

Capital *software*



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Corporate Fact Sheet

Founded: 1998

Executive Management: Christopher Sturm, Co-founder, President, and CEO
Thomas Vance, Co-Founder, President, and CIO

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Ownership: Privately owned

Mission: Capital Software develops pointed Public Sector solutions that integrate entire organizations.

In-House Solutions:

Public Sector Software

- ▶ PROPERTY TAX BILLING
- ▶ UTILITY BILLING CIS
- ▶ BUSINESS LICENSE
- ▶ LICENSE MISCELLANEOUS
- ▶ EARNINGS BASED TAXES
- ▶ CITATION COLLECTIONS
- ▶ COURT FEE COLLECTION
- ▶ CASH RECEIPT (POS)
- ▶ FINANCE
- ▶ PERMITS
- ▶ LAND MANAGEMENT
- ▶ CITIZEN 311 REQUEST
- ▶ SERVICE ORDERS
- ▶ CEMETERY MANAGEMENT
- ▶ MAPPING SOLUTIONS
- ▶ MOBILE SOLUTIONS

Software Platforms:

Microsoft® Windows® and .net Web Based Applications

Services:

Full service implementation and technical services:
Project Management
Technical Support
Data Conversion
Customer-only Web Site

Partnerships/Certifications:

Microsoft® Partner
QuickBooks® Certified Reseller
SAGE MIP Complimentary Partner
Lawson ERP integrated Partner
Ciber Solution Partner



Capital Software Executive & Key Personnel



Christopher Sturm

Christopher Sturm is an established Northern Kentucky Entrepreneur focused upon the technology industry.

Christopher Sturm is the co-founder and President of Capital Software, Inc. and successfully leads Capital's business expansion efforts. Capital Software is a leading developer of financial software for government and utility industries with product installations in over 17 states and internationally.

Capital Software has been awarded the Chamber of Commerce Emerging 30 award three consecutive times for being one of the thirty fastest growing companies in the area. Capital has also received the Chamber's Small business success award and the United States Chamber of Commerce blue ribbon small business award in 2006. Christopher Sturm has been named the 2006 Kentucky Small Business Person of the Year Runner Up and is the youngest member of the Northern Kentucky University Entrepreneurship Advisory Board.

Christopher is a northern Kentucky native graduating from Ft. Thomas Highlands and Northern Kentucky University obtaining his BS degree in Marketing and Oral Communication. Chris and his wife Jill are members of Calvary Christian Church in Covington and reside in Erlanger with their four daughters.

Thomas Vance



Mr. Tom Vance has a long and distinguished career in the Software field. He graduated from College with a BS in Business Administration/Information Systems. He started his career with a regional bank service company and progressed to the DP Manager position of a large commercial bank. He has received extensive additional education in System Design, and a wide variety of computer languages as well as Microsoft's MCSE Curriculum. After leaving the Financial Industry, Mr. Vance taught Computer Science and Accounting courses for a small four year college. He left teaching to work as a consultant in the Mental Health field and has written complete clinical management systems.

Mr. Vance served on the Kentucky State Department of Mental Health's Joint Committee for Information Continuity as well as the Grants Committee. Subsequently, he and Mr. Sturm formed a partnership to produce software for Government. Since then he has produced a wide variety of software applications for Capital Software. Mr. Vance has a commitment to education and spends many hours receiving classroom instruction as well as conducting research.

Jeff McDonald – Implementation Manager



With a background in education and over 300 successful program installations, Mr. McDonald possesses the skills necessary to effectively train new partners in utilizing all the benefits and features of Capital Software's software applications. Since joining the Capital Software team in 2000, Mr. McDonald has maintained a Customer Care Plan renewal rate of over 95%. He has successfully designed over 500 custom Crystal Report forms and reports of varying complexity for Capital's clients. In addition to his technical training and support skills, Mr. McDonald assists clients in coordinating data conversion projects, which utilizes a variety of techniques and conversion tools such as Visual dBase and Microsoft Excel. Mr. McDonald has completed several Microsoft SQL training courses and is proficient in Crystal Reports.



About Capital Software

If you live in Northern Kentucky, chances are that your property tax bill or utility bill was produced utilizing software developed by Capital Software. In fact, Capital is proud to say that its first customers were five Northern Kentucky cities. Co-founders Christopher Sturm and Thomas Vance convinced those cities to take a chance on Capital when it first began operating in 1999 out of the basement of Sturm's Newport, Kentucky residence. From its modest beginnings, Capital has emerged as a leader in the efficiency automation software industry.

Now located in Kenton County Kentucky and offices in Lexington and Florence, Capital continues to focus on growing its business by providing exceptionally versatile automation software and comprehensive support services. So far, Capital's growth has culminated into an impressive domestic and international client list that includes over 250 installations to date in 19 states. The Northern Kentucky Chamber of Commerce recently recognized Capital's growth by awarding Capital the Chamber's Emerging 30 Award, which recognizes the 30 fastest-growing small businesses in Northern Kentucky for the second straight year.

Capital's list of accomplishments also includes many creative client-based solutions. For example, Capital helped the City of Florence become the first city in Kentucky to offer its residents with online payment of property taxes. Capital also recently took on another dynamic and bold project, in which it will partner with a publicly held company representing the largest sub-metering organization in the United States. The project will leverage on Capital's open design format to begin processing over 500,000 utility bills per month for apartment complexes across the United States. Capital was selected over 83 other competitive vendors.

The success of Capital's product line is due in part to its open design format. Capital's products are designed to openly share information with other products, including those of competitors. Although the idea of open design may seem logical, most software companies' applications only work with other products from that same company. Capital's approach was not only quickly accepted by clients, but Capital's competitors are now beginning to adopt the open design format and are even deciding in some cases to offer Capital's superior products in conjunction with their own applications to better meet clients' objectives.

Capital's software line currently includes over ten enterprise applications, which are intended to serve Capital's initial target market of public sector agencies. Capital has also started offering private-label applications for vendors desiring to offer their clients expanded services. The private-label applications will strengthen Capital's business-to-business relationships and offer Capital's strategic partners a competitive advantage

Since its inception, Capital Software has enjoyed an ever-changing path of growth and learning in which it has relied upon "great design and great people." Throughout it all, the company maintains one simple rule for its team members — Question, Think, and Act.

Capital Software Efficiency Automation Products

Capital Software creates public sector software. The following applications are developed and maintained by Capital Software and offered to municipal clients nationwide.



Capital Software Client Services

Technical Support and Customer Care

Proactive technical assistance is our guiding principal. Every user receives full documentation, annual software enhancements, tip sheets, Toll FREE phone assistance and more. Extensive training, a quality helpdesk and a vast knowledge base are in place so our team can assist customers promptly and accurately when they contact Capital's support team. We have also implemented our "LOVE" method of technical assistance. To our customers, the "LOVE" method is a comfort level we establish to understand the user's critical needs and key dates for their operations. To us the "LOVE" method is a level of accuracy that ensures a high quality support relationship is maintained. "L" is for LOG IT. "O" is for ORGANIZE. "V" is for VERIFY for accuracy. "E" is for EXECUTE. This simple four-letter word is our promise to deliver what our customers need to know, when they need to know it.

Training (User Education)

The key phrase attached to Capital Software training is "Empower the user." Our style of concept-based training (learning from the inside out) has had a tremendous impact on the overall successful client experience. Whether training is performed onsite, online or in our classroom, the content that every user learns is consistent. Following complete "How to" training guides (every trainee receives a training guide), each user learns why the software behaves the way it does. This empowerment creates a better-informed user and someone who will enjoy interacting with the software. Capital has found that these users are also more active in the improvement process of the software because they take ownership of the programs and want to see them grow. This is the positive impact of Capital's concept-based training.

Project Management

Capital Software refuses to take a chance with our customer's success. The minute they become a client, a project manager is assigned to their project. This individual's sole purpose is to provide clarity to their project and ensure they are operational in the agreed upon timeline. The project manager establishes all key dates with customers, ensures they are adhered to and reports back to the client with progress reports of the tasks at hand. Depending upon the size of the project, the project manager may be onsite at the customer's location overseeing facets of the project such as data conversion and training to ensure the highest level of quality and clarity are available to them.

Data Conversion

When looking for expertise in Data Conversion, Capital Software should be considered the leading provider of intelligent data conversion solutions. Our vast experience in data conversion spans three decades and millions of transactions. We have experience in banking, health services (state and local), government, utility public and private, real estate and more. We have worked with countless setups including mainframes, minis, PIC®, Unix®, Windows®, Oracle®, Sybase®, MS SQL®, MySQL®, AS400®, DOS® and many other proprietary configurations.

Printing Services

Offsite printing services enables our clients to save time and money while improving quality. Capital has automated the printing process to enable customers to have all the benefits of in-house printing with none of the headaches. Bar coding, postage, and return envelopes are all included for your convenience.

Capital Software Core Values

Enhance Team Spirit to Change Lives.

We believe that every individual has the ability to make a positive impact on the lives of those internal and external to our organization. Our “I’ve got your back” mentality is shared by every employee and is the reason for our continued success.

Everyone is a Rock in our Foundation of Success.

Each person serves a specific role that is vital to the success of our organization. Our team is only successful if each team member can expect the highest quality results from other team members and a continued commitment to success by each team member.

Pursue Skills, Achieve Understanding.

Education is a lifelong commitment that Capital Software takes seriously. Each team member is encouraged to continually invest in business and personal growth topics that will improve performance and quality of life.

Question. Think. Act.

These three simple words are the foundation for our support and training services.

Growth and Change create prosperity.

Change is a constant that we embrace everyday. Rejoice in the adversity you face everyday and learn from every circumstance. Accepting change and learning how to quickly adapt will lead to team prosperity.

No matter the distance, no matter the height, I know I can.

This phrase is the inner belief that does and must exist within every Capital Software team member. This is an unwritten rule that we will achieve our goals no matter what obstacle attempts to block our path. Capital team members make the impossible, possible because they know they can do it.

Capital Successes and Awards



Capital Software is proud of the recognition it has received as one of Northern Kentucky's fastest growing companies. The Northern Kentucky Chamber of Commerce recognized Capital in 2003 and again in 2004 by awarding Capital Software with the "Emerging 30" award. To qualify for the award, business must be established for 3 years, be located in Northern Kentucky, have an average of at least 15% growth in revenues during the past three years, and must exceed \$250,000 in revenue with fewer than 150 employees.

The Northern Kentucky Chamber recognized Capital Software in 2003 and 2004 by stating the following:

On behalf of the Board of Directors of the Northern Kentucky Chamber of Commerce, we would like to congratulate you on your designation as one of this year's "emerging 30" companies. The growth of your company is making a contribution to the economy of Northern Kentucky and we are pleased to acknowledge your success. Locally owned businesses like yours are the backbone of our Nation's economy. All of us that the Chamber applaud the growth of your company and look forward to working with you in the months and years to come.

- Gary L. Toebben , CCE
President
NKY Chamber of Commerce
- Timothy P. Rawe
Chair of the Board,
NKY Chamber of Commerce



Capital Software has been named a winner from a field of 205 nominees for the Northern Kentucky Chamber of Commerce Success Award.

The awards program recognizes small businesses that have shown growth, community service, financial stability, resourcefulness and creativity to excel in their industry.

THE ENQUIRER

Capital Software's growth and successes were featured in a front page article for the Cincinnati Enquirer's Entrepreneur Success Stories. In the article published in the Sunday, May 6, 2001 edition, Capital was recognized for its forward thinking and determination. In her article titled, "Producing software for cities: Company carves niche by designing programs for municipal workers", Jenny Callison, an Enquirer contributor, highlighted Capital's determination and growth:

Capital's growth and success has been featured in many regional and community publications. *The Cincinnati Enquirer*, *Techlines*, and *The Lane Report* have all recognized City of Florence's forward thinking by implementing Capital's online payments feature integrated with the Property Tax Billing and Collections Software Application. In his article for the Cincinnati Enquirer titled "Tax Payments Go Electric: Florence first to use method", Terry Flynn highlighted this accomplishment ahead of cities like Covington and Lexington-Fayette Counties.

With a couple clicks on a computer keyboard, Florence became the first municipality in Kentucky to permit residents to pay their local property and tangible taxes online. ...A resident need only click on the Florence Web Site and follow the directions to pay the taxes, inserting a valid credit card number to complete the transaction.

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Community leaders and educators also recognize Capital's successes and potential as a software powerhouse. Dr. Rebecca White, Director, Northern Kentucky University Entrepreneurship Institute says this about Capital Software:

Capital Software, Inc. is an exciting Northern Kentucky story. This gazelle company, founded and run by Chris Sturm, a Northern Kentucky University (NKU) alum and native Northern Kentuckian, represents the entrepreneurial drive and enthusiasm on which our region's economic development future will be built. Besides building a successful company at a very young age and serving as a wonderful role model for young entrepreneurs in our region, Chris has been a strong supporter of the NKU Entrepreneurship Institute (EI) serving as a member of the development committee for the EI for three years. His hard work and passionate approach has recently garnered him a seat on the NKU Entrepreneurship Advisory Council. Chris and his company represent the best and brightest of Northern Kentucky small business!

