Novell Execution of "one Net" – Critical Corporate Milestones

• **1979 – 1990**: Novell begins life in 1979 as Novell Data Systems (NDSI), a computer manufacturer and maker of disk operating systems. In January 1983, NDSI is reincorporated as Novell, Inc., and shortly afterward becomes recognized as the network operating system leader. Novell's development of a PC networking system that designated one machine to manage the network and control access to shared devices, such as disk drives and printers, marks an important early step in the network revolution that has culminated today in the one Net economy.

• **1990 – 2000**: By the early 1990's, Novell's NetWare operating system, updated to add key features for distributed enterprises, leads this market with nearly a 70 percent share. As a network management leader, Novell accelerates its efforts to leverage its core networking strengths in the Internet arena. Novell launches the industry's first truly cross-platform directory, NDS eDirectory.

• **February 2000**: Novell establishes the corporate vision of one Net through its Net services software, aimed at helping companies tear down the barriers to communication that exist between intranets, extranets and the Internet.

• **May 2000**: Novell re-organizes the company to support its one Net vision. The company announces an aggressive advertising campaign to further communicate the new one Net vision.

• **July 2000**: Novell ships DirXML and Single Sign-On, new Net services software that accelerates and secures the transition to eBusiness.

• **August 2000**: Novell announces its roadmap for the future of NetWare, including the next-generation NetWare Net services platform to manage the exploding need for ever-larger amounts of network-based information storage. NetWare will continue to integrate heterogeneous corporate networks into the emerging one Net economy as companies make the jump to eBusiness.

• **September 2000**: Novell announces its first evening national broadcast advertising campaign, designed to extend market reach of the one Net vision. Novell announces new products and partnerships, delivering on the one Net vision. These include the availability of eDirectory 8.5 as well as the unveiling of Novell Portal Services, an eBusiness technology that enables businesses to give their employees, customers and suppliers a more personalized and productive experience on the Net.

• **November 2000**: At Comdex, Novell announces new products and partnerships demonstrating how its Net service software simplifies, secures and accelerates eBusiness. Novell announces iChain 1.5, its Web security solution. Novell also features customer implementations of its directory services at United Kingdom's Ministry of Defence and Gulfstream Aerospace.

• **February 2001**: Novell announces the creation of Volera as a separate operating company to focus on the caching and content networking market. With equity participation from Accenture and Nortel Networks, Volera initially focuses on new markets (Web hosting and service providers) and a new business model (subscription pricing) that differ from Novell's core market. Volera's acceleration and content networking services remains a strong complement to Novell's Net services software, helping speed up the delivery of Net services to end users.

• **May 2001**: Novell makes Novell eDirectory royalty-free for developers, independent software vendors and original equipment manufactures. This removes the price barrier to adoption of eDirectory and seeds the market for development of additional directory-based Net services by Novell and partners. As the only cross-platform full service directory on the market, eDirectory is the only directory capable of playing this core infrastructure role. This announcement marks a fundamental move by Novell to make directory a core underlying component of the emerging one Net world.

• **July 2001**: Novell acquires Net consultancy firm Cambridge Technology Partners, significantly accelerating Novell's capabilities in the services area. Net services implementations become increasingly complex as companies open their internal networks to the Net, requiring significant business process expertise to determine the best use of the software. The acquisition of Cambridge greatly increases Novell's capacity to deliver that consulting expertise. The Cambridge acquisition becomes a significant step in growing Novell's go-to-market capability.

• **August 2001**: Novell releases its first Net business solution, Identity Provisioning for PeopleSoft, building on Novell's technical expertise and Cambridge Technology Partners' strong existing PeopleSoft practice. Additional Net business solutions around portals, technology rationalization and business process management for government follow.

• **September 2001**: Novell launches NetWare 6, one of the most eagerly anticipated upgrades to the operating system in the company's history. NetWare 6 is a whole new concept in an operating system. It's additive, meaning it brings its powerful new Net services – iFolder and iPrint – into any network, not requiring a rip-and-replace approach. NetWare 6 goes on to win multiple industry, magazine and readers' choice awards as one of the best new technologies of the year.

• **November 2001**: Novell launches its Clear Channel initiative to reinvigorate its solutions providers channel program. Based on a named-account, named-partner model, the Clear Channel initiative reiterates the importance of solution providers in Novell's go-to-market strategy and clarifies how Novell and partners will work together going forward to best address customer needs. PartnerNet 2002, kicked off at Novell's annual partner summit in January 2002, provides the operational details for Clear Channel, putting these partner relationships on a very solid footing.

• **March 2002**: Novell's BrainShare conference in Salt Lake City brings together close to 7,000 Novell customers and partners to learn about the latest Novell solutions. Chris Stone, recently returned to Novell as vice chairman, Office of the CEO, lays out Novell's commitment to move Novell's solutions forward rapidly into the Web services arena. Novell unveils its latest eDirectory technology, eDirectory 8.7, committing to adding important Web services support to the directory. Novell's ZENworks Synergy, which melds content and application delivery with desktop management and portal technologies, becomes a strong one Net solution for customers by allowing easy-to-use anytime, anywhere access to key corporate information and applications.

• **July 2002**: Novell unveils its roadmap for eDirectory over the next 18 months, reaffirming its technical leadership in the increasingly complex area of identity management and network access. Novell commits to making the directory a critical component of Web services, via Web services protocol UDDI, and to add new features to increase the power of the directory in network management. Novell also unveils one of

the industry's first solutions using specifications outlined by the Liberty Alliance, a customer-focused industry group formed to develop open-standards based identity management and single sign-on for the Web.

• **July 2002**: Novell acquires SilverStream Software, Inc., a leader in Web services-oriented applications development. SilverStream's award-winning eXtend platform is a market leading integrated visual services environment, the foundation for building emerging Web service applications. Novell becomes one of the few companies in the market with a comprehensive Web services story – business and rapid application development expertise through Cambridge Technology Partners, a Web services development platform via the eXtend platform, and Novell's traditional reliable, secure, scalable identity management and network infrastructure to run Web services effectively.