

On-the-fly, Proxy-Based Localization & Customization

What is *Netmask.IT!*® ?

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Netmask (El-Mar) Internet Technologies Ltd.

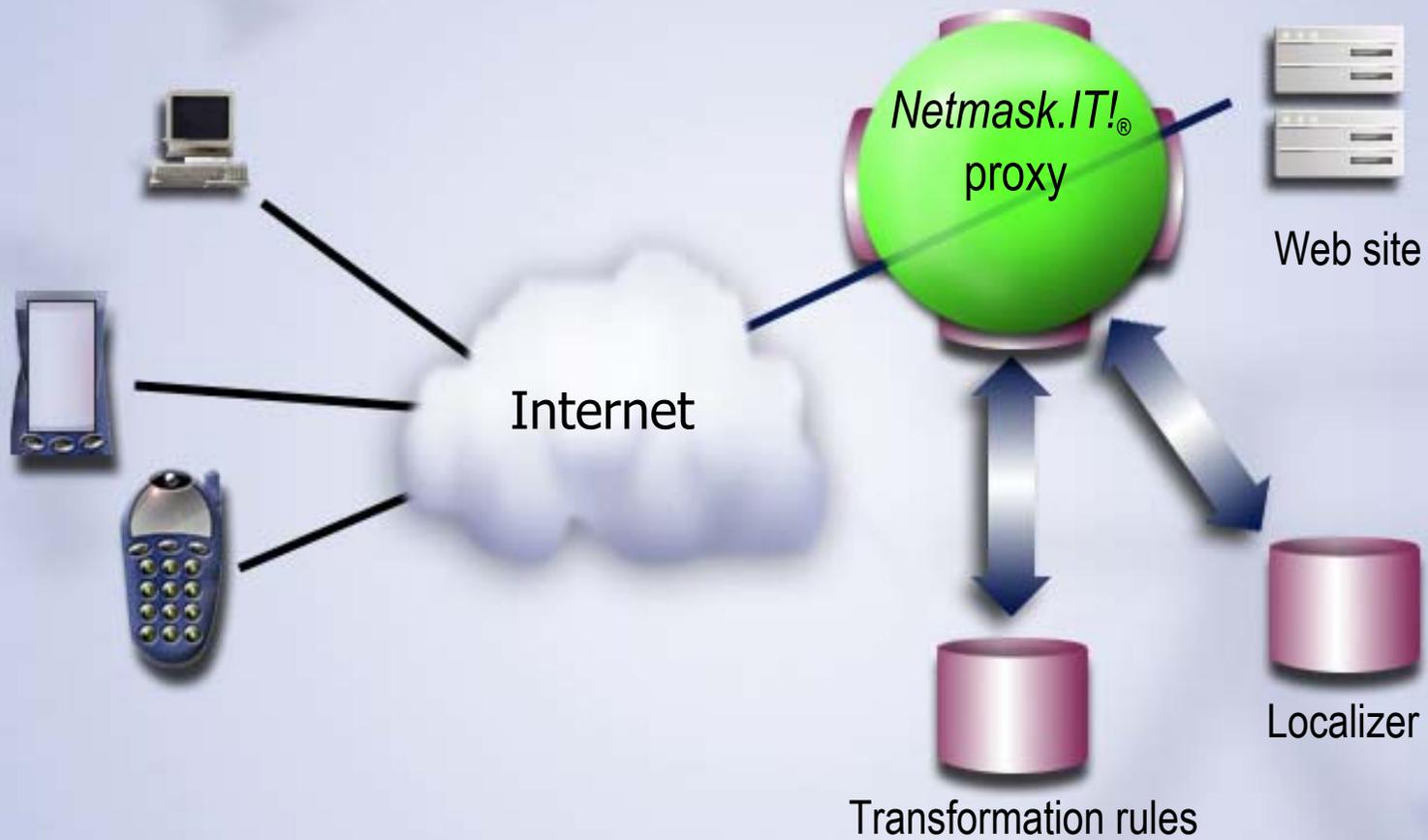
Netmask (El-Mar) Internet Technologies Ltd., is a software company, developing software infrastructure for customers in the IT field.

Netmask's core patented technology, "*Netmask.IT!*®", is a proxy-based software middleware which enables web content manipulation. Can be used to add contents and features to existing pages, change them, and emulate Internet clients and browser-assistant programs.

This technology is useful especially for external localization of sites and applications (without touching the originals) and their proper display by non-localized browsers, devices and thin-clients.

Another use is customization and quick modification of existing sites or applications, where no source (or even write access) is available.

ИΣ大興@SR.it!



Content:

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- **Market**
 - **First Target: Localization Market**
- **Technology**
- **Case Study: Distributer of Products with Web Interface**
- **Competitive Advantage**
- **Company**

Market

Market of Web-Based Products

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- **Packaged Software:** total 2003 market including non-web-based software: \$194 billion (source: *IDC, 2002*)
- **Customized Software, Projects:** even larger, but hard to define and estimate
- **Web Sites**
- **Appliances**

Trends & Dynamics

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- **New fields are “invented” from the beginning as web-based:** web app. servers, portal software, ASP, messaging/e-mail/UM, eCommerce software, EAI / web integration, legacy-to-web, eLearning, websites, etc.
- **Older fields are migrating to web interface:** ERP, CRM, billing, knowledge/document-management, workflow, routers, etc.
- **Other fields are less relevant:** Office suites, mil., mainframes, etc.

The Need...

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Most of the worldwide sales of packaged software and hardware appliances, are done through channels which have no access to the source code:

- **Distributers**
- **System Integrators**
- **OEM**

... And The Result

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Software Distribution is a challenge for distributors, system integrators and OEM's:

- **Hard to localize**
- **Hard to customize**
- **Hard to support and maintain**

Marketing to Distributors, System Integrators and OEMs

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- **Actually**, distributors, integrators and OEMs **ARE** the customers (and not only channels)
- **Advantage**: no need to focus on a specific vertical market segment; they are working with everybody
- **Disadvantage**: although the need comes from distributors and integrators, they will not pay a buck before having a customer
- **Solution**: back-to-back deals
- **Positioning**: our product as a "***sales-enabling tool***"

First Target: Localization Market

Within every 16 People in the World:

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(source: *The English Company*, UK 1997)

1 (!)

English
Speaker



currently,
main
population
of the Net

1

as 2nd
Language



prefer to
stay&buy
in their mother-
tongue sites
(source: *Forrester*)

2

EFL



rarely
access
the Net

12 (!)

don't Know English



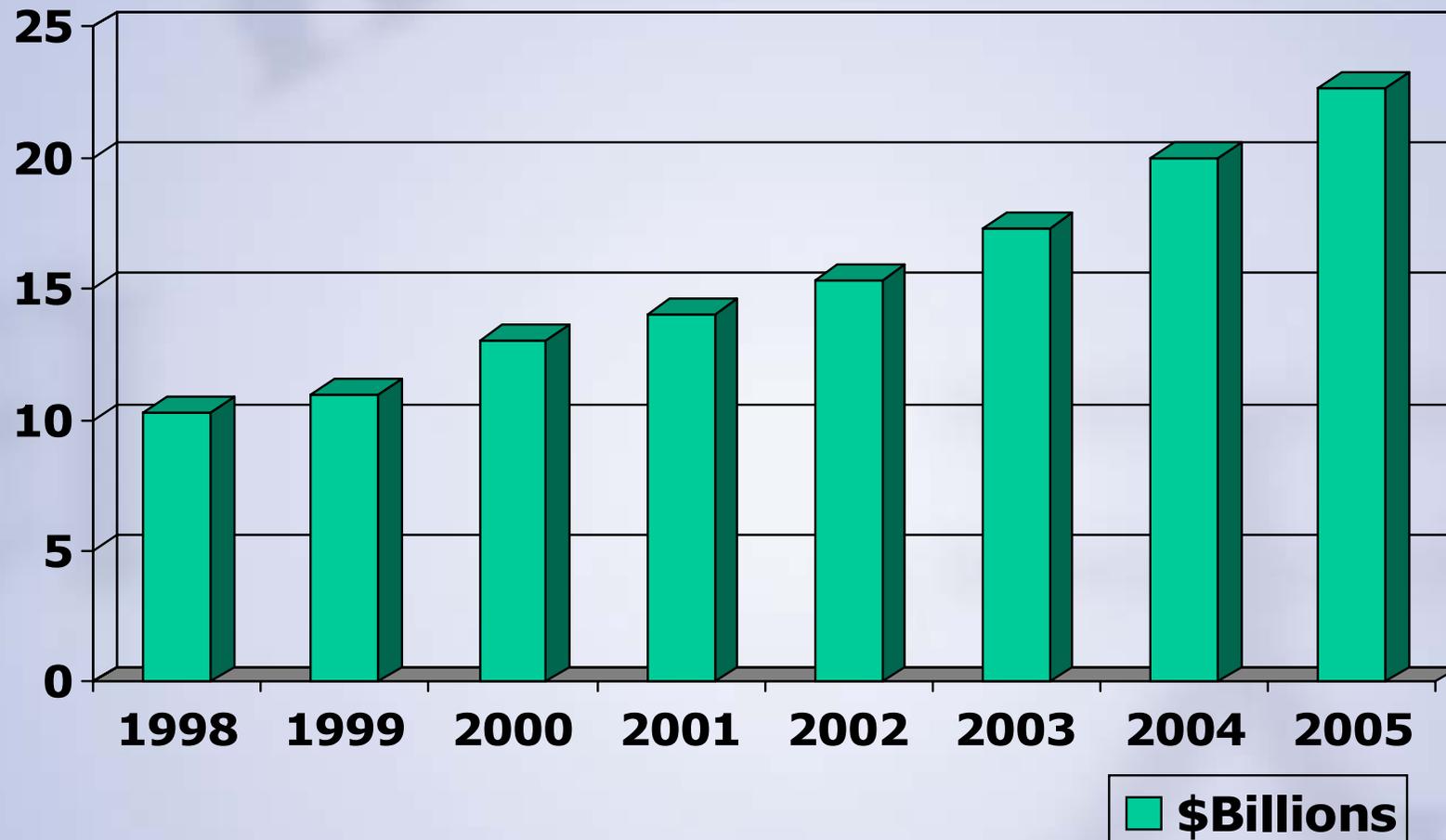
not there...

92% of the world's population are not native-English users (source: *World Almanac*)

Localization Market: Size

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Source: *Allied Business Intelligence*, US 1999

Localization Market: Breakdown of *SOME* of the Segments

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- **Software Localization:** \$3.5B
- **Website Localization:** \$3.0B
- **Human Translation:** \$5.7B
- **Machine Translation:** \$0.117B

"...only about 10% of the demand for translation services can currently be met..."

Source: *Allied Business Intelligence*, US 2001

Technology

Technology

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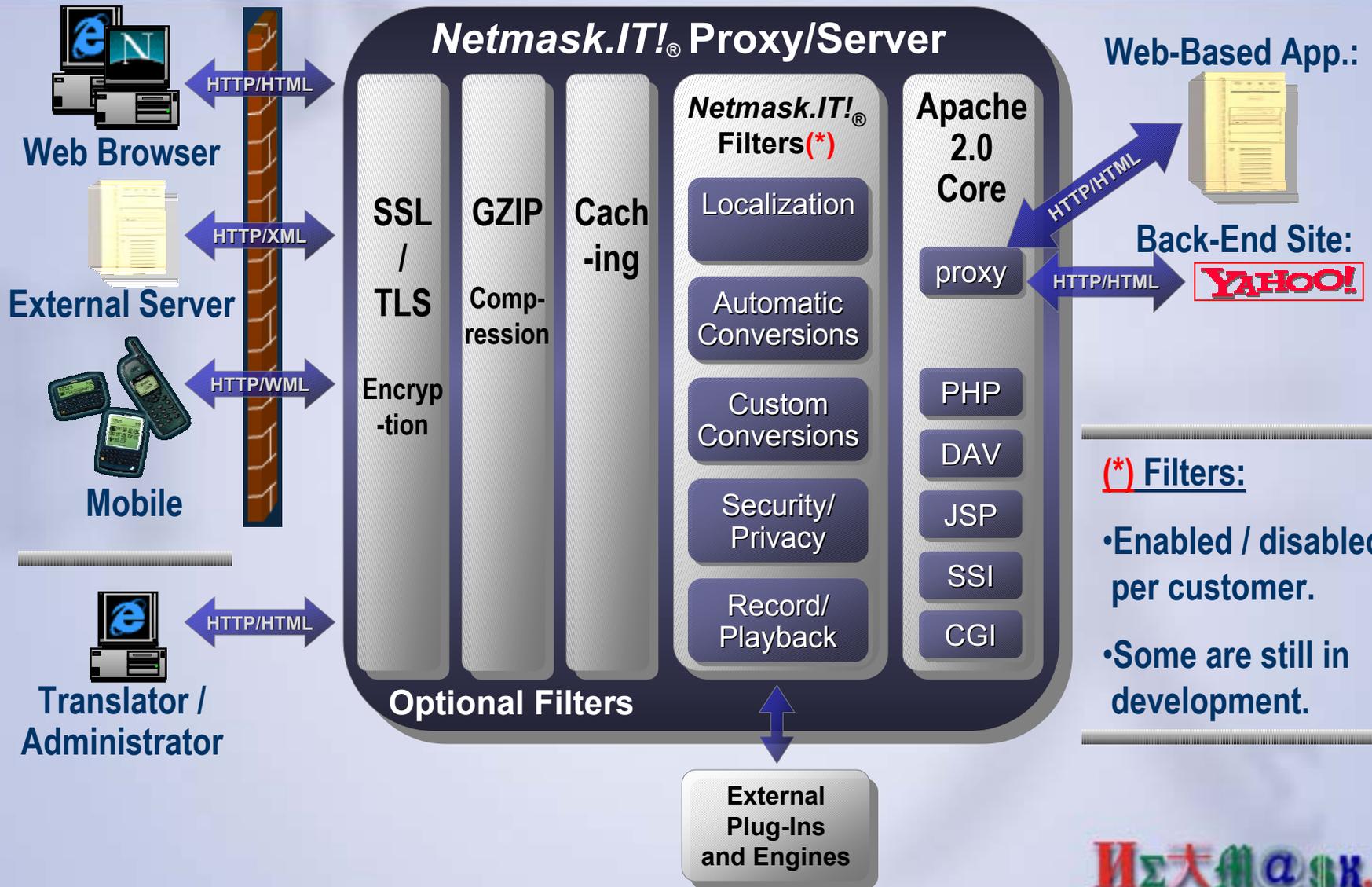
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- Is a proxy-based middleware (*web intermediary*), installed between a web site (or an application with a web interface) and a browser.
- Non intrusive: avoids touching the site or the browser.
- Can be installed as a local/forward proxy, reverse-proxy, transparent proxy, or even in place of the web server.
- May be located either at the server side, the client side, anywhere in the middle, or even at a third location.
- Is controlled and administered by a web interface. WYSIWYG editing/translation from a standard browser.

Architecture

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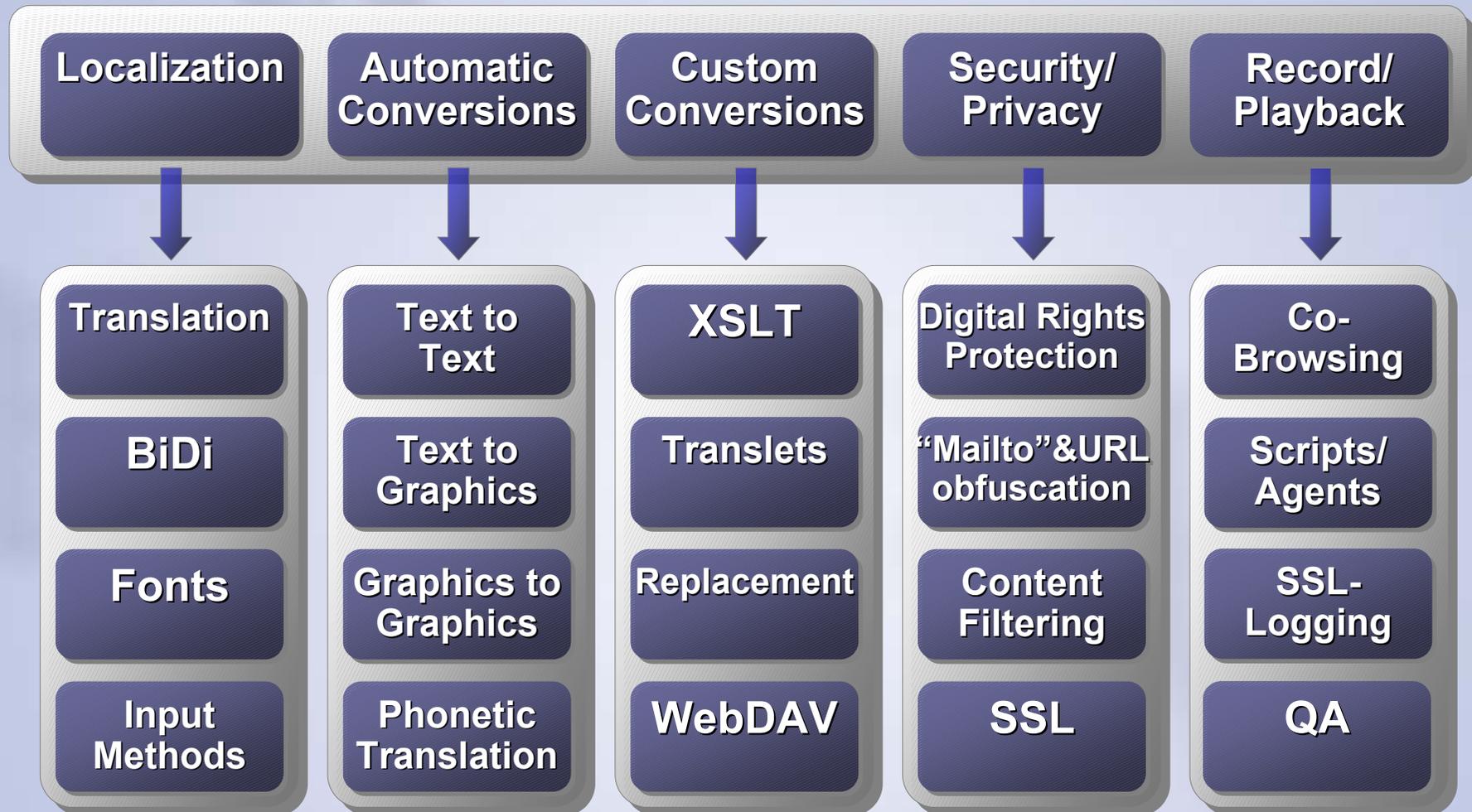
(*) Filters:

- Enabled / disabled per customer.
- Some are still in development.



Netmask.IT!™ Filters, Divided to Categories

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Localization

Automatic
Conversions

Custom
Conversions

Security/
Privacy

Record/
Playback

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- **Translation:** manual (=high-quality) translation of web sites and applications, in WYSIWYG, by a standard browser, and without touching the site
- **BiDi:** bi-directional support for middle-east languages such as Hebrew and Arabic
- **Fonts:** automatic text-to-graphics conversion in the absence of browser's fonts
- **Input methods:** transparent on-the-fly replacement of primitive HTML input fields (without multi-lingual support and/or colors/fonts/etc.) by our Java applet or JavaScript component

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- **Text to text:** on-the-fly conversion of proprietary file formats to HTML or of HTML to WML (WAP)
- **Text to graphics:** on-the-fly conversion of texts, which can't be displayed by the specific browser, to graphics
- **Graphics to graphics:** on-the-fly conversion of images, which can't be displayed by the specific browser, to supported formats, mirroring, etc.
- **Phonetic translation:** automatic translation of names, cities, etc.

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Localization

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- **XSLT**: *simple* transformation, manipulation, and formatting of web content, using XSL rules
- **Translets**: *complex* transformation and manipulation of web content using custom “applets”
- **DAV**: collaborative editing and management of the content
- **Replacement** of contents by other contents

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- **Digital rights protection:** protects web content (such as text and graphics) against piracy. Supports external non-intrusive billing of software employment and web content consuming.
- **“Mailto” and URL obfuscation:** protects against spam bots which collects e-mail addresses and from hackers who use the site’s hidden fields to hack and manipulate the site.
- **Filtering:** filters out unwanted banners, pop-ups, cookies, viruses, offensive content, scripts and applets.
- **SSL/TLS:** encryption

Localization

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- **Co-browsing:** record on one browser, with simultaneous playback on another browser. Assists and/or monitors web users.
- **Scripts/Agents:** record a sequence of browsing steps, to run later automatically when wanted.
- **SSL-Logging:** by ISP's, to provide evidence of orders and/or transactions
- **QA:** basic and minimal tool to test the back-end web site or application

Additional Modules and Applications

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The following features are also supported, and might be sufficient for limited needs of customers, when a dedicated tool is an “overkill”:

- Improved performance through **caching** and **load balancing**, and traffic optimization with **compression**
- Basic **personalization**
- **Ad server**: serves banners and ads to an existing web site without modifying the site’s code
- **Search**: provides basic indexing services to an existing site without touching the site

Case-Study: Distributer of Products with Web Interface

Case-Study: Distributers of Products with Web Interface

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Needs:

- Enable the use of the local language (localization)
- Translation of the interface
- Demonstration (in exhibitions, web, etc.)
- Meet "crazy" demands requested by key customers
- Remote support

Challenges:

- No source code available
--- or ---
- Source is available, but written by others (e.g. the original vendor), and is not readable (as usual...)
--- or ---
- No write-access to the web-site

Case-Study: Distributers of Products with Web Interface; How *Netmask.IT!*™ Helps Them Make Money (cont.)

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Benefit Advantage achieved by the tool	More sales	Lower costs	Higher prices	Less competition
Obtain additional franchises	✓			✓
Competitive advantage over other local companies	✓		✓	✓
Ability to meet specific demands of key customers	✓		✓	✓
Save money by remote support (using the co-browsing feature)		✓		

Summary: better **Value Proposition**, shorter **Time to Market**, safer **Return on Investment**

Case-Study: Distributers of Products with Web Interface; How Many of Them Are There (cont.)

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Many IT products (software, hardware, appliances, combined systems) are already controlled by a web interface. In the near future, this interface will become the most dominant user interface.

The result is a huge matrix of products*countries:

(MANY products with web interface)

*

(MANY countries in the world)

=====

MANY² products*countries

Competitive Advantage

Flexibility

(*Portability, Compatibility, Configurability*)

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Compatibility



3rd side location

UNIX

reverse
(server's side, even instead of the web server)

Configurability
(various proxy types)

local
(on the browser's computer)

Portability

transparent

forward
(on another computer)

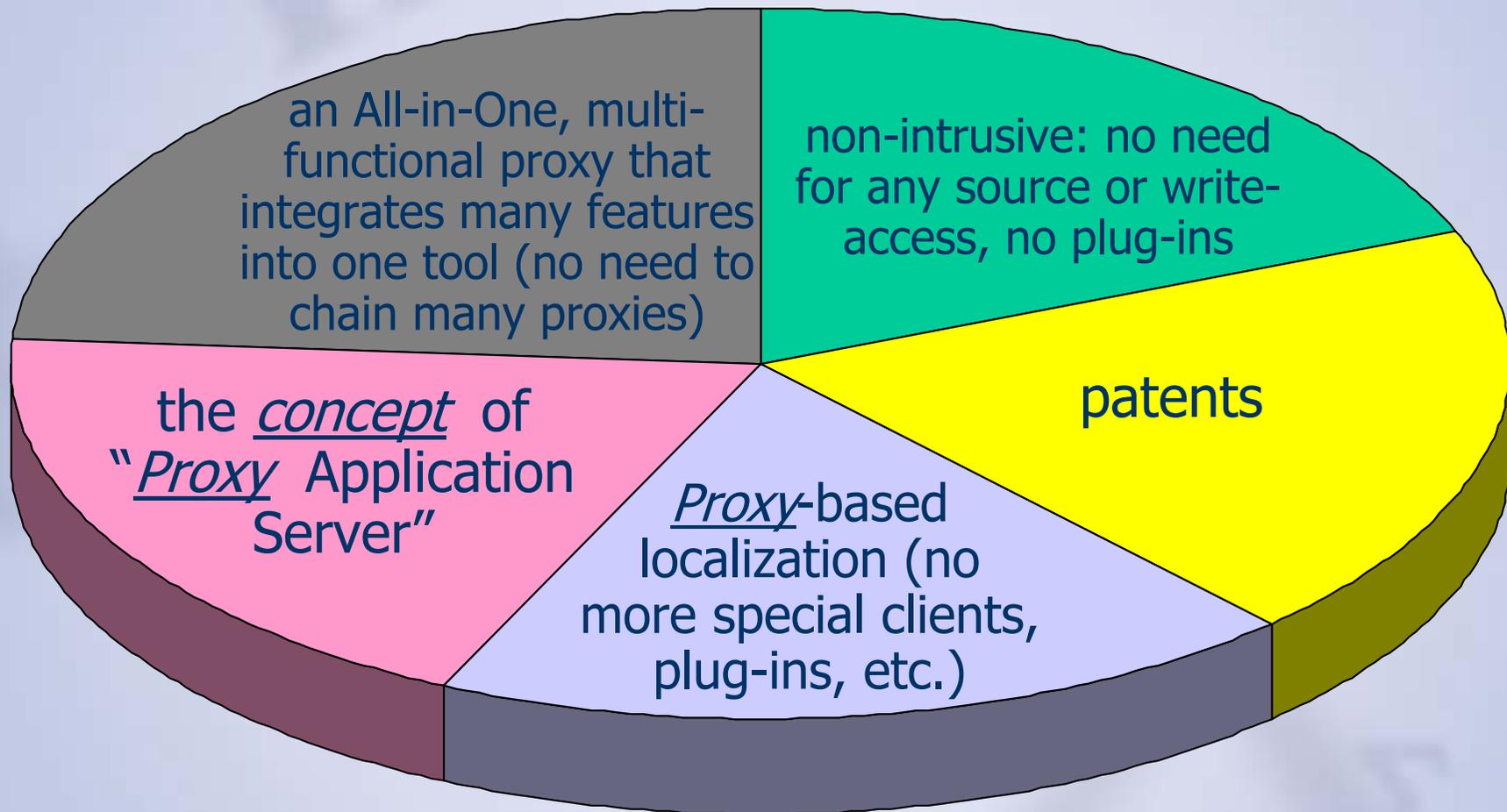
Linux

XP/2000

Uniqueness

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Patents

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- **“Automatic Conversion System”**: US 6,601,108.
Was applied in other countries too (PCT, Europe, IL).
Covers 66 aspects of proxy-based localization, etc.
- **“Non-Intrusive Digital Rights Protection”**:
US Application 09/941,515.
Covers aspects of proxy-based content protection.
- **Ownership**: Both belong to the company.
- **3 patents**: in writing.

Company

Company Details

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Netmask (El-Mar) Internet Technologies Ltd.

- **Founder, CTO:** Eli Marmor

- **Investors / Advisory Board:**

Shai Weinberg	(Ex. President of		USA)
Koby Lif	(Ex. Manager of		Israel)
Amiram Marcus	(Manager of	 - 	Israel)
Dudu Bassa	(CEO/Founder of	 )
Sugarman Daniel	(Ex. CIO of	)
Ra'anana Rogel	(CEO/Founder of	)

- **Approved** and supported by the **Chief Scientist** within the Ministry of Industry and Trade, too
- **Headquarters:** 8 Yad-Harutzim, Kfar-Saba, Israel

History and Evolution

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▶ Till 2000

Hebrew support for
UNIX/X/Motif



▶ 1999-2000

Alpha sites



▶ 2001-2002

Beta sites



▶ 2003:

Pilots of Final Version



The Previous Product: The Base for 80-90 Localization Projects

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- **Operating Systems:** HP-UX (for HP), Solaris (for E&M and Sun), Irix (for SGI), DG-UX (for Team), etc.
- **Software Vendors:** Oracle (for Oracle), Tivoli and Remedy (for Applicom), ESRI/ARC/Info (Systematics), TeMIP/NEMACS (Compaq), UIM/X (Sela), etc.
- **Independent Projects:** Netscape, etc.
- **Enterprises:** Israel Electric Company, Telrad, IAI.
- **Military:** Ssshhh...