

## Corporate Backgrounder

**Business:** enumerate develops and markets Numerator! Publish™ to enhance the presentation of numerical data online. The software is ideal for businesses and organizations offering financial data, operational reports, and other numbers-based information for internal use or external communications.

Numerator! Publish transforms ordinary data into Interactive Data Views (IDVs), which can be posted on any Web site or intranet. From a standard browser, data consumers analyze the data in IDVs directly online, eliminating the need for spreadsheets, calculators, and chart wizards. A few mouse-clicks are all it takes to cycle through various views of the data, apply complex equations, drill-down to specific data for comparison, and create custom charts and tables. There's no need to convert, reformat, or re-key the data – making data analysis faster and easier.

**Customers include:** Forbes.com, Deloitte Touche Tohmatsu, Ernst & Young, Marriott, American Bankers Association, Baker Hughes, Building Owners and Managers Association, Economist Intelligence Unit, Resource Information Systems, Sallie Mae, and TIAA-CREF.

**Partners include:** Corporate Communications Broadcast Network (CCBN), PricewaterhouseCoopers, RDA Custom Software, and Veris Consulting.

**Solutions:** Versatility, ease-of-use, and scalability make enumerate the choice for presenting a wide range of numeric information:

### ❑ Investor Relations

Public companies, including Baker Hughes and Sallie Mae, use Numerator! Publish to communicate their corporate story. These companies present financial reports and key non-financial metrics in IDVs to highlight the positive trends in their business, improve transparency, and make it easier for investors to analyze corporate performance.

### ❑ Business Reporting

Large enterprises, including PricewaterhouseCoopers and Ernst & Young, use Numerator! Publish to communicate critical business data. Their clients glean additional insights and perform analysis more quickly because the data is interactive, improving operating efficiency.

### ❑ Market Research

Market data providers, including the Economist Intelligence Unit and Forbes.com, use Numerator! Publish to differentiate their offerings in a world where data is now a commodity. These companies not only provide solid market information – they offer it in a format that enables online graphical comparison and analysis, saving their customers time and improving the value of their data.

### ❑ Trade Associations

Trade Associations, including the American Bankers Association, use Numerator! Publish to offer interactive data as a benefit to their members.

**Products:** enumerate offers three versions of Numerator! Publish:

❑ **Numerator! Publish Desktop**

This software is primarily for business users; it allows them to easily create IDVs from spreadsheets and text files. Wizards make it fast and easy to import data, design an IDV, and publish it online.

❑ **Numerator! Publish Desktop Professional**

This software adds the ability to import data from relational databases.

❑ **Numerator! Publish Server**

This software gives technical users the power to create applications that generate IDVs on-the-fly, in response to input from data consumers. The software is also an excellent tool to automate the conversion of large quantities of data into interactive format.

**Services:** Most data providers can use Numerator! Publish with no assistance. For those seeking support, enumerate offers training, data consulting, and customized software.

**Customers say:** “enumerate’s technology shifts analytic power to the user, and we believe this provides new capabilities and saves time for visitors to our site, enhancing the site’s status.”  
-- Jim Spanfeller, president and CEO of Forbes.com

“CCBN clients will be at the forefront of a new era of unparalleled financial transparency that enumerate technology enables. CCBN is committed to ensuring that our clients’ financial data is not only readily available and accurate, but easy to analyze and understand. enumerate’s technology makes that ethic more tangible.”  
-- Rob Adler, president and co-founder of CCBN

**Executive Leadership:** William M. Diefenderfer III, Cofounder and Chief Executive Officer  
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