

## Company Profile

### Overview

SofterWare, Inc., based in the suburbs of Philadelphia, provides software for several specialized markets. The company is a privately owned Subchapter S Corporation founded in 1981 by Dr. Nathan Relles. SofterWare's products are leaders in each of their markets. The company's client base includes thousands of organizations throughout North America, and the world.

SofterWare's staff of over 100 professionals includes programmers, trainers, support teams, and account managers, many of whom have had first-hand experience in the fields the company serves. The combined expertise, dedication, and longevity of the staff is one of SofterWare's primary competitive advantages.

### Mission Statement

SofterWare's mission is to develop, market, maintain, and support software that is easy to learn, easy to use, and adaptable to users' unique needs. The company is dedicated to always providing quality, value, innovation, and complete customer satisfaction through outstanding products and services.

### Executive Team



#### **Douglas Schoenberg, Chief Executive Officer**

Mr. Schoenberg has worked in the computer industry since 1982, and he has been CEO of SofterWare since 1998. He is on the board of directors of Play and Learn, a multi-site childcare provider, and has served as an advisor to several childcare-related professional organizations and publications. He has written numerous articles and presented seminars on the use of computers for childcare administration. He also sits on the board of several nonprofits and is a frequent speaker and author on topics related to nonprofit management and technology. Mr. Schoenberg is a Phi Beta Kappa and Summa Cum Laude graduate in Finance from Lehigh University.



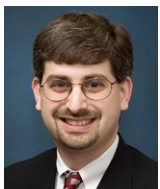
#### **Dr. Nathan Relles, President**

In 1981, Dr. Relles founded SofterWare after managing Sperry Univac's (now Unisys) Software Research Group on Human-Machine Interaction. Dr. Relles has been on the faculty of Temple University's Computer Science Department, has served on the board of directors of numerous nonprofit organizations, and has been an officer on many of them. Dr. Relles received his MS and Ph.D. in Computer Sciences from the University of Wisconsin. His research and dissertation were in human factors and the design of easy-to-use computer systems.



#### **Jon Biedermann, Vice President – Fundraising Products & Services**

Mr. Biedermann has served the nonprofit community for over 12 years. In 2001, he was responsible for the launch of DonorPerfect Online, which pioneered web-hosted fundraising solutions for nonprofit organizations. Prior to joining SofterWare, Mr. Biedermann spent over four years with Procter & Gamble, serving as a lead developer in their Sales Management Systems Division. He has presented numerous seminars on the use of fundraising technology for nonprofit organizations and is recognized as an expert on Internet-based fundraising strategies. Mr. Biedermann graduated from Miami University, Oxford, OH, with a degree in Systems Analysis specializing in Finance.



#### **Michael Sernoff, Vice President – Client Services**

Mr. Sernoff oversees all company resources for client services. Mr. Sernoff joined SofterWare in 1993 and has worked in every client-related capacity for the company including: support, training, data conversion, sales, and technical services. These experiences have provided him with a keen insight and understanding of the needs of SofterWare's clients. Mr. Sernoff holds a BBA from the University of Massachusetts and an MBA from Drexel University.

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### Markets and Products

SofterWare currently offers software, support, and administrative solutions to four markets: nonprofit organizations and institutions, childcare centers, public and private schools, and camps.

**Donor  
Perfect.**  
Fundraising Software™

donorperfect  
online™

#### Nonprofit Organizations and Institutions

The company serves the nonprofit market with the DonorPerfect product line. There are thousands of diverse organizations large and small using DonorPerfect worldwide, including museums, schools, hospitals, healthcare organizations, social service and community organizations, and many others. *DonorPerfect* is available as both a PC/Networked version and as a web-based version – *DonorPerfect Online* (DPO). DPO is an ASP-hosted or installed solution that is scalable from hundreds to millions of donor records. It enables secure access to your data anywhere, anytime using a standard web browser on any computer (including Macs). Both versions provide a complete fundraising solution, which includes such features as unlimited donor and prospect records; gift and pledge processing; special events; membership and volunteer management; receipts and acknowledgements; mailing lists and personalized communications; comprehensive reporting and analysis; and integrated payment processing for online fundraising, recurring gifts, and more.

#### Childcare Centers

*EZ-CARE2* is the leading center management software in the childcare industry - from single site centers to large multi-site organizations. We serve a broad spectrum of centers, including before and after-school programs, drop-ins, religious, employer-affiliated, hospital, Montessori programs and more! Key components include family and staff databases, a custom report writer, accounts receivable, personalized communications, and complete financial accounting. Widely recognized among childcare professionals for its unmatched flexibility and ease of use, *EZ-CARE2* has enabled SofterWare to claim a large share of this diverse market.

**EZ-CARE2**  
Center Management Software



#### Public and Private Schools

Through its wholly owned subsidiary, Computer Resources, the company provides powerful and comprehensive school management software. *MMS for Schools* is a fully integrated administrative software suite used by thousands of schools nationwide. The suite includes such key applications as the master file database, attendance reporting, student scheduling, discipline monitoring, grade reporting, health management, and fee accounting. Whether the school is large or small, public or private, Computer Resources' experienced and knowledgeable staff can customize the system to meet the school's exact needs.

#### Camps

Camps and conference centers represent the company's original market. *EZ-CAMP2* is the first and most widely used solution for camp management. Key components include camper and staff databases, personalized communications, activity scheduling, accounts receivable, and full financial accounting. New modules and services, such as online registration and secure integrated payment processing, have further enhanced the company's leadership in the camp market.

**EZ-CAMP2**  
CAMP MANAGEMENT SOFTWARE