

JONAH
GROUP



COMPANY OVERVIEW

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WWW.JONAHGROUP.COM

JOHN SOBOL

BUSINESS DEVELOPMENT MANAGER

TELEPHONE: (416) 304-0860 x280

E-MAIL: JOHN.SOBOL@JONAHGROUP.COM

THE JONAH GROUP LTD.

461 KING ST. WEST, 3RD FLOOR

TORONTO, ONTARIO M5V 1K4

CANADA

1 INTRODUCTION

At The Jonah Group, we design and deliver custom enterprise systems of exceptional quality and value.

Our agile, accurate, accountable teams design and build high-performance websites, mission critical software and valuable data warehouses for enterprises under pressure to evolve.

We deliver our custom solutions on time, on budget and on target. Once delivered, our solutions generate significant and measurable RoI for our clients due to their quality and their custom fit. Because at the Jonah Group, your solution really is 'your solution', rather than someone else's solution that you have licensed and reconfigured, and that requires you to retrain, upgrade or rehire.

The Jonah Group prides itself on its performance record. As a relatively small firm we have managed to attract and retain large clients based on the superior quality of our work, the integrity of our people, and our intense commitment to customer service. We have built several systems that process billion dollars of dollars worth of transactions every year for clients whom we continue to service.

We care passionately about the work we do, an attitude that begins at the top. Our 3 Principals are all veteran software developers whose mission it is to create the most useful, attractive and cost-efficient software possible. They have been working closely together for 15 years and are committed to ensuring our development methodologies are as streamlined yet reliable as they can be.

We are a technology-agnostic organization with deep expertise in numerous languages and platforms, however, our preferred tools are JAVA-based and open source.

Ultimately, at The Jonah Group we see ourselves as expert craftspeople, dedicated to our work, collaborating to deliver systems of the highest quality and value to our clients.

Although we welcome all clients, our favourite clients are organizations that:

- o are committed to excellence
- o are ready to evolve
- o understand that doing what it takes to 'get it right' at the outset is better than cutting corners and being saddled with an underperforming system for years to come

2 ABOUT THE JONAH GROUP

2.1 WHO WE ARE

The Jonah Group is a privately owned consulting company based in Toronto, Ontario, currently employing a team of over 50 experts in the creation of interactive online systems for the agile enterprise. We are organized around three practice areas (custom enterprise software, business intelligence, and interactive solutions and strategy) and 3 industry verticals (insurance, health and financial services).

Jonah has successfully developed and deployed a wide range of enterprise systems including:

- online banking applications
- equity and mutual fund trading systems
- credit adjudication and provisioning portals
- health care benefits and claims management systems
- fleet management solutions
- online contesting systems

We also provide a complete range of Interactive services including consulting, branding, creative and graphic design, web development, and content management solutions.

Our clientele includes many leading public sector and private sector organizations, including CIBC, Blue Cross Blue Shield and The Government of Ontario.

2.2 AT A GLANCE

Company Name	The Jonah Group
Address	461 King Street West, 3rd Floor Toronto, Ontario Canada M5V 1K4
Phone Number	(416) 304-0860
Fax Number	(416) 946-1929
Website	www.jonahgroup.com
Founded	2001
Sales Contact	John Sobol, Business Development Manager
Email Address of Sales Contact	john.sobol@jonahgroup.com
Telephone Numbers of Sales Contact	(416) 304-0860 x280 (613) 355-8759
Annual Volume of Business:	\$10 million+
Full-time Employees	50

2.3 OUR CLIENTS

Below are some of the clients we've recently worked with:



2.4 OUR RECORD

Our record for successful delivery is significantly better than the industry average.

We not only understand how to build software and websites, but also know that more than half of the factors contributing to a successful delivery have nothing to do with technology.

Since inception, our record of project success is much higher than that of industry. We attribute this to the agility of our process, our technical strength, and our culture of delivery within the company.

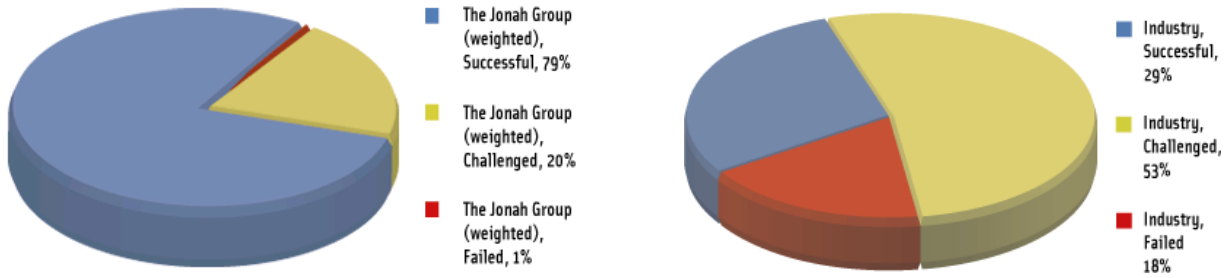
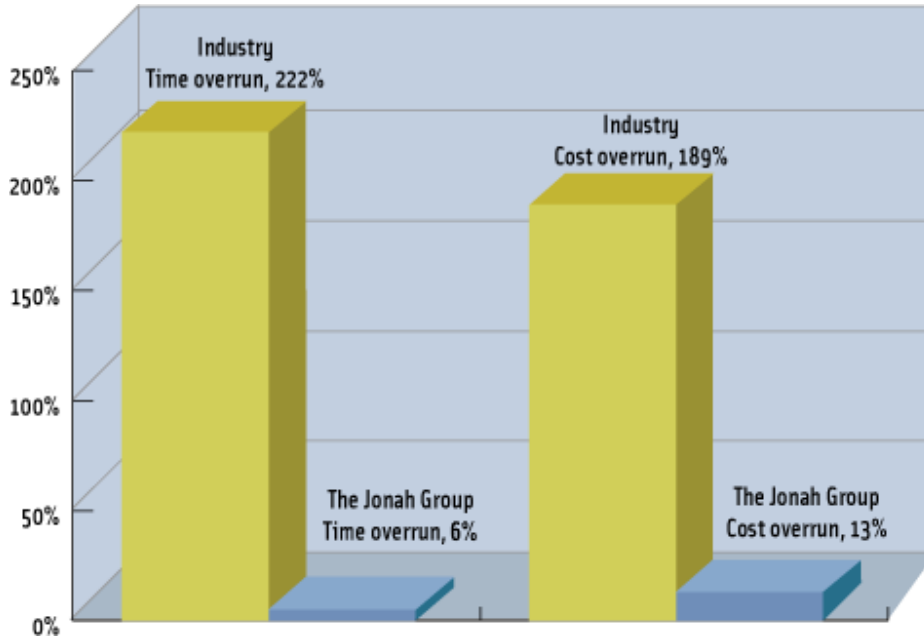


Figure 1 – Project Delivery Charts

Of the "challenged" projects shown above, compare below our "average percentage overruns" with those of industry:



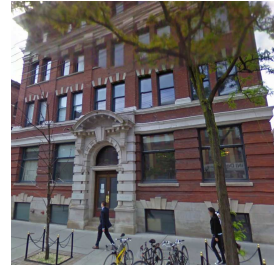
Industry Standard data taken from Standish Group's Chaos Report. Jonah results not verified by Standish Group. Raw data available on request.

Figure 2 – Project Delivery Charts

2.5 OUR COMMITMENT TO OUR COMMUNITY

Our Office

The Jonah Group offices are located in the fashion district, west of the downtown Toronto core. We inhabit the 3rd floor of a repurposed industrial building at 461 King Street West.



Charities

We donate annually to the following charities:



Recycling

Our company has plastic, paper, and organic waste recycling programs. We promote the use of glassware at our coffee machine to help reduce styrofoam and paper cup waste.



Turtle Island
RECYCLING

Green Power

We support green electricity initiatives. Ultimately, sustainability is achieved by making sustainable choices. With respect to the stewardship of our environment, these choices include the assignment of our resources and efforts to both education on environmental issues, and action on environmental causes. In our attempt to be good stewards, The Jonah Group has been using Bullfrog Power since 2006 to further both awareness and incentive to increase development and use of sustainable energy alternatives.



3 THE ROI OF GETTING IT RIGHT THE FIRST TIME

In software, as in all else, quality custom work is the best work. The Jonah Group's finely-tuned custom-built solutions are tailored to your specific organizational needs, your human resources, your technical environment, your strategic objectives, your workflow, your web presence, your timelines and more.

Some companies bid low to land work and expect to make their profit in Change Requests and Scope Creep. We have never approached our work this way and never will. Our approach is to plan and budget as effectively and accurately as possible and then to meet our targets. How do we do this? We invest intensively in discovery and planning and then we work hard, fast and smart to deliver our iterations on time and on budget.

We spend lots of time up front to engage with a client's business problem, identify unknowns, create the system boundary, list the features that need implementation, flesh out a small portion of these from which an accurate estimate can be created, extrapolate the rest and aggregate risk factors to come up with an overall estimate of time and cost. Then we assign a dedicated team to each project under a skilled Project Manager, and apply stringent internal accountability standards to ensure that every target is met.

We work this way so that our clients enjoy the transformative results and concrete RoI that they anticipate when starting a project. We also work this way so that we can enjoy these same benefits. Delays cost us just as they cost our clients.

Our commitment to 'getting it right the first time', sometimes – though not always – means that our bids are higher than some of our competitors. However, we believe very strongly that the costs of not 'getting it right the first time' far outweigh any marginal up-front cost differential.

Delivering fully-functioning projects on time and on budget ensures vastly higher ROI by negating all the downstream crud that occurs when a supplier misses delivery targets, including:

- More test cycles that cause headaches and increased costs
- Expensive Change Requests
- Thrash on dependent projects
- Delayed and reduced project benefits
- Missed business opportunities
- High levels of stress that diminish productivity and make life difficult for all
- Loss of confidence in the project and in its sponsor within an organization
- Loss of momentum

For all of these reasons, we maintain that 'getting it right the first time' is the key to generating a meaningful and sustainable RoI. The Jonah Group has proven time and again that it knows how to do so. We work hard, fast and smart to deliver on time, on budget, and on target.

4 TRY A CUSTOM SOLUTION FROM THE JONAH GROUP

There are several situations in which enterprises typically require custom solutions. The most common ones are:

- You need an innovative enterprise system built from scratch to respond to changing market dynamics and achieve strategic objectives
- You need to integrate diverse systems effectively as a result of partnerships/acquisitions/mergers etc.
- A major systems upgrade has been imposed on your organization and you need to transition legacy systems to a new platform.
- Your organization needs to more effectively capture, consolidate and generate dynamic business intelligence reports from a large volume of data drawn from multiple incompatible sources.
- Your organization is looking to gain a competitive advantage over competitors that use COTS software by developing a custom system/interface.
- Your organization is looking to eliminate sky-high software licensing fees by implementing customized Open Source products and solutions.

In some situations, both custom and Commercial-Off-The-Shelf (COTS) solutions may be considered. So when are custom solutions preferable to COTS packages?

- When the leading COTS products that respond to your needs are inefficient, costly or difficult to implement, a custom solution may be cheaper and easier to deploy and maintain.
- When you are paying 100% of the COTS price but using only 20% of the COTS features then a custom solution will serve your organization better.
- When the solution you require is core to your business operations; because you need your core systems to work the way *you* do, not the way some generic company works.
- When the lifetime cost of licensing, configuring, deploying and supporting a COTS product exceeds the cost of building, deploying and supporting our custom solution, (say, over 5 years), then our custom solution will be cheaper. It will also perform better.
- When your COTS ASP cannot guarantee the degree of data security and integrity your organization requires, or cannot adequately tune performance according to load, then a custom solution may offer you a better opportunity to control performance and maximize security, integrity and efficiency.
- When the solution you require is customer-facing your organization will need to customize the look-and-feel for your clients. Many COTS products offer only limited capacity for GUI customization, whereas a custom solution from Jonah Group can be skinned with any features, functionalities, layout or style.

Finally, even if you are deploying a COTS product, implementation is often expensive. Custom work always has to be done to integrate any system into your environment. The Jonah Group can help with this kind of work too.