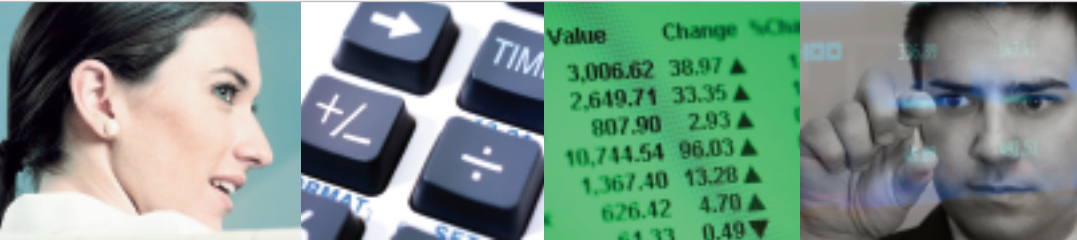


**BUSINESS BUILDERS** IS PLEASED TO OFFER A STOCK PLAN MANAGEMENT SOLUTION FOR START-UP AND EMERGING GROWTH COMPANIES.

**EASi** THE NEW STANDARD IN STOCK PLAN EXPENSING SOFTWARE



**FAS123R, SEC Compliance and Sarbanes Oxley** added tremendous requirements, complexity and risk to equity compensation management. CFOs, auditors and stock plan administrators have been hard-pressed to comply because legacy systems aren't up to the high standards required in today's rigorous environment. And expensive workarounds and spreadsheets are not the answer.

What's needed is flexible accounting-based software designed for today's requirements that date stamps every transaction, preserves history, provides full audit capability and more.

**Equity Administration Solutions, Inc.** custom built its stock plan expensing software as an industrial-strength accounting and tax product that also handles administration. **EASi delivers the most complete FAS123R solution available;** addressing valuation, expensing, tax, dilution and disclosure. For administration, EASi is unmatched when it comes to things like mobility management, handling out-of-period changes, taxation, record-keeping, reporting, and auditability. That's why hundreds of public and private companies of all sizes from all industries in more than 60 countries rely on EASi.

**EASi provides a complete, web-based, collaboration tool** that enables real-time accounting, taxation, tracking, reporting and administration of equity compensation plans.

**EASi DOES IT**

**B<sup>2</sup> BUSINESS BUILDERS, LLC**

Toll Free 1-800-864-8200  
Direct: (408) 846-8200  
[www.businessbuilders.bz](http://www.businessbuilders.bz)



## IT PAYS TO TAKE IT EASi

- *Work with the broker of your choice*
- *Maintain full ownership and control of your data*
- *Have access to data and reports anytime*
- *Get superior reporting capability*
- *Offload taking calls, trades and settlements by giving your broker or agent access to real-time data in EASi*
- *Reduce latency and costs across your entire company, not just your department*
- *Spend 1/2 to 1/3 the cost of other options*
- **One case study totalled \$56,920 in annual savings by switching to EASi**

## STOCK PLAN EXPENSING DONE RIGHT

- Supports all major award types
- Handles ESPP expensing and modifications
- Date stamps every transaction and preserves history
- Properly handles post quarter changes and expense projections
- Provides more than 300 standard reports with flexible filtering
- Generates APIC/DTA entries
- Calculates GAAP forfeiture true up
- Provides general ledger entries
- Leaves a solid audit trail for FASB and SEC disclosures
- Calculates diluted EPS
- Helps reduce costs, SEC risk and audit time

## UNMATCHED STOCK PLAN ADMINISTRATION

- Enables employee self service
- Provides robust mobility management based on 22 characteristics
- Maintains broker neutrality
- Properly handles stock splits
- Provides web-based real-time data access around the clock
- Enables collaboration for finance, stock plan administrators, auditors, brokers, transfer agents and plan participants

## SOFTWARE AS A SERVICE ADVANTAGES

### Free from IT

With EASi you don't need to rely on your IT department for new functionality, upgrades or application support.

### Global and on-demand

You can access our software from any computer anywhere in the world—via the Internet—day or night to enter data or run reports.

### Always current

With EASi you are always using up-to-date software. You benefit from our latest innovations and commitment to best-in-class software.

### Rock-solid security

We provide role-based authentication with very strong password control and a platform built to pass aggressive vulnerability testing.

### Scalable architecture

Our web site is designed to support an unlimited web farm backed by a highly scalable Oracle database.

### High reliability

EASi's architecture has full redundancy at every level to ensure you have access to the software when you need it.

# THE EASI DIFFERENCE

## Deep expertise in accounting

Unlike other administrative solutions, EASi software was built from the ground up to address accounting rules and standards as well as administration.

## Smart architecture and role-based access

EASi is uniquely positioned to leverage a single, real-time data source with built-in triggers to move administrative and accounting processes from start to finish. With EASi WorkStream, the right hands can touch the system at the right time, doing the right things, in the right sequence to support compliance and regulatory requirements.

## FAS123R solution second to none

Designed to satisfy finance reporting and compliance requirements, EASi is the only solution that provides the essential calculations and journal entries for all five pieces of FAS.



## Global broker flexibility

EASi lets you choose the broker to handle your employee transactions—it's not tied to your software contract. We built direct interfaces to major brokers and connect to small and mid-sized investment banks to simplify transaction processing.

## Comprehensive, robust reporting and flexible database queries

EASi provides more than 300 standard reports and a highly flexible filtering engine for compiling the real time, relevant data you need, fast. All transactions are date stamped to preserve history and provide a clear audit trail that withstands backdating scrutiny.



*More than 350 companies in more than 60 countries, with nearly one million participants rely on EASi. They choose us because EASi is the most comprehensive solution for accounting and administration. With full mobility tracking, we support unlimited tax jurisdictions for subsidiaries and global workers. We give you extensive flexibility for calculating DTA and APIC and provide the journal entries you need. EASi even makes it possible to forecast expensing. If needed, EASi handles restatements and post-restatement accounting and tax issues.*



## WHY COMPANIES SWITCH

- *FAS Second to None*
- *Global Broker Flexibility*
- *Support for All Award Types Including: Performance Awards, Full Value Awards, SARs*
- *Automated Daily Stock Price Feeds*
- *Net Exercise*
- *Global Taxation and Organizational Mobility*
- *Tools and Partners to Simplify Conversion*
- *Hosted Web-based Software, Version is always current, Requires Minimal IT Investment*
- *EASi WorkStream*
- *US-based Customer Support and Product Development*
- *Predictable Pricing*

## Type II SAS70 certified

We have independent, third-party verification of our internal controls.

## Single product focus

EASi is our company's flagship product, our company name and our single focus. This gives us the agility to quickly make enhancements and respond to the evolving needs of the marketplace and our customers.

## Unwavering commitment to the industry

Since 2002, we have been committed to sustaining the growth and independence of the company and its product. As we work to fulfill our EASi WorkStream vision, we dedicate our efforts to making stock plan expensing easier. Our best-in-class strategy means that we continue to invest in new functionality and ease-of-use product enhancements that meet the needs of our rapidly growing customer base.

## EASi SIMPLIFIES REPORTING

More than 300 standard reports with highly flexible sorting and filtering capabilities cover administration along with FAS 123R, A240 disclosure, the new SEC Executive Compensation tables and EPS dilution. EASi reporting is comprehensive, robust, and fast. Categories and examples include:

- Accounting – valuation, expensing, deferred tax, EPS, and A240
- Activity – awards granted, awards outstanding, transactions, backdating analysis
- Administration – names and addresses, experience group assignments, department assignments
- Capital – ownership percent, capitalization summary, stock ledger
- Financial – 10K, 10Q and Proxy Statements

## EASi WORKSTREAM ENABLES EFFICIENCY

WorkStream takes an end-to-end view of the tasks and dependencies required to manage equity compensation. EASi's collaborative Internet access model can be accessed anytime, anywhere by authorized users. EASi WorkStream makes it possible to define discrete roles and responsibilities and bring greater clarity to how in-house personnel and outside vendors work using the same data in real time. EASi WorkStream leverages automation and self-service to save time, save money and reduce errors.

## EASi TO SWITCH

We lead clients through a formal and proven implementation methodology. Using our templates, or our automated conversion technology, data conversion can be handled in-house or by one of our strategic partners.

## Find out how EASi does it!

Call 1-800-864-8200 today for a customized demonstration.

[www.businessbuilders.bz](http://www.businessbuilders.bz)

