



I. Intelliquip, LLC

Intelliquip's Intelligent Front-EndSM

Intelliquip has established itself as a global leader in providing powerful browser based software applications that allow manufacturers of complex fluid handling equipment and their associated drivers to intelligently and rapidly select, configure, price, quote, and process orders for their products. These applications include sophisticated selection, configuration, pricing, drawing generation, quote generation and quotation management tools that improve productivity, reduce design and quotation errors, and shorten cycle times such that operating costs, revenue, and profitability are all improved

Rotating equipment industry professionals with over 120 years domain and development experience founded Intelliquip in July 2000. Intelliquip's technology group is headquartered in Bethlehem, Pennsylvania, and over the past 8 years has developed and deployed sophisticated web-enabled front-end sales software for large and small manufacturers headquartered throughout the world.

Intelliquip provides software tools specifically designed to transition the existing manual, inefficient, labor intensive front end sales and order entry process for complex rotating equipment into highly collaborative and efficient processes using intelligent knowledge based software applications. Powerful and industry specific selection and configuration capabilities that meet the requirements of the most complex products are the core requirement to accomplish the above. As such, Intelliquip offers software solutions which are not only browser based, but that are also robust enough to replace pricebooks and/or legacy software systems currently deployed in an organization.

II. Products & Services

Manufacturers of complex equipment recognize the importance of automation tools to help their salespeople, applications engineers, or their customers select the "best" equipment to meet the intended service. The automation tools best suited to improve the process include collaboration, selection, and configuration applications. These tools can help optimize selection by 30% and increase overall sales proposal efficiencies by 40% or more.

Intelliquip offers 3 basic types of products and services:

1. **Business Process / Knowledge Capture Consulting**
 - a. Overall consulting in business process redesign
 - b. Developing corporate strategies for capturing and digitizing product knowledge
2. **Software Products; Intelliquip Selector™, Intelliquip Configurator™, Intelliquip Quote Manager™**
 - a. Deploy knowledge both internally and via the Internet in an intelligent, powerful, and user friendly manner
 - b. Provide an environment for collaboration between trading partners during the selection and proposal process
3. **Services**
 - a. Project Management
 - b. Knowledge Engineers skilled in fluid handling industry for assisting in digitizing data
 - c. Economical application hosting services
 - d. Contract development of customized selection software

Intelliquip offers some unique advantages to their customers:

- Intelliquip's management team, product managers, and software designers have extensive domain experience in the design, manufacture, and selling of complex equipment.
- Intelliquip is able to complete a needs assessment and product knowledge acquisition process in a fraction of the time needed by the typical third party consulting company
- Intelliquip's products are developed using modern software modeling methods and tools allowing rapid deployment, ease of maintenance, and flexible implementation approaches. These products are not encumbered by legacy systems or outdated software technologies. (Note: All of Intelliquip's products are based on an open systems architecture using Java for an Internet friendly, application server based deployment to users requiring only thin-client http web browsers).
- Intelliquip's approach towards productizing and then customizing its software solutions supports a more rapid project deployment compared to a strictly custom development approach

III. Founding Employees

Dave Brockway, President. Dave Brockway has been a successful entrepreneur in the fluid handling equipment industry for more than a quarter century. He began his career as an IBM systems engineer responsible for managing new computer installations in distribution and manufacturing companies. In 1980, he became a partner in a start-up pump distribution company which eventually grew to a \$100 million dollar enterprise Brockway focused on the strategic development and growth of sister companies specializing in the modular pumping systems business--- Flowtronex PSI and Flowtronex International. He served as president of Flowtronex over a 10 year period, and pioneered the use of collaborative sales force automation software to increase revenues over 1000%, while maintaining net profits in excess of 15% of revenues. He pioneered the use of VFD technology for golf course irrigation and snowmaking applications, resulting in the largest market share for this type of equipment in the world. In July 2000 Brockway co-founded Intelliquip, LLC which develops and implements web-enabled software solutions for streamlining the front-end sales processes of fluid handling equipment manufacturers. Since 2001, he has led Intelliquip as its president. As such, he consults with industry executives across the globe on how to harness technology to leverage their sales force and sales channels. Brockway has also served on the Hydraulic Institute's board of directors. He holds a B.S. in Industrial Engineering from Pennsylvania State University.

Trygve Dahl, Ph.D., P.E., Vice President, Technology. For over twenty years, Trygve Dahl has harnessed technology to create new innovations for the fluid handling equipment industry. He began his career as a design engineer with Ingersoll-Rand Company in 1983. Early in his career, he participated in and led numerous product development programs leading towards numerous technical publications and a patent for an innovative pump design. He deployed CAD/CAM/CAE technologies for hydraulic design, mechanical design, structural analysis, and fluid dynamic analysis (including CFD) for pumping equipment. In the early 1990s, Dahl chartered new territory in the pump industry by leading mechanical and software engineers in the development of PROS+™, one of the world's most powerful and advanced software solutions for pump selection and configuration. Dahl, previously served as Director of Technology at Ingersoll-Dresser Pump where he was responsible for Corporate R&D and the Engineering Systems. Today, as Intelliquip's VP for Technology, he heads up the development, implementation and management of the company's software solutions. Dahl has won many industry awards, including the Ingersoll-Rand Patent Excellence Award, and authored over a dozen technical papers. He recently co-wrote "Electronic Data Exchange in the Pump Industry" as printed in the 2007 Proceedings of the Twenty-Third International Pump Users Symposium and a chapter on "Selecting and Purchasing Pumps" published in the Pump Handbook. He holds a B.S. in Mechanical Engineering (Summa Cum Laude), an M.S. in Manufacturing Systems Engineering, and a Ph.D. in Mechanical Engineering, all from Lehigh University. He is currently a Professional Engineer in the State of New Jersey, is a member of the American Society for Mechanical Engineers, and a Six Sigma "Green Belt". He is the Chairman of the Electronic Data Exchange Committee within the Hydraulic Institute and active with the American Petroleum Institute and the AEX / FIATECH project.

David L. Tress, Director, Professional Services. David Tress' extensive experience in software design for sophisticated applications includes nearly fifteen years of specialized work in automating front-end processes for fluid handling equipment companies. He began his career with the US Air Force in 1985 as an officer responsible for acquisition and maintenance support of heavy industrial support equipment. While with the Air Force, he designed and implemented a reliability information system for the entire USAF vehicle fleet. In 1989 Tress joined Ingersoll-Rand's Pump Division as a design engineer who brought the latest in CAE techniques to the division. By 1993, he had advanced to the role of software development manager and one of the chief software architects of the company's PROS+™ system, one of the world's most powerful and advanced software solutions for pump selection and configuration. He was promoted to the position of Groupware development manager in 1997 managing the creation and implementation of a worldwide sales and marketing quote reporting and collaboration system for the company's sales force. He joined Intelliquip in July 2000, as one of the founding members, and took on leadership of the e-commerce systems for Intelliquip where he designed and directed all of Intelliquip's all e-commerce systems including Intelliquip's Quote Manager and Configurator software products. Most recently, Tress assumed the Director of Professional Services role, where he directs all client implementation projects and ongoing support efforts, including application hosting. He holds a B.S. in Mechanical Engineering (Summa Cum Laude), and an M.S. in Manufacturing Systems Engineering from Lehigh University.

Mike Joy, Director, System Development. Mike Joy has been getting results for fluid handling equipment companies since 1979. He began his career with Worthington-Simpson Pump Company as an applications engineer in 1979 and quickly advanced through the ranks of sales, and sales manager for the Chemical Process and Oil and Gas industries. Later, Joy pioneered the development of software applications to expedite and enhance the accuracy of sales engineers who customize quotations for complex engineered equipment packages. He eventually left sales management to focus full-time on developing these specialized software applications for Dresser Industries. In 1993, Joy relocated to the US to participate with the initial PROS+™ team, specializing in the development of customized configuration technologies and supervising the development of dozens of specialized product line knowledgebases. He co-founded Intelliquip in July 2000. For the first 6 years at Intelliquip he directed the design and implementation of the Intelliquip Selector and Selector Knowledge Builder (SKB) applications, managed a number of successful customer implementation projects and coordinated training classes for customer Knowledge Engineering. He is now the Director of System Development, overseeing the creation of all of Intelliquip's software applications, including the Quote Manager, Selector and Configurator. Joy holds a B.Sc. in Mechanical Engineering from Brighton University, England.

Corporate and Sales

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