

# Kofax FAQ

## Aia Software Acquisition

### Who is Aia?

Aia Software, established in 1988, is a leading provider of Customer Communications Management (CCM) software. The privately held company is based in the Netherlands, with offices in the UK. Aia has 70 employees, 15 channel partners and 400 customers across 30 countries. It generated about USD \$9 million during its fiscal year ended October 31, 2014.

### STRATEGIC FIT

#### What's new?

There is tremendous synergy between Aia and the Kofax family of products and solutions. Aia extends Kofax's flagship process management platform, Kofax TotalAgility®, in extremely beneficial ways by adding CCM capabilities from the Point of Origination™ and throughout the entire customer relationship. This will further bolster the competitive advantage Kofax customers enjoy with TotalAgility.

A key use case is customer onboarding, where effective customer interaction is critical. If the experience is frictionless, it can set the stage for an enduring customer relationship. If it's manual, slow or inaccurate, it can result in defection and brand erosion.

Customer onboarding can begin with an Aia-generated application form. The customer can auto-populate the application using a Kofax-powered app on his mobile device to quickly and accurately capture and extract the information from his driver license or other identification source. If additional supporting information is needed, Aia can send a request via email to the customer, or use TotalAgility's information integration capabilities to automatically import it from third parties, systems of record or other sources, all with no coding. With TotalAgility's process management capabilities, the application continues progressing automatically according to pre-established business and compliance rules. Once all criteria are met, Aia can send approval notices via text or email with copies to other parties such as brokers or agents. With Kofax e-signature incorporated, the need for the customer to

print the application, sign it and scan it back in is eliminated. And ultimately, Aia can send a welcome packet that includes information on other products and services in which the customer may have an interest. With TotalAgility and Aia, organizations can present their customers with a consistent branding experience and frictionless engagement, no matter the communication channel or line of business. In addition, TotalAgility's analytics capability measures key performance areas throughout the process, providing the organization with operational insights for continuous improvement.

Bottom line, the Kofax acquisition of Aia will strengthen and accelerate an organization's ability to better serve its customers in their preferred digital fashion.

#### What is the Aia platform?

Aia's customer communications platform allows organizations to manage customer correspondence both electronically and on paper, helping them tap into changes faster and increase the efficiency of their customer communications. The platform, which offers on-demand, interactive and batch capabilities, is highly user-friendly and flexible. It makes clever use of customer data from business applications and enables organizations to develop a limitless array of personalized and customer-driven letters, contracts and mailings, while preserving and maintaining corporate branding.

The Aia platform accommodates two-way communication across any channel anytime, allowing the line of business to take ownership with minimal IT effort. Other products are based on proprietary technology and have a higher TCO. Aia also enables organizations to evolve their communications rapidly based on changes in branding, market conditions, etc., resolving a pervasive pain point.

#### Who are Aia's customers?

Aia's target markets are aligned with Kofax's core vertical markets, and include: insurance, financial services, government and others. These industries are where effective CCM is key to acquiring and retaining customers. Aia has more than 400

current customers including: ABN Amro, Allianz, De Goudse Verzekeringen, Legal & General and LeasePlan.

## Why did Kofax acquire Aia?

Kofax understands that technology companies that stop innovating on behalf of their customers die. Therefore, we are in regular strategic communication with our customers, partners and the industry analyst community in an effort to predict what the market's greatest needs will be beyond the horizon.

CCM has been in our sights for some time as part of our long-term strategic growth plan, and it's a natural extension of our First Mile strategy. With the right conditions in place last year and demand for CCM growing rapidly, our experienced business development team set about evaluating a number of CCM companies for potential acquisition. We selected Aia based on its strength in on-demand and interactive communications, the fact that it is a proven leader in the emerging, high growth segments of the market, and because the platform design makes it easy to integrate with TotalAgility. We also believe CCM is increasingly becoming an integral aspect of all enterprise systems and it is going to become essential to nearly every company's ability to comply with regulatory requirements.

## What are the Aia platform's market differentiators?

Interactive and real-time document composition

- As a business process
- Fully integrated into application and business workflows
- Authoring documents in a word processing program (Microsoft Word is the native format)
- Browser-based applications for desktop and mobile
- Business self service

Template and content management

- Integrated version control
- Reuse of building blocks (content, template styling, process)
- Browser-based applications for desktop and mobile
- Business self service

Fast implementation

- Proven track record of speed in implementation
- Easy to integrate

## Will new Aia product releases be delivered on schedule?

Yes. The Aia product roadmap will progress as planned. In addition, Aia will benefit from additional development and financial resources as a result of this acquisition.

## How does Aia benefit from the acquisition?

The acquisition provides significant value to Aia:

- Provides a much stronger go-to-market presence
- Leverages Kofax's strengths and customer base
- Strengthened product offering to include analytics, integration, e-signature and process management
- Provides the potential for more investment in R&D, Sales & Marketing

## How will Aia products and technology be integrated within Kofax solutions?

Aia products and solutions will continue to be sold standalone, and can be used out of the box with TotalAgility, Kofax's flagship process management platform immediately. The Aia CCM platform will be fully integrated onto the TotalAgility platform as quickly as possible.

## OPERATIONS AND SALES

### What does the acquisition mean for Aia customers?

There should be no discernible day-to-day difference for existing Aia customers. Kofax has been serving and supporting customers and partners around the world for decades, and we are keenly aware our success is dependent on the success of our customers and partners. It is our intention to make this acquisition beneficial for all stakeholders.

### How does Aia fit into the Kofax organization?

Aia, *the company and brand*, will be fully integrated with Kofax by June 30, 2015. The reason for this fast integration is the compelling opportunity to get leverage across all Kofax functions to help Aia achieve its fullest potential. The complete plan for Aia product integration plan is still under development.

### Will Aia remain located in The Netherlands and its other locations?

Yes. The company will maintain its presence in The Netherlands and its other offices around the globe. Where Kofax has similar locations and where appropriate, the Company may look to consolidate offices over time.

## FINANCIAL

### How much did Kofax pay for Aia?

USD \$19.5 million.

### How will this acquisition impact Kofax's revenues?

It will be accretive.

If you have additional questions, please contact Karl Doyle, Senior Vice President of Corporate Development, at: [karl.doyle@kofax.com](mailto:karl.doyle@kofax.com).