



VERISAE, INC.

Company Overview for Interested Parties

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Verisae's Sustainability Resource Planning (SRP) platform encompasses the core functions of sustainability requirements by combining multiple business processes and systems into one database that is used across the organization. These modules help our customers manage and optimize facilities, the assets in those facilities, the energy those assets consume, the carbon emissions they emit, and the people who manage and maintain them.



■ COMPANY SCORECARD

Verisae's proven Sustainability Resource Planning (SRP) platform improves operational efficiency, makes sustainability initiatives actionable, and reduces energy costs and emissions for distributed enterprises. We deliver a broad range of sustainability solutions to over **40 global customers** with a service network of **7,500+ third-party providers** consisting of **65,000 system users**.

Verisae is uniquely positioned to offer solutions and to play an important role in measuring, monitoring, managing and verifying carbon emissions reports in the emerging carbon economy.

Our integrated platform actively tracks over **2.1 million managed assets** across **23,000 Sites**. We help measure, manage and monetize energy costs and carbon emissions. We are uniquely positioned to help organizations prove return on investment (ROI) sustainability initiatives.

SUSTAINABILITY RESOURCE PLANNING (SRP) PLATFORM

Verisae's Sustainability Resource Planning (SRP) platform encompasses the core functions of sustainability requirements by combining multiple business processes and systems into one database that is used across the organization. These modules help our customers manage and optimize facilities, the assets in those facilities, the energy those assets consume, the carbon emissions they emit, and the people who manage and maintain them.

We do this through an integrated IT platform that seamlessly enables large, dispersed enterprises to manage and take proactive measures to improve operating efficiencies, reduce energy consumption and lower carbon emissions.

Rising Energy Costs

The continuing growth in energy costs and the value of reducing those costs through better maintenance and optimized operations, increased efficiencies of energy usage, demand management and real time pricing responses will create significant strategic advantages for progressive organizations in the near future.

Environmental Compliance & Business Uncertainty

The need to measure, monitor and manage the use of GHGs from manufacture through use, reuse and destruction will grow significantly over the next five years across multiple geographic and vertical markets. Verisae is positioned with the solution sets and industry-leading experts to help global organizations not only learn of the business challenges they face, but also to provide software and services to establish early advantages for customers who turn to actionable sustainability services.

The Emerging Carbon Economy

Verisae is uniquely positioned to offer solutions and to play an important role in measuring, monitoring, managing and verifying carbon emissions reports in the emerging carbon economy. As described previously, the largest negative cost opportunity in reducing carbon emissions exists in the area of building and equipment efficiencies.





■ EXECUTIVE BIOGRAPHIES

The Verisae leadership team has years of sustainability experience with a focus on enterprise application development, deployment, and optimization. We are the leading experts related to asset, energy, emissions, waste, and water management for global, distributed enterprises.



Daniel Johnson

Chief Executive Officer (CEO) of Verisae, Inc.

Dan Johnson founded Verisae in 2000, and since that time has led the company as Chief Executive Officer and Chairman of the Board of Directors.



Greg Effertz

President and Chief Operating Officer (COO)

Greg Effertz joined Verisae in 2008. Greg has more than 20 years of experience in leadership positions in technology and retail, including over 15 years in senior roles with public companies.



Jim Peterson

Executive Vice President of Operations (EVP)

Jim Peterson has over 20 years of experience with customer facing development, deployment, and management experience, Jim is an expert at using technology to solve real word business problems.



Jerry Dolinsky

Executive Vice President of Field Operations (EVP)

Jerry Dolinsky joined Verisae in 2009. Jerry has more than 20 years of experience specializing in channel development, marketing strategy, sales and business development in the software industry.



Paul Hepperla

Vice President of Sustainability Resource Planning (VP)

Paul Hepperla brings to Verisae more than 13 years experience working with retail and commercial clients to maximize reductions in operating costs; he has extensive knowledge of the energy industry.



Nick Martin

Managing Director of EMEA for Verisae

Nick Martin brings over 20 years of extensive experience building sales organizations, including executive and leadership roles. He has a proven record of implementing change and achieving significant growth.



■ WHAT DOES SUSTAINABILITY TRULY REQUIRE?

The business enterprise will find unprecedented value by opening up to collaboration among third parties providing services, operating within their supply chain, or associated through organizational boundaries. The radically collaborative enterprise that leverages a common platform to manage third parties and related operational data will reap immense advantage.

Unilaterally, sustainability must move to the core of the distributed enterprise. It cannot be considered an afterthought or simply a CSR initiative. A portfolio of sustainable approaches should be adopted including those that are already proven and those that are emerging.

Education is critical. But still, many executive stakeholders wonder what it takes to achieve true sustainability. The road to a sustainable enterprise requires commitment. *It takes a lifecycle thought process, attention to spectacular detail, and a drive for sustainability wisdom.*

The distributed enterprise cannot hope to obtain the knowledge necessary to take action nor leverage the wisdom to avoid future mistakes without starting with a spectacular level of operational data. To achieve true sustainability, an enterprise must build the operational constructs at its core. One must find truth and gain visibility into hidden business processes, step back and gain a world

view of sustainable business operations, and reach out and engage in a level of collaboration that extend beyond oneself.

FINDING WISDOM IN EMISSION SOURCES—EVERYDAY VISIBILITY

Complex organizations need the tools, a centralized database, and well-defined sustainability objectives. In addition, emissions reduction projects, energy efficiency initiatives, or waste reduction efforts must provide a compressed payback to support fiscal responsibility.

How does a business operate in our sustainability maelstrom?

To confront these dizzying issues, your enterprise can put in place the broad business processes, human resources, and support services to bootstrap future success. Smart executives realize the failure potential is massive. Focusing on a few key areas will enhance operational visibility, control, and success.

1. Centralized Aggregation of Enterprise Data

You should “de-silo the data” and ravenously pursue the automated collection of data at its source. Reporting alone will not be good enough in a low carbon economy.

2. Management Cannot Occur Without Measurement

You should understand “where you’ve been”, “how you are trending”, and “where you expect to be” in as close to real-time as possible across the core sustainability perspectives of energy, emissions, operations, waste, and water management.





3. Return on Investment (ROI) for Sustainability

You should not only learn the sustainability challenges you face but must also source services with proven ROI and short payback periods. Identify all possible savings across the enterprise and then layer in the carbon impact. In the end, it may take your decision in a direction you may not have expected.

Failure to act in an aggressive manner now will likely attract significant public attention in the future. Judge yourself or be judged by others. Organizations that take a proactive stance to sustainability will help to pioneer the way forward.

WORLDWIDE SUSTAINABILITY PERSPECTIVE—MACRO MANAGEMENT

It is advised to collect data to the lowest-level of granularity. This means tracking sustainability efforts to spectacular level of detail. If not, you may face the consequences of an approach that is fraught with brand, corporate, and financial risk.

To comprehensively address sustainability, one must first define themselves. An enterprise must “get its house in order” and rethink the most basic of business processes. Relevant here are long-term goals and objective like:

1. Defining an Organizational Boundary Strategy

Organizational boundaries determine the scope and sources of carbon emissions. There are

three approaches; financial control, equity share, or operational control. Emissions management, regulatory controls, and ongoing costs are influenced by your organizational boundary definitions.

2. Optimizing Assets for Effective Control

Asset management is an essential part of efficiency initiatives. It’s an enabler for enterprise visibility. As companies become more and more liable for greenhouse gas emissions, it is essential that tracking and managing to the asset level be automated.

3. Understanding Associations and Connecting the Dots

The source of greatest risk is the “guessed and assumed” strategy. Gained business intelligence can occur when unearthed data from disparate corners of the enterprise arrive for scrutiny from multiple perspectives simultaneously. Sustainability at its core is connecting the dots between business decisions made today and their long term lifecycle impact.

UNPRECEDENTED ENTERPRISE COLLABORATION—NO BOUNDARIES

Sustainability is a multifaceted process that requires an account of daily activities across numerous organizations at once. To address these complex relations, some organizations turn to

Verisae is the platform provider partners that produce high-quality carbon offsets through the destruction of ozone depleting substances (ODS) that are also potent greenhouse gases.



solutions to manage much of the data monitoring and reporting requirements. These programs handle the tedious process of tracking and reporting greenhouse gas emissions.

But...How can you to manage emissions for external processes you can't directly control?

Extending Into the Supply Chain

80% of carbon emissions originate from within the supply chain. Executives should take a long, hard look at their supply chain. The accurate accounting of supply chain emissions provides a more complete picture of carbon responsibilities. Moreover, it creates opportunity for driving additional costs out of the enterprise, either within the products you create or those sold by your organization.

Integration of Third Parties "Opens Up" the Enterprise

Transparent organizations will find unprecedented value by opening up to collaboration among third parties providing services, operating within the supply chain, or associated through organizational boundary definitions. The collaborative enterprise leveraging a common platform to manage third parties and related data will reap immense value in the long term.



Making Business Sustainable

For a sustainable business to survive in the future it must align its very reason for existence with its willingness and ability to undertake true corporate sustainability. An enterprise must be engaged at the executive level. Leadership must be held responsible for the overall implementation of its long-term sustainability goals. They must be driving transparency across all levels of the organization.

Verisae provides the Sustainability Resource Planning (SRP) TM platform, an integrated IT infrastructure built upon subject matter excellence, to help distributed organizations master the *"unintended consequences"*, both positive and negative of sustainability.

Organizations must first tap source data from the asset level across disparate processes. We define corporate sustainability as the ability to take action against energy, carbon, operations, water, and waste management objectives with the following goals in mind;

- To reduce the total cost of ownership for assets across a distributed enterprise.
- To increase control of energy consuming assets and equipment globally.
- To bring visibility to the everyday processes hidden in business silos.
- To effectively measure, monitor, and manage enterprise carbon emissions.

Verisae engages distributed enterprises in the processes that make sustainability actionable. We empower organizations to capitalize on opportunity by making business operations visible to the key stakeholders who take data from raw input to wisdom that drives business strategy.



■ SUSTAINABILITY RESOURCE PLANNING (“SRP”) OVERVIEW

Verisae (www.Verisae.com) develops, markets, and licenses **Sustainability Resource Planning (SRP)™**, an enterprise solution that empowers organizations to make “sustainability actionable”. Verisae helps measure, manage, and monetize energy efficiency and carbon reduction initiatives. SRP covers the core functions of sustainability needs by combining multiple business processes and systems into one centralized, database to use across the enterprise. The Sustainability Resource Planning (“SRP”) platform improves operational efficiency, makes sustainability initiatives actionable, and reduces energy costs for distributed enterprises all of delivered with proven return on investment (ROI) metrics and timelines.

ENVIRONMENTAL MANAGEMENT SOLUTIONS

Carbon Emissions Manager

- Scope 1 & 2 Emissions
- Scope 3 Emissions

Sustainability Project Manager

Water Manager

Waste Manager

ENERGY MANAGEMENT SOLUTIONS

Energy Supply Manager

- Utility Bill Processing
- Active Energy Response
- Utility Contracts Management
- Energy Spend Manager

Energy Demand Manager

- Real-Time Energy Management
- Active EE Dispatch
- Energy Efficiency Projects

ASSET MANAGEMENT SOLUTIONS

Service Manager

- Service Provider Management
- Financial Management

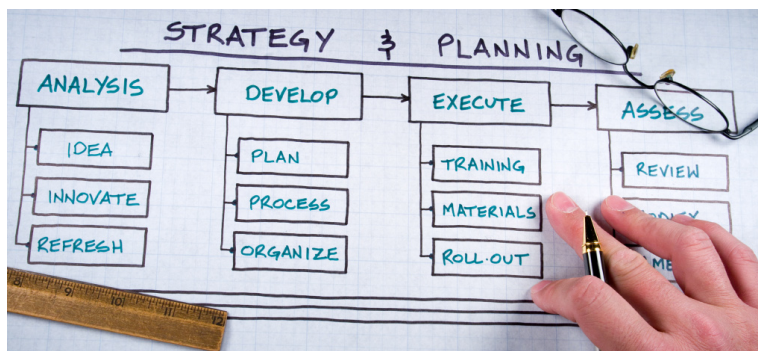
Asset Manager

- Facilities Management
- Equipment Management
- Asset Monitoring & Alarming
- Parts & Inventory Management

Procurement Manager

- Rebates & Incentives Management
- Total Capital Planning
- Equipment Procurement

Given the heightened priority of corporate sustainability, Verisae is positioned right now to enable organizations to establish a carbon footprint baseline, outline energy management options, and provide a comprehensive corporate sustainability action plans in a manner of months.





■ FREQUENTLY ASK QUESTIONS (FAQS)

The following frequently asked questions document will outline in further detail specific areas of Verisae's capabilities, company history, customer pipeline, and financial position.

The distributed enterprise will find unprecedented value by opening up to collaboration among third parties providing services, operating within their supply chain, or associated through organizational boundaries. The radically collaborative enterprise that leverages a common platform to manage third parties and related operational data will reap immense advantage.

Verisae provides our clients with an opportunity for improved energy efficiency—also at the asset level—to achieve maximum reduction in energy consumption, costs and carbon emissions.

Verisae's Sustainability Resource Planning (SRP) platform covers the core areas of sustainability by combining multiple business processes & systems, such as energy, carbon, and asset management, into one platform to use globally.

➤ WHAT PRIMARY INDUSTRIES DOES VERISAE SERVICE?

- Food Retail
- Retail
- Consumer Product Goods
- Quick Serve Food
- Retail Banking
- Higher Education
- Government
- Commercial and Residential Buildings



Verisae currently has a dominate position in the grocery retail/retail vertical with many of the top global companies currently as our clients. We are gaining traction with implementation discussions within higher education, banking institutions, consumer packaged goods manufacturers, and a number of other industry verticals. Verisae is also the platform provider for a number of emerging partnerships within the energy & utilities industry.



Verisae is the platform provider partners that produce high-quality carbon offsets through the destruction of ozone depleting substances (ODS) that are also potent greenhouse gases. EOS Climate wrote the ODS destruction protocol that they are using Verisae to track and report carbon credit projects.

➤ WHAT IS THE GEOGRAPHIC DISTRIBUTION OF SALES (% WHERE POSSIBLE)?

Verisae has over 40 global clients. The percentage breakdown across country focus includes:

- 80% across North America
- 15% across EMEA
- 5% across APAC

➤ HOW MANY SUSTAINABILITY CUSTOMERS DOES VERISAE HAVE?

Verisae currently has more than 40 global customers. This is a tricky question to answer as the term “sustainability” has multiple definitions across different channels. If we take this number and remove those clients who currently use only our Asset Management offerings, Verisae has over 25 sustainability or environmental management clients.

➤ WHAT ARE THE NEW DEALS FOR 2009? WHAT WILL BE COMPANY REVENUE FOR 2009 REGARDING “SUSTAINABILITY” RELATED OFFERINGS?

Sample of New Deals in 2009:

- John Lewis Partnership Refrigerant and Asset management
- Sainsbury's, Ltd asset management
- Wakefern carbon manager
- Penn Traffic energy supply manager
- EOS Climate carbon manager
- Whole Foods energy supply manager
- And more...

A rough estimate of new revenue for 2009 is \$7M over last year.

➤ WHAT IS VERISAE'S PRIMARY DELIVERY MODEL USED?

The Verisae software products are sold and delivered via Software as a Service (SaaS) delivery model. We combine software, implementation, and infrastructure, along with service and support to create solutions that can be rapidly implemented for our clients. Being SaaS, Verisae hosts, manages, and than our customer's.

- see also - <http://www.verisae.com/page/1/saas-technology.jsp>

















➤ WHAT DIFFERENTIATES VERISAE'S SRP OFFERINGS FROM THE COMPETITORS?

For the large distributed enterprise, Verisae is unique in providing visibility into operational expenses, energy consumption and carbon emissions down to the asset level. Verisae provides our clients with an opportunity for improved energy efficiency—also at the asset level—to achieve maximum reduction in energy consumption, costs and carbon emissions.

The Verisae solution caters extremely well to the distributed organizations, with operations across a global landscape and to those that consume large amounts of both energy and refrigerant gases.

- See also - <http://www.verisae.com/page/1/customers.jsp>

	A&P 300+ sites US Asset Management Environmental Management		Hy-Vee 300+ sites US Environmental Management
	Sainsbury's 1100 sites UK Asset Management Environmental Management		Publix 1100+ sites US Environmental Management
	John Lewis 800+ sites UK Asset Management Environmental Management		Safeway 1200+ sites US Environmental Management Energy Management
	Ahold 740+ sites US Environmental Management		SuperValu 1500+ sites US Asset Management Environmental Management
	Bashas' 160 sites US Asset Management Environmental Management Energy Management		Target 1100+ sites US Asset Management Environmental Management
	Costco 600+ sites US Environmental Management		Tesco 3000+ sites Worldwide Asset Management
	Fresh & Easy 160+ sites US Asset Management Environmental Management Energy Management		Wal-Mart 4100+ sites US Environmental Management



CASE STUDIES

Ahold's Carbon Emission Baseline

Ahold wanted to understand and report on its carbon inventory for 2005, 2006, 2007 & 2008 with the associated metrics and steps to reduce emissions across the enterprise.

[Read Case Study](#)

Tesco's Asset Management Implementation

Tesco has also seen the ability to leverage Verisae across wide geographic and language disparities from the United Kingdom to Thailand, resulting in a faster & more accurate reporting of outstanding work and completion of electronic invoices.

[Read Case Study](#)

FMI's Carbon Calculator Success

The Food Marketing Institute (FMI) asked Verisae to consult and provide a simplified version of the Carbon Emissions Manager, which provides a company with real time carbon footprint reporting across a distributed enterprise.

[Read Case Study](#)

Fresh & Easy's Energy Efficiency Standards

Fresh & Easy's energy efficiency results have greater significance because its percentage of refrigeration floor area is about 30 percent greater than most other supermarkets.

[Read Case Study](#)

WHITE PAPERS

CRC Reporting: League Table Strategies

The CRC Energy Efficiency Scheme is not to be taken lightly or seen as just another method of taxation. A high-level performance within the scheme is nothing less than essential to future company strategies.

[Read White Paper](#)

President Obama's Plans for Sustainability

Verisae's integrated Sustainability Resource Planning (SRP) platform enables each agency to identify and plan initiatives, track emissions, energy, & assets, and bring to bear efficiency programs to ensure successful EO13514 implementation and reporting.

[Read White Paper](#)

Enterprise Carbon Accounting (ECA)

Enterprise Carbon Accounting (ECA) is an essential requirement for companies. It will likely become a legal necessity due to government mandates that require tracking across an organization's complete boundary.

[Read White Paper](#)

Supply Chain Emissions Management

The world's largest retailer, Walmart, has really brought the issue of lifecycle analysis and supply-chain emissions tracking to the forefront. They intend to measure sustainability as part of the overall supply chain emissions management.

[Read White Paper](#)

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