

# Jetro Platforms Inc.

## Server-based Computing

**Snapshot.** Established in 2001, Jetro Platforms develops and delivers software products that offer enterprises a low-cost, yet superior, means to access, manage, and secure their server-based computing (SBC) networks. Nearly all Fortune 500 companies utilize this type of computing infrastructure.

Examples of how specific industries employ Jetro products:

- *Government offices* — to provide secure centralized access over wide area networks
- *Health industry and financial services* — to deploy ERP applications without upgrading desktops and network infrastructures
- *Education* — to supply ubiquitous information access to multiple locations and users (students, teachers, administration and parents)
- *Transportation and manufacturing* — to provide remote, secure access to multiple players, including management, agents, suppliers, and customers

**Advantages.** Jetro's products solve fundamental IT problems —

- *High cost* — According to IDC, annual maintenance costs for individual PCs range between \$2,000 and \$13,000. Jetro's solutions can reduce costs by more than 70%.
- *Security* — Jetro's SBC solutions enable greater access security than traditional PC-based networks. Jetro's permission-based access effectively addresses security risks from insiders (employees) as well as from outsiders (public).
- *Complexity* — Jetro software significantly reduces the complexity of IT management and maintenance.

**Competition and market dynamics.** The SBC industry is dominated by one company, Citrix ([www.citrix.com](http://www.citrix.com)). Jetro is uniquely positioned as an add-on to the Citrix offering *and* as a replacement to Citrix. Market participants actively seek a credible competitor to Citrix's predominance.

**Business model and marketing strategy.** Jetro licenses its software products on a concurrent usage basis and markets its products exclusively through a value-added distribution channel.



Over the past three years, Jetro has built distribution channels in 30 countries, mainly in Europe and Asia. Jetro targets enterprises with 50 to 5,000 PC users. Current Jetro users are from a range of industries including insurance, transportation, health care, software, and finance.

Rather than compete head on with market dominator Citrix, Jetro focuses on its unique management platform that enhances and complements an organization's existing SBC environment.

**Market.** Adoption of SBC is predicted to grow at twice the rate of PC-centric systems through 2007. Forrester expects the SBC market to reach \$1.6 billion in 2004 and \$2 billion by 2007.

Jetro estimates that there are 7.5 million new SBC users annually worldwide that are potential users of CockpIT 3.5 — worth potentially \$1.2 billion (\$160 per license) per year. Jetro's BoostIT targets the 25 million existing SBC users globally with a market potential of \$2 billion (\$40 per license).



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### ■ KEY PERSONNEL

#### **Rafi Sweary, CEO**

Five years of international business building experience, co-founder of TriCoastal Partners, MBA University of Baltimore

#### **Itamar Banayan, VP Sales & Marketing**

Ten years' enterprise software marketing experience including building a European channel, former Citrix distributor in Israel,

#### **Gad Morton, VP Business Development**

Five years project management with large enterprises, four years software and systems sales experience, formerly marketing director with Attunity

### ■ COMPANY STATUS

**Ownership:** Ocean Assets LLC and affiliates

**Development:** BoostIT 3.0 released May 2003

CockpIT 3.5 released Q2 2004

### ■ INTELLECTUAL PROPERTY

**Patents:** Three patents pending

### ■ CONTACT INFORMATION

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*“The nature of CockpIT infrastructure helps organizations to guarantee business continuity whilst reducing the total cost of ownership of the delivered applications.”*

Bloor Research, February 2004