

Kubi Software, Inc. Company At a Glance

Company Overview

Kubi Software has defined Collaborative Email, a new class of business software that tightly couples the power of collaborative functionality with the familiarity and ease of use of Email. Founded in July 2001, Kubi Software is led by technology innovator Julio Estrada, who – as chief architect of Lotus Domino Web Server and Lotus QuickPlace – designed collaboration applications that are used today by tens of millions of business people.

Estrada's vision of a revolutionary application at the intersection of collaboration and Email has attracted an impressive management team with highly successful enterprise software track records, at companies including Lotus Development Corporation, Trellix, Centive, and Lernout & Hauspie. With more than \$8 million in funding secured, Kubi Software investors include Lazard Technology Partners and Venture Investment Management Company LLC (VIMAC). The company's Board of Directors includes software luminaries John Landry, CEO of Adesso Systems and former Lotus CTO, and Deborah Besemer, president and CEO of BrassRing LLC and chairwoman of the Mass. Software and Internet Council.

Kubi Software was invited to launch its first product at the prestigious DEMO conference in February 2003. After a year and a half of product engineering and the development of a new collaboration protocol, Kubi Software has delivered its first product, Kubi Client, in April 2003.

Today's Communication and Collaboration Solutions

Over time, Email has established itself as a primary vehicle for business communications. Email is pervasive, familiar, easy to use, and allows communication between individuals regardless of the software they use. These attributes explain why 90 to 95 percent of business collaboration is conducted through Email, according to IDC.

However, Email is not well suited to collaboration beyond sending messages and attaching files. It lacks key qualities – including a sense of context, structure, a shared space for project work, consolidated views of project data, and security – which are essential to individuals and teams who need to work together on projects. As a result, trying to collaborate in Email is frustrating at best, and chaotic at worst.

Meanwhile, collaborative applications that have emerged over the past 15 years have taken the approach of creating isolated workspaces outside of Email. This requires users to learn new interfaces and switch between applications, while their organizations have faced large investments in training and new infrastructures. As a consequence, these applications are sporadically used and have only modest market penetration. This divergence of software products and user requirements has created a significant market opportunity, which Kubi Software plans to capture.

Kubi Software's Approach

Kubi Software's solutions are uniquely user-centric, designed to enable business users to collaborate spontaneously and securely without having to leave Email – the application in which they “live” for most of the business day. Working with the world's most popular Email platforms including Microsoft® Outlook® and IBM Lotus Notes, Kubi Software creates a collaboration environment that enables individuals and teams to share knowledge and coordinate their activities, more effectively than ever.

Kubi Client is the first Collaborative Email application, enabling individuals and teams to collaborate in a spontaneous, fast, organized and secure manner. Additionally, Microsoft Outlook and IBM Lotus Notes users – who according to Ferris Research represent more than 90 percent of the global corporate Email market – can finally collaborate effectively with each other. Individuals and team members can immediately leverage the benefits of core collaborative functions – including document sharing, threaded discussions, group calendars, contacts, tasks, and project timelines – while never leaving the familiar interface and conventions of the Outlook or Notes Email environment.

Customers will have the option to add a Kubi Server, to centralize the storage of multiple team spaces, provide Web access, achieve enterprise-level scalability, create access to back-office applications, and administer collaboration policies centrally.

Key Kubi Client benefits include:

- **Increases/streamlines** productivity, by allowing end-users to easily create, manage and share team workspaces through Email
- **Secures sensitive documents**, by limiting participation to invited members only and encrypting all sharing of project data
- **Boosts ROI**, by leveraging and extending the existing enterprise messaging infrastructure and minimizing user training and support
- **Preserves corporate knowledge** that would otherwise have been lost in unstructured Email inboxes.

Founded: 2001

Employees: 35

Funding/Investors: more than \$8 million, from Lazard Technology Partners, Venture Investment Management Company, LLC (VIMAC), and individual investors

Executive Team:

Julio Estrada, *Founder and CEO*

John Shagoury, *President*

Nina McIntyre, *Vice President of Marketing*

Jeffrey Dickerson, *Vice President of Sales*

Steve O'Neill, *Vice President of Business Development*

Bob Preble, *Vice President of Engineering*

Board of Directors:

Julio Estrada, *Founder and CEO, Kubi Software*

Woody Benson, *Principal, Lazard Technology Partners*

John Landry, *CEO, Adesso Systems, Inc.*

Deborah Besemer, *President and CEO, BrassRing LLC*

Mark I. Robinson, *Director, Venture Investment Management Company LLC*

Headquarters:

Kubi Software, Inc.

55 Old Bedford Rd

Lincoln, MA 01773

<http://www.kubisoftware.com>

(781) 259-7900

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