



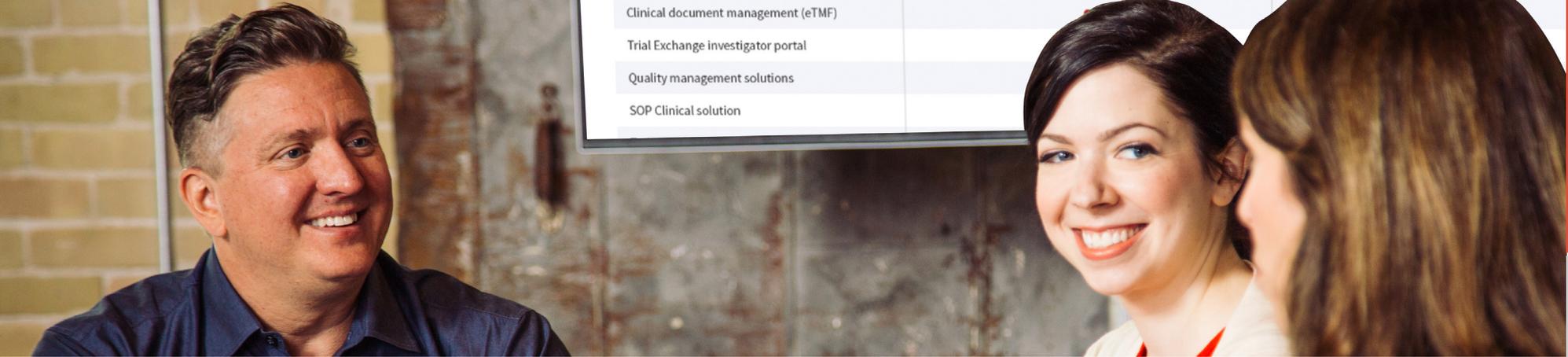
Welcome to Aurea

As a new Aurea customer, you probably have questions about who we are, what changes you can expect, and what this acquisition means for your technology investments.

To help answer them, we've taken the most commonly asked questions from new customers like you and compiled them into this guidebook. We hope you find it helpful in making your transition as smooth as possible.

We look forward to building relationships with you, learning more about your business, and sharing our plans for Aurea and BroadVision.

—The Aurea Team



Accelerating your Digital Transformation

Digital transformation is on the agenda at the executive level for virtually all of our customers — modernizing their operations to dramatically improve efficiency and growth, and gain competitive advantage.

To help you achieve this, we do things differently. Aurea enables businesses to accelerate digital transformation as the ‘Netflix of Business Software.’ One subscription unlocks a broad ‘Netflix library’ of products that span sales, marketing, operations, collaboration, HR, infrastructure, and vertical industries.

We were inspired by the model of consumer content, and asked ourselves: what if enterprise software worked like Netflix — instead of one-off purchases, all of your products were available in an always-growing library, right at your fingertips?

With Aurea, it does. **Our Unlimited approach** to enterprise software is designed to simplify and advance the way you use technology — with one subscription that unlocks every Aurea product. Now you can innovate and expand with less risk, more value, and unparalleled performance.

We’re excited to add BroadVision’s products to our Unlimited library, and even more excited to make our entire library of software products available to you.



Our Approach

For new companies joining the Aurea family, we follow a simple and effective process to accelerate success for you – and the BroadVision products:

STEP 1: PARTNER FROM THE BEGINNING

From the moment a company becomes part of the Aurea family, we focus on making the transition as smooth as possible — partnering with you to build a new relationship centered on your goals.

STEP 2: STRENGTHEN FOR SUCCESS

Next, we formulate a go-forward business and product strategy for BroadVision. This is typically a 90 day process that includes spending time individually with you as well as collecting input and feedback about your experience with the products.

Then, we begin a staged process designed to deliver product stability and modernization. While we continue to provide you with support and ongoing maintenance, we identify the future path for modernizing the solution by leveraging appropriate cloud-native capabilities.

STEP 3: INNOVATE AND GROW

Our focus as your partner is to help you extract maximum value from your Aurea subscription. As you transition into the Aurea family, you will gain immediate access to our Unlimited product library — all available to you under your single subscription. Our relationship with AWS ensures everything we use is best-in-class, infinitely scalable and continuously innovating.



Top questions from new Aurea clients

How big is Aurea?

Today, Aurea has over 2,000 employees and 3,000 customers primarily across North America and Europe — and we’re rapidly expanding each year, adding new customers, teams, and offerings.

Where are you physically located, and do you have global locations?

We’re headquartered in Austin, TX, where we’ve been for nearly 30 years. And while we maintain a physical headquarters location, we operate as a virtual company with our team members spread out across the globe.

Where can I view your financials?

Aurea is one of the largest – and fastest growing – privately owned enterprise software companies globally with \$500M+ in revenue. We’re funded by private investor ESW Capital, one of the largest privately held software operators in the world. Strategic acquisitions such as BroadVision are a core part of our growth strategy. We’re happy to talk with you directly to answer any questions you have about our financial model and investors – simply [connect with us](#) to schedule a discussion anytime.



What to Expect

Your Aurea Resources

In the coming weeks, you will receive a complete set of resources all designed to provide you access to the information you need without the hassle.

- [AureaWorks](#) is your one-stop portal for connecting with other Aurea customers in our community forums, and learning more about your Aurea benefits.
- Our dedicated [Renewal Space](#) is your resource for chatting live with an Aurea representative, getting answers to top questions about maintenance renewals and accessing important renewal documents.
- You'll find the latest information about BroadVision product maintenance windows and migrations on our [status page](#).

Products & Innovation

Our goal is to deliver success with every Aurea product. To get there, we invest heavily in understanding the business value BroadVision delivers, and the customers who depend on these products. During this process, you should expect product performance as usual.

Previous roadmap commitments will be paused during this time as we formulate an updated product strategy based on both your insights and our learnings.

Sales & Contracts

There are many benefits available to you once you transition to Aurea — your contract is just one part of that process. We'll work with you to ensure this process is smooth, and you are well positioned to begin maximizing your subscription value.

Getting Started with Aurea

✓ PROVIDE YOUR FEEDBACK.

We're interested in hearing from you — where are you getting value from BroadVision products today? What do you love? What could be better? Keep an eye out for surveys and other opportunities to provide your valuable input.

✓ GET TO KNOW AUREA.

[Watch the Welcome webinar](#) hosted by Scott Brighton. This is a great way to learn more about Aurea's vision and how it benefits you.

✓ DISCOVER THE BENEFITS OF YOUR SUBSCRIPTION.

Explore our extensive library and start thinking about the possibilities. Work with your account executive to get in position so you can leverage your benefits.



“... Aurea set out to raise the bar. The mark has been hit.”

—PENN MUTUAL



“(With Aurea) . . . We are producing double the volume in half the time, at lower cost and with greater quality.”

—FREEDOM MORTGAGE



“(With Aurea) . . . We have the right skill set, and the right strategic partner to achieve our goals.”

—BRITISH AIRWAYS

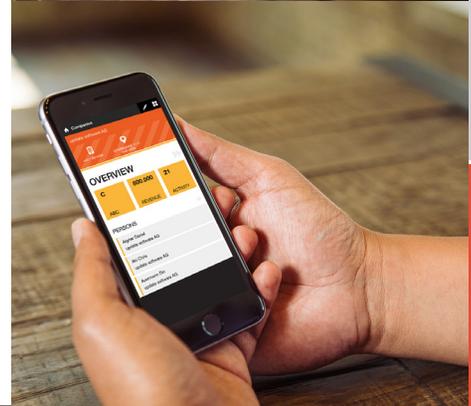


Building a Partnership

At Aurea, we don't want you to settle for “satisfied.” We hold ourselves to a higher bar of success. In our view, satisfaction is about simply meeting expectations, but success is about delivering business value.

Support

In the short term, your support experience will remain unchanged. BroadVision customers will continue to submit and manage support cases via the current portal you use today. As we move to more tightly align BroadVision with Aurea practices, we will transition Support services – keeping you informed along the way.



ABOUT AUREA

WHAT TO EXPECT

YOUR PATH TO SUCCESS

SUPPORT

CONTACT



Have a question or need assistance? We're here to help.

To ensure the fastest response, please contact:

SALES

For questions related to your agreement including renewals, pricing, and additional services or products:

[Connect with us »](#)

SUPPORT

Your support experience will remain unchanged for the short term. To open tickets, check ticket status, or inquire about product performance: Contact support@broadvision.com as you normally would.