

Max Strategy, October 2007

Background & Business Model Customers & Partners Strategy & Plans

Max Update - Background

- Founded April 2004 by Joost KOOMAN & Brendan DUNPHY
- Max.net platform based upon 5+ years reporting solution experience for Housing Associations in The Netherlands
- Market focus is the UK and the Netherlands in Social Housing & Non-profit sectors.
- Goal is to improve Reporting, Benchmark and Performance Management via Microsoft-based and certified *"asset-less, zero maintenance & hosted web-based solutions"*
- Business Partners - HouseMark (Housing Benchmarks), and potentially Smith & Strange (Activity Based Costing) in the UK
- Technology Partners – Maximum ASP & Servedlogic (Hosting), Genisys (Resources)
- Revenue of £350k in fiscal 2006/7
- Certified Microsoft Partner from June 2006

Business Model

1. Software as a Service (SaaS)

1. The future of software
2. Removes complexity for the Customer and end user
3. Improves uptime, support and maintenance
4. Reduces CAPEX costs

2. Max Platform approach

1. Maximises software re-use
2. Increases reliability
3. Reduces testing
4. Decreases development time

3. Sales & distribution Partners

1. Provides market knowledge
2. Lowers sales costs
3. Enables focus on product & technology

4. 100% Microsoft compliant

1. Lowers access costs to technology
2. Reduces risk
3. Maximizes compatibility & integration

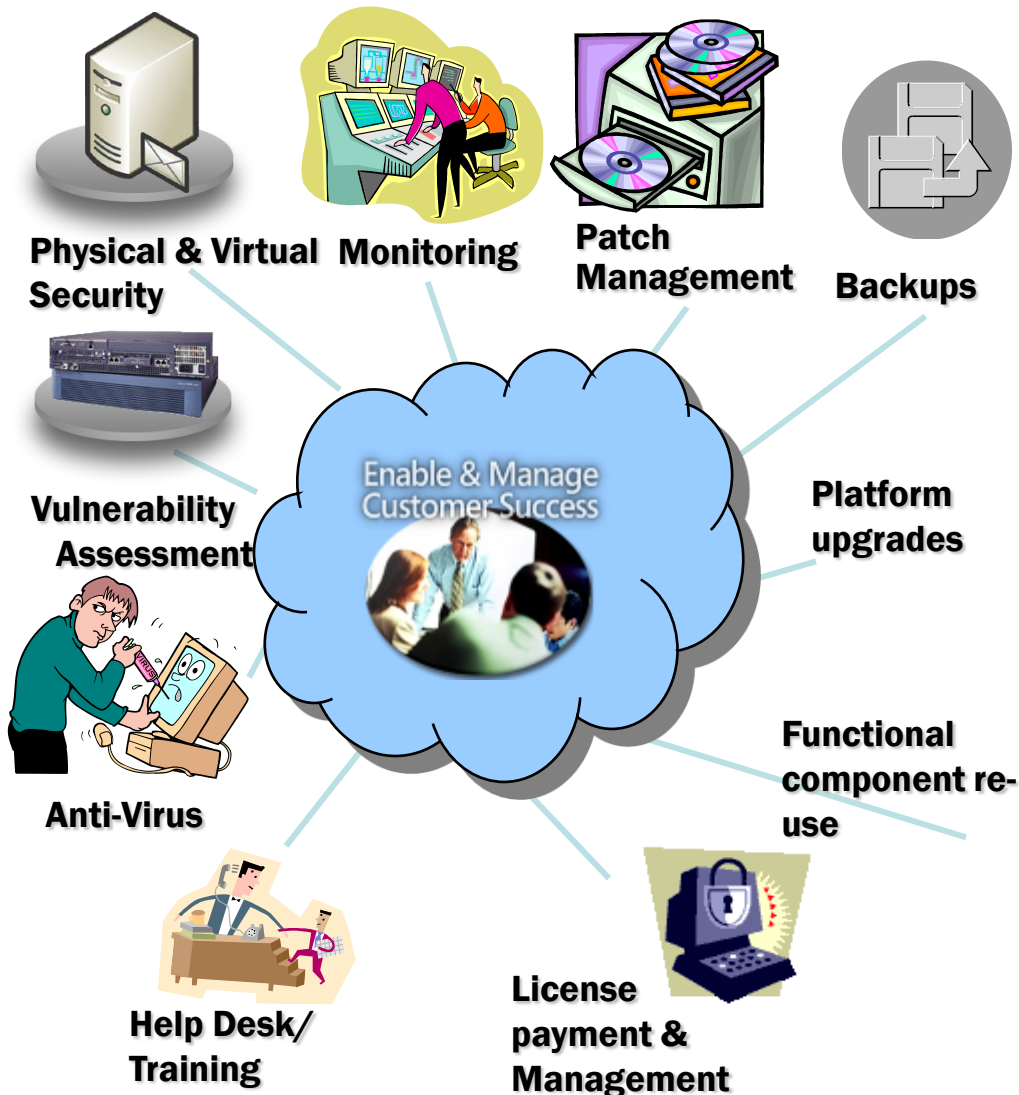
5. Virtual operations

1. Personal philosophy!
2. Leverages technology direction
3. Lowers costs

6. Best in class technology partners

1. Quality service is key
2. Price premium
3. Lowers risk

SaaS Architecture



- Pay as you go model
 - No up-front investment for h/w & licenses
 - Max platform components re-use “for free”
 - No long-term commitments
 - Operating expenses only
 - Increases return on assets
- Rapid delivery model
- Customer/User is required to have:
 - Broadband internet access
- Zero-Touch patch management & platform upgrades
 - Online ticketing Helpdesk
 - No additional cost to keeping you current with future releases
- Centralised support
 - Lowers costs

Customers

- HouseMark
- Glasgow Housing Association
- WoonCompagnie
- Stichting Democratie Media
- Serco
- SD-Partners
- Nokia Mobile
- Nokia Siemens

Some Customer/Applications

- Funding management system for Dutch Media charity
- Live in august 2006
- Management and processing of donations and potential projects
- Fully supports the underlying work processes and associated workflows
- Extensive use of MS Word...
- 99.9% uptime



- Maintenance module for Dutch HA
- One of the largest HA in the Netherlands...
- Stock size
- In house client server application

woonCompagnie

- Performance Improvement Reporting
- Live in February 2005
- GHA Benchmarking Club with 20 Local Management Committees (LMC) Pilot Subscribers (potentially 64 total)
- 15 Performance Indicator's
- 99.9% uptime
- Delivered in 2 months; utilising the Performance Management design and Project Management skills of HouseMark consultancy
- First GHA IT project to be delivered on time & within budget
- Limited usage due to ongoing organisational issues
- Payment holiday for 6 months from October 2007



Strategy & Plans

- Microsoft Gold Certified Partner in 2008
 - Highest level partnership available, full & preferential access to MS products, support, resources & plans inc co-marketing, sales toolkits etc.
- Trial off-shore development of discrete software components
 - Cost savings, cycle-reduction and increased capacity
- 3 key areas of product focus:
 - Benchmarking – enhanced capabilities via improved display, input, data integration, validation, sharing & reporting
 - Performance Management via Max PM (Max Housing)
 - Collaboration applications via Max Share
- Expand into other sectors
 - Max platform is industry-neutral
- Continue partner strategy via existing and new partners in UK and Netherlands
- Maintain rigorous cost control and the virtual business operating model
- £1 million revenue by 2010

Benchmarking - Big improvement from v1.0...

Performance:

- shared to dedicated servers

Data Input:

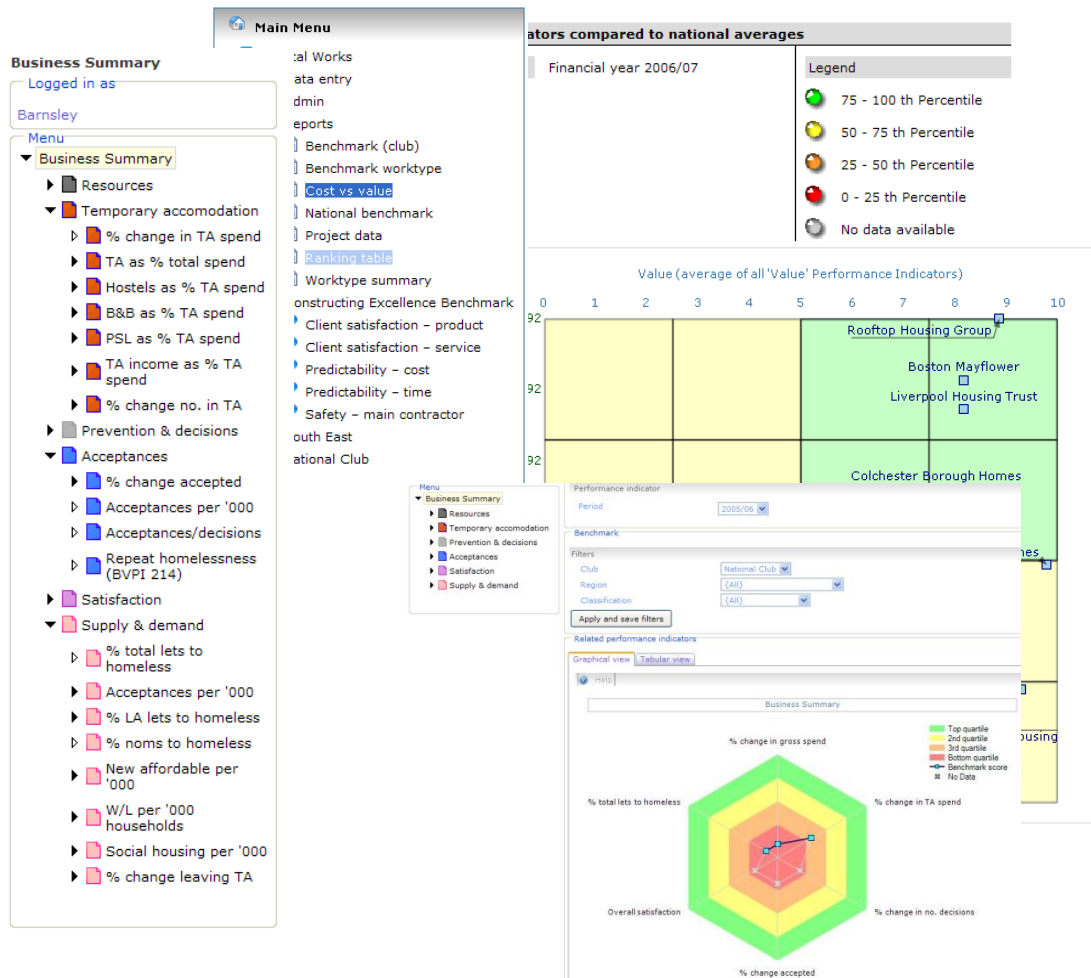
- manual to automated

Reporting:

- limited to more graphical and visual

AdminMax:

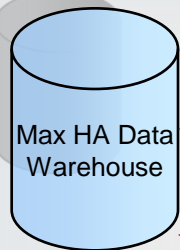
- supports all applications
- powerful management tool



Benchmarking Overview - Inputs

The Internet

Max HA



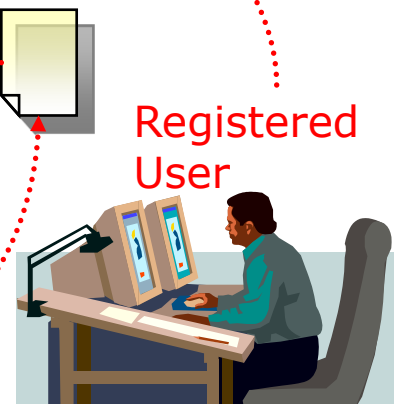
Manual Input via web forms

File Uploads

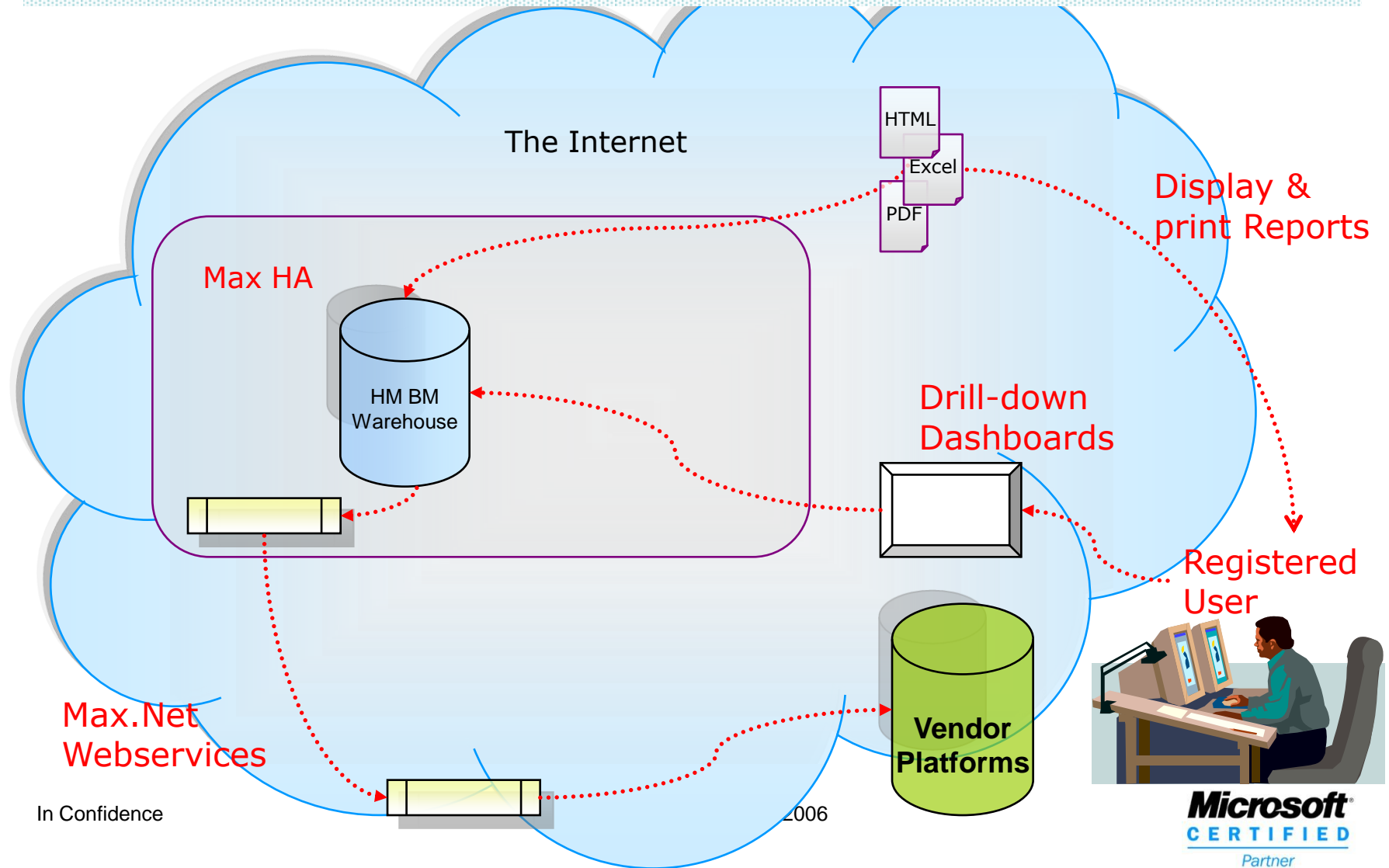
Registered User

Max.Net Webservices

Vendor Platforms



Benchmarking Overview - Outputs



The End

For further details please contact us
at info@max-house.co.uk
or +(44) (0)870 165 1418