

# Telchemy

*Actively Managing Multimedia*

Dr. Alan Clark

President and CEO, Telchemy Incorporated

# About Telchemy

---

- Software for fault/performance management of networked multimedia
  - Short term - solve today's VoIP problems
  - Long term - be the leading multimedia management technology provider
- Shipping product; revenue; installed base
- Experienced management team
- Seasoned Board & Technical Advisory Board

# Milestones and Goals

---

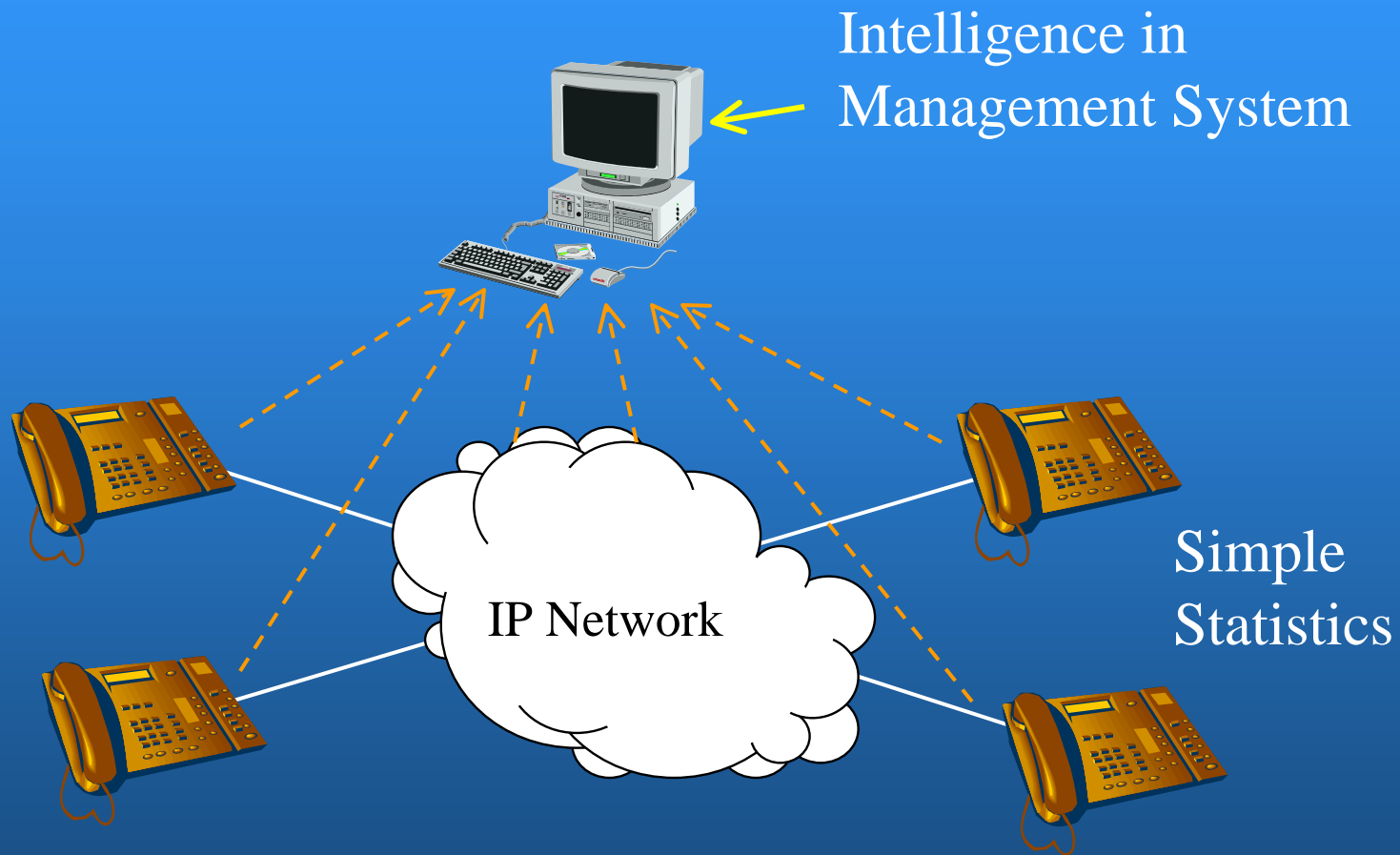
- Founded 1999
- Patents filed early 2000
- First product shipped July 2001
- Raised \$1M in 2000, \$0.5M in 2001/2
- Raising \$3M - first institutional round
- Major new product launch - Q4, 2003
- Exit - acquisition/IPO - 2005/6

# Networked Multimedia Market



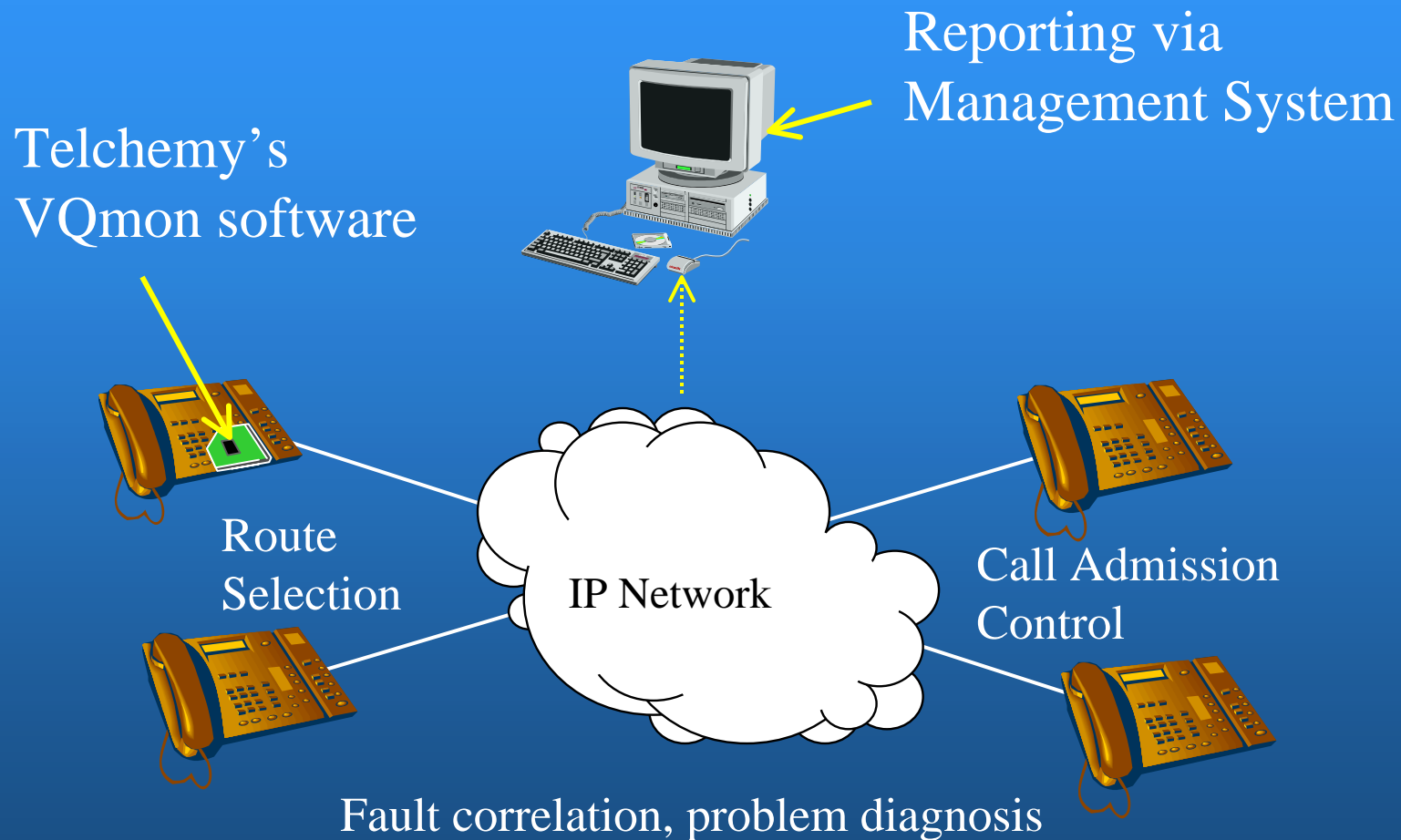
# “Old” Management Paradigm

---



# “New” Management Paradigm

---



# Telchemy's Market Opportunity

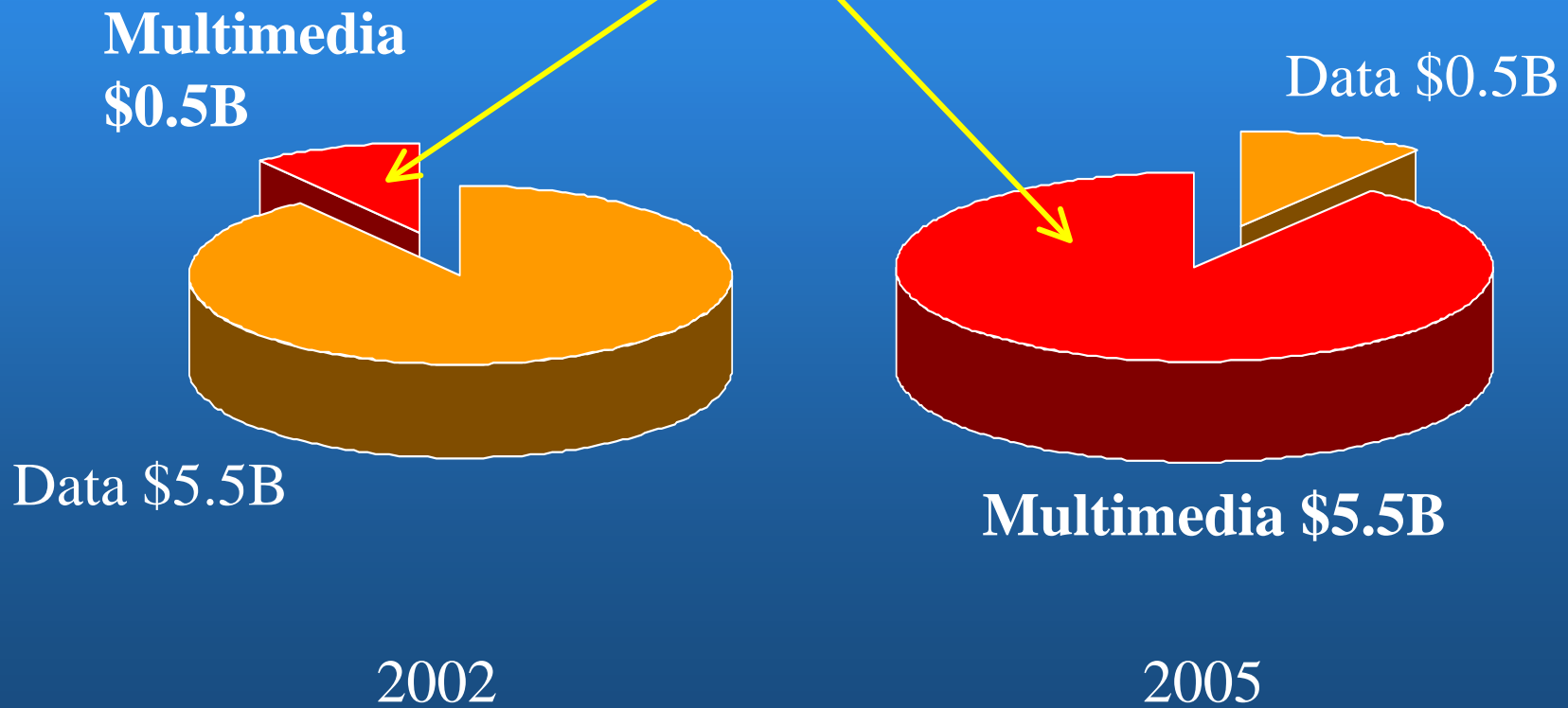
---

- Performance management infrastructure for  
Enterprise equipment manufacturers
- Performance management technology for  
Carrier equipment manufacturers
- Core analysis software for  
Test equipment manufacturers

# Performance Management Market

---

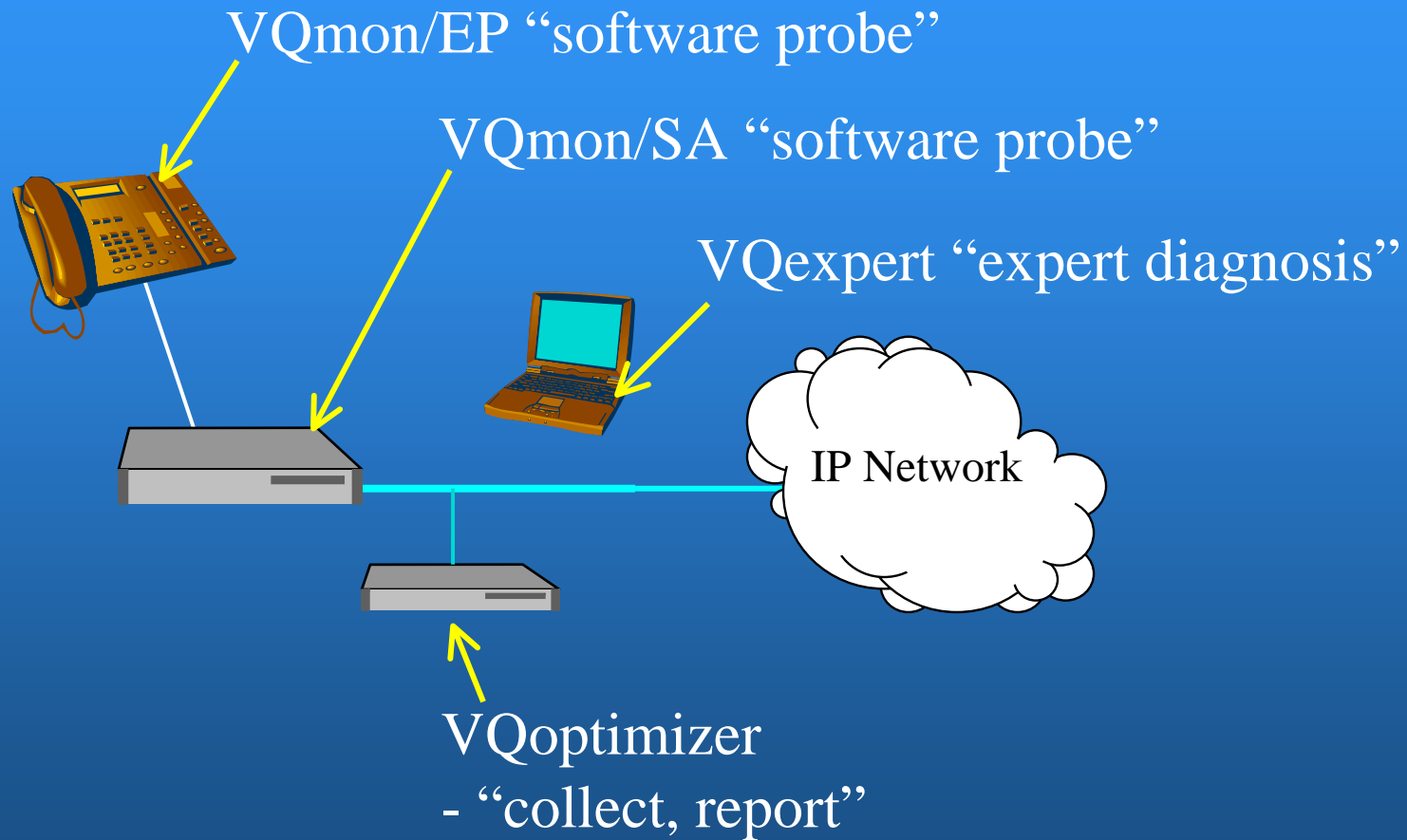
## Multimedia Segment





# Telchemy's Products in Action

---



# Competition

---

## Telchemy

Proven technology, key IPR  
Installed base, field experience  
Used by service providers and enterprise

## Direct (Psytechnics)

18 months behind Telchemy  
Weak US market presence  
Lacks partnerships

## Indirect (Packet statistics)

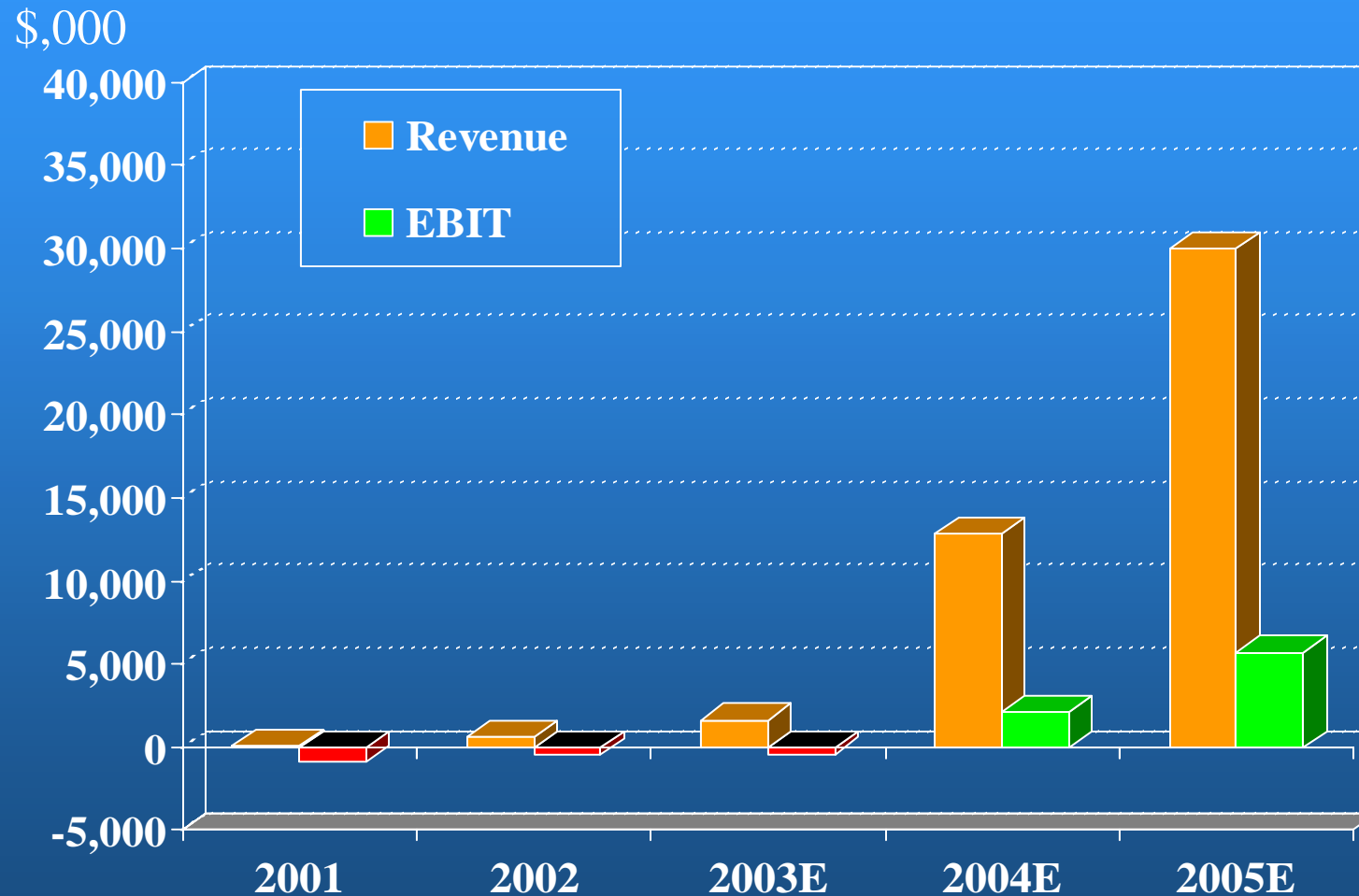
Inaccurate and uninformative

# Leveraged Sales & Marketing

---

- Sales model – License/OEM
  - US – direct to equipment manufacturers
  - International - UK, Israel, Japan, S. Korea
- Key customers and partners
  - Customers - Nortel, Visual Networks, Finisar....
  - Partners – Texas Instruments, Trinity Convergence....
- Market Development
  - Pullthrough – major conferences, “sell” to users, drive standards, technology leadership

# Revenue and EBIT



# Why invest in Telchemy?

---

- Established company with installed base
- Leveraged sales and marketing Model
- Low cost enabling technology
- Industry recognition and award winning technology
  - Pulver 100
  - Communications Solutions 2002
  - Communications Convergence 2003



# Telchemy Incorporated

---

President and CEO

Dr Alan Clark

VP Sales

Eric Bear

VP Business Dev

Bob Massad

Telchemy Incorporated

~~3360 Martins Farm Road, Suite 200~~

~~Suwanee, Georgia 30024~~

~~770-614-6944~~

www.telchemy.com

**Telchemy**

*Actively Managing Multimedia*