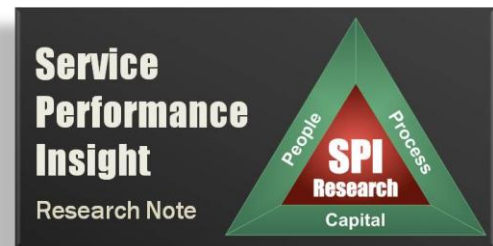


Deltek Insight 2009

Orlando, FL USA
May 12-15, 2009



DELTEK INSIGHT 2009 — WHERE ROCKET SCIENCE MEETS REALITY

The past two years have seen major changes in the world financial picture. Developed countries with the desire to “get back on top” must harvest their intellectual capital and *turn minds into money*.

Over the next several years, the government’s investment in key areas of the economy will mandate increased transparency in every market, but especially for those organizations that specifically target government-driven growth. The information technology sector should benefit from the movement toward efficiency, value and compliance.

Deltek Insight 2009 had a different tone than prior conferences, one that was in synch with market realities. With the economy on everyone’s mind and how the US, as well as the rest of the world, appears to be in the doldrums, the conference highlighted where the President’s \$789 billion Economic Stimulus Package, dollars will go. This content was a welcome addition to Insight’s main attraction – the 300+ breakout sessions that go into great detail about Deltek’s products.

One of the themes that the vendor touted was that they play at the intersection of “opportunity and accountability” due to the “stimulus-friendly” markets they serve, and SPI Research wholeheartedly agrees with that statement. Insight 2009 not only showed significant innovations in Deltek’s industry-leading business solutions for services-driven organizations, it also showcased many sophisticated and industry-leading project-driven organizations that are designing and building everything from advanced “green” technologies to equipment targeted at the moon and beyond. This includes firms focused on the Government Contracting and Professional Services industries.

In short, Deltek showed off several true “rocket scientists” of the 21st century.

Commitment to Its Core Markets

Deltek is a company that holds an industry-leader position in both the government contracting and architecture and engineering (A&E) markets. With a claim of over 80% of market penetration in the top 500 A&E firms, the vendor has significant presence and clout within this vertical.

Over the past several years the company has expanded to complementary markets, such as IT consulting, systems integrators, management consulting, and marketing-communications. Insight 2009 demonstrated the fruits of Deltek’s labor as the conference had an increasingly large presence from these markets.

Deltek made several key announcements on all of its business applications during the week, including three major announcements around its Vision product line. See below for more information on Vision 6.0.

For those in the government world, Deltek announced the release of GovWin 6.0, and the June 2009 releases of Cobra 5.0 and Premier Analytics. GovWin 6.0 helps government contractors manage the entire business development process from automated lead generation and pipeline tracking, to managing proposals and customer relationships. Cobra 5.0 provides tight control over project costs and offers the ability to easily calculate and report on earned value. The new solution helps organizations manage project and program performance. Premier Analytics, a new solution for GCS Premier customers, empowers

government contracting executives to monitor, manage and measure their business.

During the show however, SPI Research spent most of its time focused on Deltek's Vision solution. Vision's progress over the past decade demonstrates the vendor's efforts to become the market leader in comprehensive business solutions for an increasingly project-and-services-driven world. Vision's most significant announcements included the introduction of three new products:

1. *Vision 6.0*
2. *Vision Performance Management*
3. *Vision Project Connect*

The following sections highlight these new product announcements.

Vision 6.0 Takes Center Stage

Deltek has spent significant development dollars to move the market toward greater platform standardization. Vision 6.0, built on the industry leading Microsoft dot.net platform leveraging SmartClient technology, provides professional services organizations (PSOs) with the infrastructure to more easily integrate and operate business applications.

Vision 6.0 came with several noteworthy additions that should increase its already rapid adoption:

- △ International enhancements that simplify complex international accounting and tax transactions, allowing PSOs to run efficiently in local economies.
- △ Foreign translation capabilities that will help Vision to be more easily translated into other languages. The conference had attendees from 14 countries — showing how the vendor has grown beyond North America over the past few years;
- △ A transition to Microsoft SQL Reporting Services, where users can create custom “drag and drop” reports and more easily filter and export information to other applications, such as Microsoft Excel; and,
- △ Instant messaging and other collaboration tools that will be required to harvest

knowledge gained from expanding and global workforces.

Deltek has added approximately 1,000 new Vision clients since Insight last year. Many of these customers have moved from some of Deltek's older product lines. However, the fact that these customers had a choice to move to new platforms shows their overall satisfaction with Deltek's strategy and commitment to the professional services markets.

Vision Performance Management — ERP's Missing Link

ERP in the professional services sector has grown in popularity and been adopted more frequently as executives see the benefits of real-time visibility into their entire organization. While this visibility benefits users at all levels of the company, what has traditionally been missing is the ability to monitor several key areas simultaneously from one screen.

Deltek Vision Performance Management (VPM) allows users to leverage analysis cubes to create role-based dashboards, providing extended real-time visibility into many aspects of the business. The dashboards offer point-and-click, multi-level metric filters and transaction level drill-down capability for power and ease of use.

Vision Project Connect Bridges to Microsoft Project

Microsoft Project has, and will continue to be, the leading desktop project management solution. Microsoft Project Server has also been established as a market leader as PSOs have moved toward greater collaboration of project-related data.

This conference introduced Vision Project Connect — Deltek's introduction of true bi-directional integration with Microsoft Project and Project server. The importance of this integration is that team members may utilize either Vision or Microsoft Project to manage work, and easily transfer data between the systems to share with other team members.

The benefits go even further as any information associated with schedules and/or costs can go

directly into Vision's accounting to provide executives with real-time project status and cost control.

Vision Project Connect comes with pre-built workflows, integration processes and data mappings based on best practices and real-world scenarios, meaning users have a base of knowledge immediately available to use or customize.

Conclusions

Deltek Insight 2009 was the perfect venue for its customer base — government contractors, engineers, architects, research & development firms, marketing communications and IT and management consultancies. These organizations are on the front line of economic growth. Their new designs and ideas for energy efficiency, new state-of-the-art technologies and strategic advice will be counted on to drive products and services that will help shape the future.

Deltek Insight 2009 demonstrated a strong movement forward for project- and services-driven organizations. With over 2,500 customers attending the four day conference Deltek has proved itself to be the mid-market leader in ERP for the Professional Services and Government Contracting sectors.

The new Vision 6.0 announcements, combined with the new solutions for government contractors, provide yet another proof point in how Deltek is demonstrating market leadership. Perhaps the most important aspect of any solution provider is its dedication and

commitment to meeting the needs of its customers. Deltek, one of the very few truly focused solution providers, has shown its commitment to the professional services sector by investing over 15% of its revenues into research and development — solely for project- and services-driven organizations.

Not too many years ago it would have been difficult to find Deltek customers that were not in the A&E or government contracting markets attending Insight. Now, because of the vendors' increased focus and development on other professional services markets, it has become much easier to find customers in a variety of services markets.

Deltek is now more aggressively marketing its products, and SPI Research expects Deltek to add several thousand additional Vision customers in the not-too-distant future. Vision end-users have rapidly formed collaborative online groups to take advantage of the new solutions and processes offered by Deltek. Their commitment to working with Deltek to improve Vision was noteworthy and speaks to the passion customers have for Deltek products.

Through a combination of leadership, vision, focused commitment and a robust and mature product set, SPI Research considers Deltek the mid-market leader for integrated business solutions for project- and services-driven organizations. As the economy improves, SPI Research expects Deltek to blast-off to even higher levels.

Service Performance Insight (SPI Research) is a globally-focused research and consulting firm specializing in business improvement and transformation for service oriented firms. SPI uses its industry standard Professional Services Maturity Model to help service organizations assess and prioritize their service improvement and transformation plans.

The firm closely follows professional services organizations (PSOs), independent software vendors (ISVs) and other technology providers, analyzing how organizations best use technology to make their people more productive and profitable. SPI Research pays particular attention to the integration of the three key assets of a PSO: its people, (business) processes and capital, and how technology can help optimize their use.

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