

Longhaus Citation Policy

Longhaus may allow the use of its research, in the form of citations or quotes, in clients' and non-clients' press releases, marketing collateral, Web sites, etc., but reserves the right to refuse its use in such materials for any reason. All Longhaus research selected for inclusion is subject to approval by Longhaus' Communications and Research Director's. Longhaus also reserves the right to review vendor material to ensure research is stated accurately and is positioned in a proper context.

Guiding Principles for quoting Longhaus analysts and research:

- Must be on a general market or industry trend, not a specific company or its offerings.
- Vendor must obtain express written approval from Longhaus.
- Must not APPEAR to be an endorsement of the company or its offerings.
- Must be from research less than 6 months old.
- Must be clearly discernible from vendor's own content or commentary. Citations "embedded" within vendor commentary will NOT be approved.
- Longhaus makes no formal distinction between citation requests for internal or external use the same policy requirements apply.
- Longhaus citations/quotes should generally total 25-50 words, and be attributed to a specific analyst/consultant, where appropriate. Name, title, and company should be cited. Inclusion of service or practice area is optional.
- Longhaus citations/quotes can only be "pulled" from existing research materials (presentations, white papers, reports, etc.) provided the following conditions are met:
 - Citation is not specifically about the vendor or its products.
 - Citation cannot be considered "taken out-of-context."
 - The citation does not represent a "substantive" portion of the research material.
(In instances where these conditions are NOT met, Longhaus may authorise use of an alternative citation/quote, or offer the research material for sale in its entirety. The vendor should work with the appropriate contact to purchase reprint rights to research material. See details below)
- Selected slides/graphics from presentations, white papers, and reports may be used in vendor material, provided all previous conditions are met. In addition:
 - Each graphic must contain the following attribution: "Source: Longhaus Pty Ltd."; graphic may also include title of Longhaus research (e.g. "Source: Longhaus Pty., "SaaS Troops Amassing at the Border in Asia Pacific").
 - Each graphic must contain Longhaus' copyright notice: "©2007 Longhaus Pty Ltd., Brisbane QLD, Australia, +61 (7) 3868 4796, longhaus.com."
 - Longhaus's logo must be affixed to all graphics/slides. (Note: Longhaus' material/logo may be inserted into vendor slides/presentations, but MUST be clearly separated from the vendor's material and logo).

Longhaus Will Not Approve the Following:

- Using quotations from consulting engagements.
- Using quotations about a specific company or its offerings, including quotations from *Longview*, presentations, etc.
- "Wrapping" analyst statements in vendor commentary to support bold or unsubstantiated marketing claims.

II. Longhaus Pulse^{TM1}, Longhaus 200^{TM2} and Longhaus Technology Indicator^{TM3}

Longhaus may authorise the use of findings from its Longhaus Pulse, Longhaus 200 stock aggregator, and Longhaus Technology Indicator in press releases, provided the following conditions are met:

- Vendor has obtained express written approval from Longhaus.
- Vendor's overall evaluation is represented. Partial scores that do not reflect vendor's overall position/evaluation will not be approved
- Citation meets with all other policy requirements.
- Citation is from the evaluation's final results.
- Citation is from the original evaluation. (Derivative findings and citations included in other Longhaus research material will NOT be approved.)
- Citation refers to vendor's individual evaluations only. Drawing comparisons against other vendors will not be approved.
- Citations must contain Longhaus's copyright notice: "©2007 Longhaus Pty Ltd., Brisbane QLD, Australia, +61 (7) 3868 4796, longhaus.com."
- Citations must contain the following attribution as appropriate:
"Source: Longhaus Pty Ltd"; Longhaus Pulse and research source and date (e.g. "Source: Longhaus Pty Ltd, *Longhaus Pulse SaaS Market Assessment*, 12/07/2007").
"Source: Longhaus Pty Ltd"; Longhaus 200 and research source and date (e.g. "Source: Longhaus Pty Ltd; *Longhaus 200 Second Quarter 2007*, 12/07/2007").

In addition, the following disclaimer must accompany all Longhaus Pulse findings and graphs:

Longhaus Pulse Disclaimer

Copyright © 2007 Longhaus Pty Ltd. All rights reserved. Permission to reproduce this research has been granted by Longhaus Pty Ltd. Any further reproduction or redistribution of this research in any form without prior written approval is prohibited. Longhaus Pulse is Longhaus' independent evaluation of a technology market, representing marketplace characteristics at a given time and are subject to change without notice. Longhaus' permission to reproduce this evaluation should not be deemed to be an endorsement of any company or product. Longhaus research is intended to be one of many information sources and decision-makers should not rely solely on the Longhaus Pulse evaluation for making solution choices. Longhaus expressly disclaims all warranties, express or implied, including but not limited to fitness of this research for a particular purpose or merchantability.

The following disclaimer must accompany all Longhaus 200 findings and graphs:

Longhaus 200 Disclaimer

Copyright © 2007 Longhaus Pty Ltd. All rights reserved. Permission to reproduce this research has been granted by Longhaus Pty Ltd. Any further reproduction or redistribution of this research in any form without prior written approval is prohibited. Longhaus 200 represents Longhaus' licensed aggregation of stocks publicly traded on the ASX. Longhaus' permission to reproduce this evaluation should not be deemed to be an endorsement of any company or product, nor advice for the purposes of financial investment. Longhaus research is intended to be one of many information sources and decision-makers should not rely solely on the Longhaus 200 aggregator for making decision choices about the Australian technology market. Longhaus expressly disclaims all warranties, express or implied, including but not limited to fitness of this research for a particular purpose or merchantability.

¹ Trademark pending

² Trademark pending

³ Trademark pending

III. Reprints and Web Posting

Longhaus does offer reprints and Web postings for selected research material, including Longhaus Pulse, Longhaus 200, research briefs and white papers, provided the following conditions are met:

- Material must be reprinted in its entirety.
- Material can be used for a period of 6 months, or until the next scheduled update of the selected content.
- Manipulation, adaptation, or paraphrasing of charts, tables, and graphics is not permitted under any circumstances.
- "Introductory" language, used to reference or "set-up" the material, must be general in nature. This language cannot introduce or refer to findings or opinions expressed within the research.

Longhaus does NOT offer reprints of analyst presentations, etc. The republishing of content contained within this research is subject to Longhaus's Citation Policy requirements. For complete reprint policy and pricing, please contact your Sales or Client Services representative.