Interim Results
6 Months Ended June 30, 2012

27 September 2012

David Richards, Co-Founder & CEO
Nick Parker, CFO
• **WANdisco**
  – **Wide Area Network distributed computing**
  – Unique technology that addresses a large, global market

• **We’re talking about software for software people**
  – Solving the many problems associated with large, global software development teams
  – “Active-Active Replication over a wide area network”, delivered via enterprise scale, Open Source Subversion
  – Improving productivity, reducing downtime, eliminating data loss

• **Strong and growing customer base**
  – More than 200 customers globally, many in the US Fortune 100
  – Broad range of industries
    • HP, Intel, Barclays, John Deere, Honda, Wal-Mart – and more

• **Robust financial model**
  – Annual subscription licence model with historically high level of renewals
  – Per seat, per node pricing
• Admitted to AIM on 1 June 2012
  – Grown organically prior to Admission – no debt, no PE and no VC funding
  – AIM Admission price of 180p, raising $26m via oversubscribed Placing
  – Strong, broad-based and blue chip shareholder register
  – Provides strong platform for future growth

• Our IPO commitments
  – Five key routes to future growth

1. **Market share** growth – a significant opportunity for growth within existing markets
2. **Product development** – to target both existing and new markets, eg: SME
3. Expansion into the **Big Data** market – an exciting potential application for our technology
4. **Geographic** expansion – particularly in Asia and continental Europe
5. Small, technology or developer-led **acquisitions**
H1 Highlights
Progress in Sales, Product and Expansion
• **Strong sales progress**
  – Bookings increased by 57%
    • $3.39m (2011: $2.16m)
  – Revenue increased by 53%
    • $2.92m (2011: $1.91m)
  – Deferred revenue increased by 24%
    • $4.94m (2011: $3.98m)

• **Growth from new customers, existing customers and renewals**
  – 21 new customers
    • McAfee, Cisco, Huawei, Honeywell, FINRA, Nokia Siemens, Pitney Bowes, Huntington Bank and Ricoh
  – 21 up-sell transactions to existing customers with additional subscription licenses
    • Hewlett Packard, John Deere, Fiserv, Sherwin Williams, Emerson, EMC, Syniverse, Prudential, Wells Fargo and Wal-Mart.
  – 41 Subscription renewals: 114% renewal rate
## Sales Numbers

### H1 key metrics

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of Deals</th>
<th>Bookings Value</th>
<th>Average Deal Size</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>New customers</td>
<td>21</td>
<td>$1,056,000</td>
<td>$50,303</td>
<td>31%</td>
</tr>
<tr>
<td>Add-on deals</td>
<td>21</td>
<td>$560,000</td>
<td>$27,467</td>
<td>17%</td>
</tr>
<tr>
<td>Renewals</td>
<td>41</td>
<td>$1,734,000</td>
<td>$42,309</td>
<td>52%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>83</strong></td>
<td><strong>$3,367,871</strong></td>
<td><strong>$40,576</strong></td>
<td></td>
</tr>
</tbody>
</table>

- Growth within existing installed base, new customers underpinned by reliable subscription renewals.

- Renewals grew significantly from expected $ value
  - Price increases / length of term
  - Customer confidence in company / technology

- Average deal size grew across all products
• **Enhancing our sales organisation**
  – Appointment post period end in July of new, highly experienced enterprise sales staff
  – Ex IBM staffers, huge experience of our software and its application

• **Expanding our footprint into Asia**
  – First deal signed in China with Huawei Technologies Co. Ltd
    – Largest telecommunications equipment maker in the world, overtaken Ericsson
  – Remain excited by opportunity in China and Asia more broadly

• **Adding to our Software Development and Engineering capability**
  – Post period end, new development centre opened in Belfast, Northern Ireland
    • Accelerate delivery of new products, including products for Big Data
    • Development of smartSVN moved to Belfast (highly cost effective)

• **Making early progress on Big Data**
  – Prototyping solution for Hadoop replication
  – Collaboration with senior Hadoop architects
# Sales Team

## Changing shape H1 / H2

<table>
<thead>
<tr>
<th>Role</th>
<th>H1 Total Sales Headcount</th>
<th>H2 Total Sales Headcount (Est.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>VP Sales</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Enterprise Sales</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Inside Sales</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Sales Engineer</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Lead Generation</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>eCommerce Sales</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Renewals</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>China</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>10</strong></td>
<td><strong>25</strong></td>
</tr>
</tbody>
</table>

- Experienced sales hires for H2 from IBM, Serena and MicroFocus
- **Head of Sales Engineers**
  - Scott Rudenstein
  - >20 years experience at IBM
- **Head of Sales EMEA**
  - Paul Hewitt
  - >20 years experience at IBM, Telelogic and Serena
- **Head of Sales China**
  - Jinzhu Liu
  - >15 years experience at Siemens, Intel and Motorola
• Refining our approach

• Purchased new systems for marketing automation: Marketo
  – Lead management, scoring, nurturing
  – Profiles potential customers according to behavior

• Ensures sales team is ‘data-driven’ rather than hunting for a ‘needle in a haystack’
• **China presence established**
  – An important step to facilitate future sales expansion

• **First employees hired in August**
  – Country manager
  – Sales personnel
  – Support manager

• **WOFE (incorporation in China expected November)**

• **First deal signed with Huawei**
  – Larger global opportunity
  – A number of additional evaluations in process

• **Existing customers in China**
  – Already servicing deployments in China
  – 30% of existing product downloads from China
# Products and Engineering

Expanding our capabilities

<table>
<thead>
<tr>
<th>Role</th>
<th>H1 Total Product &amp; Engineering Headcount</th>
<th>H2 Total Product &amp; Engineering Headcount (Est.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>VP Prod Management</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>VP Engineering</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Product Management</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>uberSVN Cloud</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>QA</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>uberSVN Dev</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Enterprise Dev</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>OS Dev Subversion</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>OS Dev Bloodhound</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Training</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>IT</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Support</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Subtotal</td>
<td>35</td>
<td>44</td>
</tr>
<tr>
<td>Big Data</td>
<td>0</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>64</td>
</tr>
</tbody>
</table>

- **H1 Key Hires:**
  - 3 new subversion committers to solidify Subversion Open Source project
  - Additional PhD in distributed computing (Big Data)

- **H2 Key Hires:**
  - Director of support (renewals protection)
  - Big Data development team
  - Cloud development team
  - Enhanced open source products
  - Additional PhD in distributed computing (Big Data)

- **Enhanced capability of core engineering team:**
  - Development center in Belfast
  - Relatively low cost and government support
New Products Launched in H1

<table>
<thead>
<tr>
<th>Product</th>
<th>Time-Frame</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise ($$)</td>
<td>March 2012</td>
</tr>
<tr>
<td>Subversion MultiSite 4.0</td>
<td>February 2012</td>
</tr>
<tr>
<td>Subversion Access Control 4.1</td>
<td>March 2012</td>
</tr>
<tr>
<td>SME ($)</td>
<td>January 2012</td>
</tr>
<tr>
<td>uberSVN 'Blake'</td>
<td>July 2012</td>
</tr>
<tr>
<td>uberSVN 'Chimney House'</td>
<td>July 2012</td>
</tr>
<tr>
<td>Open Source</td>
<td></td>
</tr>
<tr>
<td>Subversion 1.7.3 update</td>
<td>April 2012</td>
</tr>
</tbody>
</table>

- Development sequential rather than parallel due to team size.
  - All products shipping and in QA
H1 Financials

Key Data
### Key Financials Summary

<table>
<thead>
<tr>
<th>Six months to 30 June</th>
<th>2012</th>
<th>2011</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash Bookings</td>
<td>$3.39m</td>
<td>$2.16m</td>
<td>+57%</td>
</tr>
<tr>
<td>Accrued Revenue</td>
<td>$4.94m</td>
<td>$3.98m</td>
<td>+24%</td>
</tr>
<tr>
<td>Revenue</td>
<td>$2.92m</td>
<td>$1.91m</td>
<td>+53%</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>$0.35m</td>
<td>$(0.02)m</td>
<td></td>
</tr>
<tr>
<td>Net Cash</td>
<td>$22.0m</td>
<td>$0.12m</td>
<td></td>
</tr>
</tbody>
</table>

- Core business continues to grow rapidly, be cash generative and EBITDA positive
- New Big Data business requiring cash investment
Key Financials
Bookings progression

- Over the next 18 months investing up to $7 million in growth
  - Big Data
- Employee numbers growing from 49 pre-IPO to possibly 98 by year end
  - Big Data and Sales
Summary and Outlook
Future developments and FY views
**Product Development**

Roadmap for H2 and beyond

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise ($$$)</td>
<td></td>
</tr>
<tr>
<td>Subversion MultiSite 5.0 (big data ready)</td>
<td></td>
</tr>
<tr>
<td>Subversion MultiSite 5.1</td>
<td></td>
</tr>
<tr>
<td>Big Data prototype</td>
<td></td>
</tr>
<tr>
<td>SmartSVN (Integrated with MultiSite)</td>
<td></td>
</tr>
<tr>
<td>SME ($$)</td>
<td></td>
</tr>
<tr>
<td>Training Videos</td>
<td></td>
</tr>
<tr>
<td>e-commerce Platform / Appstore</td>
<td></td>
</tr>
<tr>
<td>uberSVN Empire (Team Edition)</td>
<td></td>
</tr>
<tr>
<td>uberSVN Cloud Edition</td>
<td></td>
</tr>
<tr>
<td>Free / Open Source</td>
<td></td>
</tr>
<tr>
<td>uberSVN ‘DevCat’</td>
<td></td>
</tr>
<tr>
<td>Apache Bloodhound 0.1</td>
<td></td>
</tr>
<tr>
<td>Apache Bloodhound 1.0</td>
<td></td>
</tr>
</tbody>
</table>

- Greater capacity and velocity from parallel development
- **Key milestones:**
  - Big Data prototype
  - Cloud-based products
  - New open source product
  - Integration of SmartSVN with core products
• Feasibility study completed ‘in the lab’

• Phased approach

• Phase #1: market need / technical feasibility
  – Technical evaluation completed with Hadoop Founder / principal Hadoop Architect from Yahoo & eBay

• Conclusions:
  – There is a significant need for instantaneous failover of Big Data implementations such as Amazon, Facebook, etc.
  – WANdisco’s core technology can be used to replicate Big Data datacenters

• Phase #2: prototype build has begun
WANdisco Technology

Peer to Peer

Every server an exact replica

Local read / write access to each server (no Single point of failure)

Traditional Approach

Master / Slave

Hadoop Approach

Name Node

Hadoop Distributed File System

Map/Reduce Workers
Hadoop Matures

Life Cycle: Four Basic Stages

<table>
<thead>
<tr>
<th>Stage</th>
<th>Audience</th>
<th>Market</th>
<th>Sales</th>
<th>Competition</th>
<th>Business Focus</th>
<th>Design Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>Early Adopters</td>
<td>Small</td>
<td>Low</td>
<td>Low</td>
<td>Awareness</td>
<td>Tuning</td>
</tr>
<tr>
<td>Growth</td>
<td>Mainstream</td>
<td>Growing</td>
<td>High</td>
<td>Moderate</td>
<td>Market Share</td>
<td>Scaling</td>
</tr>
<tr>
<td>Maturity</td>
<td>Late Adopters</td>
<td>Large</td>
<td>Flattening</td>
<td>High</td>
<td>Customer Retention</td>
<td>Support</td>
</tr>
<tr>
<td>Decline</td>
<td>Laggards</td>
<td>Contracting</td>
<td>Moderate</td>
<td>Moderate</td>
<td>Transition</td>
<td>Transition</td>
</tr>
</tbody>
</table>
• **User Interface (client) for Subversion.**
  - Post period end

• **Very popular Subversion client application**
  - 10,000 downloads per month
  - 2,549 enterprise customers (Renault, Credit Suisse)

• **Asset purchase**
  - Technology assets only, no people, buildings or liabilities
  - Complements WANdisco’s server-centric product with client application
  - Build vs. buy technology decision
  - Cross-sell potential for our existing enterprise products
  - 95% e-commerce sales and greater reach of the SME market
  - Software development moved to Belfast
• **Build out the offer**
  - Big Data ✔
  - Expansion of current product set ✔
  - Opened new (cost effective) development center in Belfast ✔
  - Purchased smartSVN technology ✔

• **Build out the sales team**
  - Key hires from established players such as IBM ✔

• **Expand into Asian market, especially China**
  - Hired sales / support team in Chengdu, China ✔
  - First deal signed with Huawei ✔

• **Hire key open source developers**
  - 3 new Subversion developers hired ✔

• **Grow subscription bookings**
  - Up 60% ✔
  - New customers ✔
  - Up-sell into install base ✔
• **Good progress made**
  - Solid foundations laid in H1
  - Right investments made in sales, products and future growth
  - Retained focus on driving our subscription model

• **Confident in our Outlook**
  - H2 typically our strongest half, driven by higher renewals
  - Remain on track to achieve commercial targets for the current year
  - Confident that bookings targets will also be achieved
Key Drivers for Big Data

- **Petabytes**
  - Sensors / RFID / Devices
  - User Click Stream
- **Terabytes**
  - Mobile Web
  - Web logs
  - Offer history
- **Gigabytes**
  - Sentiment
  - A/B testing
  - Dynamic Pricing
  - Dynamic Funnel
  - CRM
  - Segmentation
  - Offer details
  - Customer Touches
  - Support Contacts
- **Megabytes**
  - ERP
  - Purchase detail
  - Purchase record
  - Payment record
  - Affiliate Networks
  - Search Marketing
  - Behavioral Targeting
  - Dynamic Funnel
- **Increasing Data Variety and Complexity**
  - User Generated Content
  - Social Interactions & Feeds
  - Spatial & GPS Coordinates
  - External Demographics
  - Business Data Feeds
  - HD Video, Audio, Images
  - Speech to Text
  - Product/Service Logs
  - SMS/MMS
7 Key Drivers For Big Data

• Business
  – Opportunity to enable innovative new business models
  – Potential for new insights that drive competitive advantage
  – Technical

• Data collected and stored continues to grow exponentially
  – Data is increasingly everywhere and in many formats
  – Traditional solutions are failing under new requirements

• Financial
  – Cost of data systems, as a percentage of IT spend, continues to grow
  – Cost advantages of commodity hardware & open source software
Hadoop cluster – logical view

Master node

Name Node

Job Tracker

Slave / Data nodes

Data Node

Task Tracker

Data Node

Task Tracker

Data Node

Task Tracker

Data Node

Task Tracker
• If name node fails, the whole cluster is inoperable
• Because Name-Node (Master) has the ‘meta data’ (block locations)