



# Leader

The Intellectual Capital Company®

## White Paper

*Leader2Leader® -- What convergence was meant to be.*

*By Michael T. McKibben, Chairman & Founder*

### How do you share information?

Do you collaborate using email, voice mail, chat, file sharing, conferencing calling and web conferencing among multiple teams, vendors and customers?

If so, you know how confusing it can be to keep track of everything. Don't you wish you had a way to streamline and organize your daily workflow, bringing organization to the chaos? Something that would work on ANY platform?

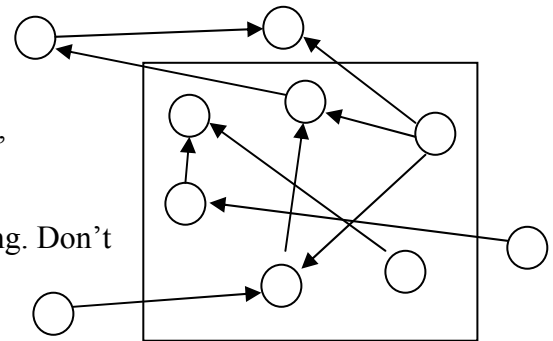


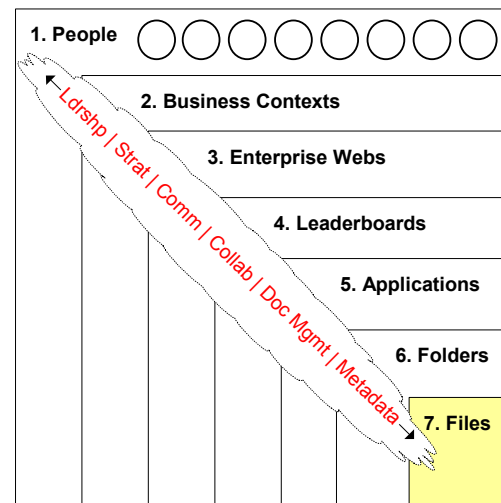
Figure 1: Information sharing happens

Now you can. Leader Technologies has developed a revolutionary new way for organizations to communicate, store and search for documents, set and coordinate tasks for individuals or teams, monitor the progress of a project or projects, easily share information with the entire organization or just a particular group, and share "best practices". Our technology allows all individuals in an organization to share and develop ideas freely. All of this happens easily via the Internet, without adding another layer of software to your network.

Leader2Leader® enables your organization to communicate, capture and store its most valuable asset, its intellectual capital. Leader® has invented a revolutionary web-based system for intellectual capital banking that is completely user organized. It can be rapidly implemented on every desktop in an enterprise of any size. Leader's products and services move the knowledge management dialog from theory to reality.

Leader2Leader® enables your organization (1) to facilitate better *leadership* and decision making, (2) to enable true *collaboration* up, down and across the company, and (3) seamlessly capture and then fully capitalize on the company's *intellectual capital*. The first step in making this happen was to design a tool that is very simple to use and to learn. The answer: use an Internet browser and one common data store. This would ensure that all of the information collected, documented and organized would be easily accessed by the user.

### How could you share information?



Leader2Leader® Patent Pending Technology

Figure 2.

Leader2Leader® offer users the ability to easily collaborate and share documents across the organization. The infrastructure of our technology uses a rock solid security and privacy model. All users will log in to their personal workspace, then easily move to shared workspaces, communications tools, company priorities and access all necessary documents to perform their job in a more productive and efficient manner — from anywhere on the planet.

**What happens to the information you share?**

A lot of valuable information inside of an organization is never captured, or if it is, it is stored on a person’s PC hard drive or in email. With Leader2Leader® an employee can type questions, comments and new ideas easily that automatically get linked to the comments of others on the same topic. This valuable feedback is stored securely and becomes part of the “corporate mind” we call “intellectual capital”. Just like physical capital, this intellectual capital is a part of what makes your organization valuable; according to many pundits, more so. That is, the knowledge of how to do something right is much more valuable than doing it right once or twice.

For example, when people search on this topic in the future, your comments will be retrieved in the search. This enables an organization to gather and keep its “best practices” quickly and efficiently. With Leader2Leader® this can simultaneously involve voice mail, faxes, e-mail, documents, spreadsheets, conference calls, chats, notes and calendar items – whatever tools a business might use every day.

Leader’s development model was straightforward: Design the system from the ground up with security and privacy a priority and use “best of breed” development tools and platforms. Six years later this patent pending technology has reinvented the entire collaboration software paradigm.

**Turn that information into Intellectual Capital with Leader2Leader®**

**What is intellectual capital?** In short, it is the critical ideas that flow within your organization, past, present and future.

**How is intellectual capital generated?** By people doing their work and interacting.

**What forms does intellectual capital take?** It is ideas generated and exchanged that are intangible in essence, but take practical form in our letters, emails, voice mails, faxes, instant messages, notes, reminders, meetings, conversations, conferences, surveys, brainstorming sessions, sticky notes, bulletins, news, documents, and files.

**Your organization’s information can be transformed from simple bits and bytes on a hard drive to a source of...**

- Better Leadership
- Better Collaboration
- A Bank of Intellectual Capital
- A Bank of Best Practices

**Leader2Leader®** transforms information into knowledge; taking knowledge management from theory into practice.

Figure 3

**Tangible & Intangible Value Flows in an Organization:**

**Tangible:**  
 \$\$\$ Expense in Materials & Labor → Goods & Services → Increased \$\$\$ Value in Revenue

**Intangible (Intellectual Capital value flow):**  
 \$\$\$ Expense in People → Collaboration & Ideas → Increased \$\$\$ Value in People

Pundits agree that the intangible “people value” of an organization that is its intellectual capital, while largely ignored on today’s balance sheets, is the truer measure of an organization’s real value. Leader2Leader® helps you actualize the value of your intellectual capital.

Figure 4.

**How is a voice mail, for example, intellectual capital?** The voice mail itself is not. The content of the voice mail is. The value of a voice mail is not in the bits and bytes that make it, it is in the usefulness of the thoughts and ideas contained within. A voice mail that cost two cents to generate may contain ideas worth millions of dollars to your company. The more of this intellectual capital you can bank, the more valuable your company becomes. Why? Because that voice mail may be just the key piece of information your management team needs five years from now to beat the competition; information that might have otherwise been lost when the original recipient retired or changed jobs.

**How does Leader2Leader® capture intellectual capital?** The idea is simple. Let the system capture and catalog all your intellectual capital automatically; you just do your work. Leader2Leader®’s patent pending technology lets you quickly set up any number of users, projects, permissions and communications tools. It enables you to exchange voice, data and video seamlessly. Training is simple. The user interface is intuitive. In short, Leader2Leader® removes the hassle previously associated with setting up collaborative environments handling different kinds of data.

**How does it handle my intellectual capital?** As the users collaborate in Leader2Leader® the system captures context information. The system will automatically remember when and how files were shared, who updated them, how often they were accessed, what additional information it was linked to, etc. Meeting information is stored automatically: who attended, documents shared, instant messages captured, handouts, slides show, everything. Later searches will bring up all this information along with the context(s) within which it was generated and used. This is the kind of information that prevents costly “reinventing the wheel” by future work teams who would otherwise have to recreate all this knowledge and experience, costing you valuable time, money and opportunity.

**Why is intellectual capital important to me?** The more of these critical ideas that you are able to harness, the more valuable will be your company. Think of ideas like money. We talk about the million dollar idea. What if you were able to also capture all the \$50, \$100, \$500, \$1,000, \$10,000, \$100,000, \$500,000 ideas also? Leader2Leader®’s patent pending technology enables your stakeholders to simply do their work while the system seamlessly captures your valuable intellectual capital.

**How is Leader2Leader® different from “knowledge management” products from Microsoft, IBM and Lotus?** First, Leader2Leader® can operate on Microsoft, IBM and Lotus platforms.

Second, traditional solutions are burdened with “data silo” legacies that prevent interoperability across different kinds of collaborative data. These data silos do not tie voice, data and video together and prevent retrieval of intellectual capital by their very structure. Leader2Leader®’s patent pending technology has

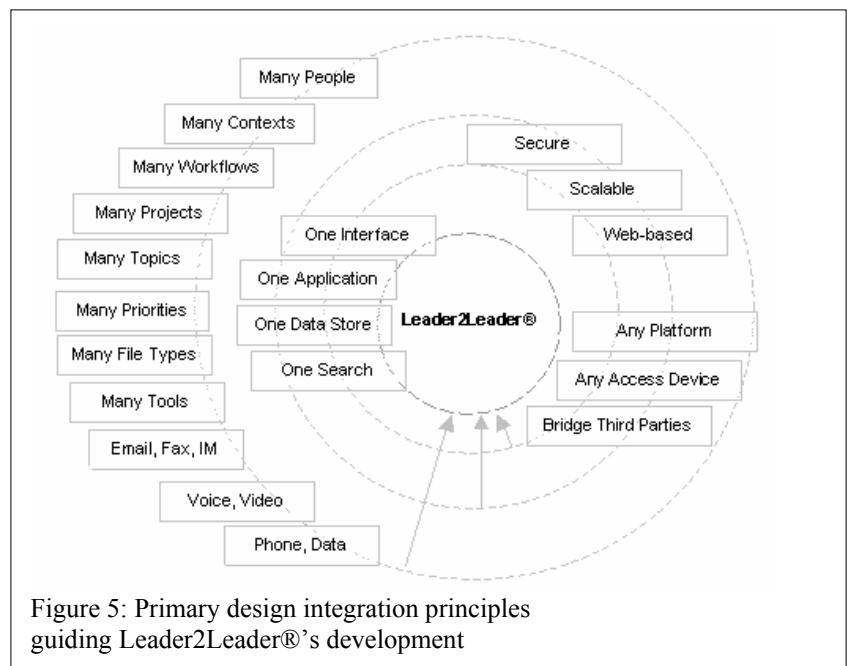


Figure 5: Primary design integration principles guiding Leader2Leader®’s development

overcome this fundamental problem faced by the leading vendors. That said, Leader2Leader® operates seamlessly on all these major platforms, including Windows, UNIX, Linux, Solaris and AIX.

### How is Leader2Leader® more secure?

It is browser based and incorporates 128-bit secure socket layer (SSL) protocols. In practical terms this means the data stream between the computer you are using and the Leader2Leader® server is encrypted to a very strong encryption standard. In addition, the Leader2Leader® information that you view on your computer is not cached, which means there is no information footprint left on the machine after you log off. This important features enables you to access your information securely from virtually any Internet browser. The data exchange with the Leader2Leader® is itself encrypted and is stored on encrypted Leader2Leader™ servers. In short, from front to back, Leader2Leader® is secure and will likely comply with the highest levels of security requirements that may be required.

### Leader2Leader®

How it works...

1. Turn on your computer or hand held device.
2. Access the Internet from anywhere on the planet.
3. Login by typing your UserID and Password.  
Leader2Leader® automatically starts encrypting your work at very strong 128-bit encryption.
4. **1** Click on the Digital Leaderboard™ workspace you are interested in.
5. **2** Click on the Leader One Touch™ communications tool you need
6. **3** Retrieve or add information.

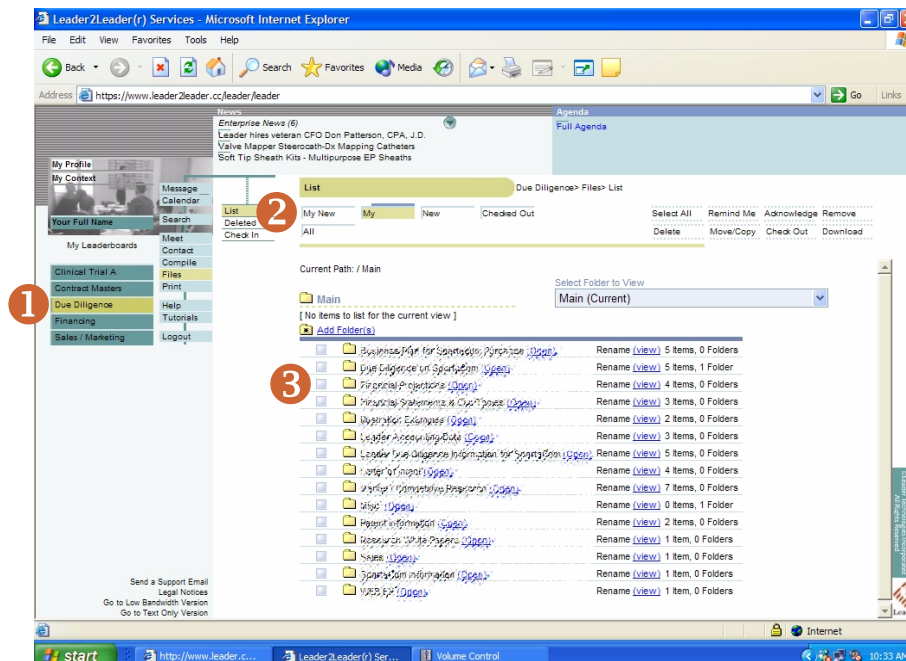


Figure 6. Leader2Leader® screen capture.

## Leader2Leader®

<b>Feature</b>	<b>Benefit</b>
Easy-to-use	Saves training \$\$\$
Easy-to-support	Saves support \$\$\$
Automatic indexing (metadata tagging)	Saves labor \$\$\$
Integrated voice & data	Single data store; saves licensing and hardware \$\$\$
User managed workspaces	Saves support \$\$\$
XML/XSLT server technology	Saves support \$\$\$
Document management w/ versioning	Saves deployment \$\$\$
Presence awareness	Component level control
Teleconferencing built in	Saves labor and per minute \$\$\$
Remind Me	Saves lost opportunity \$\$\$
SQL/Object database support	Scalability; flexibility
Software development kit	Link third party applications
Web-based	Saves support \$\$\$; no installs or downloads
Enterprise Webs	Saves time \$\$\$; easily address multiple teams
Unified messaging (email, voice mail, fax)	Saves license \$\$\$; seamless message enabling
Chat	Saves license \$\$\$; integrates conversations into knowledge base
Calendar	Saves license \$\$\$
Task	Saves labor and license \$\$\$;
Vote	Saves labor and license \$\$\$
Meet	Saves labor, license, per minute \$\$\$
128-bit Encryption	Saves support \$\$\$; private, secure
News	Saves labor and license \$\$\$
OCR	Saves labor and license \$\$\$

### Product Comparisons

Historically, the features just mentioned are sold as discrete applications creating what are sometimes not so affectionately called “data silos” which are independent of one another. That independence can serve certain vertical applications well. However, when a person, work group, division or company wants to mix and match the data from all these applications to solve a problem, they cannot. The data silos become decision-making barriers because they do not accommodate the natural linkages of data that are required to develop complete, well-informed decisions. Leader2Leader® creates a new class of collaboration software.



	Voice & Data Integration	Quick Setup, Highly-secure File Sharing & Document Management with version control	Teleconferencing	Pure Web (HTML) Interface (no downloads or installs)	128-bit SSL Security (Standard)	Native XML	Cockpit Interface	SQL or Object Database	One Data Store
Leader2Leader®	X	X	X	X	X	X	X	X	X
Lotus Notes / WebSphere									
Microsoft Exchange / .NET									
Oracle / Collaboration Server									X

**Do you need a collaboration solution?**

If you answer **yes** to any of these questions, **you need Leader2Leader®**

1. **Locations** - Are your employees spread out in different locations?
2. **Email** - Does your team use Email to share all its files and documents?
3. **Complaints** - Do team members complain about phone tag, lost information, having to resend information constantly?
4. **Outside Experts** - Does your team need outside assistance from subject matter experts?
5. **Outside Coordination** - Are team projects slowed by poor coordination with the subject matter experts?
6. **Travel** - Do your employees often travel between offices to meet?
7. **Productivity** - Is employee productivity a problem in your organization?
8. **Communications** - Are your teams waste time from poor project communications and coordination?
9. **Suppliers** - Do your suppliers, vendors and customers complain about poor communications with your employees and project teams?



## Leader2Leader®

### Platform Requirements

- Debian Linux, Sun Solaris, Windows NT, Windows 2000 operating systems
- Tomcat Web Server
- Broadband Internet
- Long distance provider (T1s, DS3) (if using teleconferencing, voice mail, fax)
- Server Hardware: Sun, IBM, Intel-compatible Architectures
- Mass Storage: EMC, Dell, HP, Network Appliance
- Natural Microsystems voice cards
- DataPower XA35 SSL/XSLT accelerator
- Oracle or Objectivity

### Platform Standards

- Java
- XML/XSLT (Extensible Markup Language/Transforms)
- SSL (128-bit Secure Socket Layer)
- Java Virtual Machine 1.4
- SQL
- W3C OODBMS Standard
- HTML 1.0 through 4.0

### Client Requirements

- Designed to work with all major browsers
- Extensive testing has been performed on IE4, IE5, IE5.5, IE6; Netscape 4.77, Mozilla and Opera on Linux, various Windows platforms, and Apple
- Designed for various handheld and wireless devices
- Extensively testing has been performed on Palm 7, 705i and Blackberry devices
- Session cookie required
- JavaScript supported by not required
- No downloads, no Java applets, no plug-ins, no ActiveX, no installs required

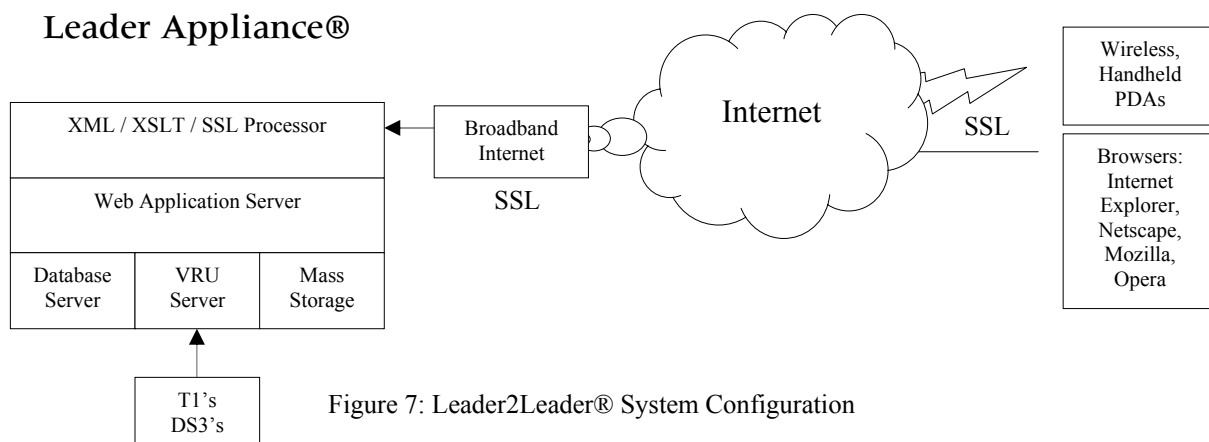


Figure 7: Leader2Leader® System Configuration