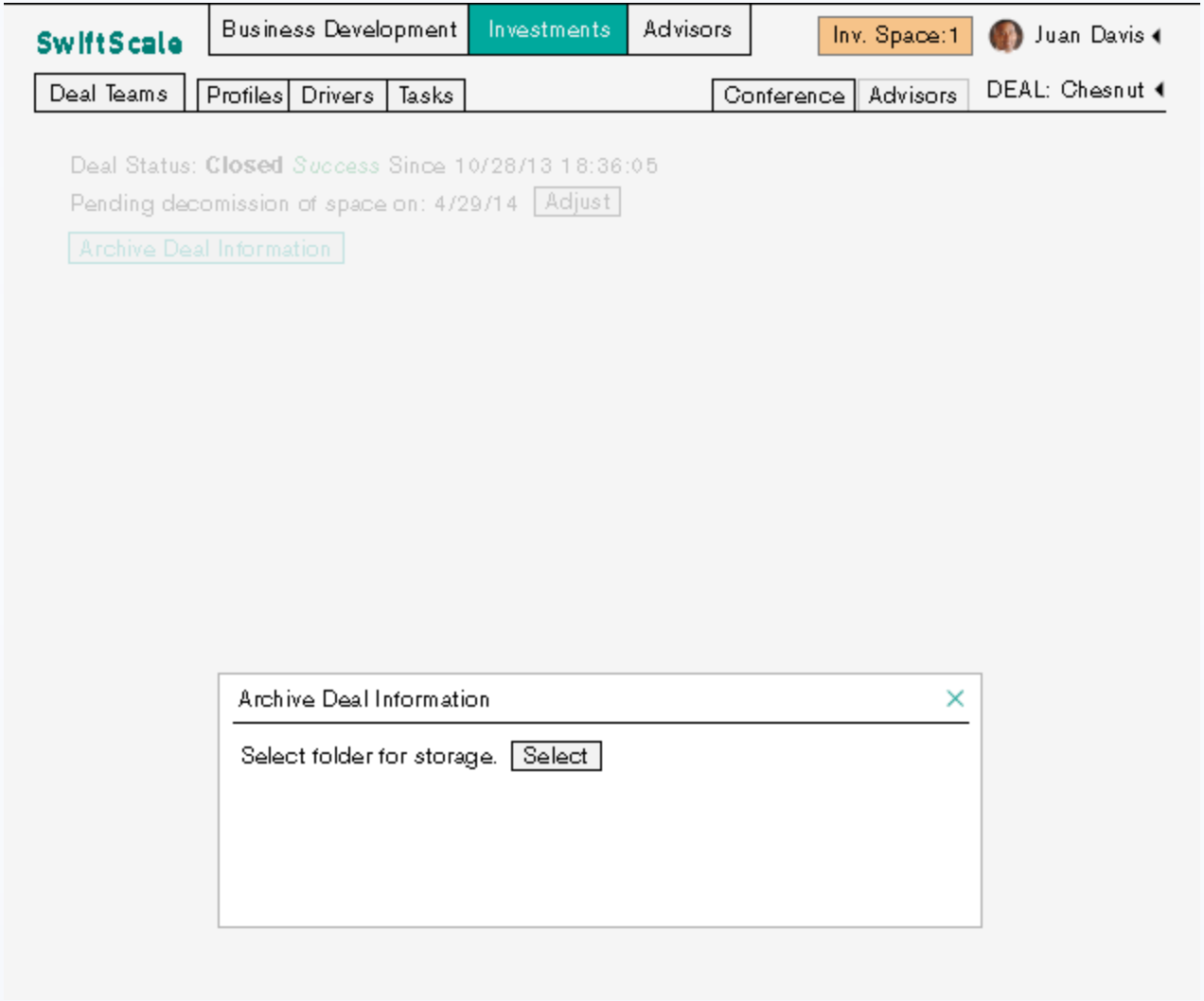
Teams Track Activity as it happens



Track Team Communication



Archive Deal Information after close

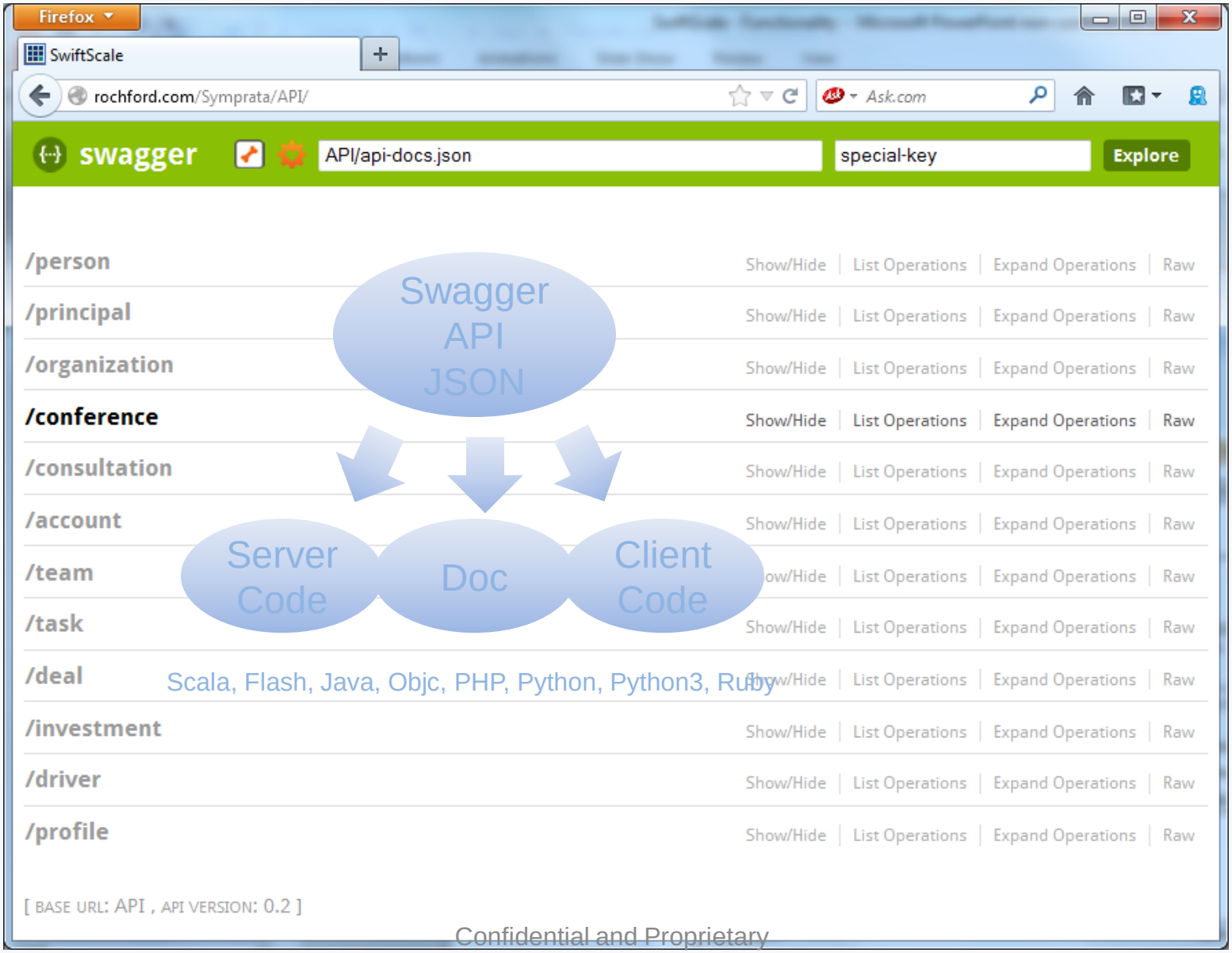


Functional deferments

Pushed out of the MVP

- Valuation
  - Relative and Intrinsic
- More sophisticate risk algebra
  - Relatively simple, intuitive fuzzy algebra
- Community-based construction of assessment profile templates
  - Seed with very general configuration file defined templates
- Reviewer Training
  - Training for inexperience reviewers with gating workflow
- Integration to public data sources when setting up organizations
- Moving key business events from out-of-band to in-band
  - Signing of NDAs, LOIs, investment contracts, deal close, etc.
- Support for post-deal integration
- Blinding and aggregating data across deals for data mining

Restful API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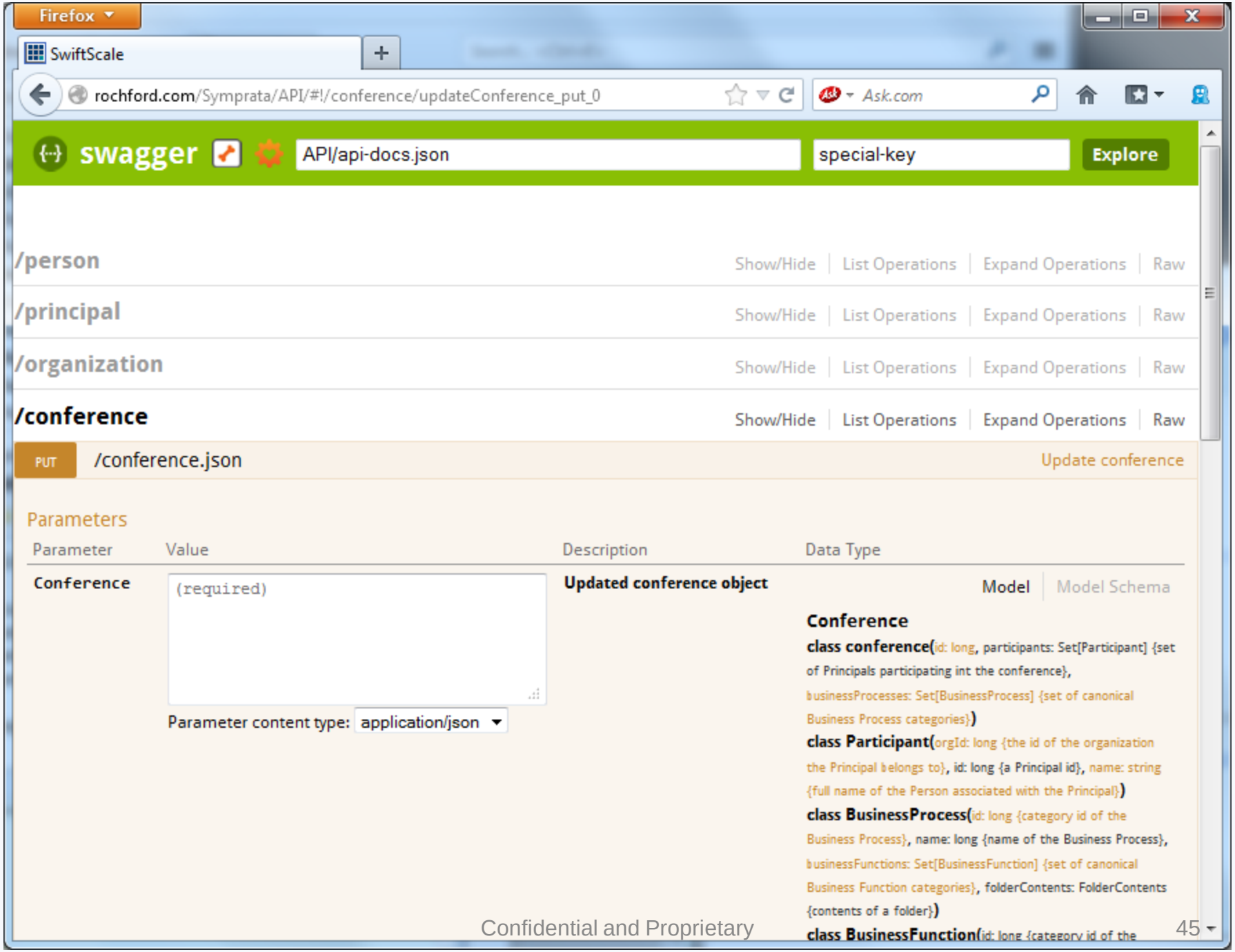
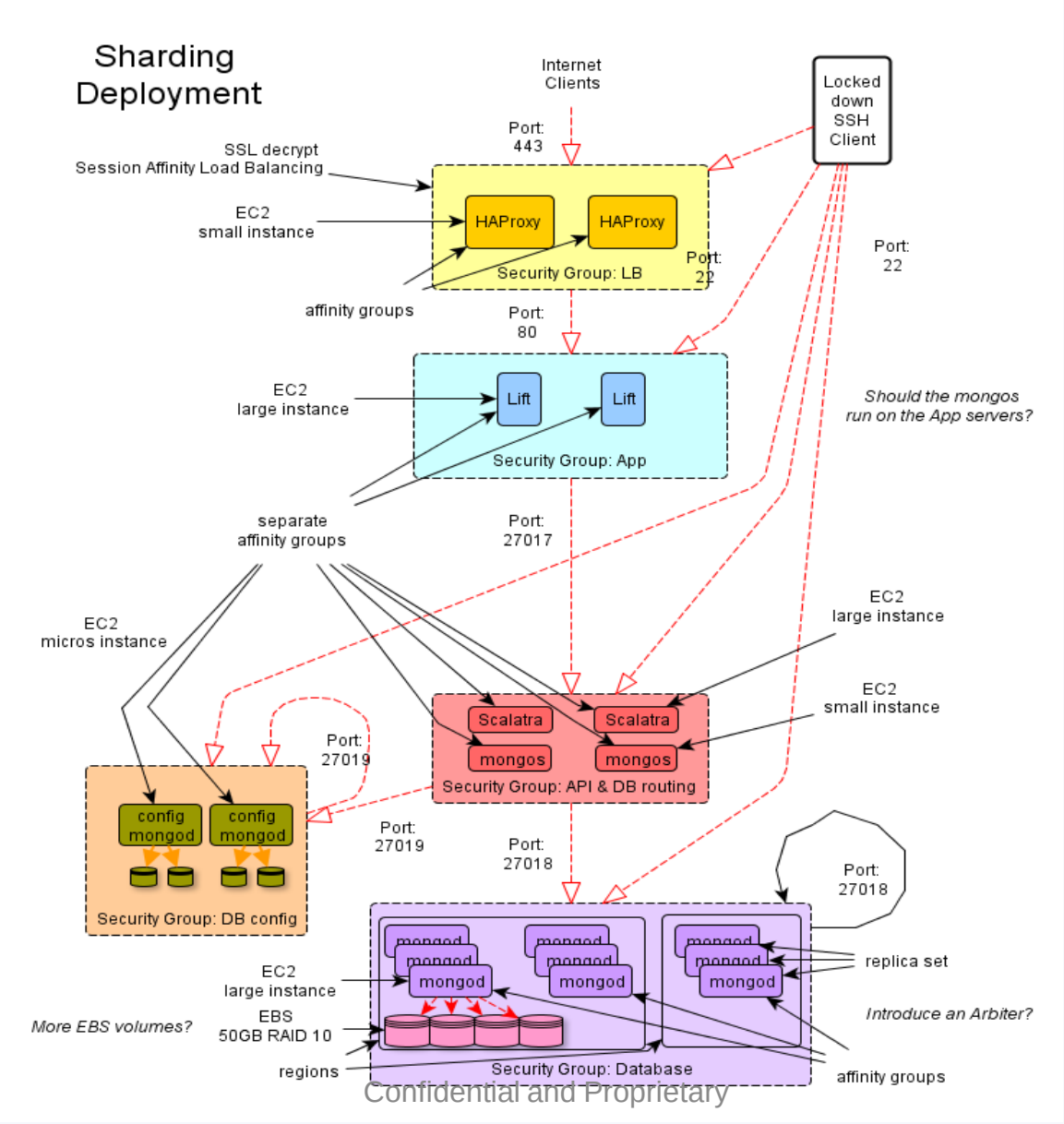
Ask.com
swagger
API/api-docs.json
special-key
Explore
/person
/principal
/organization
/conference
/consultation
/account
/team
/task
/deal
/investment
/driver
/profile
Show/Hide | List Operations | Expand Operations | Raw
[BASE URL: API , API VERSION: 0.2]
Swagger API JSON
Server Code
Doc
Client Code
Scala, Flash, Java, Objc, PHP, Python, Python3, Ruby


Firefox
SwiftScale
rochford.com/Symprata/API/#!/conference/updateConference_put_0
Ask.com
swagger
API/api-docs.json
special-key
Explore
/person
Show/Hide | List Operations | Expand Operations | Raw
/principal
Show/Hide | List Operations | Expand Operations | Raw
/organization
Show/Hide | List Operations | Expand Operations | Raw
/conference
Show/Hide | List Operations | Expand Operations | Raw
PUT
/conference.json
Update conference
Parameters
Parameter
Value
Description
Data Type
Conference
(required)
Updated conference object
Model
Model Schema
Conference
class conference(id: long, participants: Set[Participant] {set of Principals participating int the conference}, businessProcesses: Set[BusinessProcess] {set of canonical Business Process categories})
class Participant(orgId: long {the id of the organization the Principal belongs to}, id: long {a Principal id}, name: string {full name of the Person associated with the Principal})
class BusinessProcess(id: long {category id of the Business Process}, name: long {name of the Business Process}, businessFunctions: Set[BusinessFunction] {set of canonical Business Function categories}, folderContents: FolderContents {contents of a folder})
Parameter content type: application/json

Proposed Tech Stack

- Client Tier
  - Deferring Single Page App, iOS App
    - Would need to address security issues
    - Online clients keep improving
- Web Session Tier
  - Lift
    - Security – “resistant” to OWASP Top 10
    - Very interactive – simple comet, ajax
    - Designer friendly – UX defined separately from coded functionality
    - Will require sticky session load balancing
    - Reasonable built-in authentication – deferring SSO (Apache Shiro?)
- API Tier
  - Scalatra with Swagger code generated server and client components linked through Atmosphere
  - Lightweight, fast
- DB Tier
  - MongoDB
    - Good with “polystructured” data – e.g. metamodel defined profiles
    - Scales out well for the anticipated # of users
    - GridFS provides file management
- Main language – Scala
  - High level very expressive
  - Access to wide set of Java libs
  - Runs on tried and true JVMs
  - Strong and flexible typing facilitates security
  - Cross cutting functionality encapsulates well in traits, but aspects work as well
- Object Document Mapping
  - Casbah – support by MongoDB
  - Maps Scala objects to Mongo docs
  - Support for GridFS

Deployment Architecture



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