

**Collaborative Consulting**  
**February 2009**

## **BACKGROUND**

Collaborative Consulting is a leading business and technology consulting firm that specializes in optimizing its clients' business and technology capabilities. In a relatively short time, Collaborative has taken a place at the forefront of the professional services marketplace. In fact, Collaborative was named by the *Boston Business Journal* as one of the top 25 fastest-growing private companies for three consecutive years and *Software Magazine* ranked Collaborative among the world's foremost software and services providers. Additionally, Collaborative was named to the 2004 Inc. 500 by *Inc. Magazine*. We are proud of the steady growth we have enjoyed since the company's inception. It is a testament to the unwavering focus on excellence ingrained in our culture. This focus shows up in our development and delivery of business and technology solutions, and in the way we work with clients.

## **SERVICES**

Collaborative has expanded its business knowledge to complement its market-leading technology disciplines and expertise. We combine this powerful blend of competencies with an effective partnership approach, allowing us to understand even the most complex business problems. By first assessing and optimizing an organization's existing technology abilities and business processes, we determine the best solutions and execute flawlessly. Aligning business and technology initiatives enables our clients to achieve superior, cost-effective business solutions.

Our services include:

### **BUSINESS ARCHITECTURE**

Collaborative helps clients to take their vital business strategy and translate it into a meaningful plan that results in tactical, successful new business operations. We pride ourselves in being able to make our clients' vision a reality, all while balancing priorities, benefits, and investments in a way that makes good sense for their business.

- Business and IT Alignment
- Business Operations Assessment and Transformation
- Organizational Change Management
- Business Process Management
- Technology Enabled Business Process Design and Roadmap

### **BUSINESS INTELLIGENCE**

Our experienced BI practitioners help clients understand their business intelligence opportunities, craft a comprehensive strategy, and deliver viable technology solutions that empower the decision-maker with new business insights.

- BI Strategy
- BI Consolidation
- BI Architecture and Implementation
- Data Warehousing
- CPM

### **IT ARCHITECTURE AND IMPLEMENTATION**

Collaborative enables clients to build successful technology strategies and architectures based on its clients' business objectives and environment. As both business- and technology-savvy practitioners, we can help clients achieve the most from their technology investments in a fashion that builds success for today while looking towards the future.

- Architecture Strategy
- Assessment and Visioning
- Development Services
- SOA Architecture and Implementation
- Technology Enablement
- Technology Governance
- Application Portfolio Optimization

### **DATA INTEGRATION**

We enable clients to successfully plan and implement data integration, data quality, and MDM programs, from data strategy through deployment of new data systems and infrastructure. We bring the appetite and skills to dive into the hairiest of data environments to transform chaos and disparity into highly performing, ordered technological foundations.

- Information Management Strategy
- Data Quality
- Data Governance
- MDM Strategy and Implementation
- Data Integration

### **SOFTWARE QUALITY AND PERFORMANCE**

Collaborative brings a robust and programmatic approach to assessing, testing, and improving software quality and performance. We work both at the initiative and program level, meaning that we can help clients performance engineer an in-development project, or we can provide sound advice to improve our clients' in-house quality assurance (QA) and performance engineering (PE) operations.

- QA Process Assessment and Strategy
- QA Automation and Tools Implementation
- QA for SOA
- QA Test Data Management
- PE Advisory Services
- Performance Engineering Assessment
- Production Performance Rescue
- Application and Services Performance Management

### **PROGRAM AND PROJECT MANAGEMENT**

Collaborative helps clients successfully monitor and manage complex projects and initiative portfolios using formal project portfolio management activities and techniques. Whether our clients perform these functions in-house or rely on trusted partners, we bring the expertise to enable superior program and project management capabilities.

- Program Management Competency Assessment
- PMO
- Portfolio Management Planning and Execution
- Program Delivery Assurance
- Program Management Outsourcing
- Off-shore Project Management

## COMPANY HISTORY

Since opening for business in January 1999, Collaborative has steadily increased revenues, headcount and profitability. Additionally, the company has continually extended its services to accommodate marketplace demand. This timeline highlights key events in the organization's history.

### 2008

April—Appeared on area's fastest-growing private company list by *Boston Business Journal*

### 2007

December—Revenues reach \$46 million; headcount 268 employees

November—Named seventh-largest IT consulting firm by *Boston Business Journal*

### 2006

December—Revenues reach \$42 million; headcount 251 employees

November—Named eighth-largest IT consulting firm by *Boston Business Journal*

October—Appeared on *Software Magazine's* prestigious Software 500 list for fourth consecutive year

### 2005

December 31—Revenues reach \$33.4 million; headcount 205 employees

September 21—Appeared on *Software Magazine's* prestigious Software 500 list for third consecutive year

February 25—Named 24<sup>th</sup> -fastest-growing private company by *Boston Business Journal*

### 2004

December 31—Revenues reach \$25.3 million; headcount 163 employees

October 20—Appeared on *Inc. Magazine's* Inc. 500 list

September 22—Appeared on *Software Magazine's* prestigious Software 500 list for second consecutive year

June—Collaborative partners with Lombardi Software

February 27—Named eighth-fastest-growing private company by *Boston Business Journal*

January 4—Collaborative celebrates five-year anniversary

### 2003

December 31—Revenues reach \$21.2 million; headcount 145 employees

December—Appeared on *Software Magazine's* prestigious Software 500 list

February 28—Named fourth-fastest-growing private company by *Boston Business Journal*

### 2002

December 31—Revenues reach \$16.4 million; headcount 113 employees

October—Providence office opens

October—Atlanta office opens

February—New York/New Jersey office opens

### 2001

December 31—Revenues reach \$11.5 million; headcount 73 employees

### 2000

December 31—Revenues reach \$5.2 million; headcount 51 employees

### 1999

December 31—Revenues = \$.84 million; headcount 13 employees

January 4—Company founded by William C. Robichaud, Sr.

**OFFICE LOCATIONS****Burlington, MA (Headquarters)**

70 Blanchard Road, Suite 500 Burlington, MA 01803  
tel 781.565.2600  
fax 781.565.2700

**Atlanta, GA**

400 Perimeter Center Terrace, Suite 250 Atlanta, GA 30346  
tel 770.395.5900  
fax 770.395.5901

**New York Metro**

300 Executive Drive Suite 180 West Orange, NJ 07052  
tel 973.736.4400  
fax 973.736.4401

**Durham, NC**

2530 Meridian Parkway 3<sup>rd</sup> Floor Research Triangle Park Durham, NC 27713  
tel 877.376.9900  
fax 919.882.9385

**Salem, NH**

103 Stiles Road, Suite 201 Salem, NH 03079  
tel 603.893.5327  
fax 603.893.5649

**Providence, RI**

One Davol Square, Suite 6 Providence, RI 02903  
tel 401.575.2300  
fax 401.331.2745

## EXECUTIVE TEAM

### **William C. Robichaud, Sr.**

President, Founder and Chief Executive Officer

As founder, president and chief executive officer, Bill is charged with growing the company and establishing it as a premier provider of business and technology services for leading organizations in New England and beyond. In just five years, he has seen the organization he founded grow from a single employee—himself—to a powerhouse with more than 160 employees. Along the way, he has directed profitable expansion into strategic new markets.

Bill has more than 20 years of information systems experience, including substantial consulting, recruiting, sales, and management expertise. In 1984, Bill began his consulting career at Computer Assistance, which was later acquired by Coopers & Lybrand (now PricewaterhouseCoopers). He ascended quickly, from Programmer/Analyst to Project Manager. Within eight years, he became a Branch Manager. In 1992, Bill joined Catalyst Consulting, where he eventually became Vice President of Sales. In 1996, Bill became Managing Partner of Business Technologies (now part of Exodus Communications); his responsibilities in that role included sales and staffing for the entire firm. In addition, Bill has contributed to and been featured in several business and industry publications, and recently authored a chapter of *Inside the Minds: CEO Leadership Strategies*, from Aspatore Books.

### **Walter R. Kuketz**

Senior Vice President and Chief Technology Officer

Walter is Collaborative's chief technologist, as well as an important business strategist. He continually discovers and creates new and innovative ways to help clients use technology to solve complex business problems. His expertise has helped save millions of dollars for clients all over the world. Walter is recognized throughout the professional services industry for his extraordinary technical acumen, and is a frequent speaker at industry conferences and seminars. He has also published numerous articles and white papers on a variety of technology matters.

Before joining Collaborative, Walter was a partner in CSC's technology services group, where he served as competency leader for the national performance engineering practice. He has extensive experience in the design and execution of benchmarks for client/server applications and Web-based applications. In 1997, Walter received CSC's highest technical honor, the Technical Excellence Award, which recognized his team's work for design and implementation of a stress-testing tool to secure Internet Web sites.

### **John Williams**

Senior Vice President and Director of National Services

John leads Collaborative's service offerings, and helps define the company's National Practice. He maintains a special focus on data management, an area in which he has nearly two decades of relevant experience. In fact, John has spent a large portion of his career helping high-profile companies rein in data and use it to create immediate, long-term business advantage. John has extensive systems development and integration experience, and is expert in data management, data warehousing, database design and architecture. He is an engaging and highly sought-after speaker, and frequently publishes thought leadership materials, such as white papers and trade magazine articles.

## **BOARD OF ADVISORS**

### **Bruce Austin**

Most recently, Bruce was president and co-founder of Practical Business Solutions, Inc., a Boston-based computer services company. Bruce built Practical Business Solutions from the ground up, reaching sales of \$15 million before it was acquired by CIBER, Inc., a \$1 billion national consulting service company.

Bruce has more than 20 years of experience in the Information Processing industry and lends his senior management skills in the retail, software development and computer consulting service areas to help structure Collaborative as it grows.

### **T. Jack McElreath**

In January 2000, Jack retired from his position as Director of Technology for CSC Consulting, a job he had held since 1976, when he co-founded the company (then known as Computer Partners).

Jack is a nationally recognized expert in data warehousing, data architecture and performance modeling. He has published numerous articles on a variety of technical subjects and is the author of a widely read book on database design and implementation. Jack was the principal architect of CSC's data warehousing and data management practices, and created many of the technical procedures and standards for database design and performance tuning at CSC Consulting. Jack has more than 40 years of experience in data modeling, database management, performance engineering, predictive modeling and applications architecture.

### **John Pavlov**

At Centive, John leads the engineering group and is responsible for development of its flagship EIM product, Centive/EIM, and its ASP product offering, Compel. Before joining Centive, he spent four years as CTO and VP of Engineering at GoldK, an online 401(k) provider. His efforts resulted in GoldK being named the retirement industry's "Online Provider of the Year" in 2002. Previously, John served as VP of Development at Interleaf, where he was responsible for the BladeRunner product line, an XML-based content management and publication system. He was also VP of Distributed Computing at Putnam Investments, where he was a member of the Internet technology steering committee. Additionally, John was a co-founder of OpenSoftWorks, which was acquired by FlexiInternational Software. He holds a BS in Computer Science from Massachusetts State at Bridgewater, and a patent for a process to convert a Microsoft Word document into an XML file (Serial No. 09/528,489).

**Carl R. Sellberg**

Carl's professional career started in technology at Computer Assistance, Inc., a New England consulting firm. There, he advanced to chief operations officer and played a key role expanding the company nationally. When Coopers & Lybrand acquired Computer Assistance, Carl was chosen to manage and expand the technology business. Under his leadership, business grew from \$40 million to \$400 million in sales, and he became chairman of the International Technology Steering Committee for the last five years of his tenure.

Carl has held various senior management positions and directorships for the past 25 years. He was director for Bristol Savings Bank until Webster Bank acquired it. At that point, he became Chairman of its Advisory Board. In 1999, Carl retired from Coopers & Lybrand as a Senior Partner and currently serves as a Director for Bio-Globe Tech, Inc., in North Haven, Conn., and as the Director of Chippanee Golf Club in Bristol, Conn.

**RANKINGS**

- Area's Fastest-Growing Private Companies 2008, *Boston Business Journal*
- Area's Largest IT Consulting Firms 2007 *Boston Business Journal*
- Area's Largest IT Consulting Firms 2006, *Boston Business Journal*
- Software500 World's Largest Software and Service Providers 2006, *Software Magazine*
- Software500 World's Largest Software and Service Providers 2005, *Software Magazine*
- Area's Fastest-Growing Private Companies 2005, *Boston Business Journal*
- 2004 Inc. 500, *Inc. Magazine*
- Software500 World's Largest Software and Service Providers 2004, *Software Magazine*
- Area's Fastest-Growing Private Companies 2004, *Boston Business Journal*
- Software500 World's Largest Software and Service Providers 2003, *Software Magazine*
- Area's Fastest-Growing Private Companies 2003, *Boston Business Journal*

**AFFILIATIONS**

- Center for Information Management Studies at Babson College (CIMS)
- Council of Supply Chain Management Professionals
- Massachusetts Health Data Consortium
- Metro Atlanta Chamber of Commerce
- Technology Association of Georgia
- The American Society of Transportation and Logistics (AST&L)
- The Data Warehousing Institute (TDWI)
- Voluntary Interindustry Commerce Standards Association (VICS)

## **REPRESENTATIVE CLIENTS**

Collaborative provides services for leading companies throughout the United States. A representative list is below.

Advisor Central  
Ahold  
Analog Devices  
BlueCross BlueShield of Massachusetts  
Boston Acoustics  
Boston College  
Boston Stock Exchange  
Excelergy  
Hard Rock International  
Iron Mountain  
Lexington Insurance/AIG  
Massachusetts Division of Career Services  
Massachusetts Division of Unemployment Assistance  
MedSolutions  
NASCO

## **COMPANY BOILERPLATE**

Collaborative Consulting is a leading professional services organization dedicated to helping clients optimize their business and technology capabilities. By extending the value of their systems and business processes, we help clients achieve maximize return on IT investments and lasting business value. Our service areas include operational consulting, project management, data and technology services. Collaborative is committed to building long-term relationships and strives to be a trusted partner with every client. Founded in 1999, the organization serves clients from offices across the United States. Collaborative's Web site is [www.collaborative.com](http://www.collaborative.com).

## **CONTACT**

Jamie Canney  
Collaborative Consulting  
70 Blanchard Road, Suite 500  
Burlington, Massachusetts 01803  
Phone: 781-565-2600  
Fax: 781-565-2700  
Email: [jcanney@collaborative.com](mailto:jcanney@collaborative.com)