

## Overview:

When a CEO or Senior Management Team is faced with significant business challenges and requires original and out-of-the-box consultation on how to create radical change for their company, they call on us. At Xtivia, we recast the work of strategy as a rich, human-centered, fast-paced, and results-oriented activity that spurs dramatic change and results. Our focus is grounded in providing tangible deliverables in the form of easily understood actions, each of which triggers another chain reaction of sub-actions based on an organization's most critical business objectives.

Today, more than ever, the job of a leader is to move that chain reaction along in the most inspired and efficient way possible.

We don't just install and build IT Solutions, we strengthen the Corporate Enterprise. Not only do we produce tangible output, but we also change the way people approach their work. All meaningful change starts with the right aspiration, and our approach to creating and executing the strategy is ultimately about engaging people to accept change.

## Our Family

Xtivia is a member of The Formula Group (NASDAQ: FORTY), a global IT solutions provider with annual revenues of \$400 million. With more than 4,000 software professionals, Formula represents a broad support network for blue-chip customers in more than 50 countries. Access to Formula's financial, strategic and technical resources allows Xtivia to undertake a wide variety of projects while operating as a close-knit unit focused on front-end user experiences, customer service and long-term relationships. As part of the Formula family, Xtivia can marry its design and marketing expertise with customized IT solutions that best serve our clients' needs.

## Our Goal

Our goal is to deliver a unique combination of integrated solutions and services, web-based technologies, and managed applications that allow our customers to rapidly deploy enterprise solutions that are fully integrated with every specification of their business strategy and existing systems.

## Our Approach

Our approach considers all the necessary elements for businesses to catalyze change and innovation. Successful change depends on a company's ability to simultaneously address the following areas:

- **Vision.** We work with executives to crystallize their company's strategic vision.
- **Leadership.** We align with and arm leadership teams to execute on the vision we jointly create.
- **Communications.** We bring the vision to life by writing and designing compelling communications.
- **Culture.** We motivate and educate employees to deliver on the vision by driving culture change initiatives.
- **Brand Experience.** We create 360° customer experiences that reinforce and embody the vision of a company's brand message.

## Company Culture and Values

- **Creativity.** We thrive on innovation and originality—encouraging risk-taking and divergent voices.
- **Customer Focus.** We value our customers—putting their needs and interests at the center of everything we do.
- **Teamwork.** We treat one another with respect—creating value by working together within and across our businesses.
- **Diversity.** We attract and develop the best talent—seeking to include the broadest range of people and perspectives.

## Our Services

With focus on several key market segments such as Media & Entertainment, Leisure, and Lifestyle, we offer the experience of seasoned professionals grounded in the enterprise needs of business. We collaborate with our clients and partners to help them seize market opportunities and solve the open challenges they face. We combine strong industry knowledge, the right blend of competencies, and best-of-breed technologies to deliver insightful, creative, and results-driven business solutions.

Here at Xtivia we provide:

- E-Business experience in a wide range of technologies and customized portal solutions
- Remote monitoring and management of information infrastructure components
- Expertise in the development and implementation of advanced business intelligence products and solutions
- Combination of branding, interactive, integrated, and marketing services
- Specialized skills and experience in the areas of database, mainframe and disaster recovery
- Proven techniques, technologies, and project management processes to create high quality and unique IT solutions

For more information on how Xtivia can help your organization better manage its IT services, please contact an office near you or visit our web site at [www.Xtivia.com](http://www.Xtivia.com).

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