

# ON24 Corporate Backgrounder

ON24 is the global leader in webcasting and virtual events. ON24's solutions provide companies worldwide with a full range of applications and services for corporate and marketing initiatives such as lead generation, conferences and events, product launches, continuing professional education, internal communications and executive announcements.

No other provider can match ON24's size, reliability or scalability.

- In 2008, the company delivered more than 24,000 events and grew some 40%.
- Its two fully redundant data centers, unique in the industry, ensure superior reliability.
- In addition, the ON24 network, with its patented platform technology, is capable of delivering the largest webcasts, with over 10,000 viewers, in the industry.

## ON24 Products & Solutions

ON24 provides a broad line of innovative webcasting and virtual events solutions, supported by services such as pre-event promotion, professional event delivery and post-event reporting and analytics.

### ON24 Webcasts

- **ON24 Webcasting**  
Engages an audience with high-quality video and audio presentations. These are highly scalable, customizable events provided live and on demand.
- **ON24 Webcast Center**  
A feature-rich web-based application for publishing interactive audio or video webcasts to audiences of thousands.

### ON24 Virtual Show

A flexible communications and demand generation solution that provides a virtual venue for events such as trade shows, conferences, partner pavilions and training summits.

### ON24 Media Center

A registration-based content portal that provides data that can be easily converted into actionable information.

### Insight24®

A business-to-business rich media network of webcasts, podcasts, videos and online demos for business and technology professionals. Insight24 provides timely and relevant information to facilitate decision-making.

## ON24 Customers

More than 700 organizations in publishing, technology, life sciences, government and financial services, including Business Objects, Cardinal Health, Cisco Systems, United Business Media, Credit Suisse, the U.S. Department of Education, GE Healthcare, Hewlett-Packard, IBM, Motorola, the National Science Foundation and Samsung, rely on ON24 for webcasting and virtual event solutions for a variety of applications, including demand generation, corporate communications and online training.

## Executive Management

Sharat Sharan, President and CEO  
Eoin O'Connor, Vice President of Finance  
Jayesh Sahasi, CTO and Vice President, Engineering  
Ed Van Petten, CIO and Vice President, Network Operations  
Denise Persson, CMO and Vice President of Marketing  
Scott Ray, Vice President, Professional Services  
Michael Nelson, Vice President, North America Sales  
Tom Masotto, Vice President of Business Development