The DCIG Interactive Buyer's Guide

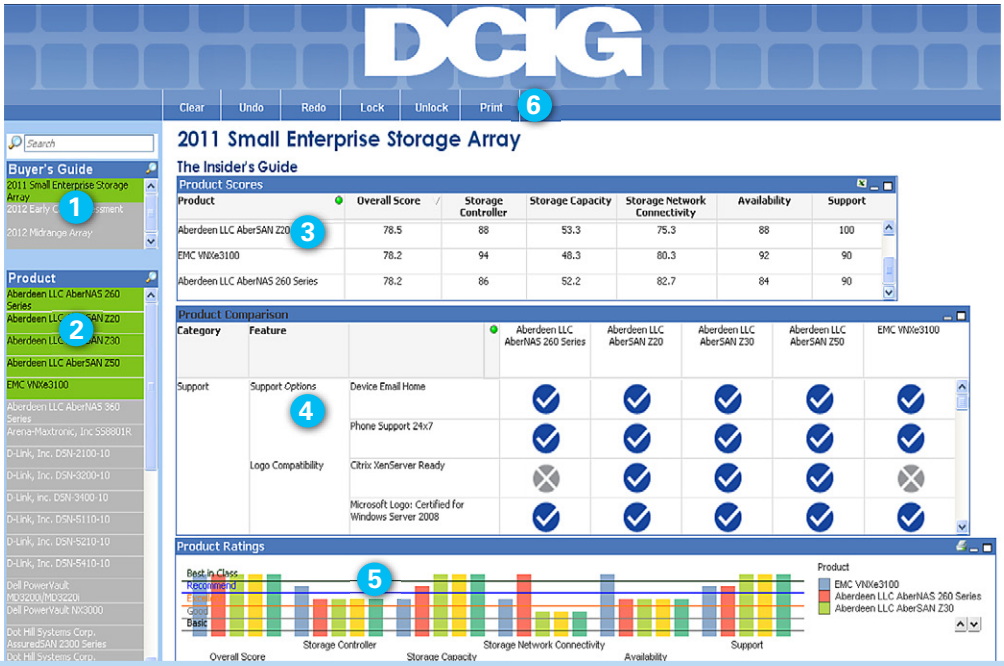
The DCIG Interactive Buyer's Guide (IBG) is an online data visualization tool. The IBG is based on DCIG's existing Buyer's Guides, available at www.dcig.com and from participating licensees.

The IBG is designed to provide an overview of competitive vendors and products within specific segments of the business to business software and hardware market. The IBG provides apples-to-apples comparison of all surveyed product features as well as a scoring and rating of each product from an end user's view point. Some product features are "yes" or "no" functionality, while others may be more option oriented in their response. Therefore, features are weighted and scored differently resulting in scores that may be less than or greater than 100.

The IBG offers two simple ways to interact and print DCIG branded product specification information.

- **Buyer's Guide—** Overall market assessment, executive competitive assessment
- **Build a Brief™—** Branded product comparison highlighting supported functionality

1. **Buyer's Guides—** From a list of available guides, select a Buyer's Guide for the year and market segment.
2. **Product—** From the list of available products, select up to 5 different products
3. **Product Scores—** The scores as assigned by DCIG for functional capability, export to xls
4. **Product Comparison—** The apples-to-apples functional comparison of up to five products
5. **Product Ratings—** DCIG ranking bar graph with color coding ,export to image
6. **Print—** Print DCIG branded Interactive Buyer's Guide for your customer, manager, etc.



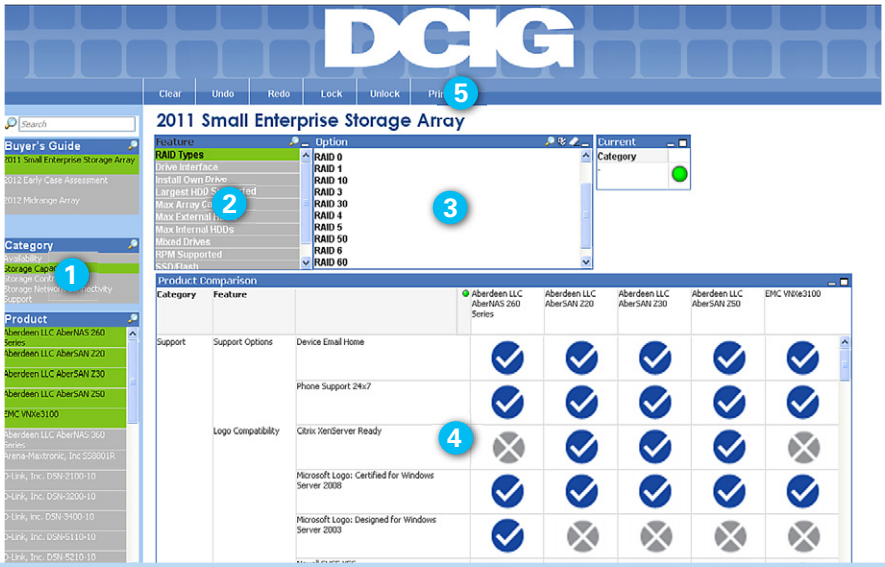
Interactive Buyer's Guide—Multiple Product Review

DCIG enables printed and branded Interactive Buyer's Guide Briefs for any market segment where we provide coverage. Each brief comes with disclaimers listing which company and who printed the brief, as well as a date and time indicating expiration within 30 days.

Features and Capabilities

Buyer and Seller Assessment— DCIG's unique data visualization interface allows anyone with basic computer skills to view, sort, filter, compare and print *DCIG branded* market data. Buyers, sellers and producers of software and hardware regularly seek out information about competitive products, but maintaining a collection system, database and publication system that is not skewed by individual bias is impossible. DCIG's Interactive Buyer's Guide plus social networking is equivalent to adding a team member who remembers everything and provides monthly updates on product features.

DCIG

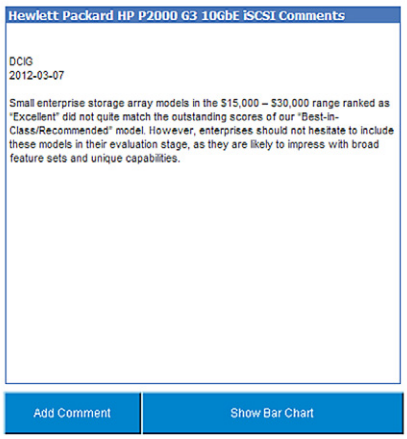


Custom Buyer's Guide

Build a brief

1. **Category—** Each DCIG Buyer's Guide divides product features into a number of categories, e.g. Support, Experience, Operations, Market functionality,
2. **Feature—** Features are specific product functionality and may have options
3. **Option—** Filter based on Yes or No feature support or feature levels, e.g. Microsoft, VMware or Citrix supported
4. **Product Comparison—** Displays user specific feature and product comparison matrix based on product(s) selected.
5. **Print—** *DCIG branded Interactive Buyer's Guide Brief* (PDF) for your customer, manager, etc.

Build a Brief— Using DCIGs build a brief interface, users log in and select the one or more products. Then they select categories and features to build a brief of products and whether features are supported ✓ or not supported ✗. Users can select up to five (5) products for a professionally laid out DCIG branded *Interactive Buyer's Guide Brief* as a PDF for distribution to executives, managers, procurement or customers.



Social Networking Commenting System

Social Networking

Multi-tenant social networking— The IBG features a built in commenting system so that users working at the same company can leave comments about the product for their co-workers. Internal comments bring qualitative value to buyer or seller assessments. Comments are copyrighted and owned by the company licensing the IBG and are not visible to other licensees.

Online Survey System

DCIG uses an online survey system created specifically for our collection process and data visualization products. The system enables DCIG to maintain up to date product information. New products and data are added to the system on a monthly basis. In addition to new products, IBG customers may request specific product coverage for existing Buyer's Guides or specific Buyer Guide development. DCIG survey system is a gateway to covering additional business-to-business software and hardware markets.

Pricing and Specifications

End User	$5,000 per seat per guide
Charter End User Pricing	$5,000 per seat all guides*
Value Added Reseller, System Integrator, etc.	$50,000 10 seat pack
Independent Software or Hardware Vendor	$50,000 10 seat pack

*Quantities limited to End User's only

Minimum Browser Requirements

Browser/OS	Internet Explorer	Mozilla Firefox	Safari	Google Chrome	Opera
Microsoft Windows	v8.0+	v3.0.x+	v3.0+	v4.0+	v9.5+*
Macintosh	No	v3.0.x+	v3.0+	no	no
Linux/GTK2	no	v2.0.x+*	No	no	No

*DCIG Online Survey System only

About DCIG

DCIG analyzes software, hardware and services companies within the enterprise data storage and electronically stored information (ESI) industries. DCIG's target audiences includes C-level executives, IT managers, systems and storage engineers and architects, press/media, magazine and website editors, other bloggers, financial and technical analysts and cloud service providers. As industry experts DCIG independently develops and licenses access to DCIG Buyer's Guides. Buyer's Guides provide comprehensive, in-depth analysis and recommendations of products available for purchase in the various enterprise data storage and ESI spaces.

DCIG's goal is to provide informed, insightful third party analysis and commentary through both sponsored and unsponsored content delivered in the form of blog entries, case studies, product reviews, special reports and executive, standard and full-length white papers.

DCIG, LLC | 7511 Madison Street | Omaha NE 68127 | 952.807.6416
dcig.com

©2012 DCIG, LLC. All rights reserved. All other brands or products are trademarks or registered trademarks of their respective holders and should be treated as such. The information, product recommendations and opinions made by DCIG LLC are based upon public information and from sources that DCIG LLC believes to be accurate and reliable. However since market conditions change, the information and recommendations are made without warranty of any kind. All product names used and mentioned herein are the trademarks of their respective owners. DCIG LLC assumes no responsibility or liability for any damages whatsoever (including incidental, consequential or otherwise) caused by one's use or reliance of this information or the recommendations presented or for any inadvertent errors which this document may contain. Any questions please call DCIG LLC at (952) 807.6416.