Enterprise Focused Software (EFS)

Strategy is a key element of a successful business, planning is a key element of a successful strategy, and managing the plan is a key element of successful leadership.

At DATA3, our software development team focuses on helping business leaders succeed in developing and executing their strategy and plan by providing world-class software that helps run the business more effectively – we call this Business Focused Software. EFS is designed to align the development of the software with the needs of the business. We seek first to understand your business needs before we design the architecture or write one line of code. After all, you are the expert in running your business and you know what needs to be improved in order for run it more efficiently and more profitably. Our expertise lies in understanding business processes and in translating that understanding to lines of code that creates software that works – every time, all the time.

> **Strategy without a plan is the slowest route to victory, a plan without a strategy is the noise before defeat" – Sun Tsu, Ancient Chinese Military strategist**
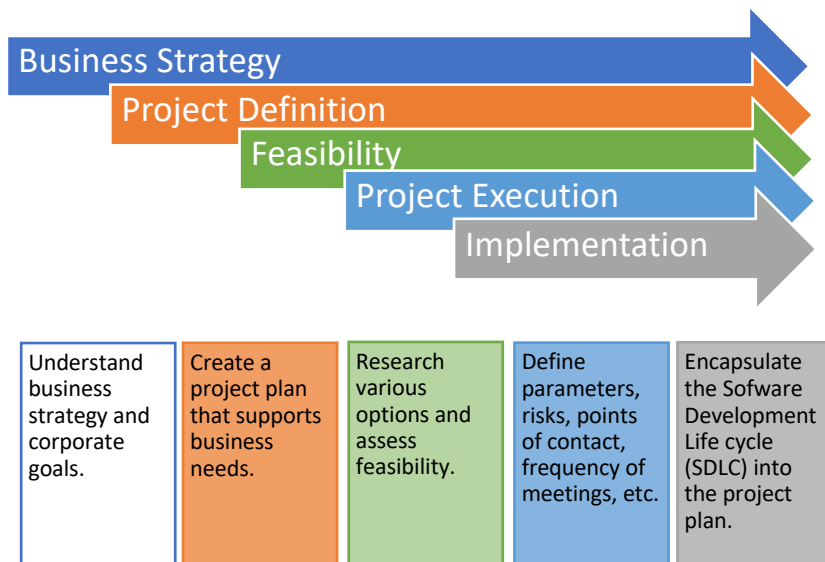
Like you, we focus on process in running our company, and our focus allows us to create predictable results that last. BFS ensures we get it right the first time and provides a path for future software modifications that is highly efficient and cost effective.

DATA3's unique approach to encapsulating its software development methodology into its unique EFS strategy allows us to create successful applications that always yield predictable results. We have a history of creating successful applications for **Fortune 500** and **Global 500** companies such as American Airlines, BAE SYSTEMS, Linde Engineering Group, AAR Corporation and others.

> **The key to DATA3's successful systems development is our ability to align itself with our customer's business and strategic needs and manage the project accordingly.**

DATA3 recognizes the fact that project management and systems development are the heart of providing critical information to management by use of technology. Once we understand your business strategy our next step is to develop a plan consisting of the following 5 key processes:

| Understand business strategy and corporate goals. | Create a project plan that supports business needs. | Research various options and assess feasibility. | Define parameters, risks, points of contact, frequency of meetings, etc. | Encapsulate the Sofware Development Life cycle (SDLC) into the project plan. |

Our EFS methodology requires that the organization bring together different sets of stakeholders, different types of expertise, various organizational groups and all relevant sets of plans in such a way as to make them work to the benefit of the organization. Our proprietary methodology ensures that we identify and focus on meeting your business objectives. I.T. strategies lead to projects and each project in essence is a set of plans to invest in and develop a specific system for a specific purpose.

About DATA3

DATA3 is a Tulsa based company at CityPlex Towers that has been in business since 2001. The company provides the following services:

- Datacenter
- Business Continuity Planning
- Software Development

The company operates three datacenters with a combined datacenter space of over 18,000 sq. ft. with another 35,000 sq. ft. available for business continuity services.

The company also offers custom software and mobile development using its proprietary Enterprise Focused Software (EFS) strategy. Its web portals and Single Sign-On solutions are accessed by customers from over 35 different countries.

Some of its customers include American Airlines, ONEOK Energy, Pop TV (previously known as TV Guide), AAR Corporation and BAE SYSTEMS.

www.datathree.com