

FirstClass from SoftArc: Online Communication for medium-size businesses

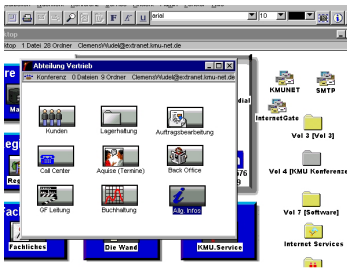
The KMU Net consultancy is enjoying success with the communications solution, FirstClass Intranet Server, in the small to medium size business market.

The KMU Net consultancy in Bremerhaven develops and implements desired communication solutions. The customers are predominantly small and medium size companies as well as sporting associations and political parties. The needs of the medium size companies are similar - the customers require a closed communications system on the one hand but do not want to miss out on the connection to the Internet on the other hand. The ideal solution furthermore must be easy to use and generate minimum cost. KMU Net has been successfully active in this market for 4 years now with the communications systems, FirstClass and FirstClass Intranet Server, from SoftArc.

KMU Net is a small company with 3 employees. The network specialist however works together with 26 other consultancy companies throughout Germany and as such is regularly involved in cross regional projects. So it is possible to have large political parties on the KMU Net such as the social democratic party and the Greens whose federal organisations and national associations are all connected via FirstClass. FirstClass is also the chosen solution amongst a number of other political organisations in Europe such as the European Union in Brussels, all the key parties as well as the Prime Minister's office in Sweden and the conservative party in Norway.

Another customer from KMU Net is the Sports Association of Bremen whose associated Sports Clubs all communicate with each other through FirstClass. In Bremerhaven, KMU Net recently installed a FirstClass System for the Tourism Promotion Board.

KMU Net recognise that the majority of their customers do not want to be engulfed in technology and have neither the time nor personal resources available at hand for a communi-

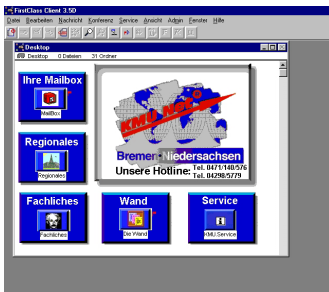


cations system. As a consequence, the commercial as opposed to the technical aspects are given prominence.

With FirstClass Intranet Server, KMU Net offers its customers the much desired easy entry into the world of online communication. The messaging system is simple to configure and maintain. According to Clemens Wudel, Managing Director of KMU Net, "FirstClass is a very productive and stable system which at the same time is very affordable." He continues that, "expensive training is not necessary with FirstClass - the users do not require any specialized computer skills on account of the system's intuitive, graphical user-interface. All information can be filed away clearly in **folders**."

Springboard to the World Wide Web: the FirstClass Intranet Server

The FirstClass system offers full integration with the Internet. Wudel explains: "For the customers, the Internet is too chaotic - they prefer closed systems which offer an Internet connection. All data which exist in a FirstClass Intranet can be published immediately on the Internet without having to convert it to HTML - because FCIS is a web server also, it converts the content automatically for you. This is especially important in the case of time sensitive documents such as press releases. Furthermore, the fact that HTML skills are not required means that all departments in an organisation can be involved in the drawing up of such documents."

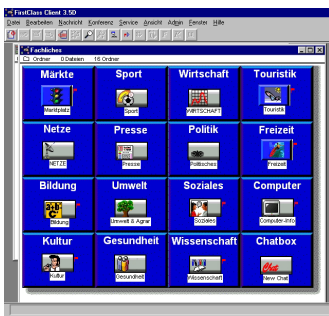


Along with e-mail, online chat and flexible data transfer, Wudel finds the conferencing/group collaboration features of FirstClass particularly mentionworthy. Online conferences on specific topics and for specific groups can be set up with speed and ease. Gateways enable conferences to be shared with other FirstClass sites and the FirstClass Server enables very tight control over who has access to the system.

It is important for the customers of KMU Net that their communications system can be customised to reflect the tastes and culture of their own companies. FirstClass Designer allows them to incorporate their own corporate look into their system.

Online Service on the Basis of FirstClass

The performance range of **KMU Net-Online** is, thanks to FirstClass, multi-sided: world-wide e-mail, connection to databases, modified **public information** forums or closed user



groups offer ample contact possibilities for participating companies and associations from all branches. Interested parties should take a look at the web site www.kmu-net.de.

The Future looks bright

For the future, KMU Net plans further cross regional cooperations with consultancies and system houses. Wudel states that "The requirement for workflow systems like FirstClass amongst medium size companies is huge. The optimisation of work processes and rationalization targets is at the foreground."

About SoftArc:

SoftArc Incorporated is a leading developer and manufacturer of enterprise-wide, cross-platform group communication software. The company's flagship product, FirstClass, integrates advanced email with online group collaboration, remote access, forms processing, enterprise database access and online information services. FirstClass Intanet Server and Firstclass Collaborative Classroom are based on the core FirstClass technology and offer the same ease of use, functionality and robust performance over network or modem and operates in Windows, Mac OS, DOS, OS/2 and terminal emulation environments. The product has been commercially available since 1989, and has developed an enthusiastic user-base of over seven million users in businesses, educational institutions, governments and private individuals at more than 25,000 sites in 55 countries. SoftArc is supported by a world-wide network of resellers. The company's headquarters are based in Markham, Ontario, Canada.

For more information visit SoftArc's education website at: www.softarc.com and www.education.softarc.com

For more information contact:
SoftArc International Ltd.
Block 4, Units G & H,
Shannon Business Park
Shannon, County Clare, Ireland
Phone: 00353-61-472 877
Fax: 00353-61-472 388
Web: <http://www.softarc.com>