Bradmark's Enterprise Software Agreement

What are the facts?

The software industry has become notorious for achieving extraordinarily high gross margins and locking its customers into long-term version upgrades with excessive maintenance charges. Software companies routinely quote list prices then quickly revert to a discount schedule that runs up to 50% or more off list. Do you have to haggle over all of your business purchases in this manner?

We know that it is difficult to plan your budget when hardware and software upgrades result in unexpected new license fees and continually increasing annual maintenance charges. It's even worse if your business is unpredictable or expanding rapidly.

Over the past few years, software companies have announced a wide range of new licensing options that claim to move away from high license fees and recurring maintenance charges. However, there is always some form of "payback" either at the end of the term or through quarterly or annual license reconciliation.

With Bradmark's announcement of the Enterprise Software Agreement (ESA), there is now a genuine alternative. If you want to move away from:

- **Excessive license fees**
- **Complex seat or server based pricing**
- **High recurring maintenance charges**
- **Expensive upgrade costs**
- **Quarterly or annual license reconciliations**
- **Professional service fees**

then the Bradmark ESA could fulfill your objectives, both financially and technologically.

What is Bradmark's ESA?

Enterprise licensing from Bradmark redefines the way the industry prices software. The agreement provides:

- ✔ Single, enterprise-wide agreement for all licenses
- ✔ No quarterly or annual reconciliation for the term of the agreement
- ✔ Fixed maintenance schedules with pre-agreed terms
- ✔ Access to the latest technology for database and operating system monitoring and administration
- ✔ Generous trade-in terms for existing competitive licenses
- ✔ Extraordinary return-on-investment compared with traditional license models

How do we establish pricing?

We do not bring you a pricing schedule based on servers, seats or CPUs. We will work in collaboration with you and your team to establish a pricing model that creates an attractive ROI for your business. Of course, we will take into account the number of licenses and products but we will especially be looking at your current costs, budgets and required savings.

Our agreements can run for 12 months or several years. Renewal terms are set within the agreement, so there is no "sting in the tail". Our terms and conditions are written in plain English and won't take an army of expensive lawyers to review. We want to make it easy for you to do business with us.

What software is covered by the ESA?

Bradmark has software for monitoring and administering Oracle, Sybase, DB2/UDB, SQL Server and HP-Image databases. We also have Operating System monitoring for most versions of Unix, Linux and Windows as well as application monitoring. Additionally, Bradmark has specialized tools for monitoring Lucent QIP networks and Sybase Rep Server environments. You will also find that our software supports many older versions of databases and operating systems that other vendors no longer support. Our software has already scaled to installations with over 700 servers and we interface with management tools such as Tivoli and HP OpenView.

Our landmark **NORAD® DBControl™** *Online* tool allows you to reorganize an Oracle database of any size without taking your users off-line. We have participated in, and won, many benchmark tests around the world. Our ESA contract can cover some or all of Bradmark's products – including future releases and even newly released products and functionality. Imagine buying from a company under an agreement that lets you have any product that they make at no additional license charge.

What support services are covered by the ESA?

We provide full 24 by 7 support for all of our products using highly trained professionals here in the USA. If you have a problem that can't be resolved via telephone or e-mail or a particularly complex environment, we will often send a technical support professional on-site to resolve the issue.

Already made a major commitment to one of our competitors?

If so, then it's still worthwhile to talk to us. We have very generous trade-in terms for competing products. Our main interest is in providing you with world-class software at terms that give you an outstanding ROI compared with where you are today. You will find us very flexible in our approach.

Why are we making this groundbreaking offer?

Bradmark has specialized in the database and operating systems tools marketplace for 22 years. We are a privately held company and have developed every one of our products under the same architecture with our development team in the USA. We feel passionately that there should be a genuine alternative to the major software companies and their traditional license models. We want you to be the beneficiary of this new approach as Bradmark continues to grow over the coming years.

Who are our current customers?

We have over 10,000 licenses installed around the world, including 200 of the Global Fortune 1000. We have installations at two of the world's top five motorcar companies, Federal and Local Government, several of the nation's airlines, media companies, major banks and financial institutions, oil and gas companies, medical institutions, outsourcers and many others. Our software is deployed in mission-critical applications from aircraft maintenance systems to chip manufacture.

What's the next step?

Do you want to know more?

If you are the budget holder and have already decided that you want to reduce your current spending, then you should call us. We will meet with you to establish your financial goals and construct an ESA that works best for you and your company. We hope to demonstrate to you that not only is our ESA offering very attractive but we are friendly people who are easy to do business with. We are confident that once you get to know us you will realize that we are truly different from our competitors.

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