



BESSEMER
VENTURE PARTNERS

CEO Summit on SaaS
January 23, 2008

Welcome!

Byron Deeter

Quick Bessemer Update

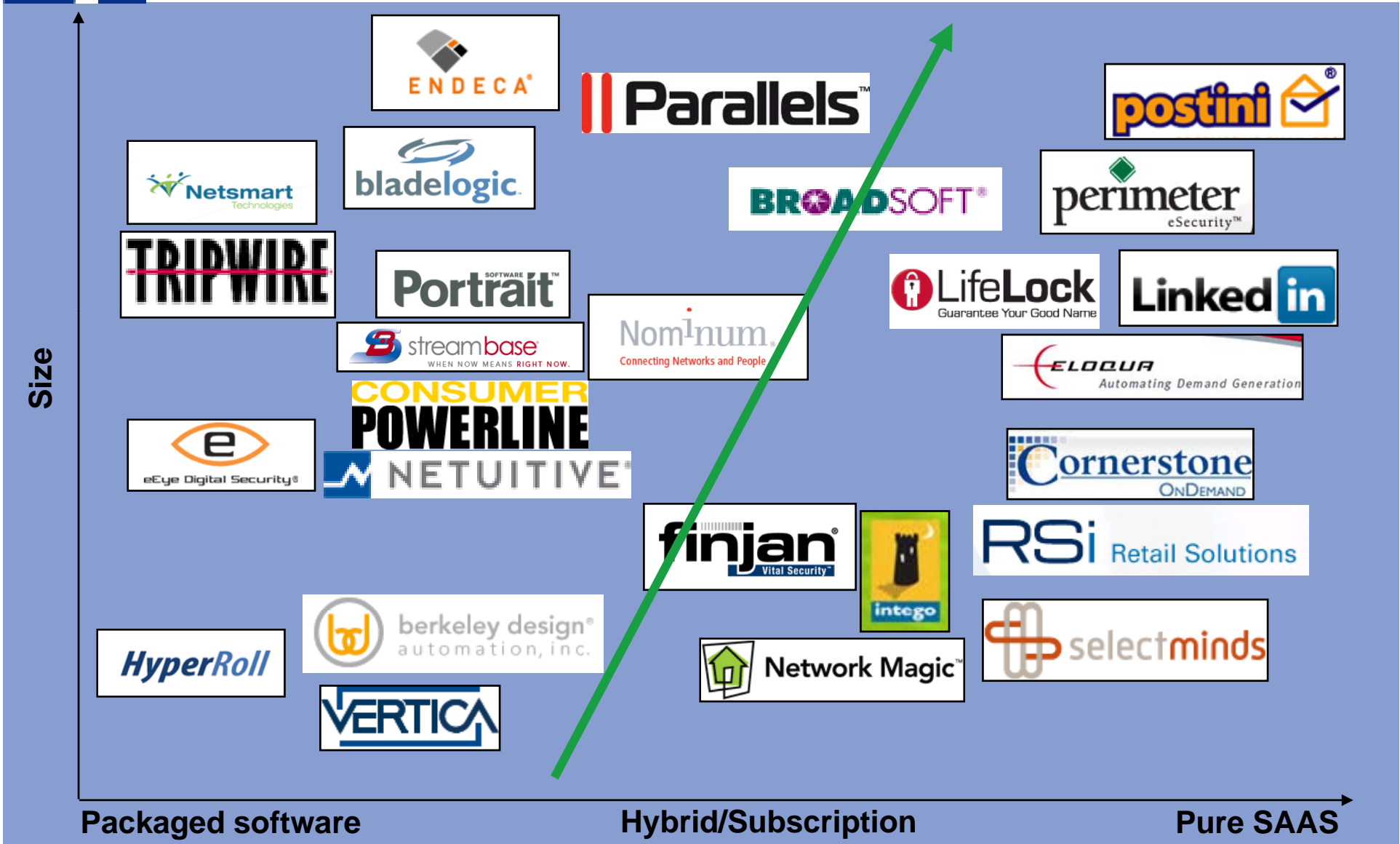


- Continued our growth as a firm – 8 offices globally with the most recent addition in Israel; approx. 50 investment professionals world wide
- Raised BVP VII with global LP's and over \$1B of new capital
- 34 investments in 2007 – US, Europe, Canada, Israel, China, Russia
- Another year of exceptional IPOs & acquisitions: Bladelogic, Mellanox, Motilal Oswal, Postini, Netli, Buyerzone...
- Several IPOs already in process for 2008
- 13 of our 15 partners have made at least one Software/SaaS investment
- We continue to believe in one firm and one partnership globally

BVP Has Long History As A Premier Software & SaaS Investor



BVP's Current Software & SaaS Portfolio





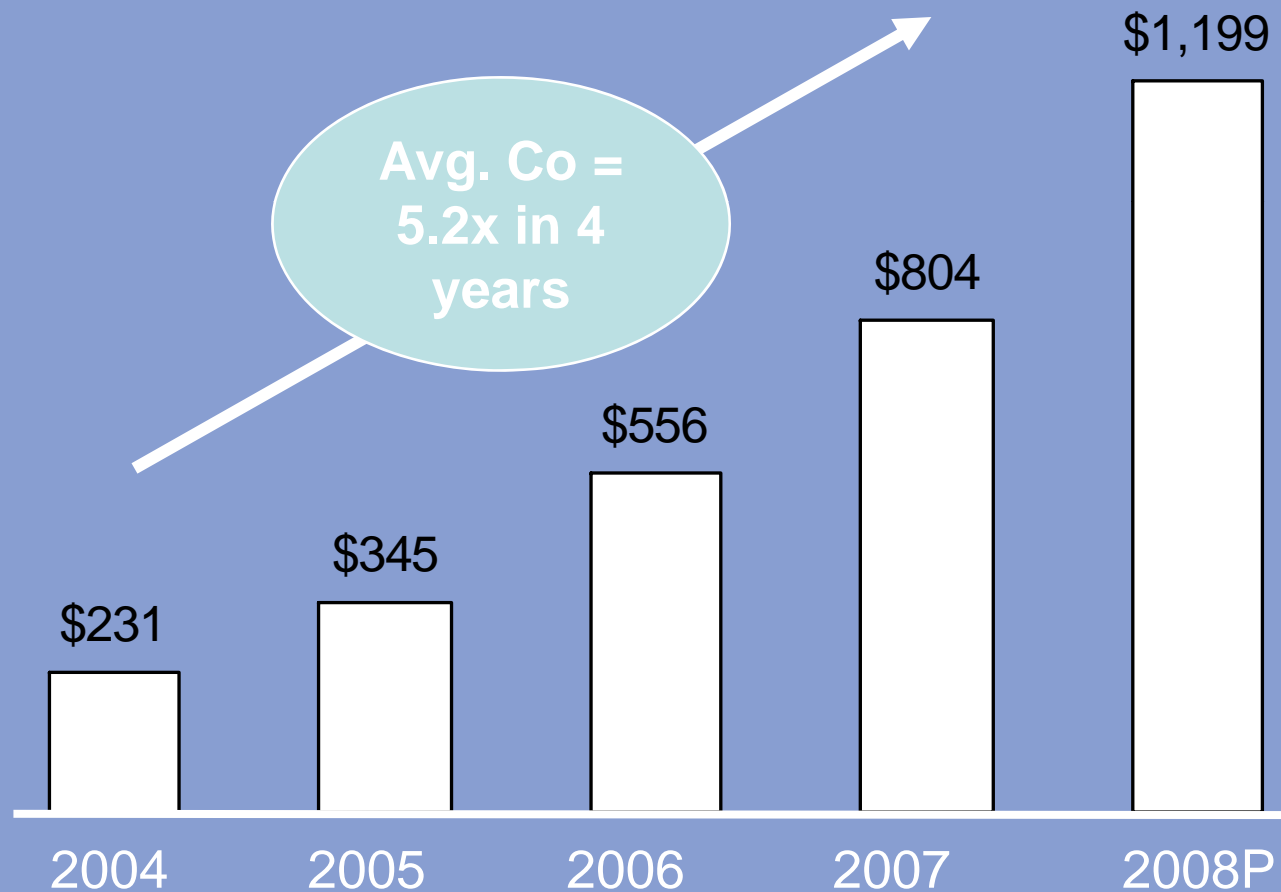
Congratulations! 2007 Was a Great Year for BVP Companies

- **Bladelogic** one of hottest Software IPO's of 2007
- **Broadsoft** achieved broad recognition as dominant global VoIP platform
- **Cornerstone** signed two of the largest SaaS deals in history: 160K & 350K seats
- **Eloqua** grew GAAP revenue and MRR almost 100% each, to over \$21M and \$2M
- **Endeca** blew past \$100M in GAAP revenue and bookings
- **LinkedIn** added over 10M users and more than doubled MRR
- **Netli** acquired by Akamai for \$170M
- **Parallels** *PC World's* #1 Software Product in the World; MacWorld Best of Show
- **Perimeter** acquired USA.net, one of largest private/private SaaS acquisitions ever
- **Postini** acquisition by Google for \$625M: largest ever Private SaaS deal
- **Retail Solutions** (T3Ci) grew 750% by organic growth and RDS acquisition
- **Tripwire** achieved third consecutive year of profitable growth & 6,000th customer

Current BVP Portfolio Companies Will Account for well over \$1B of Software & SaaS GAAP Revenue this Year!

BVP Software Portfolio companies GAAP revenues

USD, million





“High Quality” Problems We Keep Hearing

- **Whom can I talk to about SaaS Sales Comp Plans?**
- **What’s the right strategy for Europe?**
- **Do I need a second data center?**
- **Which SI’s will bring me leads?**
- **Should I be doing anything in Asia right now?**
- **Where can I get channel leverage?**
- **How can I best partner with the large public SaaS vendors?**
- **What metrics should I be using to drive the business?**
- **What do I need to do for us to get ready for an IPO?**
- **Etc, etc, etc....**



We Constructed Today's Agenda Based On Your Input

- **8:30** **Welcome**
- **8:45** **Building a High Performance Team**
- **9:30** **Best Practices in Demand Generation**
- **10:15** **The Impact of Virtualization on ISVs**
- **11:00** **Best Practices for International Expansion**
- **12:15** **Lunch and Keynote**
- **1:15** **Building a SaaS Ecosystem**
- **2:45** **New Perspectives on Software and SaaS Metrics**
- **3:30** **Metrics that Matter to Wall Street**
- **4:30** **Liquidity Landscape – M&A and IPOs**



Building a High Performance Team

Keith Krach