



## Corporate Profile

### KEY CONTACTS

Rick Fiery	Chief Executive Officer
Marc Fagan	Executive Vice President - Product Management
Jayanta Mukhopadhyay	Vice President - Engineering
Tom Bergeron	Vice President - Sales
Martha Bednarz	Director of Marketing

### ORGANIZATION

Envista Corporation is a privately-held software development company co-founded by Richard Fiery, the company's Chief Executive Officer, and Marc Fagan, the Executive Vice President. The company's sales, marketing, and research and development activities are managed at the corporate headquarters in Beverly, MA, located on the north shore of Boston. Envista CEO Rick Fiery is the former CEO of Infracore Corporation and Vice President Global Finance of Bentley Systems, Inc. Envista EVP Marc Fagan lead Vanderweil Facility Advisors (VFA) as President, then was Director of New Initiatives at Reed Elsevier (Reed Business Information).

Envista's unique-to-the-market technology enables coordination of new and existing infrastructure projects amongst utilities, municipalities, and highway agencies. This web-based solution addresses a critical market need for a streamlined, integrated approach to managing infrastructure. Envista also allows managers to designate time-sensitive projects as "Shovel Ready" to take advantage of stimulus funding for ready-to-go infrastructure projects. Today, the company maintains information on more than 75,000 built infrastructure projects since its launch in May 2008. At the end of 2008, the company released an original cartoon entitled *Street Cut Capers* depicting the impact of uncoordinated infrastructure renewal work on Main Street, Your Town. The cartoon can be viewed at <http://www.envista.com/street-cut-capers>.

### CORPORATE FOCUS

Envista Corporation is focused specifically on the technology needs of stakeholders who build, manage, or maintain infrastructure. Current market trends indicate the success of revitalizing the nation's infrastructure lies in the cooperation and coordination of one or more teams engaged in the build and renewal process. Officials at all levels of government — federal, state, and local — are under pressure to effectively modernize the nation's infrastructure system. With billions of dollars of government funding targeted for Shovel-Ready projects, an unprecedented level of infrastructure projects will be conducted in the right of way. Envista serves this business sector and offers a web-based solution with unique features to support real-time project coordination that translates into improved services and use of resources, and a higher return on taxpayer investment.

With the new administration, Congress, and the nation debating how much of the economic stimulus package should go toward infrastructure, the American Society of Civil Engineers (ASCE) rolled out their Report Card for America's infrastructure early in January 2009. With an overall D grade, the ASCE's report details the organization's rationale behind the grades in 15 categories, and calls for an investment of \$2.2 Trillion over the next 5 years to repair roads, bridges, ports, levees, water and wastewater systems, rail systems and more.

### COMPETITIVE ADVANTAGE

Envista's competitive advantage is threefold. First, the company offers a revolutionary, unique solution for an industry without tools to facilitate project coordination. Secondly, Envista is taking an advanced technology approach to solving the communication and work organization problems between key players, who build, manage, or maintain infrastructure. Lastly, the company's high-level management team leverages decades of experience in software and Internet technologies for the Architecture, Engineering and Construction (AEC) industry.

In this marketplace, Envista offers the only centralized, collaborative application allowing private and public entities to exchange and synchronize infrastructure construction and maintenance projects in a visually intuitive, map-driven solution. The web-based service requires no IT setup or maintenance, and only Internet access and a standard browser is required to use the application. Envista has built their product from the ground up combining internet mapping, spatial database capabilities, and Web 2.0 technologies.

**ENVISTA SOLUTIONS**

Envista Corporation's product "Envista" is an innovative web-based solution for the management oversight of infrastructure built and maintained by utility companies, municipalities, and highway agencies. Envista solves the industry problem of poor coordination of utility and roadway projects that result in the digging up of newly paved roads. The product helps infrastructure stakeholders coordinate their constantly changing construction and maintenance programs with other stakeholders. Unlike the current reactive practices that result in waste and friction, Envista's centralized collaboration application provides four key benefits:

1. **Exchange** - Simultaneous exchange of project plans with all stakeholders and immediate availability of up-to-date project plans, especially high priority "Shovel Ready" projects.
2. **Visualization** - Graphically intuitive, map-driven view of maintenance and construction projects.
3. **Identification** - Instant visibility of all project issues with management dashboard summarizing critical planning information.
4. **Resolution** - Collaboration tools to resolve project issues, improve project planning and decision making with all stakeholders.

Envista's best-practices approach to coordination will have a positive impact on financial gains for infrastructure stakeholders. Government agencies can reduce street cuts by as much as 27% through joint planning. Utilities can diminish operational cost through more efficient project planning, reduce the costs of leakage, and increase revenue by proactively planning around street cut moratoriums to more efficiently market to, and service, customers. All infrastructure stakeholders will save significant dollars on repaving budgets, while at the same time increase project planning efficiency, and improve public services.

**THIRD-PARTY RELATIONSHIPS**

Envista has developed strategic partnerships with world leading technology firms. The company is part of the Oracle Business PartnerNetwork and Oracle Technology Network. Oracle ([www.oracle.com](http://www.oracle.com)) is the world's largest enterprise software company with 275,000 customers—including 98 of the Fortune 100—in more than 145 countries. Envista is also pleased to be a member of ESRI's Business Partner Program and Development Network. ESRI ([www.esri.com](http://www.esri.com)) is the leader in the world's nearly \$2 billion market for Geographic Information Systems (GIS). Envista leverages NAVTEQ Corporation's comprehensive digital map information for Internet-based mapping applications. NAVTEQ ([www.navteq.com](http://www.navteq.com)) offers digital map coverage in 72 countries on 6 continents. In addition, working with American Digital Cartography, Inc. ([www.adci.com](http://www.adci.com)), Envista has developed custom attributes of North America digital map data, optimized for use in coordinating project information online. The company continues to actively pursue business alliances that will result in technology integration, new application solutions, and expanded worldwide distribution.

**WORLDWIDE COMMUNICATIONS**

Envista Corporation communicates with its customers and prospects through its dynamic Web Site featuring current product information, company news, calendar of events, and the latest industry news.

Telephone: 978-232-6300  
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 Web Site: [www.Envista.com](http://www.Envista.com)

**DISTRIBUTION, TRAINING AND SUPPORT**

Envista solutions are sold direct by Envista. For more information, contact Tom Bergeron, VP - Sales, at 978-232-6303. Training and technical support programs are available from Envista Corporation.

**MEDIA CONTACT INFORMATION**

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