

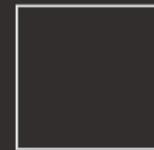



Microsoft Partner
Silver Independent Software Vendor (ISV)

kwiktag[®]
by Imagetag

KwikTag 2012 Product Lifecycle Policy

Updated Policy and Frequently Asked Questions



KwikTag balances comprehensive, feature-rich Transactional Content Management with affordability, fast implementation, ease of use and maintenance, and low cost of ownership.



The 2012 Product Lifecycle Policy

ImageTag is dedicated to providing the highest quality products and software at a reasonable cost to its customers. To ensure that development resources are delivering the most innovative and cost-effective products to customers, ImageTag may periodically elect to discontinue specific products, product packages, product versions, components or services. Reasons for such action may include, but are not limited to, platform enhancements, component obsolescence, or software upgrades that provide customers with enhanced functionality.

ImageTag also realizes that any schedule that discontinues a product or service may also be disruptive to our customers because they continue to use and rely upon that version. In this light, ImageTag has updated its Product Lifecycle Policy (PLP) to accommodate the often-conflicting objectives of developing a new version and supporting an older one.

The 2012 PLP provides customers with continued support for versions of our software that have been superseded by new releases. Rather than considered unsupported (as the previous PLP did), these versions are termed *legacy software* and are covered by a new premium contract.

Legacy software support is provided via a premium contract that includes an uplift added to standard contract amount using the percentage defined in the table below. The uplift starts at 25% and increases by 5% every two years. This enables ImageTag to fund continued support including tracking, troubleshooting, and knowledgebase access. Customers can plan their future expenses and make the decision to migrate to the latest release *when their schedule permits*.

Legacy Software	Released	Premium Annual Contract Required	Premium Annual Contract Required
<i>Customers should update to the latest maintenance release for each point release, shown in ()</i>	<i>General Availability, Standard Contract terms apply for three (3) years from release</i>	<i>Contracts renewing on this date or later, parentheses indicate the date the version would have required a PAC if this program had been in place</i>	<i>The uplift is added to your current Standard Annual Contract price at renewal</i>
KwikTag 3.3 (SP4)	11/27/2002	(11/27/2005)*	40%
KwikTag 3.4 (SP4)	10/22/2004	(10/22/2007)*	35%
KwikTag 3.5 (.19)	07/27/2006	(07/27/2009)*	30%
KwikTag 3.6 (.41) GP and NAV Connector	10/19/2007	Two (2) years from date of purchase†	25%
KwikTag 3.6 (.41) All Others	10/19/2007	At contract renewal after spring 2012 release of T3	25%
Current Releases	Released	Standard Annual Contract Available	Standard Annual Contract Rate %
<i>Latest release shown in ()</i>	<i>General Availability</i>	<i>Contracts renewing before this date will renew at Standard Annual Contract Rates</i>	<i>Multiply the total of Base Platform, CALs and any Options by this rate to determine your SAC price</i>
KwikTag 4.x	10/02/2008	Three (3) years from date of purchase	22%
KwikTag T3 (5.x)	1/23/2012	Three (3) years from date of purchase	20%

*Contracts renewing after Program Start Date, 9/1/2009 will require a Premium Annual Contract

†Customers who purchased 3.6 prior to 9/1/2009 may renew until 06/30/2011 or two years from date of purchase, whichever is later

Support and Maintenance Contracts

Standard Annual Contract

ImageTag provides support and maintenance for its software and hardware, where implemented on a physical appliance (KwikTag 4.x and 5.x are deployed on a physical or virtual appliance) through a Standard Annual Contract (SAC). The initial contract amount is determined by multiplying the commercial list price (CLP) of the software by the support and maintenance rate (SMR) and, if applicable, by adding the flat

hardware support amount. SACs renew annually on the anniversary date of the customer's product delivery.

The Standard Annual Contract includes technical support via email (support@kwiktag.com) and telephone (1-877-594-5111) as well as maintenance for the covered software and hardware. Maintenance provides enhancements and defect fixes for current releases of the software along with firmware updates and parts replacement for the appliance hardware, *while under hardware warranty*. Technical support and maintenance is provided according to the published Service Level Agreement (SLA).

Improvements are a continuous process at a software company. The maintenance portion of a Standard Annual Contract funds these improvements and releases make them available to customers. ImageTag encourages their customers to upgrade to get on the latest release. This effort ensures customers have access to the latest features and fixes.

Each point release of ImageTag software is considered current for a period of three (3) years from its initial release known as general availability (GA). A Standard Annual Contract covers current software (and hardware, where implemented and under warranty with 4.x and T3). Standard Annual Contracts stay in force until the customer's anniversary (renewal) date even when that date falls after the three-year window.

Premium Annual Contract

Once the software is no longer current, a customer wanting to continue their support and maintenance has a choice: upgrade to the latest release, or renew with a Premium Annual Contract (PAC).

Determine the cost of the Premium Annual Contract by multiplying the Standard Annual Contract amount by the uplift percentage (in the table above), and then add the result to the Standard Annual Contract amount. The uplift starts at 25% and increases 5% every two (2) years.

The Premium Annual Contract provides similar benefits to the Standard Annual Contract, i.e. Customer Service maintains a working version of the release, remotes into customer systems, performs active troubleshooting, etc. The difference occurs when a defect is found; fixes may only be available from *existing* patch or maintenance releases or may have been fixed in a later major or point release (requiring a system migration to correct the defect). Customer Service will establish availability, assess deployment risks and consult with the customer to determine the most effective remedy.

Customers may continue to renew their Premium Annual Contracts until the major release on which their system is based becomes three versions behind, e.g. PACs are not renewable for KwikTag 2.x since 5.x is

available. *At any time, customers may elect to upgrade. When they do, the remaining portion of that year's uplift will be applied to the following year's contract.*

Software Release Terminology

Major Release

A major product release has significant new features, functionality and application programming interface (API). It is often denoted by a major technology shift. Major releases may also require a software or data migration. Major releases are indicated by incrementing the first digit of the release version number (1.0, 2.0, etc.).

Point Release

A point release introduces feature enhancements planned in the product roadmap of the major release. It typically does not introduce any migration issues but may require trained personnel to perform the upgrade. There may be additions to the API to encompass the feature enhancements. Point releases are denoted by incrementing the second digit of the major release version number (1.1, 2.1, 3.2, etc.).

Patch Release

Patch releases are provided to introduce a defect fix into the field quickly. Patch releases could be applied to any type of release, e.g. after a major release or other significant enhancement. They are short-lived, being incorporated within the next maintenance release. Patch releases are denoted by incrementing the next digit after the current maintenance release version number (4.011, 3.6.33 etc.).

Frequently Asked Questions (FAQ)

The table shows 4.x customers have a different window for its Standard Annual Contracts. Why?

The 4.x platform of KwikTag introduced a new deployment method, the Appliance. The turnkey system is self-contained and delivered as either a physical (rack mount server) or virtual appliance. The Appliance downloads updates automatically from the Internet and will have the latest release at the click of a button. This enables ImageTag to deploy point, maintenance and patch releases keeping the all of our 4.x systems current. Our customers benefit with a Standard Annual Contract window of three (3) years from *date of purchase*.

The table shows 3.6 customers have a different window for its Standard Annual Contracts. Why?

The introduction of KwikTag 4.x and the Appliance came shortly after the release of 3.6. It was determined that some customers would still adopt 3.6 to take advantage of its flexible deployment options. Furthermore, hundreds of customers have installed 3.6 since its availability in 2007 and it will take additional time for them to make the jump to the new platform. KwikTag 3.6 and this PLP give them that time.

I want to move my KwikTag System to the Appliance; what is involved?

ImageTag has put together a package that combines a high-value service engagement with the Appliance to insure that *your new system, users, and business processes* will perform optimally on KwikTag's newest platform. This package provides special pricing and is available now through your ImageTag Account Manager or sales@kwiktag.com.

What if Customer Service determines my defect is fixed in a later release?

Fixes may only be available from *existing* patch or maintenance releases. If Customer Service determines that the fix is available in later maintenance releases, they will work with you to assess deployment risks (since this would be installed on your current system). If the fix is available in a newer KwikTag major or point release, Customer Service will attempt to provide an acceptable workaround until you schedule a system migration or upgrade.

What happens to my uplift when I'm ready (or need) to upgrade?

The remaining amount of the uplift will be applied to the cost of the following year's Standard Annual Contract. Your Account Manager will present adjusted pricing to insure that your investment is protected.

How long will Windows Server 2003 be supported on the Appliance?

Microsoft Windows Server 2003 was delivered with the 4.x Appliance. KwikTag T3 is based on Windows Server 2008 R2, but also supports WS 2003, and will continue to do so as long as Microsoft support WS 2003 (end of life for the OEM version is in 2015). To give customers sufficient time to move to the WS 2008 R2 (or newer version as they are available) operating system, ImageTag will release two point versions of T3 (after the initial January 2012 T3 release) with parallel development, testing and support of both WS 2003 and 2008R2, but will then cease parallel development of enhancements on the 2003 platform.

How long can I stay on a Premium Annual Contract?

Customers may stay on a Premium Annual Contract (PAC) until the general availability of a major release three versions ahead of theirs. For example, when KwikTag 6.x is released, customers on 3.x will not be able to renew their PACs and should plan for an upgrade before their current contract ends.

I have additional questions, how do I get more information?

Call your ImageTag Account Manager or Customer Service at support@imagetag.com or 1-877-594-5111.

