

Roaring Pine Corporate Background

Introduction

Roaring Pine was founded to develop and deploy "web-enabling technologies," allowing non-computer-professionals to easily leverage the Internet and corporate intranets for real-time communication services. The company's products are featured in both eBusiness and eSupport transactions where immediate personal assistance or automated assistance is a necessary part of the session. Typical applications include a customer at a Web site who needs help from a sales representative before making a purchase, or a computer user at home or work who needs technical assistance in order to fix a PC-related problem.

All of the company's products are browser-based and can be deployed virtually instantly over the Internet without requiring any preloaded software on the part of the client. A large number of capabilities are provided to address: (1) different communications methods between clients and service representatives; (2) call center features for queuing requests, directing requests to appropriate representatives; transferring sessions between representatives and generating call center reports; (3) collaboration and co-browsing features for sharing information between clients and representatives; and (4) sophisticated tools for use by technicians in remote technical support applications.

Market Need

Roaring Pine products target the rapidly growing area of eBusiness and eSupport transactions over the Internet (and intranet/extranet). Gartner Group analysts predict that by 2004, more than two-thirds of sales and supply chain transactions between enterprises and their suppliers, and between customers and clients, will be performed using remote access and Internet technologies. International Data Corporation (IDC) predicts that Internet-related services will grow from \$4.5 billion in 1997 to \$43.6 billion by 2002, largely fueled by the growth of e-commerce. In addition, more and more businesses are turning to the Internet as a way to reduce customer support costs. According to Forrester Research: "Internet-based customer support can result in a 43% savings in direct labor costs."

Corporate History

Roaring Pine's founders and development team come from Radish Communications Systems. Radish, which was founded in 1990, developed and pioneered the use of VoiceView, a communications protocol that allowed data to be transferred during an ordinary telephone call. By the mid-1990's, VoiceView had gained most of the market share for switched voice/data applications and was shipping on most of the PCs and modems sold at the time. VoiceView was used by American Airlines, Blockbuster Music, 1-800-Flowers and a host of other companies to improve transactions with their customers. VoiceView was also included in PCs sold by Packard Bell, Hewlett Packard, Sony and Acer as a means of providing enhanced customer support.

After Radish was sold in 1996, key members of the founding team and the development organization decided to design and build the next-generation replacement for VoiceView, as a pure Internet application. Development of the underlying technology started in 1997, and the company, which is now known as Roaring Pine, was incorporated in that year.

The Roaring Pine Solution

Roaring Pine's products consist of iConnect and iSupport. iConnect is the basic platform that adds personal interaction to a Web site, an email, a CD-ROM or a PC desktop. iConnect allows a user browsing a Web site, for example, to be instantly connected to a live service representative for assistance. Once the connection is set up, the representative can chat with the user, use Voice over Internet Protocol (known as VoIP) or talk on a regular phone while sharing visual information, interactive forms, dynamically selected Web pages, or engaging in a fully transparent co-browsing session. For companies using the Internet for eBusiness, Roaring Pine's iConnect technology is a cost-effective solution for providing real-time support to online customers and increasing sales closures while improving customer satisfaction.

- A thin-client, browser-based, standards-based approach.
- No special software is required to be preloaded on the user's PC – works with any standard browser / firewall / Internet connection.
- Agent software runs within the Internet Explorer browser and downloads and installs itself automatically.
- Can be deployed virtually instantly in an ASP model, with a variety of pricing options and minimal training required – no risk to the customer.
- A full range of contact center capabilities including: skills-based routing, queuing, pro-active delivery of alerts by Internet or telephone, full feature transparency for remote agents, call detail recording and supervisory monitoring.
- A full range of collaboration features including: full-duplex chat, fully integrated VoIP, co-browsing, drag-and-drop of files, agent transfer, agent messaging and automated agent.
- Typically viewed as the "best of breed" solution in a contact center for chat and real-time collaboration.
- A platform for enhanced services.

iSupport allows an automated system or a technician to remotely examine, diagnose and repair a user's PC, PC peripherals or any software residing on the PC. iSupport is a targeted application that builds on the iConnect platform and provides specific, enhanced capabilities beyond a standard browser session. For software vendors, hardware vendors, IT managers and others responsible for supporting software and hardware located in remote locations, Roaring Pine's iSupport technology significantly reduces costs, while shortening the time required to fix problems.

- A pro-active approach for assisted service using a direct connection to the end user's PC.
- No software is required to be preloaded on the end user's PC. As a result, iSupport works with new and legacy PCs, PC software, PC peripherals, digital cameras and other devices.
- Fully automated and technician-assisted modes of operation.
- A mid-range of tools and primitives which operate extremely fast and efficiently to attack the problem (e.g., get file, get registry item).
- A macro capability for building the primitives into test sequences, with conditional and goto operations.
- Full remote control capability if the primitives and test sequences cannot resolve the problem.

Product Awards

Roaring Pine's iConnect technology has won the following awards, either as a stand-alone product or as the communications component in other products:

ICCM (International Call Center Management) Conference and Expo 2000 - Best of Show Award

Call Center Magazine - Editor's Choice, November 2000

Communications Solutions Expo, Fall 2000 - Best of Show Award

Customer Interaction Solutions Magazine - Product of the Year 2000

Sales and Distribution

The company sells products directly to businesses and also works with partners to market solutions. These partners act as distributors, value-added resellers or systems integrators in making iConnect and iSupport functionality available to their own customer base.

Corporate Organization and Personnel

Roaring Pine, LLC is headquartered in Boulder, Colorado. The company has a core group of employees focusing on software development, customer support and business development. In addition, the company retains the services of 15 sales people in three different sales offices in Philadelphia, Denver and Mexico City.

Anthony J. Brittain, Co-founder and Chief Technology Officer

Mr. Brittain has over 30 years experience with entrepreneurial, technology-based firms developing computer software, hardware, and telecommunications products and services. Prior to founding Roaring Pine, Mr. Brittain was Director of Software and Advanced Technology at Radish Communications Systems. During his tenure at Radish, he also designed and wrote the Help Desk application that became an industry standard for allowing support technicians to remotely examine, diagnose and repair the software on a customer's PC.

Dr. Richard A. Davis, Co-founder and Vice President of Business Development

Dr. Richard Davis' personal mission for the last decade has been the improvement of consumer and business transactions using voice/data technologies. In 1990 he co-founded Radish Communications Systems, where he invented, developed and pioneered the use of VoiceView. At Radish, Dr. Davis held the positions of CEO and CTO. Radish was acquired in 1996. Prior to founding Radish, Dr. Davis held various engineering and management positions at Bell Laboratories.

Robert L. Longfellow, Co-Founder and Chief Architect

Robert Longfellow has over 20 years experience in software design and development for entrepreneurial, technology-based companies including NBI, Radish Communications Systems

and Roaring Pine. Mr. Longfellow has extensive experience with server architecture design and is responsible for several advanced methodologies used by Roaring Pine.

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