

Arena Solutions enables small and mid-size manufacturers to deliver quality products to market on time and on budget.

Arena helps small and mid-size manufacturers meet product cost targets, quality requirements and delivery dates by providing visibility into, and control of, their product data from design through manufacturing.

Why collaborative BOM and change management?

More than 50,000 small and mid-size manufacturers struggle to get their products to market on time and within budget because they have no systematic way to track, organize or share their product information. While they may have learned to manage through challenges like missed ship dates and supplier miscommunications, they find catastrophic consequences like lost revenue and six-figure scrap and rework charges increasingly hard to accept.

Arena resolves this dilemma by centralizing bills of materials (BOMs) and related product information so manufacturers and their suppliers can capture, share, analyze and control their constantly changing product record.

Why Arena?

The repository for the product record, Arena sits at the epicenter of the broader product lifecycle management (PLM) landscape, connecting with systems like CAD, EDA, PDM and ERP and linking organizations with their supply chains. With its on-demand, software-as-a-service (SaaS) approach, Arena is a low-risk, rapid-return proposition that makes enterprise-class functionality available to companies that would otherwise have to contend with manual, time-consuming and error-prone product data management processes.

Arena is a complete software solution that provides:

- A centralized system of record for product data to ensure that all stakeholders are always working from the latest information
- Secure, web-based access to allow collaboration and sharing among internal teams and a global supply chain—without loss of control
- Visibility into design and engineering data to enable early and accurate purchasing and manufacturing decisions
- Automated change management and project collaboration to prevent costly mistakes and missed ship dates

Corporate Facts

FOUNDED

February 2000

WORLDWIDE HEADQUARTERS

4100 E. Third Avenue, Suite 300
Foster City, CA 94404

EXECUTIVE MANAGEMENT

- **Craig Livingston**
Chief Executive Officer
- **Eric Larkin**
Co-Founder and
Chief Technology Officer
- **Ken Bozzini**
Chief Financial Officer
- **Marc Escobosa**
Vice President of Product Design
- **Arun Gopalakrishnan**
Vice President of Engineering
- **Doug Bell**
Vice President of Marketing
and Alliances
- **Steve Chalgren**
Vice President of Product
Management and Strategy

Corporate Facts (Continued)

Financial	Privately held with \$35 million in funding; investors include Scale Venture Partners, Otter Capital, Arthur Rock & Company and Greyhawk Capital Management.
Board of Directors	<ul style="list-style-type: none"> • Craig Livingston, <i>Chairman</i>, Chief Executive Officer, Arena Solutions • Martin Huml, Managing Partner and Founder, Runway Capital • Eric Larkin, Co-Founder and Chief Technology Officer, Arena Solutions • Rory O'Driscoll, Managing Director, Scale Venture Partners • John Pasquesi, Founder, Otter Capital
Customers	<p>Arena has been adopted by hundreds of manufacturing companies worldwide. A partial list of customers includes:</p> <ul style="list-style-type: none"> <li style="width: 33%;">• Align Technology <li style="width: 33%;">• Intuit <li style="width: 33%;">• Sierra Wireless <li style="width: 33%;">• Char-Broil <li style="width: 33%;">• Measurement Specialties <li style="width: 33%;">• Silver Spring Networks <li style="width: 33%;">• Congatech, AG <li style="width: 33%;">• Optimedica <li style="width: 33%;">• Sirius XM Radio <li style="width: 33%;">• Data Domain <li style="width: 33%;">• Pokemon USA <li style="width: 33%;">• Tesla Motors <li style="width: 33%;">• First Alert <li style="width: 33%;">• Ruckus Wireless <li style="width: 33%;">• Yakima Products
Partners	<p>Arena partners with industry leaders in a variety of fields to offer its customers extended benefits and capabilities. Selected partners include:</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><i>Trusted Advisor Program Partners</i></p> <ul style="list-style-type: none"> • Symphony Consulting • Moyo Group • Metafore • Tranzition • CADParts & Consulting • Tensoft <p><i>System Integrators</i></p> <ul style="list-style-type: none"> • Estuate • QBD Systems • Strategic Information Group • Millennium Accounting Solution </div> <div style="width: 45%;"> <p><i>Integration Partners</i></p> <ul style="list-style-type: none"> • SolidWorks • Expandable Software • Mentor Graphics • Microsoft • Oracle • NetSuite • Skype </div> </div>
Awards	<p>A number of publications have recognized Arena for its innovative solutions and outstanding services:</p> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%;">  <p>Nollenberger Capital Partners, Top 200 Private Technology Companies of 2008</p> </div> <div style="width: 50%;">  <p>Supply & Demand Chain Executive Magazine Top 100 of 2007</p> </div> <div style="width: 50%;">  <p>Start-IT Hottest Companies of 2006, 2007, 2008</p> </div> <div style="width: 50%;">  <p>Supply & Demand Chain Executive Magazine Pros to Know of 2006, 2007, 2008</p> </div> <div style="width: 50%;">  <p>Start-IT Top 50 Manufacturing Technologies of 2007</p> </div> <div style="width: 50%;">  <p>Start-IT 125 Most Influential Manufacturing Technology Providers of 2008</p> </div> <div style="width: 50%;">  <p>IndustryWeek Annual Technologies of the Year for 2005</p> </div> <div style="width: 50%;">  <p>Manufacturing Business Technology 40 Emerging Software Vendors for 2005</p> </div> </div>

With its on-demand, software-as-a-service (SaaS) approach, Arena is a low-risk, rapid-return proposition that makes enterprise-class functionality available to companies that would otherwise have to contend with manual, time-consuming and error-prone product data management processes.

Customers can be up and running and benefiting from Arena in less than 5 days.

CORPORATE CONTACT

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