

Microsoft's Commitment to Oregon



Companies Providing Microsoft Technology Contribute \$3 Billion Annually to Oregon's Economy



A newly completed study of the IT industry in Oregon reports that \$3 billion in IT spending enters Oregon's economy every year from the Microsoft "ecosystem." The figure includes dollars generated by Microsoft partners and equipment manufacturers selling computers that run Microsoft operating systems, software vendors who develop Microsoft-based applications, retail outlets and resellers who employ people to distribute these products, and service firms that install and manage Microsoft-based solutions.

In conjunction with Microsoft, the March, 2006, study was conducted by IDC, a research firm that has been tracking the economic impact of IT globally for the past four years.

The IDC report found that the Microsoft ecosystem accounts for 42 percent of IT employment and related tax revenues in Oregon. The IDC document, called "The Economic Impact of IT, Software, and the Microsoft Ecosystem on Oregon," stated further that, for every dollar generated directly by Microsoft in Oregon in 2005, \$9.89 in revenue was generated by Microsoft partners.

The IT sector established itself very early in Oregon, with the founding of Tektronix in 1946. Numerous other hardware and software companies followed, and today—according to the IDC study—the 110,000 IT jobs in Oregon make up nearly 7 percent of the state's total employment. By 2009, 14,000 new IT jobs are expected to be created in Oregon. As a result of these jobs, IT accounts for 13 percent of Oregon's tax revenues.

Oregon sells about three times the amount of IT as it consumes, and software drives more than half of the state's economic activity that is related to IT. The Microsoft ecosystem alone is responsible for more than 40 percent of the economic benefits to Oregon from IT.

IDC noted that it factored into its economic-impact analysis the use of such open-source software as Linux, Apache and OpenOffice. It reported, however, that "open source software still accounts for a small proportion of the overall software base and...has minimal impact on job creation, tax generation, or new-company formation."

Microsoft has 102 employees in two offices in Portland, which earned revenues last year of approximately \$96 million. Each Microsoft office conducts annual Community Services Days, contributing to the strengthening of the community with such organizations as the Sabin Community Development Center, McCoy Village Center, Oregon Food Bank and Portland Public Schools.

Preston Jones, a Microsoft information worker solution specialist, is vice president of the board for the Westside Police Activities League. This non-profit organization provides educational, athletic and recreational activities; a safe environment; and cultural diversity for more than 1,000 young people of Westside Portland.

Rane Stempson, Microsoft's PacWest K-12 strategic account manager, devotes her weekends to at-risk youth in northeast Portland and Hillsboro to help them prepare for college, obtain scholarships, build self-esteem and improve writing skills so they can serve as examples for peers to support them in reaching their full potential. Rane also mentors students to introduce them to careers in science, engineering and technology.

Microsoft Donations Help Empower More than 900 Organizations in Oregon



Around the world, Microsoft is closely engaged with communities to assist individuals and businesses in fulfilling their potential, and Oregon always has held a special position in that effort. Since 2000, the company and its employees have provided more than \$27 million in cash and software to well over 900 Oregon community organizations, educational institutions and human-service agencies.

Just in the past two years, Microsoft had invested more than \$5 million in Oregon communities, with \$4 million in donations of software to hundreds of non-profit groups across the state. Many of these donations are part of Microsoft's global Unlimited Potential grant program to improve lifelong learning for underserved youths and adults through community and technology learning centers (CTLC's). In Oregon during fiscal 2004 and 2005, Microsoft supported CTLC's with \$190,000 in cash plus more than \$400,000 worth of in-kind software, including:

- > A \$300,000 cash grant and in-kind software and curriculum to the Sabin Community Development Corporation
- > \$50,000 in cash, software and curriculum to Centro Cultural
- > \$30,000 in cash and \$29,000 in software to the Farmworkers Housing Development Corporation

- > Another \$30,000 in cash, software and curriculum for the Oregon Council for Hispanic Advancement
- > \$30,000 more for the Illinois Valley Family Coalition in the form of cash, software and curriculum
- On a broader level, Microsoft's in-kind grants of software to cultural groups included:
 - > \$327,000 in software to support the Oregon Symphony
 - > \$219,000 worth of software for the Oregon Historical Society
 - > Additional software grants to the Oregon Museum of Science & Industry

Microsoft has been a key sponsor of local events and associations in the state, providing \$57,000 in sponsorships to the Portland Business Journal for its programs like:

- > Top 100 Fastest Growing Companies in Oregon
- > Leaders & Innovators in Technology
- > Most Admired Companies
- > Power Breakfast Series

Among associations, Microsoft has donated more than \$106,900 in cash sponsorship and in-kind software to the Software Association of Oregon for its auction and other programs and \$1,500 in sponsorships and in-kind gifts for the Society for Information Managers golf tournament.

Employees of Microsoft's Portland office participated fully in the Volunteer Days of Caring program at such local agencies as the Sabin CDC, Sisters of the Road Café, United Way of Portland and the City of Portland Parks & Recreation Department.

Other organizations that Microsoft has supported in Oregon include Boys & Girls Clubs, Worksystems' Youth Opportunity Center, Mercy Corps International, Technical Assistance for Community Services (nPower Oregon), the Early Head Start Family Center of Portland, Portland State University Foundation, Portland Opera, Columbia Technology Center, the Cascade AIDS project and Portland Art Museum.

Bryan Miller, account technology specialist at Microsoft PacWest, joined a Rolling Hills Community Church mission team that traveled to Torreon, Mexico, to help install a computer network provide Internet access for the first time at Sammy's Friends School, which serves children with disabilities and special needs. Here in Oregon, Bryan volunteers with the Sunset Bicycle Safety Fair and Clinic, dedicated to promoting bicycle safety and maintenance training for children and families in Portland.

New Web Portal Enables Oregon Teachers To Share Worldwide Resources



“Technology in the classroom, like the Innovative Teachers Portal, has the power to transform the way we teach and the way students learn,” said Microsoft K-12 Strategic Account Manager Rane Stempson. “It can extend the walls of the classroom to the four corners of the globe.”

Microsoft is helping the Oregon Department of Education create a free online community for all teachers in the state, an online portal where they can collaborate on classroom programs, share information and access resources from all across the globe. The Innovative Teachers Portal will allow teachers to share lesson plans, best practices, documents and other information to build their own learning communities.

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Through the Web portal, teachers will be able to retrieve a networked worldwide collection of classroom learning resources, many of them created by and classroom-tested by teachers. Professional learning resources and online teacher communities will help teachers enhance their skills and share their capabilities and experience base with colleagues. They will gain ideas and know-how that encourage teamwork and creativity among students, with real-life learning projects. Online discussions, forums, peer review of content and virtual project teams will help teachers re-energize their classroom work while learning from leaders in their field and from the latest published resources.

The Oregon Department of Education is investing \$75,000 in development of the portal content, and Microsoft is donating more than \$1 million worth of software and services to the project.

“This portal enables children to receive the best education possible by teachers sharing their best ideas and resources for the classroom,” Stempson notes.

The portal allows communication by grade level, sample lesson plans and a variety of research mechanisms. “It’s one place a teacher can go to get and give information,” says

Oregon Department of Education Project Manager Steve Nelson. “We’re planning eventually to enhance the system, which now includes voice communication, with video and additional streaming capabilities and even downloadable lesson plans.”

“The intent is to enable any additional research needed for lesson plan content, development and delivery, and to shorten lesson-development cycles. Teachers can be more innovative in how they get information beyond textbooks, and the portal will shorten the time they must spend looking for this information.”

Moreover, because the Web portal is digital, information can be distributed to teachers through wireless devices, computers, PDA’s and MP3 players.

“We want to allow teachers access to one single portal crafted for them with rich, multimedia relevant information to give them better tools to deliver education,” Nelson says. “The intent is to enable any additional research needed for lesson plan content, development and delivery, and to shorten lesson-development cycles. Teachers can be more innovative in how they get information beyond textbooks, and the portal will shorten the time they must spend looking for this information.”

“Microsoft is the only company that offers this type of tool; it’s rich in resources, with communication mechanisms built in,” Nelson says. “It’s intuitive for teachers and constructed in such a way that we can plug other products into it. It offers a great deal of flexibility. The state of Oregon is very excited about the portal. We are interested in building strategic public/private partnerships; and Microsoft is a likely candidate because it’s an industry leader.”

Bill Allen, Dynamics partner account manager with Microsoft PacWest manages not only Microsoft partners in the area but also West Linn Youth Sports baseball and football teams. Since 2001, he has been very active in the youth-sports program and currently manages the baseball Cardinals, a team of nine-and-ten-year-olds that includes his son, Michael. Bill also is involved in non-profit fund-raising and is an advisory board member of the Chief Executive Forum, which helps high-level executives grow personally and professionally.

Consulting Firm Reports Organizations Are Switching Rapidly to Microsoft Technology



“With Microsoft, you have the highest level of integration and productivity. Most businesses use Microsoft Office, and having a fully integrated Microsoft platform makes the most sense. In addition, you know Microsoft will be there five years from now, so the support is another reason.”

Portland-based Centerlogic, Inc., has become a very successful technology consulting and implementation firm all across the Northwest largely because of its ability to anticipate technology trends in business while helping its customers establish a viable path for the future. Serving 82 customers in sectors ranging from professional and financial services to manufacturing, government and healthcare, Centerlogic has discovered the importance of Microsoft technology to organizations in Oregon.

Initially, Centerlogic was a Novell Platinum Partner, and more than half its business involved deployment of Novell solutions. In recent years, however, the needs of the business community began to change. “We saw a shift,” recalls Centerlogic Marketing Coordinator Mary Allen. “More businesses were going toward Microsoft. In addition, Microsoft had a much better partner program; we could see the time, money and energy it was putting into supporting partners.”

As a result, Centerlogic developed its relationship with Microsoft and became a Microsoft Gold Certified Partner, devoting nearly all of its work to Microsoft solutions, with much of that effort dedicated to helping customers migrate from Novell to Microsoft platforms. While it focused 54 percent of its business on Novell in 2002, today it derives 98 percent of its business from Microsoft solutions.

“Our business last year was our best year ever, and we can correlate that in part to our shift in focus to Microsoft,” Allen reports. “With Microsoft, you have the highest level of integration and productivity. Most businesses use Microsoft Office, and having a fully integrated Microsoft platform makes the most sense. In addition, you know Microsoft will be there five years from now, so the support is another reason.”

Allen says her customers have indicated they are not ready to move toward Linux/open source systems. They feel that finding support for Linux will be difficult and expensive. Allen

notes her customers are at the point where they need to make decisions on the future of their technology, and overwhelmingly they are choosing Microsoft.

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One customer that has made that choice is Marion County, in the Salem area. In 2005, the county was six weeks away from its renewal deadline with Novell and wanted to migrate to Windows before incurring more licensing fees for its older system. The county felt it would save money because it would have had to hire its own support staff if it continued using Novell. Centerlogic worked with the county and successfully migrated its technology to Microsoft within that six-week window, a project which normally would have required eight to nine weeks.

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Currently, Centerlogic is launching an expanded initiative to compete with Novell for small-to-medium-sized business in Oregon.

“The decision to switch to Microsoft is one that a lot of organizations are considering,” Allen says. “As they grow and move to larger facilities, they are asking themselves, ‘Why put our old infrastructure in our new offices when we know we will move to Microsoft?’ A number of our customers have found they receive a better return on their investment using Microsoft. Their own IT staff doesn’t have to worry about the typical problems they faced before, and they can focus on the needs of their end users.”

Erick Watson, lead product manager at Microsoft, is passionately committed not only to his IT customers all over the country but also to the local community in Oregon. Erick serves on the Board of Directors and Executive Committee of the Software Association of Oregon, as well as the Board of Advisors for Beaverton’s Open Technology Business Center promoting the establishment and growth of software-based businesses in his home state of Oregon. In his spare time, Erick participates actively as a first-grade Sunday School teacher, an assistant soccer coach, an Oak Creek and Catlin Gabel PTA member and a sponsor of the Lake Oswego School District Foundation.

University Builds Oregon's New Traffic Control and Response System on Microsoft Technology



“This system will be crucial for ODOT and how it manages incidents and coordinates with 911 services, state police and other responders. Microsoft .NET technology provides a flexible and sound platform on which to build advanced systems to benefit transportation and to prepare students for the business community of tomorrow.”

When the College of Business at Oregon State University began creating a development lab to provide students experience with real-world customer projects, it laid the groundwork for a major change in the way highway traffic flow will be handled all across the state.

The lab, built by the Business Solutions Group (BSG) within the college, had its origins in work that staff was carrying out in building simple databases and Web sites for the College of Business. To support its efforts, the group began seeking contracts from other organizations outside the campus, and students were hired to meet the growing demand. Eventually, staff realized that its burgeoning development lab could become a learning lab for business-school students to develop Web-based projects for real customers. Today, the BSG is not funded by the college or the university but supports itself with the work it does for other companies and agencies.

It chose to build the development lab on Microsoft technology, both because of the comfort that organizations have with the Microsoft interface and functionality and because the college was a very early adopter of Microsoft Exchange technology for e-mail communications. The lab today works primarily with Microsoft .Net development, and students comprise more than half of the development staff on each of its projects

The BSG lab's promising reputation for innovative development spread rapidly in Oregon, and two years ago the Oregon Department of Transportation (ODOT) approached BSG to request .NET training for its own development staff. Subsequently, ODOT asked for ideas on prototyping a Transportation Operations Center System (TOCS) that would be the centerpiece of the department's Intelligent Transportation Systems strategic initiative. A strong relationship between BSG and ODOT emerged, and BSG was selected as a primary contractor for the architecture, design and implementation phases of TOCS.

TOCS will integrate emergency response and transportation control through five regional service centers across Oregon. It will provide advanced traffic surveillance, road- and weather-condition monitoring, incident detection and reporting, on-ramp flow management, call-taking, data collection, and the dispatch of ODOT personnel to incidents.

To develop the system, BSG was hired first to focus on creating all the required architectural, design and testing documentation. At the same time this documentation was being developed principally by BSG professional staff, students worked on construction of a conceptual data model. The applications architecture was developed in 2005, built around .NET 2.0 with Web service enhancements.

The system will be deployed over the next two years, beginning with a module for incident management. The state is implementing Microsoft's SQL Server 2005 in each of the regional service centers so that servers can perform autonomously if the network ever goes down and be automatically updated once network service is restored.

“More student involvement in a large portion of the development work is anticipated as the project moves into its development and implementation phases,” said ODOT Intelligent Transportation Systems Manager Galen McGill. “This system will be crucial for ODOT and how it manages incidents and coordinates with 911 services, state police and other responders. Microsoft .NET technology provides a flexible and sound platform on which to build advanced systems to benefit transportation and to prepare students for the business community of tomorrow.”

Jodi Hoskins, channel program manager for the Information Workers Unified Communications Group at Microsoft PacWest, volunteers as a wish granter for the Make-A-Wish Foundation® of Oregon, Inc. As a wish granter, Jodi works with teams to grant the wishes of children with life-threatening medical conditions. The efforts to which Jodi contributes facilitate the wish process from beginning to completion. Jodi works directly with wish children to discover their wish, coordinate in planning the wish and seek in-kind goods and services.

WebTrends Decides To Develop Products Only on Microsoft Platform



“More people wanted Microsoft,” Drew explains, “and in managing our expenses, having one platform is much more efficient. Also, we wanted to be sure to create the most reliable platform, and having one Microsoft platform with one quality-assurance environment was the most effective answer.”

WebTrends is one of the most enduring of all Internet companies. Online for ten years, the Portland company’s name has become synonymous with Web-site analytics. During the past decade, moreover, WebTrends’ success has enabled it to expand its capabilities to offer complete marketing performance management services to track campaigns both online and offline.

Until recently, WebTrends made its solutions available on either a Microsoft platform or a Unix/Linux platform. Two years ago, however, the company analyzed its own trends and realized that its customers were expressing a growing interest in having only a Microsoft platform.

“We looked at our customers and, at the same time, our cost of development,” says WebTrends President and CEO Greg Drew. “The expenses of developing Unix and Linux were disproportionate to the revenue we received from that product line. We could see the most efficient way to develop solutions quickly was through the Microsoft platform.” The company found that Unix/Linux products accounted for 20 percent of its business but 40 percent of its development costs.

So in 2004, WebTrends made the decision to move toward an all-Microsoft platform. It stopped developing Unix/Linux solutions but continued for a period of time to service those discontinued products already installed in its customer base.

“More people wanted Microsoft,” Drew explains, “and in managing our expenses, having one platform is much more efficient. Also, we wanted to be sure to create the most reliable platform, and having one Microsoft platform with one quality-assurance environment was the most effective answer. In addition, it’s important that we get new products to market quickly if we intend to remain competitive. With the ability to leverage Microsoft tools across all our product offerings, it made more sense to us to move to Microsoft. Our customers appreciate the fact that our products are available more quickly.”

Drew pointed to the reliability factor as another element in the WebTrends decision. “When we use the Microsoft platform, it’s an environment where we receive a very high level of support. We can resolve any open questions very quickly.”

With its full Microsoft orientation, WebTrends is creating more products that use the capabilities of Microsoft applications that its customers already have on their desktops, such as Smart Reports for Excel. “Using the Excel engine very aggressively, we can extract tens of thousands of marketing-campaign records and distribute them to our customers’ desktops on a scheduled basis. Our platform has enabled us to leverage for our customers all the great work that Microsoft has done.”

WebTrends now is offering an on-demand service for reporting to customers that relies on Microsoft SQL Server. “For Web analytics, we are using Microsoft as the only external database,” Drew says.

He affirms that the strategy to move toward Microsoft has worked. “Last year we grew 28 percent, year over year, which is a little faster than the market. We knew it was a smart long-term decision.”

News about Microsoft

The Wall Street Journal reported recently that Microsoft is the most trusted company in the world. The article cited a study presented by Edelman Public Relations at the World Economic Forum in Davos, Switzerland. According to the Journal, “Mr. Edelman’s research found that certain companies rank high in their home markets—Toyota Motor in Japan, Samsung Electronics in Korea, Siemens in Germany, International Business Machines in the U.S. But the reputation of one company was on the rise throughout the world: Microsoft.” The Edelman Trust Barometer determined that Microsoft was “the most trusted global company,” according to an announcement issued by the Edelman agency. The barometer tracks the attitudes of nearly 2,000 opinion leaders around the world through extensive telephone interviews. The latest survey included leaders in the United States, the United Kingdom, France, Germany, Italy, Spain, China, Canada, Japan, Brazil and South Korea.

The Portland Business Journal ranks Microsoft as the second-most-admired technology company in Oregon for 2005, exceeded only by Intel Corporation in the newspaper’s study. The publication surveyed more than 800 CEOs all across Oregon to gain their opinions on the state’s best corporations. The companies were ranked on innovation, quality of management, community involvement, quality of products and services, and branding and marketing. Other companies in the Technology Sector top ten were Pixelworks, Hewlett-Packard, InFocus, EasyStreet Online Services, Tektronix,

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Microsoft Lab at PSU Will Showcase Technology from Regional Developers

PORTLAND STATE UNIVERSITY

At Portland State University's Maseeh College of Engineering and Computer Science, a new Technology Innovation Center funded by Microsoft and a consortium of its local partners will provide a focal point for showcasing and learning about the latest software solutions created by developers throughout the Northwest.

Primary tenants of the 750-square-foot lab, situated off the lobby of the new engineering building on the PSU campus, will be a group of three technology companies in partnership with the Software Association of Oregon:

- > Ascentium, a Pacific Northwest technology and business consulting firm with a fast-growing presence in Portland
- > NetDesk, a training company operating across the Northwest that educates Microsoft developers and individuals who want to leverage the Microsoft platform
- > Seitel, Leeds & Associates of Seattle, offering IT engineering, security and service management to companies in the region

With an investment to Portland State University's College of Engineering of \$200,000 from Microsoft and additional support from the consortium of partners, the lab will be a key hub in the Northwest for demonstrating Microsoft solutions and the strengths of the Microsoft platform. The facility will target the needs of business organizations and customers that operate in state and local government, education, non-profits and business, shaping Microsoft solutions and offerings to their needs. Among the activities anticipated for the lab are several types of events and customer sessions, including these:

- > Half-day sessions with individual companies, agencies or institutions where pilot technology solutions or prototypes can be shown to help these organizations understand how the functions of various applications can be applied to their own objectives.
- > A weekly solutions showcase, led by Microsoft partners, providing discussion and presentations on specific scenarios that use Microsoft technologies, ranging from tools for collaboration and customer management to an advanced look at upcoming Microsoft Office solutions
- > Monthly partnership events with technology associations and business groups that focus on specific issues

- > Work with PSU students, including possible contests to build technology solutions around Microsoft products or the Microsoft platform
- > Potential internship opportunities for engineering-school students
- > Alignment with Microsoft's Portland field office for events that inform businesses, government agencies and schools about new ways to leverage technology and share information
- > Ability for start-up companies that are developing on the Microsoft platform to have a place to go for support.

The lab will house a server room that will showcase hardware from partners thru virtual technology that enables the servers to furnish a wide array of business scenarios. Microsoft partners will build virtual PC environments that apply the Microsoft platform to multiple scenarios, any of which will be available on demand as the lab is configured for each day's activity. Visitors to the engineering school building will be able to view the lab through a glass wall and watch some of its operations on plasma screens.

"In the future, the consortium intends to broaden the range of partners who participate in the lab," said James Beebe, chief executive officer of Ascentium Corporation. "Some will be independent software vendors, others may be hosting partners or partners specializing in Microsoft solutions for businesses, agencies and institutions. The lab is about gaining results so people can make better decisions, integrate with their supply chains, and communicate with their customers, partners and employees."

Mentor Graphics, Flir Systems and Integra Telecom. The Portland Business Journal is a publication of American City Business Journals, the nation's largest publisher of metropolitan business newspapers.

The United Way of America recently honored Microsoft with its highest national tribute, the Spirit of America award. The prestigious award is presented to a single American business each year that exceeds all others in community involvement. Companies are judged in four categories: Employee Giving Campaign, Volunteer Programs, Corporate Contributions, and Major Gifts. Building on the company's tradition of giving, Microsoft employees donated more than \$6.5 million during a recent two-month-long giving campaign. Combined with matching corporate gifts up to \$12,000 per employee, the total amount raised exceeded \$12 million. The United Way is a primary beneficiary of all donations raised during the annual giving campaign.



Microsoft places great emphasis on the value of its partners in the Portland area. In fact, according to a recent study by the IDC research firm, Microsoft and its partners in Oregon generated nearly \$3 billion in IT spending and accounted for 42% of IT employment and related tax revenues in 2005. By working closely with its partners in-market, Microsoft is able to have a significant local impact on the business community. Here is a listing of Portland-based Microsoft Gold Certified Partners helping local companies reach their full potential.

To locate a Microsoft Gold Certified Partner near you, visit the directory at <http://directory.microsoft.com/mprd/default.aspx>

Ajilon

- > John Keefauver
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Cornus Corporation

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GE Healthcare

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