

CORPORATE BACKGROUNDER

Company at a Glance

Caspio, Inc. is the provider of the leading do-it-yourself database platform that empowers tech-savvy business users to create and deploy interactive web applications quickly, easily and without programming to automate business process, organize, collaborate and publish data, and to drive business, traffic, and awareness.

Founded in 2000 by CEO Frank Zamani, a highly successful entrepreneur who co-founded Autoweb and led it to its 1999 IPO, Caspio is the platform-as-a-service powering over 70 percent of major US newspaper sites, Fortune 500 companies, government agencies, universities, non-profits, and thousands of smaller businesses.

Everyone, including entrepreneurs, journalists, marketing professionals, and even developers, is utilizing the easy-to-use hosted service to create highly customizable web forms, mobile applications, database searches, location-based applications, Web 2.0 widgets, and other website enhancements to solve day-to-day business problems, improve efficiencies, serve customers, and create stickiness and relevance through thousands of websites.

Caspio Highlights

- Enables rapid form and web application creation without programming, reducing development costs while improving time-to-market by a factor of 20.
- Uniquely empowers customers with unlimited user access, massive scalability, and seamless integration with any site.
- Powers over 150,000 highly diverse applications such as real estate and classifieds automation, customer relationship management, membership systems, issue and task management, self-service orders, marketing and lead generation, non-profit services, law enforcement related applications, conference and event management, university registration and course management, and data syndication.
- Has become the de-facto database platform for digital media websites to publish interactive applications around home sales, restaurant guides, recipes, crime reports, voter guides, government salaries, disaster relief, and other hyper-local and community-based applications.
- Delivers ready-made applications and templates to instantly address business problems.

Market Environment

More than ever, the Internet has become an essential element to the success and growth of businesses, organizations, and content publishers. With e-commerce and electronic information sources becoming more and more embedded into the fabric of how business and consumer activity is conducted, it is imperative for websites to keep pace with the rapidly growing demands of visitors.

As businesses perform more of their day-to-day activities on the web, and as the concept of online lead generation, task management, order fulfillment, and widgets become more commonplace, so does the need to quickly and inexpensively create, modify and manage web applications. However, IT resources remain expensive and backlogged for most companies and merely a luxury for many smaller companies and non-profits.

Today's work force is tech-savvy and finds Caspio's do-it-yourself database platform an ideal tool to add significant value to their workgroup or business. Anyone with basic technical skills can learn to create and deploy feature-rich, valuable, interactive Internet applications in minutes or hours instead of weeks or months.

Caspio is putting the power in the hands of users who need fast Web 2.0 apps and widgets. The Caspio Bridge platform is allowing marketing, sales, operations, HR and web teams to create database-driven applications independent from IT in order to respond quickly to business requirements. Thousands of organizations are using Caspio's platform to power their site with more than 150,000 customized forms, searchable databases, applications and widgets that solve business problems, create communities, and drive traffic and business opportunities.

Caspio Bridge Platform

Caspio Bridge powers the quick and easy deployment of database-driven applications that enhance your website, while Caspio securely hosts your applications and data behind the scenes. The end result is an enterprise-grade scalable platform without the hassle, risk, or investment of traditional application development environments.

Caspio Bridge provides central database management for web applications that you create and control using easy step-by-step wizards. The web-based software guides you through building highly customized applications by combining web forms, database searches and reports, widgets, password protection, mobile applications, email triggers, and more. Caspio's pre-built applications for lead generation, task management, and online ordering speed deployment even more and can be quickly tailored to the requirements and look and feel of your site.

The Caspio Bridge product line includes the following:

- **Caspio Business Packages**

Caspio's Business packages are the most popular among small-and-medium sized organizations. It includes all standard product features, supports unlimited users, and scales up to accommodate the most demanding web applications.

- **Caspio Enterprise Packages**

High-touch services and scalable multi-account system for medium-to-large customers to distribute individual Caspio Bridge accounts to employees, workgroups and divisions.

Caspio Bridge at Work

Caspio's products and services are trusted by companies from all industries. Customers include: General Electric, Whirlpool Corporation, Office Depot, Toshiba, Canon U.S.A., Inc., Borders Group, Sara Lee, RE/MAX, Deloitte, Century 21, Nature.com, The Atlanta Journal-Constitution, Meredith Corporation, Home National Bank, PBS Online, The American Red Cross, St. Jude's Children Hospital, The State of Georgia, The State of Oregon, Vanderbilt University, University of Virginia, and several campuses of University of California.

What Caspio Customers Have to Say:

"It shortened our development backlog from six months to 2 days."

"We automated our component return process across 150 locations in 2 days."

"Database publishing with Caspio has quickly earned a permanent place in our everyday efforts."

"Caspio makes it possible for anyone to build complex Web applications with sophisticated database features."



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The Florida Times-Union

Aberdeen Group

Media Inquiries:

Melissa Young

Caspio, Inc.

650-691-0900 ext. 525

melissa.young@caspio.com