

## 20 Tips on How to Choose Stock Administration Software & Brokerage

### The Bottom Line

Think carefully about your present and future needs. Consider price and ease of use.

#### Tip #1

Consider your business needs. What are you trying to accomplish and why do you need to spend money on software now in the company's lifecycle? Consider why existing systems such as word tables, simple databases, or spreadsheets are not working.

- ✓ *Equity Central is so value-packed that even plans with as few as 10 participants will greatly benefit.*

#### Tip #2

What do you want to track? Options, or stock, or both. Some programs only track options or restricted stock but not ESPP or performance, etc.

- ✓ *Equity Central is complete. There are no extra fees for additional products or capabilities. As your plan grows in complexity, Equity central will grow along with it.*

#### Tip #3

Price. These programs are expensive! Think not only about purchase but implementation costs, including training and upgrades.

- ✓ *Equity Central's prices are all-inclusive. Training, support and hosting are included.*

#### Tip #4

Training. Is the software training technical or does it also instruct in the underlying tax, securities, legal, and accounting information required to properly administer a stock program? Consider how easily new users can quickly come up to speed?

- ✓ *Our commitment is to your satisfaction. We will continue to train your staff for as long as you license our software. As new staff is brought on board, we will train them.*

#### Tip #5

Commitment. Must I purchase other software products in order for stock to work properly? Some software companies offer stock only as a module of a larger and more expensive system.

- ✓ *While Equity Central offers an entire toolbox of Equity Compensation Software, each is a stand-alone product. You may choose one or many but rest assured knowing that each would work separately or cooperatively.*

#### Tip #6

Stability and industry reputation of the software provider is critical. Is this a company that has experience in the field? How long have they been around? Who are their backers, creators or parent company? Do they understand the aspects of stock administration or is this merely a technical solution?

- ✓ *We are a young company with decades of Equity Compensation experience across the broad spectrum of organizations, from Brokers to Transfer Agents to Issuers.*



## Tip #7

Is the software PC or Networked or ASP based? Will you own the program or are you paying service fees to an ASP?

- ✓ *Our software is fully web enabled but offers you the flexibility to use our hosting facility or bring it inside your firewalls. No other solution offers you such flexibility.*

## Tip #8

Is the software multi-user/multi-company available? How much for each set of facts? Are many site licenses required? Can you track more than one company on the same software?

- ✓ *There is never a charge for additional users. You define the number of users you need and grant each just the level of access required to do his job. One software, one database, unlimited capabilities!*

## Tip #9

Expandability. Private to public company use and how easy will this be?

- ✓ *Equity Central can take you from private to public and back again. From our flexible cap table and support for early exercises to our broker agnostic participant portal, we support your full lifecycle.*

## Tip #10

Ease of transfer and who owns the data? Should you decide to move to a different software system in the future how easy will it be to transfer the information? If the software is an ASP, who owns the data, you or them?

- ✓ *We can auto-load the database from some applications. For the rest, we offer an extensive number of imports that allow us to quickly convert your plans to our solution. Our unique reporting engine ensures you always own your data.*

## Tip #11

Customer support is located where? Are they available when and during what hours for example, 9-5 M-F, 24/7? What happens if you need help on a weekend or late at night?

- ✓ *Telephone support is based in New Jersey. We cover 9 am ET to 5 pm PT. E-mail support is available around the clock during business days.*
- ✓ *If you need help after hours, please let us know and we will support you.*

## Tip #12

How often and how quickly will upgrades be provided based on changes in tax, accounting, securities etc?

- ✓ *We stay on top of changes in both the laws and regulations by aligning with several leading tax and legal organizations. Our solutions will include the changes when you need them.*

## Tip #13

Test drive. How available are demo CDs or web base demonstrations?

- ✓ *Call us for a web demo. If you like what you see, we will give you a no strings, three-month evaluation, free. During that time, we will fully support you.*

## Tip #14

Intranet/Extranet/Internet access. Will your employees have the ability to look up their own accounts via the web?

- ✓ *We offer full information access via the Equity Central Participant Portal. Your employees will be able to see their positions, accept grants, download plan and grant documents, etc.*

## Tip #15

Connection with a broker. In a public company, the software should connect employees easily to a broker and do a small trade.

- ✓ *We can interface with any broker. If the broker accepts electronic data exchange, we will build it free.*
- ✓ *In the second quarter of 2010, we will have direct interface with Wealth Central, the first broker agnostic trading portal.*

## Tip #16

How does your administration system interface with the broker? What are the opportunities for trading errors and trading losses?

- ✓ *While most software interfaces via overnight files, our interface is at the database level. The changes you make in the administration database are immediately reflected in the employee's account. This greatly reduces the opportunity for stale data and trading errors.*

## Tip #17

Import/Export of Data. How easy is to transfer data to Crystal Reports, a word document, database, or spreadsheet for additional reports?

With over 30 import formats, almost any data may be directly uploaded into the software from a spreadsheet.

- ✓ *Our unique reporting engine eliminates the need to learn a second software. You build the reports as you need them. You can change fields, filter, sort order, sub-total, and limit record counts.*

## Tip #18

What kinds of reports are available, public vs. private based? Are you able to obtain data in a format easily usable?

- ✓ *All your administration and financial reporting needs are included. In addition, you may create an almost unlimited number of custom reports. Data may be readily exported in .PDF, .CSV or .XLS format.*

## Tip #19

Menu or database driven? Pull down menus so that anyone can learn, or is more technical knowledge required?

- ✓ *All our solutions are menu driven. Moreover, we tested our solutions with real administrators to ensure ease of use and logical process flows.*

## Tip #20

Software underlying database runs on Open Source, Microsoft, Oracle, or other vendor?

- ✓ *Our solutions are all based on up to the minute, open source software. We develop in Java, MySQL, TomCat, Jasper and other open standards. This ensures we can take advantage of the most up-to-date solutions while maintaining the highest value proposition.*