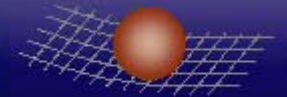
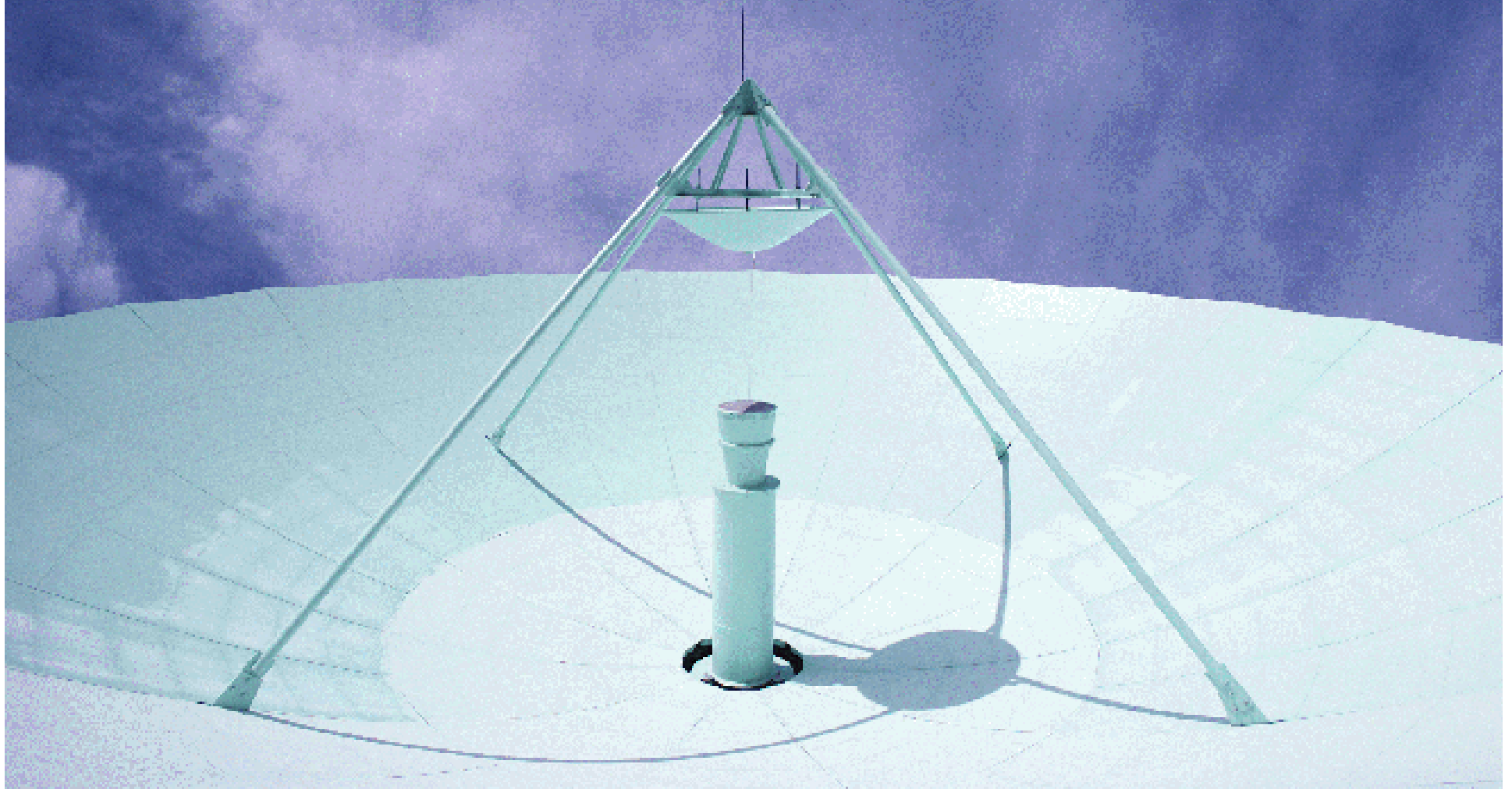
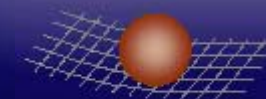


# *David Taber & Associates*



# Who is David Taber?

- 25 years in Information Technology
  - 7 years as consulting engineer @ Stanford Research Institute
  - 7 years in product marketing @ SunSoft
  - Director of corporate marketing @ Sybase
  - VP Marketing @ ILOG
  - SVP Marketing @ Forté Software
  - 2 years Business Development @ Sun
  - 6 years as independent marketing consultant
- Virtually all experience in Software
  - Finance, Telecom, Manufacturing, & Defense industries
  - Enterprise software, appliances, SaaS
- MBA, BA from University of California
  - Instructor, UC Berkeley extension



# Selected Clients

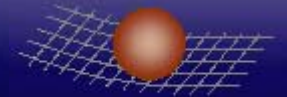


- Open Source
- SaaS
- Network security
- Enterprise Apps
- Virtualization
- Content Management
- Mobile
- IPTV
- Search advertising



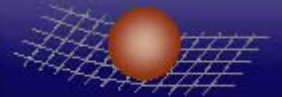
# Why Do Companies Call Us?

- Need experience and domain expertise
  - Doesn't make sense to hire
  - Or can't find required talent on the market
- Need an objective perspective
  - Knowledge and connections
  - No political agenda
- Need to *execute*
  - Action, not words



# Classic Engagements

- Product and company strategy
  - Strategic partnership, M&A, funding rounds
  - Product Roadmap
  - Open Source strategy
- Product portfolio management
  - Market sizing and message validation
  - Customer-centered product design
- Messaging and Market Strategy
- Web, portal, and community development
- Nail pipeline management
  - Fix the SFA system
  - Make revenue a reliable business process
- CEO coaching and VC presentations



# We're all about Execution

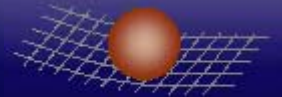
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