

Interactive Technology Solutions

Business Brief

About Bridgeline Digital

Award-winning developer of iAPPS, a Web experience management product suite, and interactive business technology solutions

Fiscal 2011 Highlights

- Record revenue of \$26.3M, an 11% increase over 2010
- New bookings of \$26.0M, a 24% increase over 2010
- New iAPPS licenses sold were 213, a 47% increase over 2010
- Adjusted EBITDA was \$1.5M
- Cash flow from operations was \$800K
- 400+ customers, 75% of which pay a monthly subscription or managed services fee

Industry Recognition

- iAPPS is the 2010 CODiE winner and 2011 CODiE Finalist
- For 3 straight years, BtoB Magazine named Bridgeline one of the Top Interactive Technology Companies in America
- KM World Magazine selected iAPPS as a Trendsetting Product of the Year in 2010 and 2011

Diversified Customer Base

- Financial Services
- Life Sciences / Healthcare
- High Tech
- Associations & Foundations
- Manufacturing
- Consumer Packaged Goods
- Government

Locations

- Atlanta
- Baltimore / Wash DC
- Bangalore, India
- Boston (Headquarters)
- Chicago
- Denver
- New York
- Philadelphia
- Tampa

Bridgeline Digital is a developer of an award-winning web experience management product suite and interactive business technology solutions that help customers achieve their business objectives. The iAPPS Product Suite is an innovative solution that deeply unifies Content Management, eCommerce, eMarketing, and web Analytics capabilities into the heart of websites, online stores, intranets, extranets or portals - enabling users to swiftly enhance and optimize the value of their web assets. iAPPS Content Manager won the 2010 CODiE Award for the best content management solution, globally. iAPPS Content Manager and iAPPS Commerce are 2011 CODiE Award Finalist for the best content management solution globally and best eCommerce system globally.

Combined with award-winning application development services by Microsoft Gold Certified development teams, Bridgeline Digital helps customers to cost-effectively maximize the value of their rapidly changing web applications. Bridgeline Digital's teams of developers specialize in web application development, usability engineering, SharePoint development, rich media development, and search engine optimization.

We have a blue-chip customer base with over 400 quality customers that include: Novartis, L'Oreal, Sun Chemical, Hoveround, Shaw Industries, Tosoh, Berkshire Life, General Electric, Blue Cross Blue Shield, PODS, Northrop Grumman, AARP, Georgetown University, National Financial Partners, Cadaret Grant, National Insurance Crime Bureau, and the American Academy of Pediatrics.

Bridgeline Digital maintains offices in Atlanta, Baltimore, Boston, Chicago, Denver, New York, Philadelphia, Tampa, and a .NET development center in Bangalore India. Bridgeline Digital has 148 full time employees.

Bridgeline Digital's Revenue Trend

