

Company overview

Kinetic Data is a software company focused exclusively on developing BMC® Remedy® business service management (BSM) applications and offering the largest portfolio of third-party “built on BMC Remedy” BSM packaged applications available. A BMC Remedy Alliance Partner since 1999, Kinetic Data provides BSM and service delivery management (SDM) applications, developed on the BMC Remedy Action Request System®, that help customers to enhance and upgrade their internal service delivery management capabilities.

Market overview

The need for expertise in IT service management continues to grow. As companies seek to reduce the cost of internal service delivery, many are turning to SDM tools. The strong momentum toward adoption of IT Infrastructure Library (ITIL) standards is also fueling the need for software that supports these recognized best practices. Implementing SDM tools can lower service delivery costs, cut service delivery time and improve service quality. Kinetic Data’s software tools extend the BMC Remedy platform to help enable a successful ITIL implementation of customer-centric service delivery.

Product overview

Kinetic Data develops software applications and tools to enhance service management capabilities and extend the value of the BMC Remedy platform to functional departments beyond IT.

- **KINETIC REQUEST** management portals allows individual departments and non-technical process owners to design and automatically manage their own processes and approvals for internal service and equipment requests, without relying on IT. It’s the only “built on BMC Remedy” service request management system (SRMS) that works with any BMC Remedy commercial off-the-shelf (COTS) or custom application, regardless of version. Kinetic Request requires no separate systems management or integration effort, and takes advantage of existing BMC Remedy service delivery processes and workflows.
- **KINETIC SURVEY** is the only web-based survey management (also known as Enterprise Feedback Management or EFM) software that’s totally embedded in BMC Remedy workflow. It assures fast and meaningful service feedback interaction by sending surveys relevant to the specific service performed, providing fine-grained control over the number and frequency of surveys sent to any individual, and alerting managers for action automatically using rules-based notification.

Corporate name and address:

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Product overview *continued*

- **KINETIC CALENDAR** is the only online calendar built on BMC Remedy that makes it easy for developers to create actionable calendars and give users a convenient way to organize and display any BMC Remedy time-based data in a calendar format.
- **KINETIC RESPONSE** is the only team-based, problem collaboration tool that speeds and documents the problem resolution process and gives real-time status visibility to those who need it.
- **KINETIC FIELD** is a field service management tool that extends the value of the BMC Remedy platform by providing functionality such as task and activity management, dispatching, service level agreements, pricing and service inventory control.
- **KINETIC INTEGRATION** extends the value of the BMC Remedy platform by enabling organizations to share and update data from BMC Remedy ARS with other departmental or business partner software systems such as Customer Relationship Management (CRM), human resources and web-based applications.
- **KINETIC LINK** is an open-source web framework that allows almost any language to interact with your BMC Remedy AR system. Through Klink you can create records, view data, and update or delete information. The framework provides a consistent XML over HTTP interface utilizing Java Servlets and Apache Struts.

Additional tools and applications built on the BMC Remedy platform are currently under development.

Management Team**John Sundberg, President**

John Sundberg is one of the company's founders and an entrepreneur who has demonstrated effective leadership in creating a team culture that has spearheaded the company's extensive growth. During his 15 years of designing and managing successful, innovative information system implementations, he has been a lead architect, developer or project manager of more than 100 projects for medium to large enterprises with extensive work in large systems, distributed systems, systems management and consulting.

Prior to founding the company, he applied his technical and management expertise at 3M, Programming Alternatives Inc., Wilson Learning, and as an independent consultant. At 3M, he was a liaison between IT and several development groups, where he discovered why projects succeeded or failed, leading him to build his company around a team concept, as he found the groups that worked well together produced successful projects.

Education: BA in Mathematics from St. Olaf College

Leadership: President of the Minnesota Chapter of AFSMI (Association for Services Management International)



Management Team *continued***Unus Gaffoor, Director of International Division**

Unus Gaffoor is one of the companies founders and has worked with John to develop a successful enterprise that provides innovative software applications and related consulting services in a creative team environment. Unus has been involved in the IT industry for over 17 years and has worked on many major projects as a team leader, lead developer and architect. Unus brings a depth of programming and consulting expertise to the company.

Prior to founding the company, he was a successful independent consultant for over 4 years both in the US and AsiaPac. During this time he recognized the need to deliver project outcomes in a timely and productive manner. It is this philosophy that he has brought to the company and continues to be a mainstay of the company success.

Education: B Com. from Wollongong University, Australia with majors in Computer science and Accounting.

Linda Koestler, Director of Technical Services

Linda Koestler is a passionate developer and patient teacher and leader, having 20 years of development experience that extends across a broad range of technologies. Prior to joining the company, she planned and led manufacturing systems enhancements and upgrades and had a 10-year career at the St. Paul Pioneer Press, where she was responsible for the planning and development of large internal applications.

Education: Associate degree in Computer Science from Mankato Technical Institute; ITIL Foundation certified

Leadership: St. Paul Pioneer Press Outstanding Performance in Technology, St. Paul Pioneer Press Extra Mile Award

Kasandra Kuchenmeister, Director of Operations

Kasandra Kuchenmeister is a highly adaptable professional with experience in both U.S. and International projects. She has held a variety of roles as a software developer, as well as project leader and account manager. Prior to joining the company as its first employee, she held a number of positions, including circulation and database marketing, customer retention, special projects and advertising during a 10-year career at the St. Paul Pioneer Press. Kasandra's direct experience working across corporate environments and interfacing with executives, legal, finance, IT and departmental personnel has given her deep insight regarding business issues, policies and processes.

About Kinetic Data

Headquarters: St. Paul, MN

Customers

A leading provider of BMC Remedy BSM applications, the company serves customers out of its headquarters in St. Paul, Minn., and offices in Sydney, Australia. Kinetic Data's products extend the capabilities of the BMC Remedy service platform across Fortune 1,000 and federal and state government agency customers, including General Mills, Avon, Intel, 3M, and the Federal Department of Transportation.

Sales Channels

Kinetic Data markets its BMC Remedy service delivery management applications and products through a direct sales force and through industry-specific resellers.



Management Team *continued*

Education: Mini-MBA, St. Thomas Center for Business Excellence; completed BMC Remedy AR System 5.x Delta training.

Leadership: Arden Hills Business Development Committee, 1999 St. Paul Pioneer Press Excellence Award recipient.

Nancy Nafziger, Director of Marketing

Nancy Nafziger has over 14 years of experience in marketing, encompassing roles in communications, project management and creative design. Her clients have ranged from small businesses to Fortune 500 enterprises and represent business-to-business as well as business-to-consumer models. Prior to joining Kinetic Data, Nancy was a creative director at ITAGroup, a business performance improvement company. Nancy has contributed her marketing skills to a variety of industries and organizations including: Dyneon™, a division of 3M; eCapital Advisors; Thomson West; LifeLink®, a health and human services non-profit organization; and Perfection Learning Corporation, an educational publishing company.

Education: Bachelor of fine arts in graphic design from Iowa State University

Leadership: Has led creative teams to win highly coveted accounts, including Audi, Buffets Inc., First Source, Snap-on, Culligan, Zales and EMC Insurance.

Tom Pick, Product Marketing Manager

Tom Pick is a marketing and PR executive with more than 15 years of experience in the technology industry, including marketing communications, product management and web marketing. He was previously director of corporate communications at reinsurance intermediary Collins Associates, where he was responsible for developing and implementing an integrated marketing strategy that included media relations, web marketing, sales collateral and event marketing programs. Under his guidance, the company increased website traffic by 400% and tripled its press coverage.

Prior to joining Collins, Pick spent nine years with the manufacturing software company SoftBrands (formerly Fourth Shift), where he led a team that successfully launched two new products while producing a 50% year-over-year increase in qualified leads for a mature product in a consolidating market.

Education: Master's degree in marketing from the University of Minnesota's Carlson School; BA degree in Engineering from St. Cloud State University

Leadership: Best Blog Award, Marketing Sherpa 2006 Readers' Choice

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