

Our Success Process



We want to be the best software and services company that you have ever partnered with.

Simply XML™ provides simple, easy to use solutions for creating and publishing XML content. Creating, managing, and publishing XML compliant content with Content Mapper™ minimizes your costs and ensures efficiency across your organization.

We pride ourselves on delivering very high value to our customer through our expertise, our high quality products, our pricing structure, and our very positive working relationships. While every customer's needs are a bit different, we have found that the process below is a good place to begin communicating with our customers to build strong productive partnerships.

We ask our customers and implementation partners to create a team and focus with us on:

- Understanding the business issues that are driving you to adopt XML across the enterprise
- Developing a common view of specific requirements
- Understanding our capabilities and the resources we bring to the engagement
- Understanding roles and responsibilities of each member of the joint team
- Achieving the pre-determined technical, business, and financial goals

We are certain that listening, communicating, and working together will produce success. Our engagements tend to grow through the following process.

Stage	Name	What Happens	Rough Cost	Result
1	Demo	Simply XML Demonstrates the capabilities of Content Mapper with one of our standard document structures. Customer discusses their broad needs and current anticipated process	\$0.00	We get to know each other and can decide whether to continue discussions toward a commercial relationship. We discuss which schema is most appropriate for the customer trial.
2	Trial	Customer gets a 30 day trial version of Content Mapper with one repository and one document structure. We target brief weekly calls to review progress, issues, questions and the like.	\$0.00	Customer obtains a better understanding of the user interface, functionality, and ease of use of Content Mapper

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3	Determine the "Best" Document Structure and the scope of any required services	We jointly discuss Content Mapper's standard schemas and their applicability out-of-the-box. If these do not fit we perform some document and schema analysis to get to a proposal for a custom or modified document structure. We also look at MS Word and published documents to broadly assess legacy conversion issues.	TBD	The result is an outline of the elements to be included in the schema, a broad understanding of legacy content issues, and some development cost parameters surrounding implementation of the schema and style sheets that may be required to automate import. We will also structure all anticipated costs including license fees and training costs at this time.
4	Contracting and Financing	At this point we have a pretty good idea about license fees, customization and implementation costs. Given economic pressures on all organizations, we work with you in a flexible way to structure the engagement and payments to meet our mutual needs. We review the final statement of work, license documents and costs.	\$0.00	We both have a clear and agreed-upon set of specifications, project plan and financing terms to move forward.
5	Testing	We would both test the solution to insure that it conforms to the specifications or is adjusted reasonably for additions or changes	\$0.00	The solution works or may be modified at this point.
6	Implementation	This would normally include deployment of licenses and end user training.	TBD	Goals met, happy customer, proud partnership.

"We want to make it easy for you to move forward with us. We hope you will embrace our simple, results-oriented approach. It's not rocket science, it's Simply XML."

Doug Gorman, CEO