

BSG Alliance Changes its Name to nGenera Corporation and Unveils World's First Business Innovation Platform to Power the Next Generation Enterprise

The solution suite – powered by software-as-a-service and community-driven innovation – includes nGen Talent, nGen Customer and nGen Leadership, available now

Las Vegas, Software 2008 – April 29, 2008 – BSG Alliance today announced it has changed its name to nGenera Corporation to spotlight its mission to transform companies into Next Generation Enterprises. nGenera also unveiled its groundbreaking nGen Platform for business innovation, and the first three end-to-end offerings delivered on the platform: nGen Talent, nGen Customer and nGen Leadership.

The profound business changes brought about by the combination of globalization, the talent crunch and Web 2.0 technologies are reshaping the economy at an astonishing pace. Companies must begin to operate and create customer value in entirely new ways. The nGen Platform is the answer to this new business reality. It offers Global 2000 companies a game-changing combination of software-as-a-service, talent and knowledge – packaged into category solutions and delivered using web services – to address fast-traction areas of transformation.

“Insight from hundreds of customer relationships has informed our knowledge of what it takes to reinvent historic business structures,” said Steve Papermaster, Chairman and CEO of nGenera. “We co-create solutions with our customers – partnering with them every step of the way to help them perform and compete better in the global market.”

The nGen Platform: World's First On Demand Platform for Business Innovation

nGenera is unlike any other company. The nGen Platform is the first of its kind, and enables the company to design and rapidly deploy configurable solutions for growth and innovation to its customers – globally and on demand. The platform further allows total flexibility and agility to evolve and extend each category solution as technologies, markets and business dynamics change.

nGens of Innovation: High Traction Areas for Next Generation Transformation

- **nGenTalent™** enables enterprises to identify, source and retain key resources anywhere in the world, and to provide an attractive, compelling work environment for the

new workforce. Major capabilities include recruiting and on-boarding, learning and development, performance management, total compensation and collaborative culture.

- **nGenCustomer™** gives companies the means to turn customer insight into compelling, differentiated products and services – to co-create complete customer experiences. Key capabilities include customer experience assessment, emotion mining, community-driven innovation, customer experience design on demand, multi-channel interaction, knowledgebase management, and Web monitoring and analytics.

nGenLeadership™ gives companies the strategy, frameworks, techniques and tools to innovate, grow, plan and realize their transformation into a Next Generation Enterprise. Capabilities include: on-demand strategy, collaboration, simulation, operating model design and analytics, as well as the creation of an 'edge' for innovation and experimentation.

Strategic components that make up the nGen Platform, deliver its transformational power, and underpin each nGen category solution include:

- **The nGenera Innovation Network™:** the world's leading executive-membership research and educational organization, pioneering new business designs, models and strategies for the global economy. The nGenera Innovation Network is led by Don Tapscott, author of *Wikinomics* and 11 other business books, and one of the world's foremost authorities on management issues. How big is your network?
- **Software-as-a-Service:** the on-demand, always-growing software-as-a-service-based environment that powers nGenera's solutions. It provides a reliable, secure, standards-based, multitenant environment for a rich ecosystem of composite Web-based applications that work together at the user interface, workflow and data model level.
- **Community-Driven Innovation™:** the heart of the Next Generation Enterprise – collaboration – is embedded in every nGenera offering. A powerful suite of collaboration components enable applied Web-based collaboration environments, including simulation on demand for business-scenario modeling, community-based analytics and Management Chain Automation™ to drive the complete innovation loop.

“Our business and industry are changing – and in a post-merger environment, our culture is changing too,” said Ciara Smyth, EVP and Chief Human Resource Officer of Houghton Mifflin Harcourt Publishing Company. “We know that our future success in part depends on our ability to identify, develop, engage and retain our highest-performing employees. nGenera, as our key leadership-development partner, is enabling us to engage our highest-potential employees in new ways with Web 2.0 technologies. We’re having global dialogues between our top talent

and executive management on key issues. This has been very exciting and effective - a real change in communication methods and content.”

"The integration of New Paradigm and Concours Group into nGenera is a very noteworthy development," said Rob Carter, EVP, Information Services and Chief Information Officer of FEDEX. "This is powerful – translating superior thought leadership into an execution capability and a new collaborative platform to enable companies like FEDEX to innovate new business models and stay ahead of the competition."

Each nGen category solution is available now on an annual subscription basis.

About nGenera

nGenera Corporation is an on-demand platform for business innovation that provides a suite of subscription-based offerings to enable the Next Generation Enterprise. Powered by software and people, nGenera's on-demand offerings give organizations sustainable, breakthrough capabilities in leadership performance, talent management and development, and customer experience. Customers that subscribe to the company's on-demand solutions include a marquee list of Global 2000 companies in a range of industries.

For more information, please visit <http://www.ngenera.com>.

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