

BEFORE

Defining Compliance

Webster's	Accounting and Finance professionals
Observance of official requirements	Hours of frustration trying to find answers when you are not sure of the questions, but still being held accountable for the accuracy and timeliness of the results.

Over the past ten years, unprecedented increases in regulation scrutiny of company financial information - brought on by such legislation like Sarbanes Oxley - have raised the pressure on companies to comply to even more rigorous and complex accounting standards leaving many companies without enough time or enough qualified resources to address these regulations effectively.

[Company Name] Since 1998, [Company Name] has partnered with companies to provide relief to these mounting compliance challenges with a portfolio of solutions developed by world-renown experts in finance and accounting. As the market leader in FAS 123R reporting solutions, [Company Name] has helped over 150 Fortune 1,000 companies quickly and confidentially address their compliance challenges.

[Company Name] our ability to exceed the expectations of our customers as it relates to their complex finance and accounting needs is

[Company Name] **Proven**... No company has more experience with the complexities of FAS 123R:

- 6 of 10 PhD's cited in SAB 107 are members of [Company Name]'s academic team
- 150+ Fortune 1,000 served
- Sole provider of FAS123R solutions for Bank of New York, Charles Schwab and Merrill Lynch clients

AFTER

How do you define compliance?

Merriam-Webster	Accounting and Finance professionals
Conformity in fulfilling official requirements.	Hours of frustration trying to figure out exactly what the "official requirements" mean and how best to "fulfill" them—while still giving stakeholders the accurate and timely financial results they demand.

The scrutiny—and the pressure to comply—is on.

Unprecedented regulatory scrutiny of company financial information over the past ten years—thanks to legislative acts like SarbOx—has turned the pressure up more than just a few notches. With the announcement of each new standard, rule or regulation, you suddenly find yourself having to comply to even more rigorous and complex accounting requirements without the time or qualified resources to do so effectively.

That's where [Company Name] steps in. Since 1998, [Company Name] has partnered with accounting and finance professionals at companies like yours to provide relief to mounting compliance challenges. We do so with a portfolio of solutions developed by world-renowned experts in accounting and finance. As the market leader in complex accounting reporting solutions, like those required by FAS 123R, [Company Name] has helped leadership at over 150 of the Fortune 1000 to quickly and confidentially address their unique compliance challenges. And we are poised to do the same for you.

The expertise—and the relief you need—is here.

Our ability to exceed your expectations is real; our expertise as it relates to your complex accounting and finance requirements is...

BEFORE

Powerful...our software solution, [solution], delivers a complete set of robust analytical, forecasting and reporting tools to provide the most detailed accounting professional transparency and insight into their FAS 123R compliance efforts - all in a few clicks of a mouse.

Practical... Our solutions have been designed with the *specific* purpose of addressing equity compensation in the most accurate, optimal, cost effective way – not only to address the strategic questions that have now arisen around option planning but also the tactical issues around developing the reports required For FAS123R compliance

Passionate... [Company Name]We are dedicated to serving our customers and seeing them succeed, so much so that we dedicate a trained accounting professional to be your primary support contact. No more 800#'s – Your organization is provided a direct line to a professional who knows you and your business.

Precision...every detail, every number matters; That's why we have incorporated industry leading, audit-quality standards that ensure the efficacy of every number, calculation and report that is produced by our products and professional services.

Contact us today to learn more about how our valuation services, market-leading FAS123r reporting application, custom financial reporting solutions and other offerings can help you to generate....

Peace Of Mind Results.

AFTER

Proven...[Company Name], more so than any other company, brings you real experience in dealing with the complexities of accounting and finance compliance, such as those presented by FAS 123R. To whit:

- Six of 10 PhDs cited in SAB 107 are members of [Company Name]'s academic team
- 150+ of the Fortune 1000 served
- Sole provider of FAS 123R solutions for Bank of New York, Charles Schwab and Merrill Lynch clients

Powerful...With {Company Name} on your side, find at your fingertips a complete set of robust analytical, forecasting and reporting tools for detailed accounting transparency and insight into your FAS 123R compliance efforts - all with just a few clicks of a mouse. **[Can modify this to include future software solutions as well.]**

Practical... It was with accounting and finance professionals like you in mind that we designed our products and services; it was also with the *specific* purpose of addressing equity compensation in the most accurate, optimal and cost-effective way possible. Our solutions help you address the strategic questions that surround option planning, as well as the tactical issues that surround developing the reports you need for compliance.

Passionate... Your success is our success, which is precisely why [Company Name] is dedicated to serving you and seeing you succeed. To accomplish that, we assign a dedicated accounting professional as your primary support contact. No more sitting around on hold or being passed from person to person on an 800 line; instead, your organization gets a direct line to an accounting professional who knows you and your business.

Precise...Like you, we know that every detail, every number matters. And that's why we've incorporated into our methodology industry-leading, audit-quality standards that ensure the