

Confidential



Hampton

COMPANY OVERVIEW

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Introduction

“Hampton assesses information technology capability.”

“Hampton provides the means to commercialise software products.”

This Company Overview document provides a profile of Hampton and introduces our:

- Capability
 - Identity
 - People
 - Achievements
 - Products and Services
-

Hampton – The Value Catalysts

Hampton provides New Zealand businesses with the means to successfully commercialise software products for the international marketplace.

Hampton's proven system is used to assess information technology capability, enhance business operations and efficiently deliver product to market.

Hampton is the Value Catalyst that will release the true commercial value locked within your organisation.

Our Approach The game of chess clearly demonstrates the importance of using proven strategies to achieve success. Our proven systems are tailored specifically to release the maximum value from your information technology capability:

The Landscape

We work with you to understand your existing capability and your needs.

Qualifying areas of technical and operational risk

The Strategy

We identify opportunities to gain a greater return from your investment.

Resolving areas of technical and operational risk

The Move

We provide systems to take advantage of your strengths and to address potential risks.

Providing building blocks to strengthen your internal systems

The Result

We enable your organisation to utilise our systems for the ongoing development of your business processes.

Increasing your intellectual capital, lessening product 'time to market', enabling scalability through repeatability of process

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Hampton – The Value Catalysts, Continued

Engagement Your Move ... With Us

The key to achieving sustainable growth is building robust operational business structures, collaborative relationships, and networks to leverage access to markets. Hampton's experience has enabled it to create a proven system that will help your organisation achieve these goals.

If you:

- Have a software product to commercialise, take to market or expand the market
- Want to realise the value of existing intellectual property
- Are a forward thinking organisation with a planned growth strategy either domestically or internationally
- Understand the value of using external partners to grow the value in your organisation
- Acknowledge that information technology underpins your success
- Want to implement business best practice

Then Hampton is the Value Catalyst for you.

About Us

Hampton's Principal has a successful track record of running businesses specialising in the development, packaging, marketing, implementation and support of software products for the international market. Hampton is now working with businesses to improve their product to market strategy and maximise the return on their information technology investment.

Our Commitment and Identity are the foundations to our success.

Our Commitment

- Always looking to add value
- Clear standards for development and delivery
- Adoption of Business Best Practice
- Delivery on time and within budget
- Developing individuals professional expertise
- Ongoing business improvement
- Flexible product design

Our Identity

Strategic Thinking

Innovative *A clear vision for the future of the business*

Knowledge and Experience

Enduring *We are here to stay*

Professional *Getting it right first time*

Values Driven *What you see is what you get*

Personal Commitment *The best result possible on time and within budget*

Strong business acumen *'Can Do' attitude*

Multi-facetted

Dynamic *Many perspectives to our approach*

Management Team

Liz Swanston *“To release the value within organisations you need to understand the dynamics between people, the business and the solution.”*

Liz has over 30 years' experience in taking new software products to international markets. She successfully developed a Wellington-based company producing software products for the international banking sector. After merging the firm with a publicly listed company in the United States Liz developed and implemented a number of standard processes that enabled the firm to launch a range of new products into the international market.

Liz went on to take a shareholding and executive directorship in a New Zealand software company specialising in safety and risk management in the aviation sector. Liz headquartered the business in the United Kingdom and built a strong international marketing, sales and implementation team based out of the United Kingdom. The company achieved global market leadership of its product before being sold to OSyS, a wholly-owned subsidiary of Rolls-Royce Group plc.

Liz's expertise is in:

- Company mergers
 - Developing Corporate goals to attract investment
 - Accessing international networks
 - Enhancing business value
-

Achievements

Hampton has experience over many years of successfully taking software products to international markets.

Building on these achievements Hampton has developed a system that enables other organisations to commercialise their software products in the most efficient and cost-effective way.

Hampton's achievements are in four key areas.

Product to Market

- Established a "Centre of Excellence" for product development, sales, implementation and support of international banking systems.
- Deployed product, sales, implementation and support capability to a number of global regional centres.
- Developed "product to market" infrastructure for a software distribution and services company.
- Established distribution channels in the United Kingdom, Central America, Africa and the Middle East.

Business Transactions

- Sold a business to a wholly-owned subsidiary of Rolls Royce plc
- Negotiated a merger with a U.S. Nasdaq listed company.
- Acquired intellectual property for an international banking system from a U.S. company
- Management buy-out and later acquisition of Parent Company.

Business Best Practice

- New Zealand Small Exporter of the Year Finalist (Runner-up/Highly Commended).
- Benchmarked against the Baldrige quality standard
- Achieved ISO 9001 Accreditation.

Technology and Innovation

- Established software framework capability.
 - High focus on re-usability.
 - Experience in transitioning software development teams.
 - Internationally recognised software product.
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Products and Solutions

Tools to Grow your Corporate Value

Hampton provides business systems that enable an organisation to commercialise their software products in the most efficient and cost-effective way. Our products are designed to address each stage of commercialisation from understanding your existing needs, right through to implementing the most appropriate solution.

AssessIT – is designed to assess the technical and operational capability of organisations.

ConquerIT – is designed to provide the systems to successfully commercialise software products for the international marketplace.

Our Value Proposition

The fundamental goals of Hampton's business solutions are to:

- Qualify and resolve areas of technical and operational risk
 - Provide building blocks to strengthen your internal systems
 - Increase your intellectual capital
 - Lessen product 'time to market'
 - Enable scalability through repeatability of process
-

AssessIT - Information Technology Capability Assessment

Hampton's AssessIT product provides a structured methodology to assess the technical and operational capability of an organisation. Designed for Information Technology Due Diligence or Review it provides a view of the business as it stands today, taking into consideration the objectives it wishes to achieve.

People, Product, Process

AssessIT assesses the balance that should exist within the business across Product, People and Process in terms of its capability maturity and delivers an easily understood executive report and risk-weighted scorecard, highlighting the areas of risk within the business.

Successfully developing software products is a challenging undertaking, considering the rapidity of change and innovation, and the commercial imperatives of taking product to market. An adhoc approach to assessing information technology capability results in an inaccurate understanding of the key areas of risk. A structured approach provides a more accurate assessment of the condition of the organisation and enables the Sponsor to make more informed decisions.

Dimensions of Risk

In assessing the Information Technology capability, the following dimensions of risk are measured against the areas under review.

- Barriers to Market Entry
 - Competitiveness
 - Scalability
 - Staff Capability
 - Funding
-

Areas under Review

AssessIT considers each of the following areas of the business:

- Product Packaging for Release
- Marketing and Sales Development
- Product Implementation
- Client Support
- Product Release
- Technology/Software Engineering
- Product Change Management
- Business Support

AssessIT provides a flexible framework that can be tailored to take into consideration the Sponsor's key decision drivers and extended to accommodate any specialised requirements.

ConquerIT - Information Technology Product to Market

“Achieve the results in your business tomorrow by building the infrastructure, people and systems today”

Hampton's ConquerIT product provides an organisation with systems to support the commercialising of software products for the international market. ConquerIT is a set of operational business practices used to implement repeatability of process and achieve scalability in an accelerated timeframe.

Many organisations are not prepared for the operational stress that results from taking software products to the international market. Some of the common symptoms include an erosion of customer service, increasing pressure on support staff, unreliable product development cycles and resource retention issues. A reduction in performance results in missed opportunities and an inability to maximise the return on investment.

ConquerIT addresses these issues by providing a complete set of operational business practices and templates for each of the components of commercialising a software product. It provides a new perspective to the business and a map of the tasks that need to be considered to more effectively package and take software product to market. ConquerIT is implemented in conjunction with an operational plan and existing practices within the business.

ConquerIT addresses each of the following areas of the business:

- **DocumentIT** - Documentation Management
- **PackageIT** - Product Packaging for Release
- **MarketIT** - Marketing/ Sales Development
- **ImplementIT** - Product Implementation
- **SupportIT** - Client Support
- **ReleaseIT** - Product Release
- **DevelopIT** - Technology/Software Engineering
- **EvaluateIT** - Software Evaluation
- **ChangeIT** - Product Change Management
- **OrganiseIT** - Business Support

Documentation Management

Hampton's Documentation Management product (**DocumentIT**) addresses the following areas:

- Documentation Standards
- Documentation Change Control

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ConquerIT - Information Technology Product to Market,

Continued

Product Packaging for Release

Hampton's Product Packaging for Release product (**PackageIT**) addresses the following areas:

- Business Model
- Financial Plan Analysis and Pricing Structures
- Marketing Plan
- Product Branding
- Product Assessment
- Risk Assessment
- Product Reference Guide
- Product Licensing

Marketing/ Sales Development

Hampton's Marketing/ Sales Development product (**MarketIT**) addresses the following areas:

- Marketing Collateral
- Sales Collateral
- Sales Channel Selection and Development
- Sales Training
- Sales Management

Product Implementation

Hampton's Product Implementation product (**ImplementIT**) addresses the following areas:

- Project Co-ordination
- Project Administration
- Implementation Scoping
- Product Configuration
- Product Installation
- Product Training
- Product Acceptance

Client Support

Hampton's Client Support product (**SupportIT**) addresses the following areas:

- Client Management
- Client Support
- Task Management

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ConquerIT - Information Technology Product to Market,

Continued

Product Release Hampton's Product Release product (**ReleaseIT**) addresses the following area:

- Product Release Management

Technology / Software Engineering Hampton's Technology/Software Engineering product (**DevelopIT**) addresses the following areas:

- Technology Management
- Software Engineering
- Research and Development

Software Evaluation Hampton's Software Evaluation product (**EvaluateIT**) addresses the following areas:

- Software Evaluation Process

Product Change Management Hampton's Product Change Management product (**ChangeIT**) addresses the following areas:

- Product Change Management
- Product Version Control

Business Support Hampton's Business Support product (**OrganiseIT**) addresses the following areas:

- Company Culture and Communication
- Organisational Structure
- Personnel Induction and Development
- Corporate Branding

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