



## **Former Hotmail Executive and AT&T Paradyne CIO Steve Douty Appointed President of BSG Alliance Corp. Applications Division; Also Acquires Kalivo and Launches Collaboration Hub**

Austin, TX – September 13, 2007 - BSG Alliance Corp., the platform for Next Generation Enterprises, On Demand, today announced Steve Douty, a 25-year software and services industry innovator, has been appointed President of the company's software applications and infrastructure division, BSG Applications. The company also announced the acquisition and integration of Kalivo, Inc., maker of a Web 2.0, Software as a Service (or SaaS) collaboration product, to form a core component of the on-demand offering from BSG Applications.

“We are thrilled that Steve Douty has joined BSG Alliance to lead the company's on demand applications division,” said Steven G. Papermaster, chairman and CEO of BSG Alliance Corp. “Steve has the vision and experience to build the platform enabling BSG Alliance's customers to solve business problems in new and innovative ways.”

Mr. Douty broke into the Internet marketplace in 1996, when he joined Hotmail as vice president of marketing, sales and business development. After Microsoft acquired Hotmail at the end of 1997, he became the director of business planning and media programming for MSN. At MSN, Mr. Douty was a key player in the conversion of MSN.com to a portal, the acquisition of LinkExchange, and the creation of Passport. The first 15 years of his career were in telecom, IT and systems integration where he served at companies like GTE, IBM, AT&T, and original BSG Corporation. He served as CIO for AT&T Paradyne in the early 90s. Mr. Douty has a B.A. in Computer Science from Dartmouth College.

### **BSG Alliance On-Demand Applications: Web 2.0 for the Enterprise**

In addition to the appointment of Mr. Douty, BSG Alliance today also announced the acquisition of Kalivo, Inc., maker of a Web 2.0, SaaS-based collaboration suite. The Kalivo software has been integrated into BSG Alliance on-demand applications platform as its core Collaboration Hub.

The BSG Alliance Collaboration Hub is an on demand application that enables online “conversations” among a company's employees or between employees, customers and anyone on the Internet. In addition, it monitors conversations that customers, prospects and competitors are saying – all over the Web – about a company and its products. The Hub excels at engaging those people most likely to design, develop, use, deploy, recommend or critique any product and service.

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Collaboration has emerged as a core competency for enterprises desiring greater customer, employee, and partner engagement afforded by Web 2.0 technologies, as reported by a new research study – “eBusiness: What’s Happened and What Happens Next?” – recently completed by BSG Alliance’s Concours Institute, the company’s research and executive education arm. In the report, analysts conclude that “next-stage eBusiness is all about collaboration.” It discusses how eBusiness must be always on, demand-ready and connected – using collaborative methods like “crowdsourcing,” mashups, blogs, wikis and other online tools.

Research for the report was conducted with 17 large organizations across multiple industries, including financial services, utilities, technology, transportation and health care. In addition, four detailed case studies describe how companies have applied new techniques to gain greater connectedness with their customers and target audience. The report concludes with eight recommendations for action to help companies take key measures towards becoming next-stage eBusinesses.

“A next generation enterprise has collaboration at its core,” said Mr. Douty. “Out of this collaboration, new social networks, communities, markets, and business models are surfacing – and changing the face of commerce. We plan to put BSG Alliance at the forefront of this revolution.”

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**About BSG Alliance Corp.**

BSG Alliance helps its customers become Next Generation Enterprises through its on-demand Strategy, Delivery, and Applications offerings. By delivering Enterprise 2.0 technologies, architectures, operating models and applications, BSG partners with forward-thinking companies and top C-level executives to help them become sustainable leaders in today's hypercompetitive global economy. For more information, please visit <http://www.BSGAlliance.com>.

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