



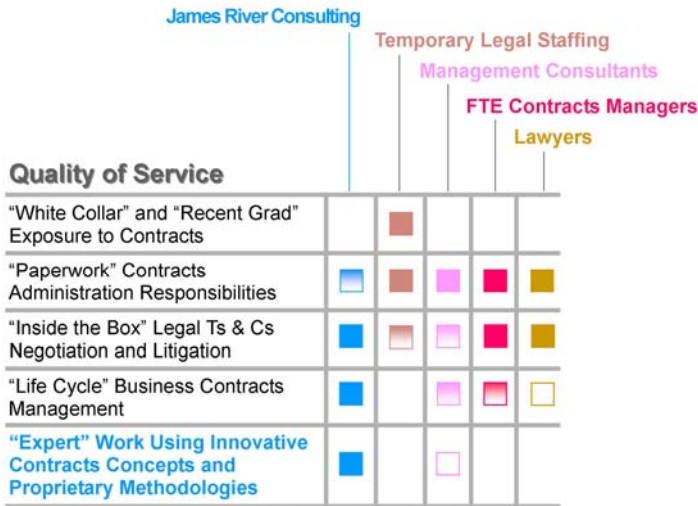
## Overview of Our Services

### Specialization and Innovation

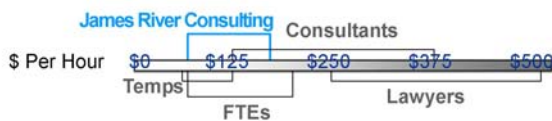
James River specializes in delivering value to business through contracts. Specifically, we provide professional services for the development, negotiation, management and resolution of contracts for selling or procuring:

- ◆ IT products and services with an emphasis on remote managed, cloud computing, and on demand application services
- ◆ Non-IT business services with an emphasis on outsourcing

Our new thinking about IT and non-IT business contracting enables our clients to conduct their own businesses with 1) better risk management, 2) greater value, and 3) closer alignment with business goals.



### Return on Investment



**On Demand, Performance Based Services and Pricing** We develop and implement standard contracts and processes, manage outsourcing initiatives, conduct competitive procurements, and provide contract negotiation and management services on a value-based hourly fee, monthly retainer, or fixed price project basis (with performance goals where possible), as little or as much as our clients need. Our services can be purely staff augmentation, in support of existing contracts and operations. We can take command of difficult negotiations and dispute resolution talks mid-stream and audit and renegotiate current contracts. Or we can implement new and original business practices using James River's own methodologies such as Organic Contract Development, 5 Contracting Risk Analysis Spectrums (5CRAS), Sales Playbook, Value Trading, Lean Six Sigma for CM, Service 2.0, MODS SLA, Outcome Centered Performance Management, Outsourcing Contract Layers Analysis (OCLA), Webtracting and Purpose Driven Outsourcing™.

### Examples of How We Deliver Value

- ◆ Devise goals based outsourcing strategies and negotiate effective outsourcing contracts
- ◆ Provide nationwide, 24x7 on demand contracts management support, On site services in New England metro areas and Washington, DC, area
- ◆ Implement agile electronic contracting systems using the Web or third party tools
- ◆ Design services performance measurement programs by mapping technical performance data to business impacts
- ◆ Draft standard sales contracts based on risk management and value proposition principles
- ◆ Negotiate SaaS, cloud computing, and managed hosting contracts that account for sub-tier providers

*Continued on Other Side*



## Outside Sales or Corporate Procurement

Our clients include either service providers on the sales side of a transaction or customers on the purchasing side of a transaction. If there is any appearance of a conflict of interest due to past representations — which rarely happens — we will tell our client immediately and . Working both sides of the transaction enriches all of our service offerings and is consistent with our overall value-oriented and strategic approach to contracting.

## What Makes James River Different

**Value Goal Oriented.** So much of what business transactions are supposed to be never gets included in the contract. The essence of what made the deal valuable to the parties vanishes. James River helps companies to identify and articulate all of the business value, risks and opportunities of a transaction, then capture it all in the final contract document.

**Real World Grounded.** Our services are taken from actually working in B2B and IT transactions. They are not elaborate and abstract ideas that came out of a graduate school research tank or licensed copies of the latest hot business book, though we do embrace good ideas when we hear them, regardless of the source. Our business model is not dependent on high dollar, long term consulting jobs with a big ramp up.



**Forward Looking.** One day in the not too distant future, 1) all businesses, regardless of size, will outsource many of their core and operations functions, and 2) a large percentage of B2B services contracts will be completed and signed online. James River is already positioned to move both providers and customers to virtual business models and to electronic contracting business processes, because we see the competitive advantages of both and know how to realize them.

**Schedule an Office Visit** We invite you to contact us for a no-charge, no sales pitch visit at your offices.

Eric Esperne, JD, CPCM, President of James River Consulting, has over 15 years experience as an in house lawyer, strategic procurement senior manager, director of contracts and product development team member for telecoms, IT providers and professional services organizations. Eric can be reached at 703-850-7061 or eesperne@jamesriverllc.com

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