

Of Men & Mice

Company and product information

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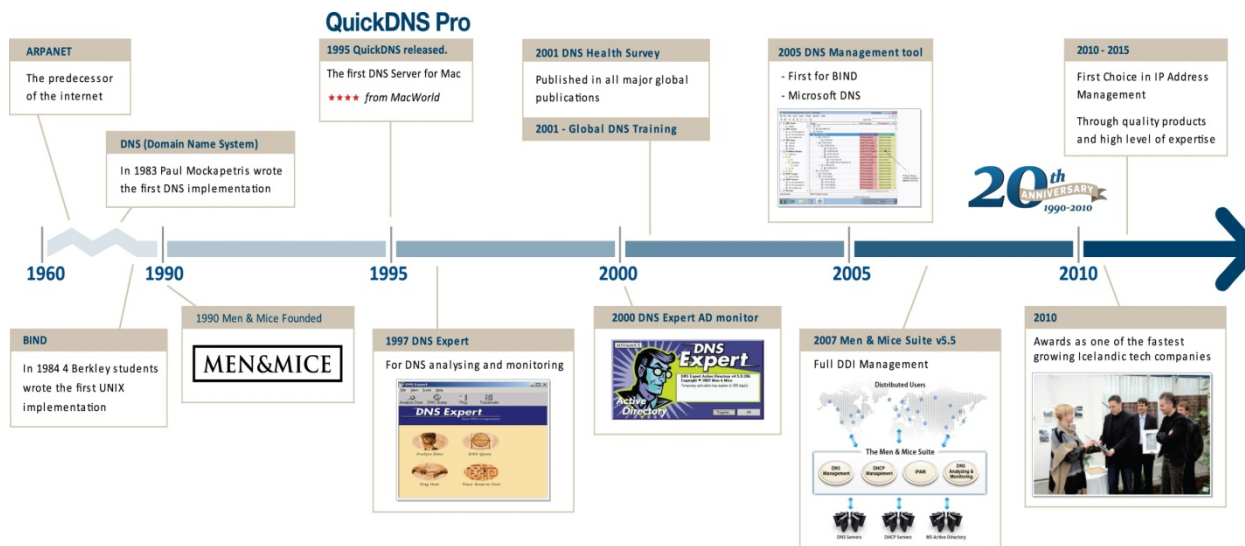


Of Men & Mice – Company overview

Background and history

Founded in 1990, Men & Mice is headquartered in Reykjavik, Iceland, with operations in the USA and Europe. Men & Mice has been heavily involved with research and software solution development in the field of DNS and IP address management. The company's research background delivers a strong foundation in DNS and DHCP technologies, and TCP/IP in general, while its long history in the market ensures practical solutions that cover every aspect of DNS, DHCP and IP address management. Men & Mice is also the world's leading provider of DNS training courses. The company hosts public training sessions every month in locations around the globe, as well as customized on-site sessions. All courses offered by Men & Mice provide a well balanced combination of solid theoretical background and hands-on practical exercises.

From our roots as the developer of the first ever DNS server for the Mac platform, the Men & Mice team has long since been considered some of the leading minds in the DNS industry. In 1998, Men & Mice was noted as the founder and publisher of the International Domain Health Survey and its research and findings have been cited in the Financial Times, Wall Street Journal, CNBC, Computerworld, PC World and the FBI's NIPC report on infrastructure security in the US, to name a few publications.



Men & Mice has been in the forefront of product development in the DNS market since 1995 when QuickDNS was first released.

The company's strong dedication to innovation over the years has resulted in globally recognized software tools, first as a server platform and later in analyzing, monitoring and management solutions



Our Vision, Mission, and Values

As an organization Men & Mice has ambitious goals as expressed in the company's vision:

First Choice in IP Address Management

Men & Mice is committed to the goal of making DNS, DHCP and IP Address Management (DDI) easy and efficient. This is evident in our mission:

Control and Flexibility in IP Address Management

Our Values (the IPAC) capture the atmosphere that guides us in our daily activity:

- **Innovative** - Foster innovation in our development as well as other activities.
- **Professional** - High level of expertise and professionalism in all aspects of our work.
- **Agile** - A dynamic team which proactively adjusts to changing environment and needs
- **Committed** - Commitment to our customers and our company.



Organization and team

IP address management is a narrow field which requires deep knowledge. This area of expertise has limited availability of experts globally. The global training cooperation with ISC is an acknowledgement of the company's expertise.

The Men & Mice team consists of Innovative, Professional, Agile and Committed employees (the IPAC) who strive to do what is needed for our growing customer base. The majority of the team has been with the company for many years and has a high level of expertise in the area of IP address management, enabling a small company to work with global Fortune 1000 customers.

Men & Mice has its headquarters and development center in Reykjavík, Iceland. Support and sales teams are located in Iceland, US and Europe. Additionally there is a growing reseller channel focusing on parts of Europe and Asia/Pacific (non US). The management team consists of people who have been successful in DDI and IT management for many years. The two founders of the company are still working on growing the company. Key employees in the development and support teams have been with the company for a long time.



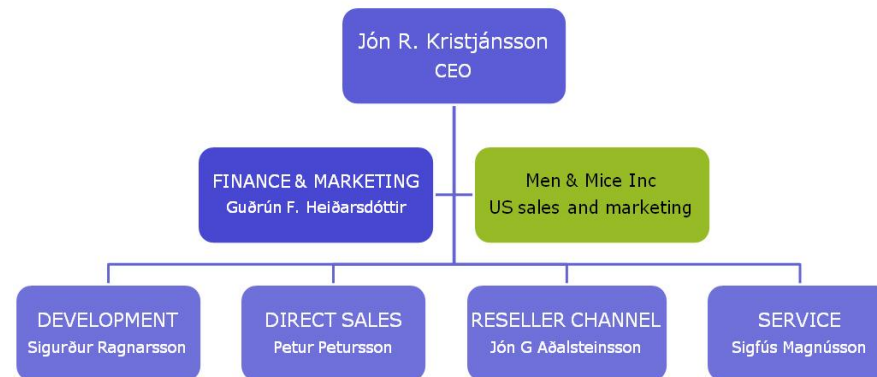
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Management team

Jón R. Kristjánsson CEO. Mr. Kristjansson has been the CEO since 2007. He has worked in IT management in Iceland for the past 16 years. Before joining Men & Mice he was the CEO of Maritech, a software company with operations in Iceland, UK and Canada focusing on solutions for the seafood industry.

Petur Petursson VP of Sales. Mr. Petursson is a cofounder of Men & Mice and has worked in various roles within the company since its foundation in 1990. He currently heads the company’s direct sales efforts with focus on North America.

Jón Georg Adalsteinsson VP of Business Development. Mr. Adalsteinsson is a cofounder of Men & Mice and has worked for the company fulltime since 2001. He heads the company’s efforts in building a reseller channel.



Products and Services

Men & Mice has been in the DDI market for a long time. The company is well known in the market for high level of expertise and quality products and services. The company employs people with high level of expertise in the sector and has mature work processes. Customer and employee retention and satisfaction are high.



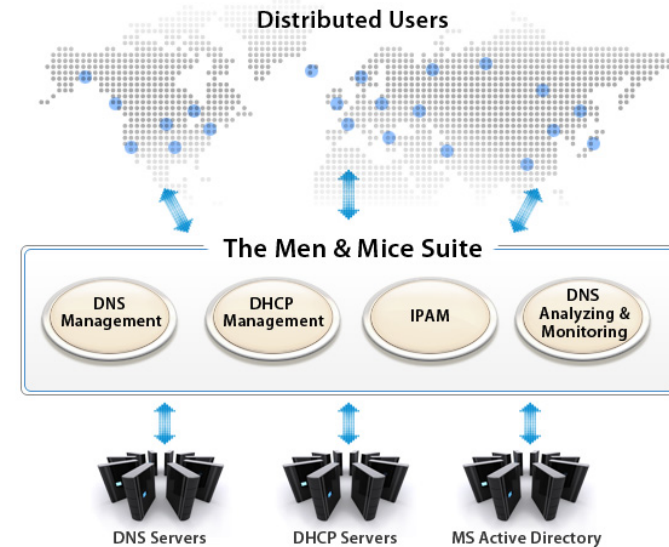
The Men & Mice Suite

Men & Mice develops and sells the Overlay solution - Men & Mice Suite. The solution has been widely accepted, especially in Microsoft networks where the solution has excelled for a few years. The solution is also widely used in Linux based and hybrid networks.

The Men & Mice Suite enables centralized management of DNS, DHCP and IP addresses by integrating all IP address management functionality into a single unified management interface and all IP address data into a single database. The Men & Mice Suite provides administrators with tools for daily management, automating common processes, planning, reporting and auditing.

The Men & Mice Suite solution supports hybrid environments with Microsoft and/or Unix/Linux or a mixture thereof and contains all the management features for managing a large global enterprise networks as well as SMB networks.

The Men & Mice Suite consists of – DNS Management Module, DHCP Management Module, IP Address Management Module and DNS Analyzing and Monitoring.



From a high level view, the technical architecture of the Men & Mice Suite is best viewed as being based on the three-tier design approach. A three-tier application consists of a user interface layer; a middle layer containing functional logic or business rules, and a data storage and access layer. The solution offers Window GUI, web UI and SOAP interface for scripting or integration with external tools.

Services

The company also provides service offerings based on its expertise:

- Global DDI training in cooperation with ISC
- DDI consulting and audits
- Service contracts for BIND and Unbound with up to 24/7 service levels

Men & Mice sells its products and services worldwide. North America is the company's main market. In North America the company mostly relies on its direct sales team while in other markets the role of resellers has increased over the past few years.



Market and Customers

The DDI market

Gartner estimates the DDI market as promising and that the market will grow 28% in 2011 and grew 23% from 2009 to 2010. Widespread adoption of DNS Security Extensions (DNSSEC) and IPv6 in 2011 can accelerate growth contributing to faster growth than predicted. Gartner expects that by 2014, only 30% of all DNS look-ups will be signed with DNSSEC and by

2015, 17% of global Internet users will use IPv6, with 28% of new Internet connections running the protocol. These predictions indicate that IPv6 and DNSSEC will funnel growth in this market for at least 5 years.

DDI market - key vendors	Strong Negative	Caution	Promising	Positive	Strong Positive
Infoblox					X
BlueCat					X
BT INS				X	
Men & Mice			X		
Alcatel Lucent			X		
EfficientIP			X		
Nixu		X			

Gartner has identified two main drivers for adoption of DNS, DHCP and IP Address Management (DDI) solutions:

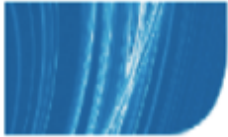
- Management of the IP address space - 80%
- Stability. Critical to the overall IT environment - 20%

Most organizations rely on the embedded DNS/DHCP services included in Windows Server, despite the fact that Microsoft does not offer an IPAM tool and its Microsoft Management Console (MMC) provides primitive administrative capabilities. Still standard appliances are the biggest part of the DDI market. This fact implies that most organization have yet to deploy a professional tool to manage these core services effectively.

Gartner rates Men & Mice as promising vendor in a promising market

Customers

Men & Mice has worked with over 10.000 customers in its long history. High competency and focus on customer care and quality has enabled a small company to do business with large enterprises. The company has been helping thousands of companies to more effectively manage their DNS and IP infrastructure for over 15 years. Our customer industries include enterprises and organizations running Microsoft and/or Linux DNS and DHCP servers, ISP and Telco providers using our solution to manage various internal or customer networks, and some of the world's largest and most respected university and hospital systems.



Our customers are well known names, like; Microsoft, Intel, Xerox, VMware, HCA, Ecolab, Royal Dutch Shell, Nestlé, Johnson Controls, EON.IS, T-Mobile, BT, Unilever, Boeing, Cemex, IMF, Intuit, Johns Hopkins, National Instruments and Safeway to name a few. Many of our customers have gone through detailed evaluation and comparison program before selecting our solution for the critical role of managing their IP infrastructure.

Whatever their industry, our customers are our partners; Men & Mice's customer-centric approach has resulted in a client retention rate far in excess of the industry norm.

Over 10.000 customers world wide



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