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SouthWare announces new upgrade policy. Effective Date March 1st, 2010

Background to this change.

One of SouthWare's goals for Revision 15 was to simplify installation and upgrades so they do not involve a large training hurdle each time an upgrade is implemented.

Typically SouthWare has released an upgrade at the end of the second quarter each year. I install it in house, run and test it at least two months before releasing it to end users. This ensures that I am able to answer questions quickly and am also providing a well tested product.

In the past, SouthWare has charged 11% for each annual upgrade, payable as it was ordered. With the upgrade, all the improvements were added at one time. Frequently, new runtime or platform changes were also implemented at this same time. This resulted in considerable support following the release, preventing SouthWare from improving the product for typically 3 or more months following the major release.

As software is becoming more complicated and feature-rich, the only way to provide quality support is to ensure that as many clients as possible are running on current releases. For this reason, SouthWare is changing the plan to provide a greater encouragement for clients to budget annual releases and obtain incremental benefits throughout the year.

The new Upgrade plan.

SouthWare has named this the Continuing Maintenance Subscription Service or CMSS. This is a substantial change, but I believe it is going to have huge benefits by delivering enhancements as they are available, allowing clients to absorb a small amount of change throughout the year rather than being faced with significant training challenges on an annual basis.

I feel that more of the powerful features offered by SouthWare's sophisticated product will be utilized under this new plan.

I encourage all my clients to make maximum use of this new benefit.

- SouthWare will be issuing monthly updates which add new features each month. These features will be available during the course of the year rather than being released in a single large distribution. **These updates will only be available to those who choose the subscription service.**
- The user who chooses not to participate in the subscription service will continue to receive bug fixes for 12 months after the release date, but none of the added features and improvements will be available until the next software release.
- The subscription service will be based on the current price of the product and is initially set at the existing rate of 11% per annum. Each new subscription is due

January of each year. If an end-user wishes to pay on a quarterly basis then they will be required to pay 27% of the annual fee each quarter in advance. This includes a 2% charge for each quarter.

- If the user does not participate in the subscription service, and wishes to upgrade to the current level, then the percentage for each annual upgrade step will be calculated at a higher rate than the 11% now in use. SouthWare has priced this at 13% for 2010, and will probably increase this next year.

The above are the basics for this new plan. Due to the fact that there is some catch up required to move from the existing system to the new system, there are some incentives to encourage early adoption of the plan.

Incentives available.

- For anyone currently on Revision 15 who chooses to go on this plan before the end of June 2010, SouthWare will classify you as a charter member and charge 10% for 2010 and 2011. The rate will return to 11% commencing in January 2012.
- As NetLink and remote users are such important parts of revision 15 and beyond, SouthWare is offering to spread the cost of adding NetLink over three payments. The first payment will be made with the 2010 plan, the second payment in January 2011 and the final payment due January 2012. **This offer is only valid for those who sign up for the subscription service before June 30, 2010.**
- As incentive to encourage more users to keep themselves current, there will be price reductions to upgrade starting in March and ending in June. Any upgrade in March will be calculated at 10% per upgrade level. Upgrades in April, May or June will be at the old rate of 11% per upgrade level. Upgrades ordered after the end of June 2010 will be subject to a price increase as all upgrades for the remainder of 2010 will be calculated at 13% per upgrade level. In other words, coming from revision 13 to current 15 will be 2 upgrades or 20% in March, 22% April through June and 26% after that. **This offer at the 10 and 11% level is only valid for those who sign up for the subscription service with the upgrade.**
- Any Upgrade orders which also pay for the subscription service for 2010 **and issue a Purchase order committing to the service in January 2011** will receive the 2010 service at a discounted level. In March and April, it will be a 40% discount, and in May there will be a 20% discount. **This means there are 3 opportunities to save.** In March combine the upgrade and CMSS offer for maximum savings, in April take the CMSS 40%, or in May take the 20% CMSS discount.
- Anyone adding TaskWise and ExecuMate with their Revision 15 upgrade order before June 30th, 2010 will receive a 20% discount on all new modules or users added.