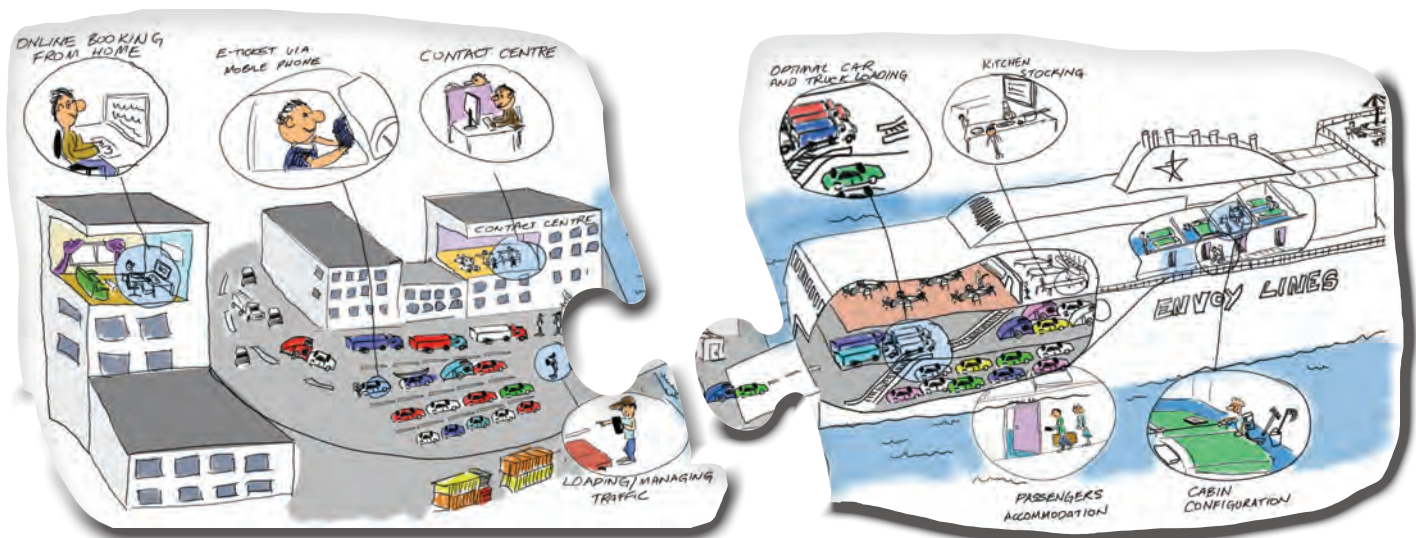


## A vision for future systems development Listening With Fresh Ears

It is clear to Envoy that a vast number of participants with a constant core of industry suppliers have been meeting and sharing ideas and opportunities for many years. Whilst Envoy is new to this esteemed group, it comes to the event with open ears and minds, with a desire to take on old challenges but also to see how we can improve still further areas that seem to be working well.

**“Envoy went the extra mile to understand our business and develop a close working relationship through recommending technology initiatives that offered TT-Line a more immediate ROI and at the same time help us plan for the future.”**

Patrick M Guarino, Chief Operating Officer, **Spirit of Tasmania**,  
TT-Line Company Pty Ltd ([www.spiritoftasmania.com.au](http://www.spiritoftasmania.com.au))



What we do *not* bring to the table are out-dated ideas or systems that limit the capabilities of your business, or burden it with huge costs. We are listening so that we are able to explore ideas on how Envoy can help.

Technology is not the destination, but is a tool set to enable improved returns on your software and operations investments.

Traditional solutions required substantial investments in hardware and infrastructure. Today's technology has stripped away the need for such significant and expensive solutions whilst improving the reliability, diversity and flexibility of products and services offered. A dynamic and smart front end can talk to any back-end database from an existing supplier or a virtualised one.

The potential savings are huge, with investment placed in the areas that improve the business without compromising stability or reliability.

Envoy has experience in partnering to solve the most challenging of business situations. It develops software for companies that survive solely on their ability to transact online in a highly competitive market segment. With virtually zero human interaction, every feature ensures that the customer is engaged and taken down the necessary purchasing funnel time after time. This means ensuring maximum usability, with development factoring elements like user demographics.

**Given a chance to listen we are able to build mutual success.**

## A vision for future systems development

A Partner In Our Customers' Successes

### Envoy Advanced Technologies and What Makes Us Special

Envoy comes to the ShipPax 2011 conference with a desire to **listen and engage** in the issues and opportunities that prevail in the ferry industry. We wish to share concepts, validate experiences and prioritise ideas with the very best operators in the industry.

Envoy's credentials are far reaching yet share a common theme of building understanding and relationships with our customers that **deliver value through our software**. We'd like you to talk to you about your view on software, how you see software working, how much it might cost and save you, and how you can run a more efficient business through effective utilisation of software.

### Envoy's Approach

At Envoy, we have broken the traditional high cost model for software development.

- ✓ Envoy charge **no annual maintenance fees**
  - » You do *not* pay the typical ongoing 15%–20% maintenance fees every year
- ✓ Envoy **rectify any and all defective code for no charge**
  - » The total internal cost to Envoy to rectify defective code equates to less than 0.5% of all software deployed
- ✓ Envoy develops **very robust error-free software**
  - » Our motto is 'quality quality quality'
  - » Our attitude is 'Can do!'
  - » Our development credo is 'test test test'

Envoy's software does what our customers want it to do, reliably and consistently, because we want our customers to focus on running their business, not running software.

It's a **simple and transparent** approach. We invite you to talk to our customers to hear their stories of how Envoy has been a partner in their success.

### Typical Observations

- ✓ An **internet** reservation system capable of taking **250,000 bookings per year** costs approximately the salary of **one** call centre staff member
- ✓ A traditional call centre transacting the same volume requires **over one hundred salaries**
- ✓ Both approaches need software. Both approaches need management. One approach needs a call centre. **Which would you prefer?**
- ✓ 100 call centre staff cost approximately \$4–\$5 million a year. The capital outlay for an internet reservation system may cost 20% of this, and lasts years

**We'd like you to talk to you about your view on software, how you see software working, how much it might cost and save you, and how you can run a more efficient business through effective utilisation of software.**