

**NeXT Software, Inc.**

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**Corporate Background Information**

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**OVERVIEW**

NeXT's mission is to be the leading provider of custom development software for both the World Wide Web and the Enterprise. To achieve this goal, NeXT provides an open development environment that adds value to today's business by shortening the development cycle, working with an organization's existing technologies, and enabling organizations to grow and change with ease. NeXT is dedicated to providing customers with effective real-world solutions using a combination of award-winning software and professional services.

NeXT's development environment allows organizations to build robust, streamlined, and highly maintainable applications 5 to 10 times faster than with traditional development tools. Customers can reuse components of the applications they build in future applications, and they can modify

several applications at once by editing a single component. This environment gives NeXT customers a large competitive advantage that leads directly to increased revenues and greater marketshare. These customers range from organizations such as WebCrawler, Trilobyte, and ID to large corporations, including Fannie Mae, Merrill Lynch, Disney, Dreamworks SKG, MCI, NTT, and AT&T Wireless.

NeXT's solutions integrate completely with an organization's existing technology, allowing developers to build applications and reuse their parts on a broad range of Windows and UNIX platforms. They can use any of several popular programming and scripting languages, including C, Visual Basic, C++, Objective C, PERL, and JavaScript. NeXT enables businesses to make the most of their investments in information and commerce technology without risking current investments or flexibility in the future.

An organization can incorporate NeXT's tools into their existing infrastructure at the rate at which they feel comfortable. They can plug in what they need when they need it, to create a marketing presence on the Internet, to leverage their current applications for real commerce on the Internet, to simplify their internal applications through integration on an "Intranet", or to do all these things. Applications built with NeXT technology can access popular databases such as Oracle, Sybase, Informix, and DB/2, and they can be used from any Web browser-without the customer having to write lots of code. This means that NeXT customers who build custom applications for the Web or for the Enterprise focus entirely on building their applications, not on connecting them to existing data or to the outside world.

## PRODUCTS

- **OPENSTEP**, an object-oriented application programming interface (API) for creating scalable three-tier client/server applications for deployment across multiple operating systems. OPENSTEP is based on the NEXTSTEP operating system, opening up NeXT's robust development environment to other operating systems. OPENSTEP implementations have been announced for Sun's Solaris, Microsoft's Windows 95 and Windows NT.
- **WebObjects**, a suite of server-based development tools for building platform-independent applications that leverage a corporation's existing technology to the World Wide Web. These products offer an open environment that is browser independent, server independent, database independent, and work with current and emerging Web standards such as Sun's Java and JavaScript.
- **Portable Distributed Objects (PDO)**, NeXT's dynamic object model that enables objects to be distributed across a heterogeneous network of OPENSTEP and NEXTSTEP clients and a variety of server platforms including HP-UX, SunOS, Solaris, Digital UNIX, and Windows NT.
- **D'OLE (Distributed OLE)** allows developers to leverage their current investment in popular Windows client-side development tools like Visual Basic and PowerBuilder and create

distributed applications which can run across both Windows and UNIX platforms. Through D'OLE, these applications can then scale to the enterprise providing for transparent messaging and interoperability between OPENSTEP objects (PDO) and Microsoft OLE objects.

- **Enterprise Objects Framework (EOF)**, an object-oriented framework that enables developers to construct reusable business objects that combine business logic with persistent storage in industry-standard relational databases such as Informix, Oracle, and Sybase. Business objects can be deployed on OPENSTEP, NEXTSTEP, WebObjects, D'OLE, and PDO servers.
- **NetInfo**, an object-oriented network and system administration solution for installing, maintaining, and managing complex wide-area networks on a wide variety of operating systems, including NEXTSTEP, HP-UX, SunOS, Solaris, Digital UNIX, IBM AIX, and Auspex.
- **OPENSTEP/NEXTSTEP Developer**, an application development environment with a comprehensive set of tools for building complex applications that can be deployed on heterogeneous client/server networks running OPENSTEP, NEXTSTEP, PDO, Enterprise Objects Framework, and WebObjects-enabled servers.
- **NEXTSTEP**, an operating system optimized for developing and deploying object-oriented

applications. NEXTSTEP delivers a premier graphical user interface, extensive connectivity, database access, multi-tasking, information linking, and a powerful object-oriented architecture for Mach 486, Sun SPARC, HP PA-RISC, and Intel machines.

## PROFESSIONAL SERVICES

NeXT's Professional Services team offers programs in the U.S. and Europe to facilitate the knowledge transfer required to quickly take advantage of the benefits of OPENSTEP/NEXTSTEP. This team of education, consulting, and support professionals has developed services packages designed to meet the rigorous requirements of delivering successful projects to completion and maintaining the technology after deployment. Among the offerings from Professional Services are:

- **Education:** The goal of NeXT's curriculum is to quickly teach you how to use NeXT's development suite so you can begin benefitting from the technology immediately. Examples of these programs include; Object Learning Solutions which are on-site training packages designed to teach developers about key object development areas, then enable them to build skills by developing small projects as part of the education process. NeXT also offers open enrollment classes for developers and systems administrators at NeXT's training facilities in Redwood City, CA, Chicago, and Washington, D.C.
- **Consulting:** NeXT's Object Expert Program is an innovative on-site support program to help ensure success and satisfaction in building and implementing custom object-oriented

applications using NeXT products. Delivered by NeXT's Consulting Engineering team, the program provides expertise and experience in designing, developing, and deploying large complex systems across the enterprise. In addition to the Object Expert Program, NeXT's innovative WebConstructors group is dedicated to quickly building dynamic World Wide Web applications leveraging the WebObjects development environment.

- **ObjectLine Support:** NeXT Technical Support is designed to help organizations stay focused on the task, not the tool. Delivered by NeXT's Professional Services team, NeXT provides prompt, reliable telephone and e-mail responses to system administration and application development questions. There are three levels of ObjectLine Support; Premium ObjectLine, Global ObjectLine, and ObjectLine support.

In addition, NeXT offers 30-day free installation and configuration support to all purchasers of OPENSTEP/NEXTSTEP that are installing on any Certified NeXT system. NeXTanswers also provides free responses to many of your technical questions--via fax, e-mail or anonymous ftp--through the NeXTanswers document retrieval system.

## **HISTORICAL HIGHLIGHTS**

### **1985**

NeXT was founded by Steven P. Jobs and five senior managers from Apple Computer, Inc.

## **1989**

NeXT introduced the NeXT Computer and NEXTSTEP 1.0. The same year, Canon, Inc. invested in the company. During 1990 and 1991 NeXT developed and released subsequent software releases for the NeXTcube (formerly the NeXT Computer) and the NeXTstation product family.

## **1992**

NeXT announced it had achieved operational profitability during the fourth quarter of 1992; and in that year NeXT gained more than seven percent of the U.S. UNIX workstation marketplace, making it the fourth largest domestic supplier (IDC).

## **1993**

In February 1993, as NeXT prepared to release NEXTSTEP 3.1 for Intel processors, the company announced it would cease manufacturing its Motorola 68040-based computers and would become a software supplier focused on making its object-oriented software an industry standard running on mainstream computers. NeXT announced that it would, however, continue to offer software upgrades for its hardware customers.

## **1993-95**

In November 1993, NeXT decided to "open" NEXTSTEP and publish OPENSTEP, an API based on NeXT's advanced object technology. OPENSTEP-compliant environments provide a distributed, object-oriented application environment, allowing objects and applications that use the OPENSTEP APIs to be portable across multiple OPENSTEP implementations regardless of the underlying operating system or hardware architecture.

NeXT formed strategic technology and business relationships with Hewlett-Packard, Sun Microsystems, and Digital Equipment to make NEXTSTEP and OPENSTEP products available to customers running a wide range of operating systems on clients and servers. NeXT also made a company-wide commitment to providing its customers with lifecycle professional services to ensure customer satisfaction with NeXT products across the corporate enterprise.

## **1995**

Based on NeXT's 1994 revenues, NeXT captured a 10% market share in 1994, up from a 3.5% market share one year previously. These statistics highlight NeXT as the third largest supplier of object development tools, following Microsoft and Borland and the only company of the three focused exclusively on object technology.



During the first half of 1995, NeXT announced plans to make OPENSTEP available for the Windows 95 and Windows NT operating systems. In addition, NeXT unveiled WebObjects, tools for building server-based applications for the World Wide Web.

## **1996**

After completing almost three years as a software company, NeXT Computer marked its transition by officially changing its name to NeXT Software, Inc. in January of 1996.

NeXT also announced its strategy to provide server-based enterprise Web solutions with Sun Microsystems's Java programming language and Sun and Netscape's JavaScript scripting language.

Today, NeXT employs approximately 300 people, all of whom are focused on continuing NeXT's leadership in providing real world software solutions for the enterprise and the World Wide Web. NeXT is a global company, headquartered in Redwood City, California, with offices in Chicago, New York, Washington, D.C., London, Munich, Paris and Tokyo.

## **BOARD OF DIRECTORS**

NeXT presently has four Directors:

- **Steven P. Jobs**, chairman and CEO of NeXT Computer, Inc.
- **Lawrence J. Ellison**, president and CEO of Oracle Corp.
- **Daniel H. Case III**, president and CEO of Hambrecht & Quist, Inc.
- **Mikio Akiyama**, Deputy Senior General Manager, Corporate Strategy and Development of Canon, Inc.

## EXECUTIVE TEAM

**Steven P. Jobs** is chairman and CEO of NeXT. He founded NeXT with five colleagues in September of 1985. Jobs also co-founded Apple Computer, Inc., co-designed the Apple II computer and oversaw the growth of Apple to a two billion dollar company. At the same time, he led the development of the Macintosh computer and the subsequent growth of Apple's Macintosh division into a billion dollar division.

**Dominique Trempont** is NeXT's chief financial officer and vice-president of general and administration. Prior to joining NeXT, he was director of finance administration for Raychem Corporation's Electronics Group, a \$450 million business. While at Raychem, Trempont was instrumental in the financial turnaround of several of the Fortune 300 company's divisions.

**Mitchell Mandich** is vice president of worldwide sales at NeXT and brings with him more than 15 years experience in the client/server industry. Before joining NeXT, Mandich served as Senior Vice President of Americas Sales and Marketing at Pyramid Technology, a SIEMENS Nixdorf Company,

where he increased their direct sales organization by 160 representatives. Prior to Pyramid, Mandich rose through the ranks at Tandem, including positions as Director of U.S. Sales Operations and Director of Western Region Sales. Mandich began his career at Unisys where he held a variety of sales and management positions.

**Sina Tamaddon** is vice president of professional services, managing NeXT's professional services organization including support, training, and education. Prior to joining NeXT, Tamaddon was vice president of advanced technology for Software Alliance, a subsidiary of Teknekron, where he led an organization responsible for the development of new products and provided consulting services based on object-oriented environments to large financial institutions.

**Avadis Tevanian, Jr., Ph.D.** is vice president of engineering responsible for managing NeXT's engineering department. He has been part of NeXT's engineering team for more than seven years, previously leading the development of technologies including NeXT's RISC-based products, PDO, and the Mach operating system. Tevanian was a principal designer and engineer of the Mach operating system upon which NEXTSTEP is based. Tevanian completed his Ph.D. in computer science at Carnegie Mellon University.