

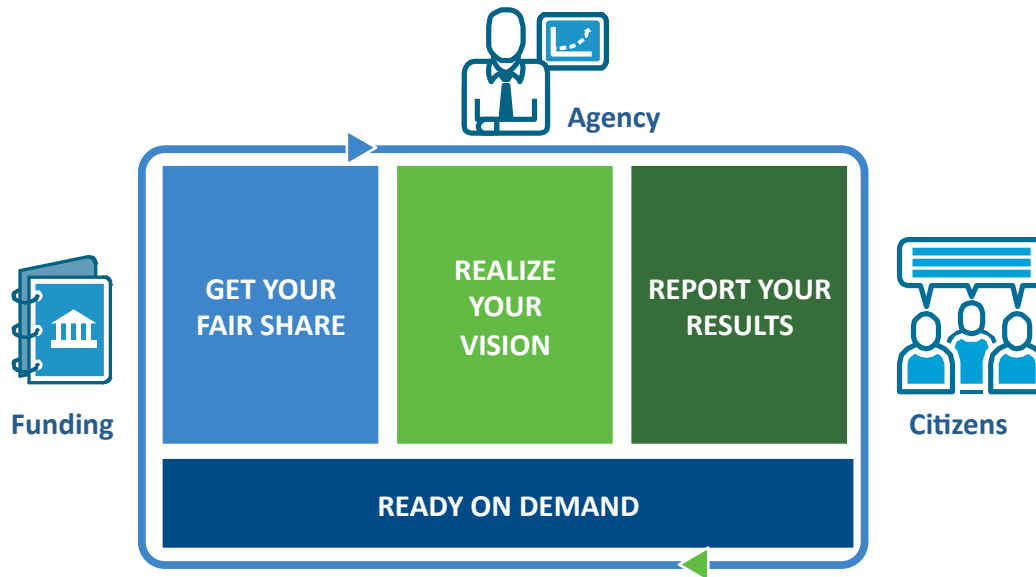
CA CLARITY GRANTS MANAGER ON DEMAND

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What Is Our Unique Value Proposition?

CA Clarity Grants Manager On Demand is a full-lifecycle grants & funds management solution that helps organizations quickly begin managing all their ARRA requirements. Far more than just a “reporting” solution, CA Clarity Grants Manager On Demand manages the selection, attainment and tracking of all grants, enabling unprecedented transparency and accountability for all ARRA funds. Complete financial management capabilities enable a rigorous post-award process, eliminating the need to procure or maintain multiple systems of record.



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Why Is This Product Important to Your Customers?

The American Recovery and Reinvestment Act of 2009 (ARRA) includes billions of dollars in grants, but recipients must conform to increased transparency and reporting guidelines regarding how these funds are spent and be able to prove they have met all stated objectives.

Bottom line: an ad-hoc approach to grants management is no longer an option.

With CA Clarity Grants Manager On Demand, your customers can now:

Prioritize and Select the Right Grant Opportunities

- Compile grant opportunities in a single location
- Rank and prioritize potential grants based on merits, eligibility and goals
- Create “what-if” scenarios to evaluate the impact of different funding levels, sources & grant types

Streamline the Grant Attainment Process

- Track resources, tasks and milestones to meet grant application deadlines
- Ensure ARRA compliance by centrally managing grant deliverables, requirements and budget
- Adobe Smart Forms automatically gather performance data from grantees

Track Performance and Financials for All Your Grants

- View consumption of funds and progress against grant objectives
- Reinforce internal controls through configurable security, alerts and approval processes
- Track finances and performance to support ARRA reporting requirements

Leverage SaaS to Get Started Quickly

- On Demand application ensures rapid and cost-effective deployment
- Simple UI ensures everyone can quickly start managing grants
- Easily configurable to accommodate both ARRA and organizational needs

Customer Example

Chicago Department of Public Health (CDPH)

CDPH needed a better way to manage millions of dollars in grants for multiple initiatives. They chose CA because we provided a flexible yet complete solution that could be implemented with minimal IT impact. With CA Clarity Grants Manager On Demand, CDPH can now reduce the amount of funds unspent at the end of each grant cycle, meet benchmarks and spend funds appropriately, and align all grants with the department's mission.

Benefits

CA Clarity Grants Manager On Demand can help your customers:

- Increase transparency and accountability for ARRA & OMB requirements
- Reduce risk of wasted grant dollars by controlling and tracking consumption of funds
- Drive higher value to the public by aligning grants to organizational and ARRA goals



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Target Customer Profile

Organization

- Prospect is eligible to receive ARRA funds, especially state and local governments
- Prospect manages more than \$100M in grants (Note: per ARRA rules, .5% (1/2 of 1%) of awards may be used to purchase IT resources to meet reporting requirements; .5% of \$100M = \$500k for an IT solution)
- Prospect has at least 50 users
- Prospect located in USA (Canada may follow soon)
- Verticals: Healthcare, Education, Infrastructure, Energy

Buyer/Influencer

- Stimulus Czar
- Stimulus Advisory Board
- Agency Financial Manager, Department Director
- Grants Program Manager
- Controller, Budget Officer, COO, CFO
- Inspector General

Top 5 Qualifying Questions

1. How do you plan on preparing and submitting your ARRA & OMB reports to the Governor's Office or the Federal Government?
2. How do you track funds expenditures for each of your grants, to monitor "how much money is left"?
3. How do you know and how do you prove if your grants are meeting their objectives?
4. What type of internal controls do you have to meet ARRA requirements?
5. How do you decide which grant opportunities are the best ones to pursue?

Menu of Available Demos – Use Case-Based

To begin the process with any potential customer, you should:

1. Contact your Clarity Solution Specialist. Work with your Solution Strategist to identify and qualify accounts that need a full lifecycle grants management solution. Ensure that the prospect fits the “Target Profile.”
2. Contact the Demo Team. If your prospect meets the qualifying criteria above and would like to request a demo, please contact your local resource.

CA Clarity Pre-Sales (NA) — Lisamarie Manso, lisamarie.manso@ca.com

Packaging and Pricing

Preliminary Pricing North America Only

Monthly Per User Model

PRICE PER USER PER MONTH	CA CLARITY GRANTS MANAGER ON DEMAND		
USERS	1 YEAR CONTRACT	2 YEAR CONTRACT	3 YEAR CONTRACT
	(0% OFF)	(5% OFF)	(10% OFF)
50—99	\$175	\$166	\$158
100—249	\$114	\$108	\$102
250—499	\$88	\$83	\$79
500—1000	\$70	\$67	\$63
1000+	\$53	\$50	\$47

Weapons and Shields (How We Win)

CA Clarity Grants Manager On Demand offers organizations comprehensive functionality to manage the entire grants & funds lifecycle and is NOT just a “reporting solution.” In addition to providing clearly superior functionality, CA also has the following competitive differentiators:

- Easy to Get Started: In contrast to on-premise solutions, CA Clarity Grants Manager On Demand can be deployed quickly, and the intuitive UI makes it easy for anyone to begin using the solution.
- Flexible: Ease of configuration and support of virtually any process for managing grants. Niche vendors cannot support CA's multiple deployment options that enable organizations to choose between on-demand, hosted or on-premise.
- Secure and Scalable: Niche vendors cannot compete with CA's robust architecture, secure networks and world-class data centers that keep customers' data safe and available only to the people they want.
- Financially Compelling: SaaS provides an attractive financial model for agencies facing IT budget cut backs, i.e., a monthly subscription with no extra hardware, implementation, support or service costs.
- Corporate Viability: In contrast to many niche vendors, CA is a \$4B company and has been providing solutions to public agencies for over 25 years.


Weapons and Shields (Competitive Landmines)


	ERP (MSFT, SAP, IBM)	NICHE GRANTS (GRANTIUM)	NICHE PPM
Functionality	Based on a business intelligence solution		
Prioritization/Selection	Limited or no functionality	Limited	Strong
Attainment			
Performance Tracking	Bolt-on reporting modules	Bolt-on reporting modules	Not geared for grants
Flexibility & Platform	Long deployment time		Limited deployment options
Security	Strong	Questionable architecture and facilities	Questionable architecture and facilities
Price vs. CA	Comparable	Lower	Lower
Company [Vendor Strength]	Strong	Questionable financial viability	Questionable financial viability





















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CA Is Well Positioned to Compete

Full functionality 

No functionality 

Grants Management Process >>>	Apply (Submit/Receive Applications)	Assess (Prioritize & Align)	Award (Coordinate Effort/ Funds)	Administer (Monitor Milestones, Performance, Claims)	Audit (Reporting and Risk Mitigations)
CA Clarity Grants Manager On Demand					
Microsoft					
IBM (Cognos)					
Niche Vendors (Grantium, Dulles)					

KEY TAKEAWAYS

1. CLARITY IS THE ONLY COMPLETE, FULLY INTEGRATED, OFF THE SHELF GRANTS MANAGEMENT SOLUTION.
2. MICROSOFT PROVIDES GRANTS MANAGEMENT "FUNCTIONALITY" BUT IT'S GOING TO COST \$\$\$\$ TO STAND UP, CONFIGURE & MAINTAIN A SOLUTION.
3. COGNOS IS A REPORTING TOOL NOT A SOLUTION. LIKE MS IT REQUIRES \$\$\$\$ TO STAND UP, CONFIGURE & MAINTAIN.

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The Naysayers (Objection Handling)

1. Objection: Why should I buy a grants management solution from an enterprise IT vendor?

Response: While CA is primarily known for our EITM solutions, CA Grants Manager On Demand is the most comprehensive full life-cycle grants management solution in the market today. Unlike “reporting-only” solutions, which are bolted on to business intelligence applications, CA Grants Manager On Demand seamlessly integrates the entire grants lifecycle -- and because it’s available On Demand, it’s easy to use, fast to deploy and financially compelling.

2. Objection: CA has no expertise in helping organizations manage grants.

Response: More than a dozen agencies in the U.S., Europe, and Australia are using CA's solution to manage literally thousands of grants, while scaling to tens of thousands of users. CA has helped these organizations implement, manage and support their entire grants lifecycle.

3. Objection: “All I need to do is meet ARRA requirements. Why would I want a complete grants management solution?”

Response: A total grants management solution typically more than pays for itself. Many organizations plan to lose 5-11% of their grants funds each year due to ‘failure to manage,’ but CA Grants Manager On Demand can prevent that. At the Chicago Dept. of Public Health, CA Grants Manager On Demand uncovered \$10 million in unspent funds that would otherwise have been lost! Further, the ARRA bill provides that up to .5% (1/2 of one percent) of Federal grants may be used to purchase IT solutions to manage the funds; grantees can access this .5% set-aside right away through monthly billing or draws.

4. Objection: I only want an On Premise solution, because On Demand isn't secure.

Response: The Federal government and dozens of major banks and financial institutions use On Demand (SaaS) applications. On Demand is secure, period. CA Clarity PPM On Demand offers world-class hosting facilities, daily data backup, and firewall-protected system access with SSL-encrypted connections. CA On Demand security features also include:

- 24x7 Onsite Staff
- 24x7 Monitoring
- Weekly Third-Party Security Audits
- Automatic Quarterly Upgrades
- SAS70 Type II Report for North America

5. Objection: Isn't On Demand more expensive than buying a license?

Response: Maybe at first glance . . . but how much would you spend on application maintenance or hardware costs to support an on-premise grants management application? How much is your employee's time worth (e.g., upgrading and maintaining an application)? With CA Clarity Grants Manager On Demand, you gain the freedom to focus on your core activities by taking the technology infrastructure, upgrades and system performance burden and expense out of your hands.

Link to Web and Marketing Contact Information

<http://battlecards.ca.com>

CA Clarity Grants Manager On Demand

External website: ca.com/grants

Product Marketing Contacts

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