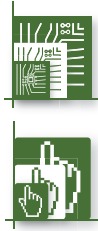




Norwest Equity Partners

# Applied Technology Business Services



## INVESTMENT STRATEGY

### TARGETS

- Services and software
- Financial technology
- Information services
- Outsourcing & IT services

### THEMES

- Technology and software continue to increase applications at businesses
- Many companies use legacy/outdated processes
- Applied technology solutions are mature
- Niche markets underserved
- Recurring revenue business models, high retention rate

## OPERATING PARTNER EXPERTISE

### John Hale

- 40 years in applied technology product businesses
- 30 years as CEO across a variety of businesses
- Growth oriented
- 10 years as NEP operating partner
- Product service and development business expertise

### Jim Lindner

- 40 years in computer software technology and services
- 25 years as CEO or COO; has run companies with sales from \$100 - over \$500 mm
- Growth oriented
- Products, distribution, services, and international expertise

## APPLIED TECHNOLOGY & BUSINESS SERVICES TEAM

John Lindahl  
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## REPRESENTATIVE INVESTMENTS



Provider of unified communications software solutions



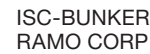
Manufacturer of optical components



Provider of deceased account collection solutions



Distributor of aftermarket components for fleet and related industries



Turnkey banking systems



Third party logistics provider



Data provider to the insurance and auto industry



Provider of mobile communication services



Immersion-based language learning software



On-demand personalization of personal electronic devices



European leader in multi-technical services



Provider of integrated surgery management software solutions for the healthcare industry



Designer and manufacturer of communication equipment



Software products for ATM networks