



Corporate Backgrounder 2010

Company History

Applation LLC was founded in 2003 by seasoned business experts who recognized that dominance in today's global marketplace requires never before-available, On Demand technology solutions and a strong commitment to building those solutions. Our goal was to develop revolutionary Cloud Based software solutions that help firms integrate their applications data and communicate with customers, vendors and partners. In addition we wanted to partner with world-class innovators, such as IBM, SAP, HP, Sun, and Oracle, to provide best-in-class solutions for clients. We set out to foster a team of technology and business specialists who ask the right questions, find the right answers and work as a team to implement solutions, side-by-side with clients.

The Applation Advantage

Applation is uniquely qualified to transform organizations to meet the challenges they will face today and tomorrow. Our team's deep expertise and broad experience secures our position as a leading provider of Cloud based Integration-As-a-Service (IaaS) solutions designed to elevate companies to best-in-class position in the international marketplace. Our talent and expertise in developing cloud based technology solutions combined with our depth and breadth of experience solving our global clients business processes keeps Applation in a leadership position among Integration as a Service providers.

On Demand Solutions

The Applation team is creating an On Demand Integration as a Service Solution that offers business users a secure Cloud based network to exchange data in any character set needed to extend their supply chains. This solution; called Applation OnDemand; will allow firms to connect, integrate and exchange transactions with any other firm worldwide. The first inter-language data integration components for Applation OnDemand will be developed for Mandarin in 2011.

Consulting Services

Applation specializes in Business Intelligence solutions for the Oracle E-Business Suite & SAP. Our team is highly experienced with implementing Oracle's Business Intelligence Suite, BI Analytic Applications, BI Publisher and Hyperion Solutions. Our seasoned consultants use Applation's specially developed, proprietary tools to analyze your company's Business Intelligence and Enterprise Performance Management needs to optimize the value of your firms ERP investments.

IBM Software Solutions

Applation is an authorized Software Reseller for IBM's world-class software solutions & associated training for Tivoli™, Websphere™ and Rational™, some of the most widely recognized software brands in the industry. Applation will create and run its Cloud based On Demand Software as a Service solution on IBM hardware and software systems.

Funding

Applation is self funded from existing operations. Applation is actively seeking Early Stage Funding for continued development and beta testing of its Cloud based On Demand Integration as a Service Solutions

Corporate Headquarters

1811 S Alma School Rd; Suite 230
Mesa, Arizona 85210 USA
Phone: 602.903.4751
www.applation.com

Media Relations

mediarelations@applation.com

