

With The Downturn In The Economy, More Enterprises As Well As Government Are Turning To Software Solutions Providers Like Epazz, Inc. To Better Manage Their Workflow And Workforce In Order To Lower Costs

**Technology
 Application Software
 (EPAZ-OTC: BB)**



**Shaun Passley
 Chairman and CEO**

BIO:

Shaun Passley is Epazz, Inc.'s Chairman & CEO. He has a Bachelor of Science in Finance and a Master of Science Information Technology from DePaul University and MBA from Benedictine University. Epazz is Mr. Passley's second entrepreneurial endeavor. Shaun Passley has the creativity and entrepreneurial spirit necessary to identify a market opportunity and launch a successful new venture. Mr. Passley is responsible for Epazz, Inc. software and product development, overall design and research and development of future products and services.

Company Profile:

Epazz, Inc. is an enterprise-wide software company that specializes in providing customized web applications to the corporate world, higher education institutions and the public sector. Epazz BoxesOSv3.0 is the complete business web-based software package for small to

mid size businesses, Fortune 500 enterprises, government agencies and higher education institutions. BoxesOS provides many of the web-based applications organizations would have to buy separately.

BoxesOS allows for employees to view announcements online. Employees are able to share documents from multiple locations throughout the world. With BoxesOS employees are able to take training courses and their supervisors are able to view the results online. Companies are able to create self-service portals for their customers to pay for their invoice and download instructions. Companies can also create self-service portals for their partners to request new marketing materials or view a demo. BoxesOS connects to companies' databases to easily bring all of their information together.

BoxesOS includes an intranet, portal, extranet, central knowledge repository, document management, workflow engine, website management, web collaboration, email system, and learning management system into one complete web-based solution which connects to organizations' backend systems.

BoxesOS allows the organization to start-up by implementing elegant web-enabled information dashboards for each stakeholder group. Functionality with administrative systems can be swiftly completed using BoxesOS connectors to other backend systems. Business applications that require upgrading can be upgraded on a prioritized basis as desired, and easily linked to BoxesOS and its personal information system.

**Interview conducted by:
 Lynn Fosse, Senior Editor
 CEOCFOinterviews.com**

CEOCFO: Mr. Passley, what is the focus of Epazz today?

Mr. Passley: "Epazz is a developer and marketer of enterprise software packages. We specialize in workflow management and workforce management solutions for Fortune 500 companies, government agencies and healthcare providers. We have clients like Sara Lee and the United States Patent and Trademark office."

CEOCFO: What is it that Epazz can provide that perhaps others cannot?

Mr. Passley: "We specialize in integration to backend systems, telecom solutions, telephone systems, enterprise resource planners. A lot of this is provided with real-time information, back-and-forth between systems."

CEOCFO: Why do enterprises and governments need Epazz? Is it that they can't do this on their own?

Mr. Passley: "There is a lot of synergy that is necessary to make the software product work correctly. Therefore, if a company doesn't have the resources to do that, it does cost a lot of money to hire consultants to provide a software tool."

CEOCFO: Tell us what you would do for a typical client and does it involve customization to fit a customers needs?

Mr. Passley: "Typically our clients choose Epazz because we have a fair amount of features and applications that they are interested in. Sometimes we will modify our features or add features to fit their particular policies and procedures and make sure that it works in their busi-

ness more effectively. We have our own solutions and we are able to modify them as well as provide additional enhancements. Then depending on what integration they want to have done, the ERP solution for their telephone systems, we are able to accomplish that goal.”

CEO CFO: How do you reach your potential customers?

Mr. Passley: “We have a network of resellers, as well as in-house sales people. We also do online marketing and tele-marketing to bring in the necessary organizations that would be interested in our software packages.”

CEO CFO: Where geographically do you target?

Mr. Passley: “We have clients in North America, Europe, Asia, and some parts of the Middle East.”

CEO CFO: Are you successful in employee and customer retention?

Mr. Passley: “Yes. Our average employee is with us for five years as we do provide a good work environment. Our employees are independent and they are self motivated, which makes it a lot easier, because I don’t have to motivate them myself, to get the job done. On the customer side, they are happy with our support services. We provide 24/7 support, 365 days a year. If your clients have any major problems they are able to call us and we are able to use desktop access as well as other tools in order to fix the problem.”

CEO CFO: Tell us about your patent protection.

Mr. Passley: “The United States patent office extended the license that we have a few months ago.”

CEO CFO: What is your revenue model?

Mr. Passley: “We get a one time license

fee from our clients, with annual increments depending on the custom software that we provide to our clients.”

CEO CFO: What is your competitive edge and why are customers choosing Epazz?

Mr. Passley: “Customers are Epazz because we provide additional services to our clients as well as telephone support. Whereas many of our competitor only provide e-mail support, and that is not the best way to continue the relationship with a customer. We feel that our customers are very important to us and we want to make sure that they are happy and satisfied. Our clients have chosen us because our applications are simple to use, there is not a major learning curve, so our

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software is very user friendly. We also provide great training, as we do on-site training as well as webinars.”

CEO CFO: Has anything changed for you, given the current economic environment?

Mr. Passley: “Given the economic downturn, more people are interested in our software package because of our workforce management solutions and workflow management solutions. Within a few months they are able to see a return on investment and they are able to utilize their resource more efficiently than before.”

CEO CFO: What is your growth strategy; does it include acquisitions?

Mr. Passley: “We filed a letter of intent to acquire another software company and we will continue to do acquisitions going

forward.”

CEO CFO: Is there a trend towards consolidation in your industry?

Mr. Passley: “You do see large software companies consolidate.”

CEO CFO: Do you target the educational area as well?

Mr. Passley: “Yes we do.”

CEO CFO: What do you like about the educational area?

Mr. Passley: “Institutions usually have a longer sales cycle and we do have to go through committees, but we have a trained sales force that is able to work within the institutional area. In addition, it is a good market and once you are in there you can remain there for long periods of time.”

CEO CFO: What is the financial picture for Epazz today?

Mr. Passley: “Epazz is close to breakeven, and most of our cash is from revenue that we have generated. So we are in good shape going forward.

However, we are seeking financing for acquisitions and to make sure that the company grows the best that it can.”

CEO CFO: Address potential investors, there are many companies to choose from, why does Epazz stand out?

Mr. Passley: “We have a good business model, with a good recurring revenue stream. We will continue to focus on having our sales and marketing team working well for us and we are growing. We also have good software packages. Those are all key things when you look at a small company like Epazz. The key is if that company is able to grow, and we do have all of the key elements that are needed to grow the company and provide a good return on investment that some other companies may not have in the current times.”