

IMlogic

Instant Messaging and Short Messaging

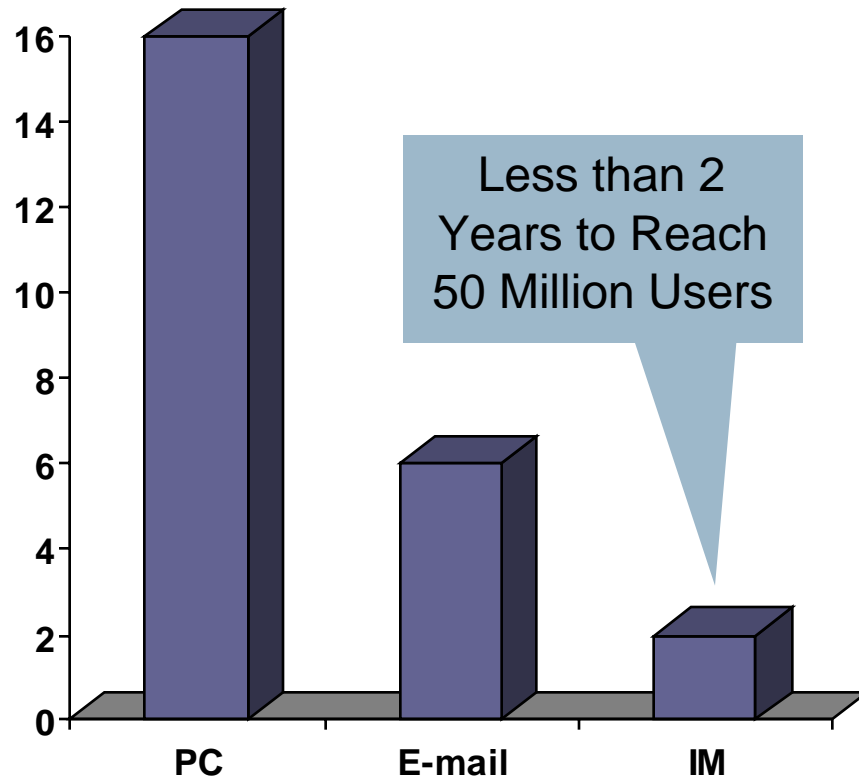
Using Instant Messaging for Business

Francis de Souza
Chief Executive Officer
IMlogic Inc.

*IM makes it possible
IMlogic makes it work*

IM is the World's Fastest Growing Communications Medium

Years to 50 Million Users



- 200 million business and consumer IM users (*Yahoo*)
- 84% of businesses report IM usage (*Osterman*)
- 2/3 of businesses without business IM plan to deploy (*Osterman*)
- “By 2006, IM will surpass e-mail as the preferred method of interpersonal communications” (*Gartner*)

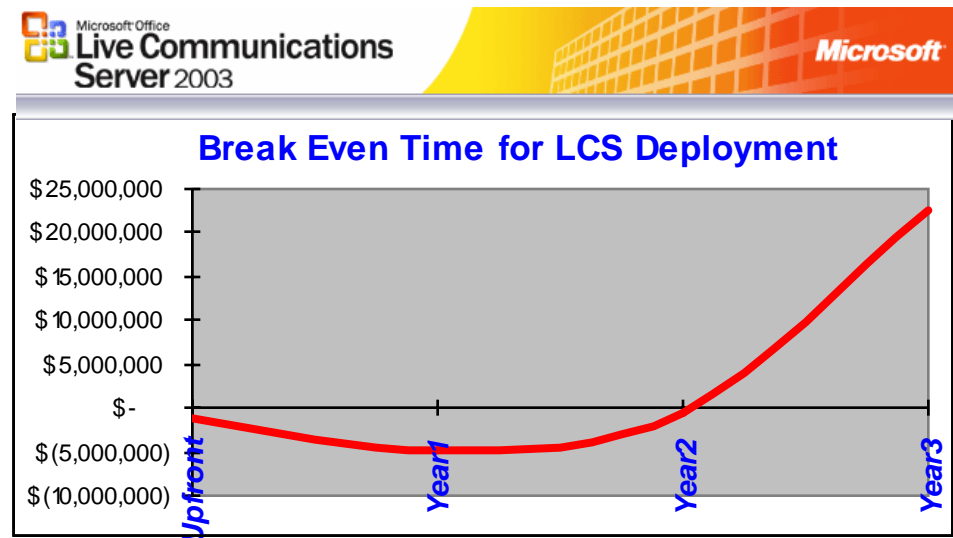
IM In The Enterprise: How did we get here?





Instant Messaging Usage Creates Powerful Business Benefits

- Reduce long distance calls 30% (Gartner)
- Estimated 40% reduction in email usage (Gartner)
- Estimated 15% reduction in voicemail usage (Gartner)
- 43% of IM users use fax less (Osterman Research)
- Reduced T&E, face-to-face collaboration (Microsoft)



**Based on 20,000 Seat Enterprise
2-Year Payback
“Hard” ROI Only!**

1. Complexity & Chaos

“40% of firms that use IM today already have 3 or more IM networks.”

-- Osterman Research

2. Security and Legal Risk

“Securing Instant Messaging is one of the top 3 priorities for IT managers in 2004”

- Yankee Group

3. IT Headaches

“IM must integrate with our existing IT assets and must meet our enterprise-class standards”

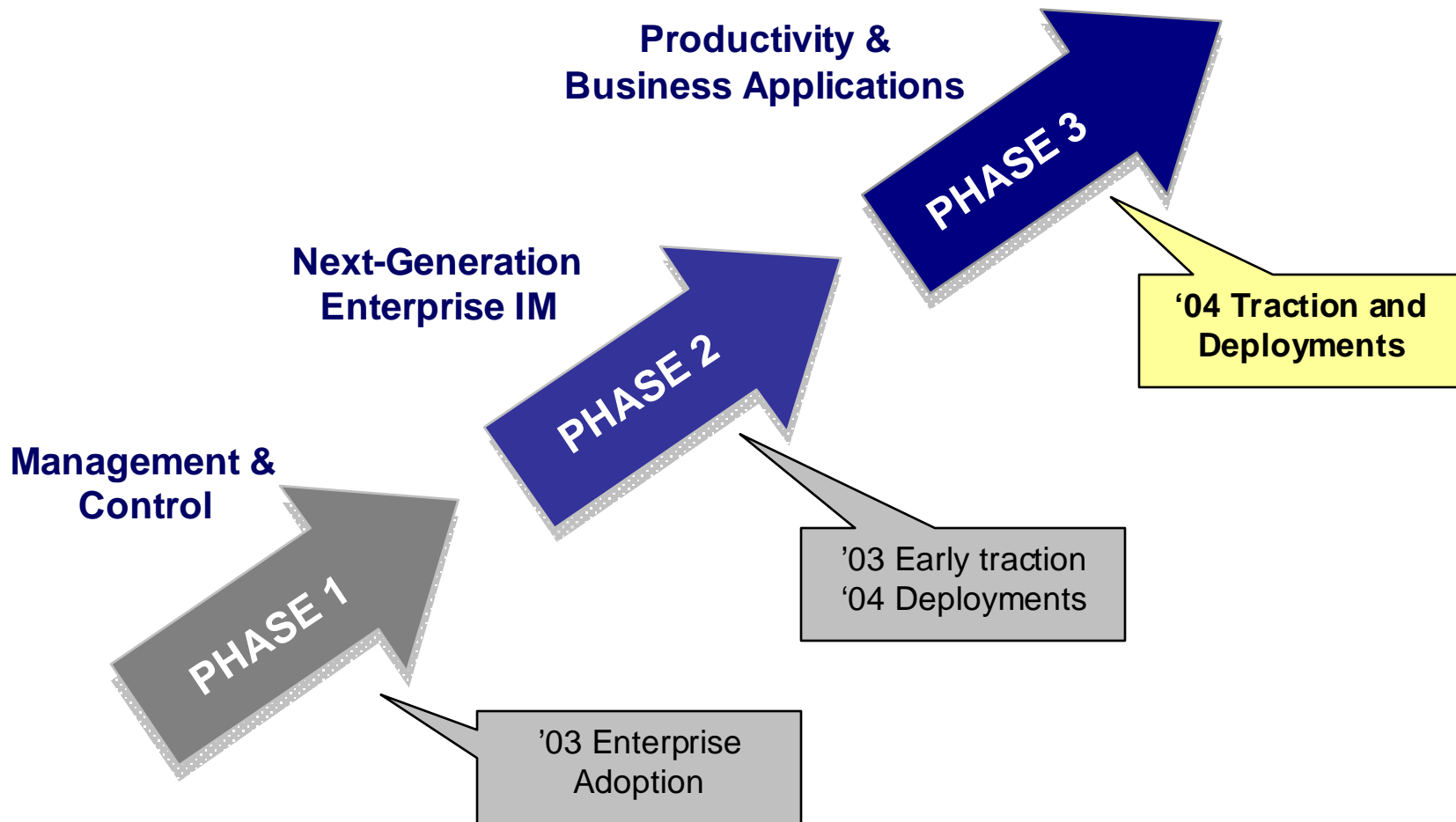
- Merrill Lynch

4. Return on Investment

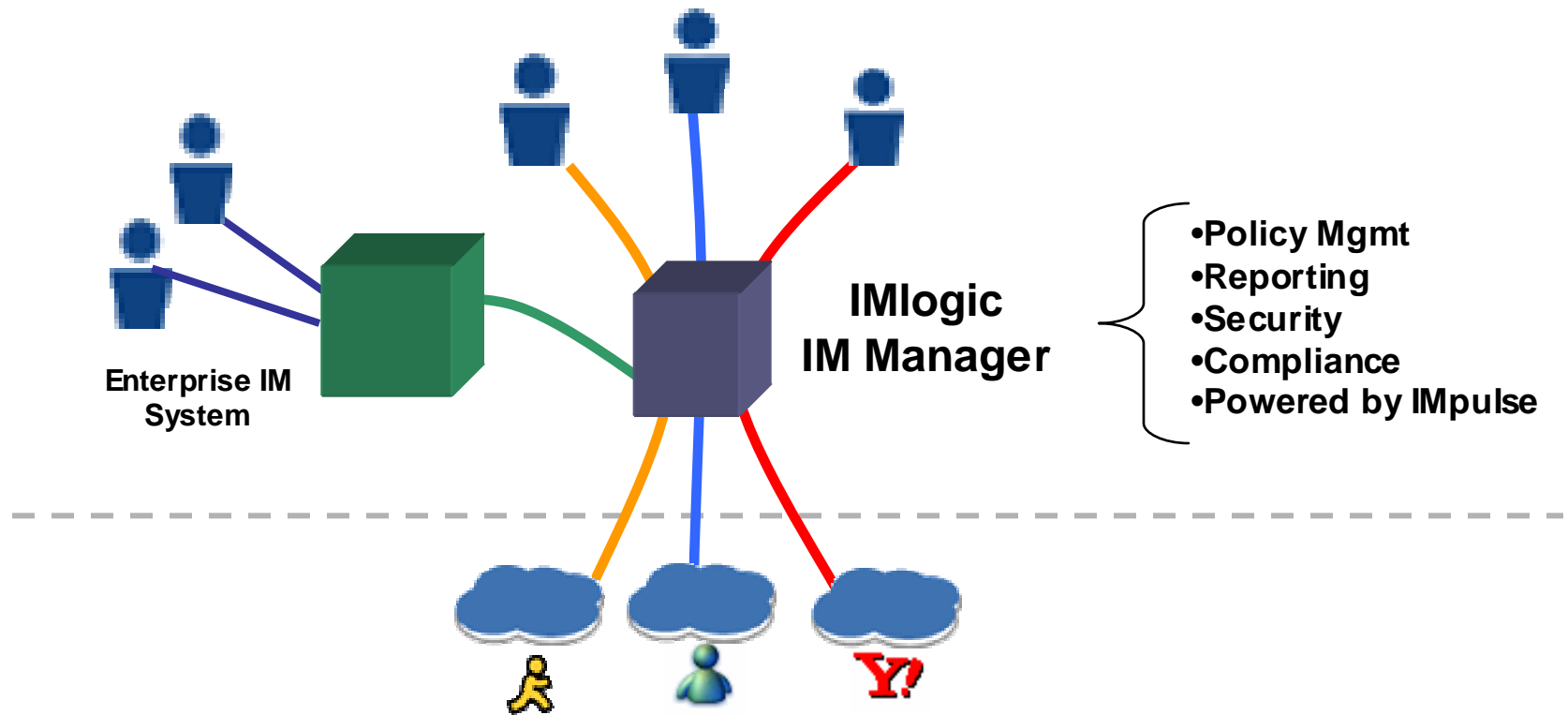
“We need to deliver an infrastructure that enables our employees to generate ROI within six months”

-- Morgan Stanley

A 3 Phase Enterprise IM Strategy



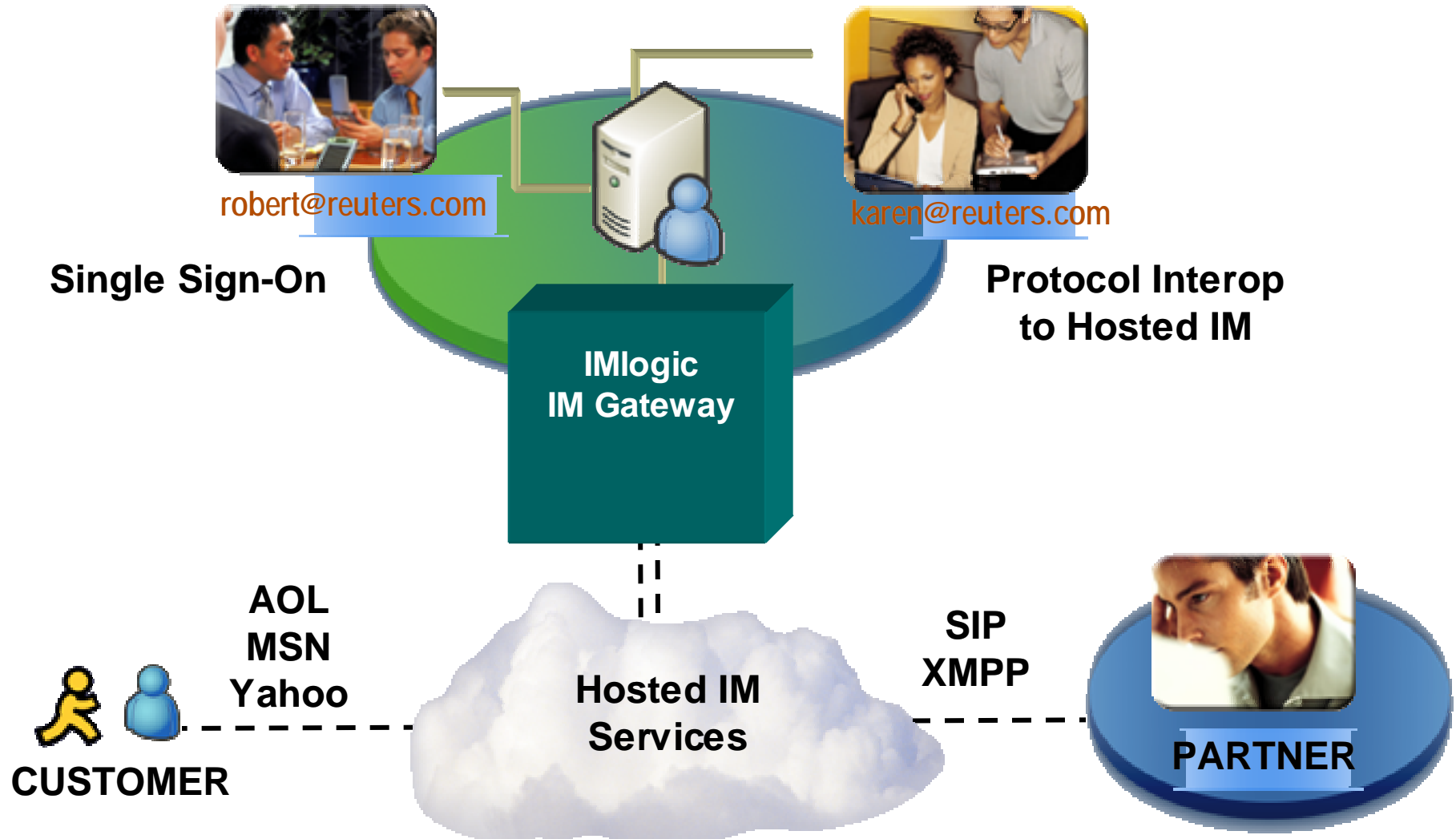
What Is An IM Management System?



Leading IM Management System with over 150 Enterprise Customers, 400,000 Licensed Seats and 44% market share



Phase 2: Secure Cross-Network Interconnectivity

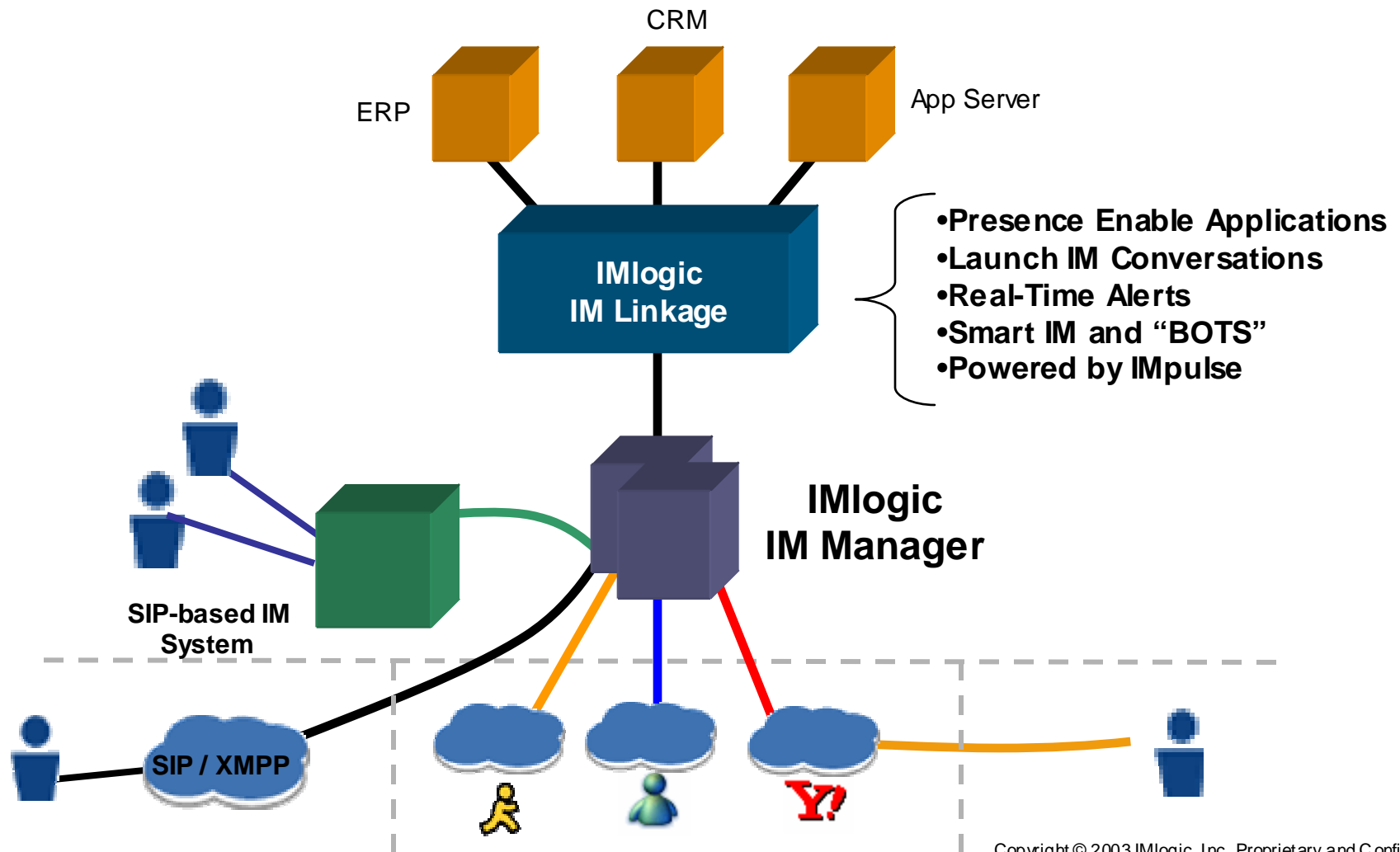




Phase 2: End-to-End Corporate Instant Messaging Solution

- **Enterprise IM Server with IMlogic IM Manager for Best-of-Breed Enterprise Instant Messaging**
 - Encrypted Internal Messaging
 - Internal Identities and Directory Integration
 - Extensible Platform
 - Protects Against Viruses and Spam
 - Allows for Compliance and Reporting of All IM Usage
- **IMlogic IM Gateway for Secure and Compliant Instant Messaging Beyond the Firewall**
 - Allows certified connectivity to multiple IM networks (AOL, MSN, etc)
 - Enables MSN Messenger Connect Service
 - Ensures Identity Management and Remote Public Access

Phase 3 Infrastructure: IM Application Systems



Presence information for all investment professionals using Thomson One application

One-Click IM Conversations with "Smart" Content!

Time	Side	Size	Price	Sender	Nat	Comments	Quality
3:08 PM	B	5,000,000	26.02	CS-FBCO		26.02 BID 5000.0	
3:08 PM	B	500,000	26.15	CS-FBCO		26.15 BID 500.0	
3:07 PM	S	500,000	25.94	RBCCM1		500.0 AT 25.940000	
3:07 PM	S	250,000	25.89	RBCCM1		250.0 AT 25.890000	
3:04 PM	B	2,000,000	26.07	CS-FBCO		26.07 BID 2000.0	
3:03 PM	B	250,000	26.09	PRUOTC1		26.09 BID 250M	
3:03 PM	S	1,000,000	26.14	LEHM-O		1000M @ 26.14	
3:03 PM	B	500,000	26.08	CS-FBCO		26.08 BID 500.0	
3:02 PM	S	250,000		SCHWAB			
3:02 PM	S	250,000	26.11	RHUMPH			
3:00 PM	S	500,000	26.10	PIPER	Y	NAT	
2:57 PM	B	900,000	26.10	BOFA		26.1000 BID 900.0	
2:57 PM	B	900,000	26.10	BOFA2		26.1 BID 900.0	
2:57 PM	B	500,000	26.09	CS-FBCO		26.09 BID 500.0	
2:54 PM	B	2,000,000	26.09	CS-FBCO		26.04 BID 2000.0	

MSFT 27.90 Chg +0.18 B O 27.90 A D 27.91 S 80x87 VIm 12731989
 P 10:27 Opn 27.78 Hi 27.94 Lo 27.69 AH 30.00 AL 22.55 LTV 100
 BTC 80 PCs 27.72 EPS 0.94 PE 29.68 Div 0.160 Yld 0.573 Ex 10/15/03
 Bta 1.25 %Chg +0.65 CE 0.28 FPE 23.45 Dow 7.50 Rtr 8:33 FC 10:23
 MICROSOFT CORP ID 594918104 Cur USD Mkt Cap 301.668

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 art.gilliland@imlogic.com: IOI 1000 Shares MSFT 23.90 X94835 -- for more information click www.thomson.com/x94835



Resources:
<http://www.imlogic.com>

- **IM Detector: Free Tool to Detect IM Usage in Your Enterprise**
- **White Papers:**
 - Top 5 Security Risks of IM
 - The Yankee Group's Guide to Enterprise IM Management
 - Creating Instant Messaging Applications