

Novell Execution of “one Net” – Critical Corporate Milestones

- **1979 – 1990** - Novell began life in 1979 as Novell Data Systems (NDSI), a computer manufacturer and maker of disk operating systems. In January 1983, NDSI was reincorporated to Novell, Inc. and shortly afterwards became a company recognized as a Network OS leader. Novell’s development of a PC networking system that designated one machine to manage the network and control access to shared devices, such as disk drives and printers, marks an important early step in the network revolution that has culminated today in the one Net economy.

- **1990 – 2000** - By the early 1990’s Novell’s NetWare operating system, updated to add key features for distributed enterprises, led this market with nearly a 70 percent share. As a network management leader, Novell accelerated its efforts to leverage its core networking strengths in the Internet arena. Novell launched the industry’s first truly cross-platform directory, NDS eDirectory. Today, Novell is committed to providing the infrastructure for a world in which all types of networks – intranets, extranet, and the Internet; corporate and public, wired to wireless – work together as one Net to simplify the complexities of eBusiness and provide the power and flexibility organizations need to succeed in the Net economy.

- **February 2000** – Novell establishes the corporate vision of one Net through its Net services software, aimed at helping companies tear down the barriers of communication that exist between intranets, extranets and the Internet.

- **March 2000** – Novell introduces the Directory Enabled Net Infrastructure Model (DENIM) architecture as the model by which Novell products and services deliver on the vision of one Net.

- **April 2000** – Novell partners with CMGI and Sun Microsystems to create CMGIon, a company focused on offering more efficient delivery of hosting, caching, applications and content by corporate Web sites, service providers and proprietary networks. CMGIon appointed a CEO and acquired AdForce in October 2000 period. The company plans to begin rolling out services in 2001.

- **May 2000** – Novell re-organized the structure of the company to support one Net vision. Also announces aggressive advertising campaign to further communicate the new one Net vision.

- **June 2000** – Novell offers new Content Exchange technology to accelerate dot-com content delivery across the Internet. Partners with Frontier Global Center to offer delivery of new Net service. In October 2000 period, Global Center announced the availability of the Content Exchange services for its customers.

- **July 2000** – At the Catalyst Conference, Novell ships DirXML and Single Sign-On – new Net services software that accelerate and secure the transition to eBusiness.

- **August 2000** – Novell announces its roadmap for the future of NetWare, including the next-generation NetWare Net services platform to manage the exploding need for ever-larger amounts of network-based information storage. NetWare will continue to integrate heterogeneous corporate networks into the emerging one Net economy as companies make the jump to eBusiness. In addition, Novell ships Novell OnDemand, software that enables ASPs and ISPs to securely offer Net services, software, applications and content across the Web on a subscription basis. Novell also announced a consulting partnership with Computer Sciences Corp, further developing new delivery channels for Net services software.

- **September 2000** – At Network+Interop, Novell announces a new corporate broadcast marketing campaign, designed to extend market reach of one Net vision. Novell announces new products and partnerships, delivering on its one Net vision. This includes the availability of eDirectory 8.5 as well as the unveiling of Novell Portal Services, an eBusiness technology that enables businesses to give their employees, customers and suppliers a more personalized and productive experience on the Net. Novell also announces a partnership with Red Hat, who is implementing eDirectory 8.5 for Linux as the directory services infrastructure of the Red Hat Network. This partnership highlights how Novell Net service software is the foundation for eBusiness.
- **October 2000** – Novell announces PartnerNet 2001, its worldwide channel partner program that will create more revenue opportunities for partners and deliver Novell Net services-based solutions more effectively to customers. PartnerNet 2001, which includes a focus on technical tools and training, is the first phase of the global PartnerNet program from Novell to help partners adapt to the market demand for a service model for software delivery.
- **November 2000** – At Comdex, Novell announces new products and partnerships demonstrating how its Net service software simplify, secure and accelerate eBusiness. Novell announces iChain 1.5, eGuide 1.5 and eNDPS. Novell also features customer implementations of its directory services at United Kingdom’s Ministry of Defence and Gulfstream Aerospace, highlighting how these services provide the Power to Change.”
- **February 2001** - Novell announces the creation of Volera as a separate operating company to focus on the caching and content networking market. With equity participation from Accenture and Nortel Networks, Volera focuses on new markets - Web hosting and service providers - and a new business model - subscription pricing - that differ from Novell's core market. Volera's acceleration and content networking services remains a strong complement to Novell's Net services software, helping speed up the delivery of Net services to end users.
- **May 2001** - Novell makes Novell eDirectory free for developers, independent software vendors, and original equipment manufactures. This removes a barrier to adoption of eDirectory - price - and seeds the market for development of additional directory based Net services by Novell and partners. As the only cross-platform full service directory on the market, eDirectory is the only directory on the market capable of playing this core infrastructure role. This announcement marks a fundamental move by Novell to make directory a core underlying component of the emerging one Net world.
- **July 2001** - Novell acquires Net consultancy firm Cambridge Technology Partners, significantly accelerating Novell's capabilities in the services area. Net services implementations become increasingly complex as companies open their internal networks to the Net, requiring significant business process expertise to determine the best use of the software. The acquisition of Cambridge almost overnight increases Novell's capacity to deliver that consulting expertise. The Cambridge acquisition becomes a significant step in growing Novell's go to market capability.