

# POSSIBLE MODULUS / WORLDCOM BUSINESS STRUCTURE / COST MODELS

## Goals for Modulus:

- Make InterAgent the 'push' technology standard through deployment, endorsement, alliances
- Gain revenue through:
  - Toolkit sales for application development, server deployment
  - Royalties from ISV, VAR, OEM arrangements
  - Sales of applications

*Property  
Based Ranking*

## Goals for WorldCom/UUNet:

- Gain leadership position in global network-based technology and services
- Reduce costs through internal deployment of InterAgent and InterAgent-based applications
- Gain revenue through:
  - New services to customers (which should also pull more sales of existing services)
  - Expanded business relationships with key customers (e.g., Microsoft, NBC)
  - Resell or OEM InterAgent Toolkit and InterAgent-based products

*Network  
Called*

## Potential InterAgent-based applications and services (in Internet and intranet environments):

- Toolkits that allow customers to build their own applications on the WorldCom/UUNet infrastructure
- Intelligent FTP
- Multicast Chat
- Audio conferencing
- Multimedia conferencing and training (audio, video, whiteboards)
- Delivery of news, advertising, dynamic Web page updates
- Software distribution
- Multi-player interactive games
- Fax server
- Groupware interface (Lotus Notes, MS Exchange)
- Business application outsourcing
- Telecommuting infrastructure

*Function  
SmartCAST  
Intellicast*

## Possible business relationships of WorldCom/UUNet to Modulus:

- Customer - use InterAgent Toolkit for internal use
- ISV/VAR - use InterAgent Toolkit to build end products/services to offer to customers
- Reseller/OEM - sell InterAgent Toolkit standalone or bundled with other products, under the InterAgent brandname or private labeled
- Consortium leader - with Modulus, build industry support and usage for InterAgent approach among key technology companies (e.g., Microsoft, Cisco, Compaq, PointCast, etc.) and key users (e.g., NBC, Bear Stearns, etc.)
- Strategic technology partner - combination of above

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**Model 1: WorldCom/UUNet Leadership Commitment**

- Establish an Application Services Group (ASG):
  - 20 systems developers (inhouse, outsourced to Modulus, or combination)
  - 8 direct sales/marketing
  - 8 field engineers/consultants
  - 4 business development (to develop OEMs, ISVs, VARs)
  - 10 admin/logistics, etc.
- 3-year budgeting commitment from WorldCom/UUNet = \$30 million
- Modulus/WorldCom business relationship:
  - WorldCom gets InterAgent Toolkits free for internal use (must pay maintenance fee only)
  - WorldCom gets free unlimited internal use of InterAgent-based applications
  - Modulus gets ISV/VAR royalties of 10% from WorldCom on end services to customers based on InterAgent applications
  - Modulus will provide InterAgent Toolkit and InterAgent-based applications to WorldCom at 30% discount for resell to WorldCom customers
- Strong Modulus/WorldCom standards effort

**Model 2: WorldCom/UUNet Incremental Commitment**

- WorldCom/UUNet commits application-by-application only
- Modulus does not develop applications, but provides the following assistance to WorldCom:
  - Recommends systems integrators with InterAgent expertise
  - Assists in design of applications for a standard consulting fee
- Modulus/WorldCom business relationship:
  - WorldCom gets 50% discount on all InterAgent Toolkits for internal use (must pay normal maintenance fee)
  - WorldCom gets free unlimited internal use of InterAgent-based applications
  - Modulus gets ISV/VAR royalties of 10% from WorldCom on end services to customers based on InterAgent applications
  - Modulus will provide InterAgent Toolkit and InterAgent-based applications to WorldCom at 30% discount for resell to WorldCom customers
- Strong Modulus/WorldCom standards effort

**Model 3: Encourage Microsoft to take Leadership Role**

- Microsoft OEMs the InterAgent Toolkit from Modulus
- Microsoft gets ISV/VAR license from Modulus
- Modulus and Microsoft develop InterAgent-based applications
- WorldCom gets ISV/VAR license to create InterAgent-based services
- Microsoft Network becomes showcase for new InterAgent-based capabilities
- Strong Modulus/WorldCom/Microsoft standards effort