


Don't Just Survive—Thrive:
Winning Business with  **S I T E O P S**[®]

**WIN
KIT**

Brought to you by:



July 2011

Welcome to the SITEOPS® Win Kit. In this inaugural edition, you will find a wide variety of pieces designed to assist you in highlighting your value added services, differentiating your firm from the competition and, ultimately, winning more business.

The first section provides a general overview of SITEOPS, formatted specifically for the most frequently used platforms. The **Elevator Pitch** quickly answers "What is SITEOPS?" and is intended for face-to-face conversations with prospects, e-mails and other short forms of communication. The **Website Text** is available for easy implementation into your own website and elaborates further, giving visitors both an overview of SITEOPS as well as the benefits this software provides your clients. And, a **Press Release Boilerplate** is provided for inclusion within any formal press communications that discuss SITEOPS software in conjunction with your business.

The **Product Fact Sheet** provides a more in-depth understanding of SITEOPS. These frequently-asked-questions are intended to help you customize your messaging and support many of the other pieces in this kit. Add the provided excerpts to your custom **Proposal Statement and Statement of Qualifications** to showcase your firm's commitment to remain on the cutting edge of new technologies, both reducing construction costs and increasing efficiency for your clients.

The **Power Point Presentation** can be utilized in a plethora of manners. Whether you are discussing site designs with potential clients, showcasing SITEOPS as a new, differentiating tool, or highlighting your firm's services to win a project, these slides can be used as a stand-alone or as an add-on to your existing presentation. Similarly, the **Brochure** was designed specifically as a companion piece to your own informational materials. Simply insert your firm's information and a custom piece is ready to distribute.

As a model on how to produce your own, we have also included **Case Study Examples** that demonstrate the diversity of benefits SITEOPS provides your clients. Finally, the **Social Media Guide** provides a quick introduction to social media marketing, and includes an overview of four major social media platforms as well as crucial tips for getting started.

The Win Kit closes with visual collateral intended to supplement any presentation of SITEOPS, whether web or print: **Logos, Letterhead and Product Images**.

We hope that you find this kit informative and useful, inspiring you to develop a strategic marketing plan of your own to win business and thrive, not just survive.

Sincerely,

The BLUERIDGE Analytics Marketing Team

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What is SITEOPS®?

Elevator Pitch

SITEOPS® is revolutionary, conceptual site design software for land development. This web-based application gives users the ability to conduct rapid site evaluations and "what-if" scenarios. Generating up to millions of layout, grading, and storm water drainage combinations in a matter of minutes, this patented technology determines feasibility and identifies those options which have the least cost of construction.

Website Text

[OUR COMPANY] has invested in SITEOPS® technology for YOU!

SITEOPS is conceptual site design software that allows us to conduct rapid site evaluations and "what-if" scenarios by generating up to millions of layout, grading, and storm water drainage combinations in a matter of minutes.

[OUR COMPANY] is skilled in using SITEOPS to produce conceptual site designs optimized for least cost.

What does this mean for you, our client?

SITEOPS allows us the freedom to explore creative solutions for your site layout and to present you with different alternatives, including 3D views and preliminary cost estimates.

This patented technology has been demonstrated to identify significant potential savings in site development costs – on average, \$15,000 per acre – when tested against traditional CAD-based engineering methods. By utilizing advanced computing algorithms, it can quickly consider thousands of possibilities and pinpoint design and grading plans with the lowest estimated cost of construction. Because we use SITEOPS, we are confident that your site costs will be minimized.

Press Release Boilerplate

About SITEOPS

SITEOPS® (www.siteops.com) is patented land development software provided by Charlotte-based BLUERIDGE Analytics, Inc. that can deliver cost-optimized preliminary site designs and cost estimates in hours instead of weeks. SITEOPS can save thousands to millions of dollars per project in grading and other site costs. Clients include Stantec, Lowe's Companies, Target, SSOE, and other leading civil engineers, retailers, architects, and land developers.

About BLUERIDGE Analytics

Charlotte-based BLUERIDGE Analytics® delivers world-class evolutionary computing software to retail, real estate, and the architectural, engineering, and construction (AEC) industries.

SITEOPS® Fact Sheet

The following frequently asked questions are intended to further explain the benefits of SITEOPS and support many of the pieces in this Win Kit. Customize your messaging by selecting those points most applicable to your clients and elaborate upon the provided sections for your website, print materials and proposal.

Who uses SITEOPS?

SITEOPS is conceptual site design software that allows civil engineers, architects, and land developers to evaluate more information in the early stages of a project, design more efficiently, and minimize site development costs.

When in the land development process should I use SITEOPS?

The earlier SITEOPS is used in the land development process, the faster you will arrive at the best cost-efficient, preliminary site plan. SITEOPS streamlines the revision process, enabling same-day (and sometimes same-hour) answers. You can literally see the cost impact of moving a building, changing a parking lot slope, or adding an outparcel, without having to manually re-grade and perform a separate estimate.

What are the benefits?

UNMATCHED SPEED—The patented generative design capabilities in SITEOPS can solve incredibly complex engineering feats, comparing millions of layout, grading, and piping combinations for a site within hours. Revisions are easy: adjust a building's location and watch as the system automatically redraws parking, driveways, islands, grading, storm water piping, and more.

COST OPTIMIZATION—SITEOPS with grading and piping provides incredible time and cost savings while reducing project risk for site planning and land design. It identifies improved layout solutions and grading savings on sites from a single-acre retail parcel up to larger projects such as distribution centers, shopping centers, schools, industrial, and mixed use projects.

THE POWER OF "WHAT IF"—SITEOPS with grading and piping gives engineers the ability to produce conceptual site designs faster, and to be able to present more options to land developers. The ability to give your client more than your competitor offers is a powerful edge in a tough economy.

TECHNOLOGY—SITEOPS is patented, revolutionary technology for land development, combining evolutionary computation, cloud computing, generative design, and operations research. SITEOPS optimization uses an array of powerful servers, capable of handling highly complex algorithmic functions to consider thousands to millions of combinations of layout, grading, and piping options for a site.

EASE OF USE— All SITEOPS modules are fully integrated, eliminating the need for some third-party software. And, all SITEOPS products are CAD agnostic, allowing for easy output importation into many other CAD programs via DWG and LandXML formats. These applications are used standalone and are not an add-on to a specific CAD program.

Proposal & RFQ Statements

Proposal

When creating a proposal for services, there are several standard sections to be included: Conceptual/Feasibility Phase, Preliminary Phase, Construction Document Phase, Project Management and so on. The following is a statement for you to include in your custom proposal to identify the phase in which you will be using SITEOPS.

Conceptual Design / Feasibility Study Phase

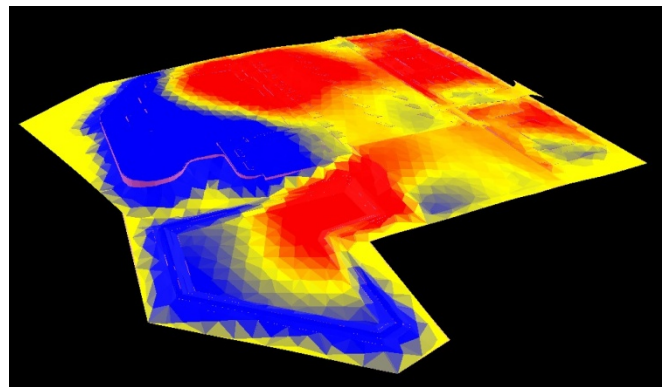
[Our Company] will design [ABC] project using site optimization modeling software, SITEOPS®, during the conceptual design/ feasibility study phase.

Statement of Qualifications

A statement of qualifications is a vital source of communication to potential clients highlighting the services your firm provides. This is your first impression, differentiating your firm from your competitors. In whichever section you choose to discuss your site design services, the following statement about SITEOPS should be included.

Site Development and Feasibility Study Expertise

[Our Company]'s civil engineering and land planning design team consists of SITEOPS® Certified Professionals who are experts in performing site optimization modeling. Our site design team uses SITEOPS to analyze more options for layout, grading and storm water design, and produce plans optimized for cost of construction. By using site optimization



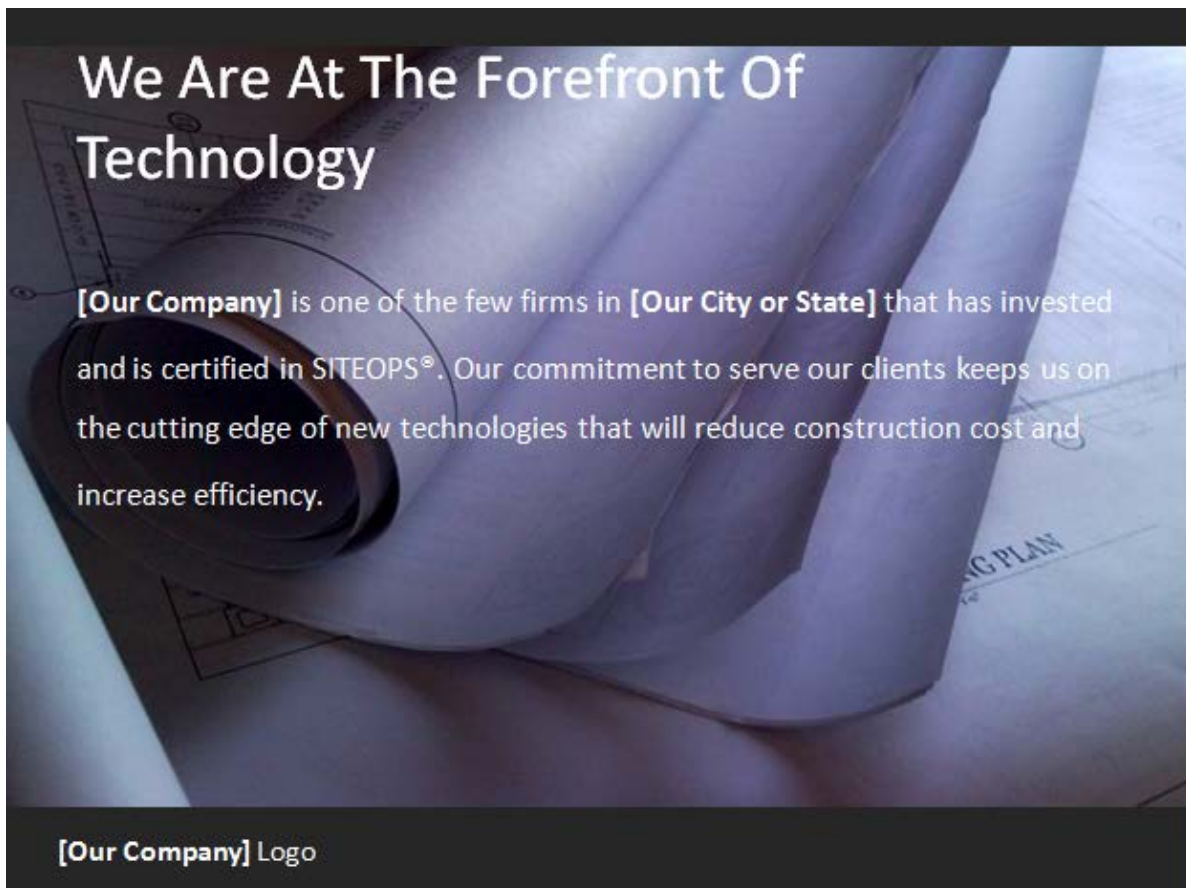
modeling, [Our Company] is able to reduce the delivery time for site designs and reduce cost of construction. Our SITEOPS Certified Professionals will value engineer your project during the conceptual design stage allowing for a better design experience.

Power Point Presentation

In today's tough economic environment, it is essential to differentiate yourself from the competition and actively market your capabilities to potential and existing clients. The provided power point presentation is intended to support these objectives and has been created for versatility of use.

This is an informational presentation that may be used for a multitude of purposes, depending on your specific audience and project. Whether you are discussing site designs with potential clients, showcasing SITEOPS as a new, differentiating tool, or highlighting your firm's services to win a project, these slides can be used as a stand-alone or as an add-on to your existing presentation.

The complete power point presentation can be found as a separate download.



[OUR COMPANY] has invested in SITEOPS® technology for YOU!

[OUR COMPANY] uses SITEOPS software for site selection and conceptual design to quickly compare options and uncover significant potential savings for our clients.

SITEOPS is conceptual site design software that allows us to conduct rapid site evaluations and "what-if" scenarios by generating up to millions of layout, grading, and storm water drainage combinations in a matter of minutes. This enables us to design more efficiently and provide more information in the early evaluation stages of your project.

SITEOPS technology has been demonstrated to save an average of \$15,000 per acre.

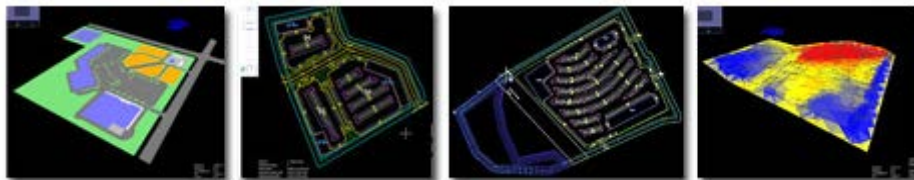
This patented technology has been demonstrated to identify significant potential savings in site development costs – on average, \$15,000 per acre – when tested against traditional CAD-based engineering methods. By utilizing advanced computing algorithms, it can quickly consider thousands of possibilities and pinpoint design and grading plans with the lowest estimated cost of construction. This will provide you much more detailed information in the site selection and conceptual stages of a project, a critical time for making key financial decisions that affect your profit. Because we use SITEOPS, we are confident that your site costs will be minimized.

How does it work?

We configure SITEOPS with site and cost data specific to your project, enabling us to provide preliminary grading numbers “on the fly” and demonstrate the cost impact of changes and “what-if” scenarios.

Powerful back-end servers create and analyze millions of combinations of grading and drainage options for your site, all within the specified constraints, and identify the most cost-effective preliminary design options. We then refine and finalize these designs, generating a report that includes 3D views and takeoff budgets for each.

[OUR COMPANY] is trained and prepared to deliver you the cost-optimized designs and results that are only available via this patented software.



Case Study: Business Development



How Stantec uses SITEOPS® technology to win business and impress clients

You can hear the excitement in the voice of Joe Viscuso, VP and Urban Land Commercial Sector for Stantec, as he talks about his firm's adoption of this patented, cutting-edge CAD tool.

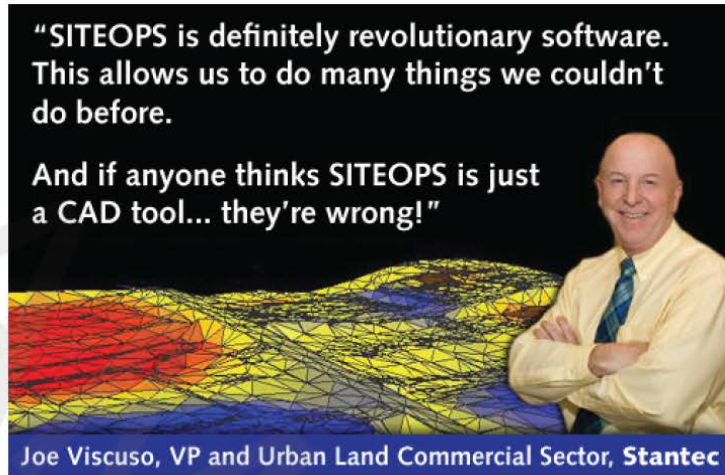
Viscuso describes a 313-acre site in Michigan, a former state hospital reclaimed by the municipality. The initial charrette did not account for the challenging topographical issues. Stantec used SITEOPS to clearly demonstrate the issues and propose solutions to the multiple decision makers involved.

Another Stantec project on which SITEOPS proved essential was a bank site in Pennsylvania. The bank was sensitive about the grades around the bank drive-through, but **the client was having trouble visualizing and understanding site grading issues** that Stantec was encountering. By showing the bank president exactly what the issues were, using SITEOPS 3D grading models, Stantec was able to educate the client and keep the project moving forward.

SITEOPS has also opened up new business opportunities for Stantec. Recently they have been working on layouts for custom home sites. At

"SITEOPS is definitely revolutionary software. This allows us to do many things we couldn't do before.

And if anyone thinks SITEOPS is just a CAD tool... they're wrong!"



one to five acres, these sites are large, with layout flexibility and options for client customizations.

Most importantly, this is a *new area* for Stantec. "Without SITEOPS, we would not have even gotten involved in this kind of project," says Viscuso. "Typically we would take our plan, go through the architect, and pick a location for a million-dollar home without considering a lot of options." Now, Stantec is able to present clients with different conceptual "what-if" layout scenarios, along with fairly detailed budgets. Because SITEOPS optimizes sites for grading costs, Stantec can assure their clients of superior grading plans that take their budget into consideration.

For more information on SITEOPS, you can visit their website at www.siteops.com.



Stantec is a SITEOPS Certified Partner.

Case Study: Education Sector

CLIENT SUCCESS STORY: EDUCATION SECTOR

Project Description: Layout of school ballfields

Civil Engineering Firm: Little Diversified Architectural Consulting

Site Location: North Carolina

Ballpark Figures

Little Diversified Architectural Consulting created an initial conceptual layout for **softball, baseball, and soccer fields** on a North Carolina school site.

They used SITEOPS to estimate the costs of their original design, and then began to produce additional conceptual layout alternatives for the ballfields with cost estimates.

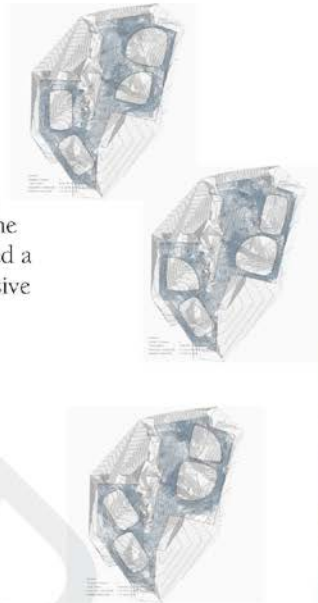


Initial Scheme

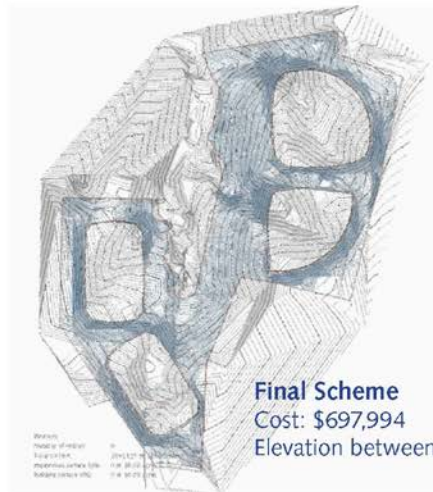
Cost: \$1,009,180
Elevation between fields: 23', 19'

Playing the Fields

After using SITEOPS to consider more than twenty additional layouts, Little narrowed the choices to a few ideal solutions and presented a conceptual design that was 30% less expensive than the initial scheme, **with potential savings of over \$300,000** for their client.



- \$1,009,180 ● INITIAL SCHEME
- \$716,801 ● SITEOPS STUDIES
- \$697,994 ● SECOND LOOK
- \$1,138,506 ● THIRD LOOK
- \$697,994 ● FINAL SCHEME



Final Scheme

Cost: \$697,994
Elevation between fields: 24', 18'

"In every instance, SITEOPS helps us save our clients time and money. On this site, we used SITEOPS to help determine what layout would be the most cost effective ... we were able to look at more than 20 alternatives in about two days. "

— Christopher Roberts, LEED® BD+C,
Project Engineer, Little Diversified



CLIENT SUCCESS STORY | LITTLE DIVERSIFIED ARCHITECTURAL CONSULTING

Social Media Guide

Social media has quickly become one of the most important marketing tools a business can utilize. Understanding and reaching your market is essential to the success of any business, and research has shown that customers are spending countless hours on the Internet for a variety of needs each and every day. This low-cost marketing tool will help attract new visitors, engage current customers, and assist with search engine optimization (SEO)—the process of improving website visibility within search engines—at little or no cost.

LinkedIn

The world's largest professional network that connects trusted contacts and helps in the exchange of knowledge, ideas and opportunities with a broader network of professionals.

[About LinkedIn](#)

Facebook

A social networking service that connects friends, co-workers and others, as well as provides pages for businesses to broadcast information in an official, public manner to those whom choose to be connected.

[About Facebook](#)

YouTube

An online, public site that allows businesses to broadcast their expertise, share knowledge, market their products, and connect with customers, colleagues and prospects through originally-created videos.

[About YouTube](#)

Twitter

A real-time information network that businesses can use to quickly share information with persons of interest, gather feedback, and build relationships through micro-blogs called “Tweets.”

[About Twitter](#)

How to get started:

- 1) **Establish Your Network**—The key to gaining an audience is networking. Start by actively seeking out others in your profession, former customers, associates and persons of interest. Once you have established a small audience base, the connections will multiply.
- 2) **Utilize For All Messaging**—Showcase business achievements, share an opinion on the latest industry news, connect with others in your trade, or answer a customer's question.
- 3) **Be Consistent**—Effective social media marketing requires businesses to communicate and update regularly. Different platforms require different levels of time commitment—Facebook weekly, Twitter multiple times a day—so pick those which work best for you.
- 4) **Engage Your Audience**—To avoid being viewed as spam, develop a plan for engaging content. Create a poll, ask for opinions, link to relevant news or events. Social media is intended for two-way conversation.
- 5) **Link Platforms**—Save time and ensure consistency by linking all of your social media platforms. This simple step will help develop brand awareness across the board and establish you as an industry expert.

Logos & Letterhead

All logos and images can be requested by e-mailing jenny@siteops.com.



SITEOPS Logo



SITEOPS Logo with Tagline

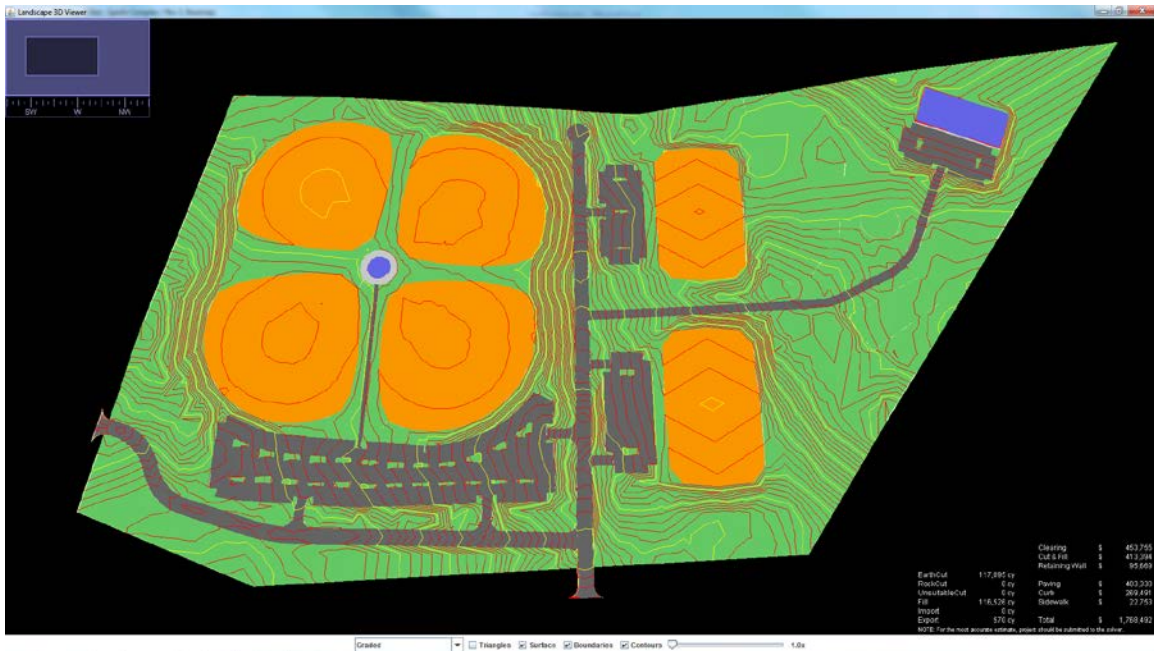


SITEOPS Certified Logo

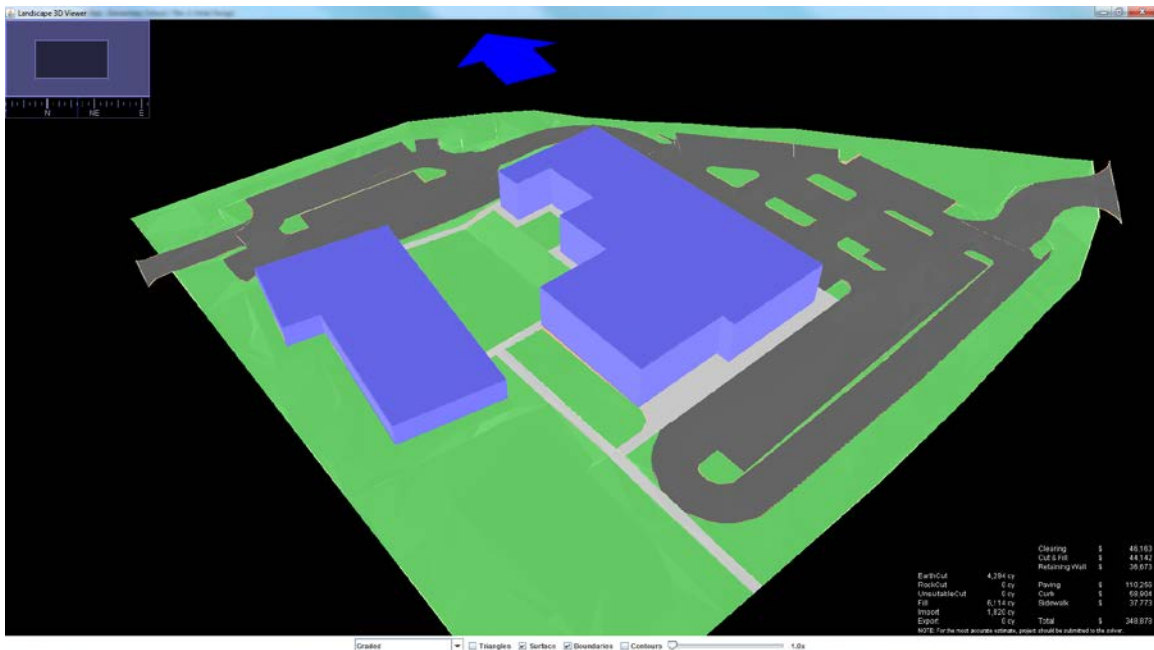


BLUERIDGE Analytics Logo

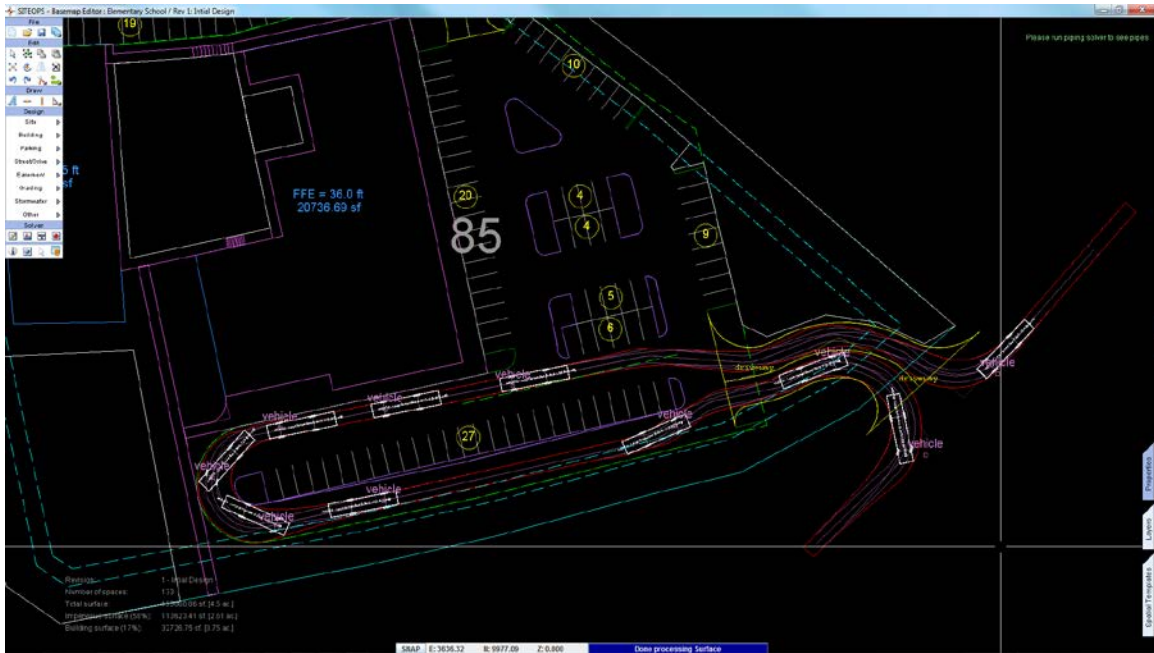
Product Images



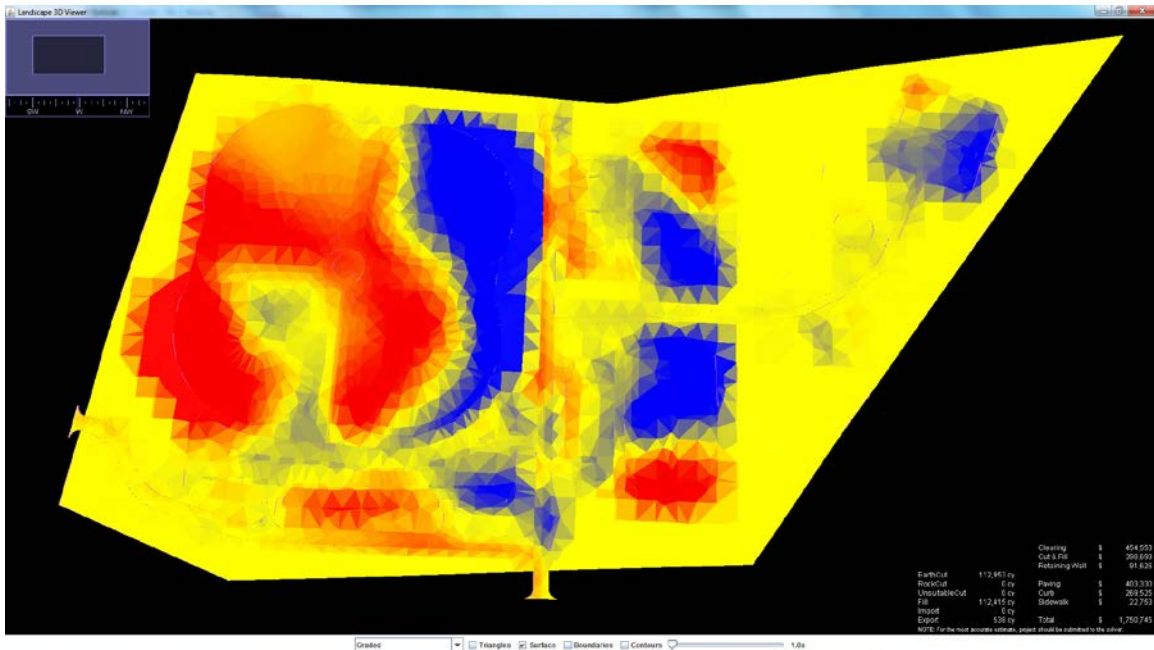
A 3D view of a sports complex, demonstrating the layout and cost optimization capabilities of SITEOPS.



A 3D view of a school, demonstrating the versatility of industry application.



Swept Path Analysis module, demonstrating the ability to determine feasibility of vehicle movement.



A 3D view of a cut/fill grading analysis of a site.