



EXULT®

Process Excellence, Proven Results

“The Exult defined the concept of wholesale, HR BPO when it was formed in 1998. For such a small company, it has truly built for itself market acceptance and brand. Exult’s market acceptance is most evident when we hear from procurement consultants that Exult is invited (or pre-qualifies) in almost every HR BPO deal opportunity that is out there today. No other vendor can make that same statement, in our view. Exult’s brand leadership is most evident by its market share.”

WILLIAM ZINSMEISTER: DEUTSCHE BANK SECURITIES INC.
GLOBAL EQUITY RESEARCH, EXULT, INC.

BUSINESS CHALLENGE

Beginning in May 1999, our charge was to create a brand that would be a true barrier to entry because it needed to be as compelling as the new business sector was pioneering.

BUSINESS OUTCOME

A unique BPO business and brand leader was born and became the de-facto market leader in HR BPO for 5 years.

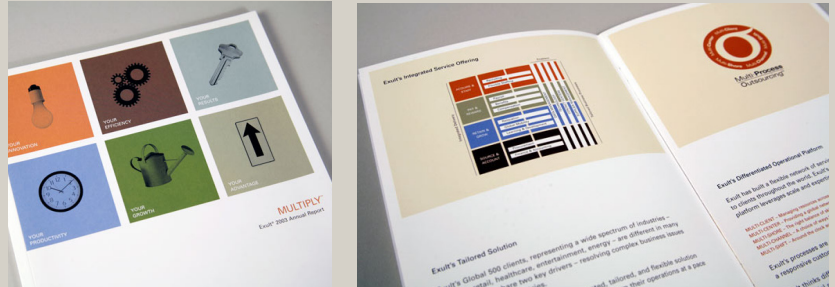
BACKGROUND

- Brand a start-up BPO when there was no BPO understanding or industry.
- Help the market understand the first Human Resources Business Process Outsourcing (HR BPO) company conceived and defined by leaders within the venture capital firm General Atlantic Partners in 1998.
- Their business plan was based on the radical idea (at the time) that Global 500 companies would outsource their non-core Human Resources needs to a company who specialized in HR.
- The overarching goal – establish and defend them as the leader in the HR BPO industry.

SUCCESS

- The company set the highest bar for competition based on its innovative offering, messaging, positioning and unique brand.
- The stellar leadership team secured its first major HR BPO contract for \$600M with British Petroleum (BP) within 7 months of founding.
- The company closed the first \$1 Billion 10 year contract with Prudential 2 years later.
- They had a successful public offering within 3 years of founding.
- They sold the business within 5 years of founding for \$650M to Hewitt Associates.
- Exult owned 37% market share when it was acquired.

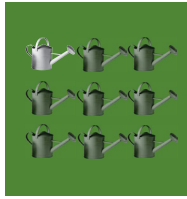
Corporate Brochure and Annual Report Package



The name *Exult* means “to leap for joy, to be jubilant.” With the core emphasis on a human emotion, the name had timeless value and relevance. *Process Excellence, Proven Results* was a bold and aspiring promise Exult aspired and achieved.

Brand Leadership: From 1999 – 2004 Exult partnered with Delve to steward the brand through its various stages of growth and success.

The MultiplySM campaign extended the company’s value proposition from a promise to actual proven results. The volume of client benefits became the essence of the brand as Exult proved its market leadership and innovation.

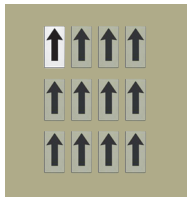


Deep roots. Lasting growth.

"Exult made possible the integration of services for delivery between the managers of Amoco, AFCC, and other clients and EPP. Together, we gave the client the ability to focus on our people."

MULTIPLY YOUR GROWTH

Reaching new heights takes deep roots. Exult cultivates corporate growth that lasts.



Not one way. All the way. Progress ahead.

"Exult enabled us to continue delivering transactional services at a lower cost by providing much better scale and ability to invest in back office functions."

MULTIPLY YOUR ADVANTAGE

It's not uncommon to lose direction on the road to success. Exult's commitment to your goals is a sure sign of success. Progress ahead.



Get more. Make time.

"Our core business is banking. We needed an organization who were experts in saving money. We chose Exult because they were able to offer an end to end solution."

MULTIPLY YOUR PRODUCTIVITY

When time is money, don't waste any. Exult's more effective use of resources literally makes time.

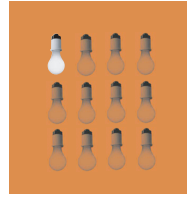


Secure value. Turn-key.

"We are realizing our expected cost savings. We have also found a company with a scalable model that can give us the financial flexibility that we sought in an outsourcing arrangement."

MULTIPLY YOUR RESULTS

Unlocking potential is its own reward. Exult's track record of success secures turn-key delivery.



From small sparks to a contagious charge.



"There is no doubt that Exult supported the early adoption of HR Service HR BPO. Exult continues to be the market leader with a market share of approximately 80%."

MULTIPLY YOUR INNOVATION

Brighter possibilities through accomplished inspiration. Exult lights up the HR outsourcing industry.



Trade Advertising










WHO WE ARE

To increase in extent and influence.

MULTIPLY your ability to reduce costs, improve productivity, streamline operations, access leading-edge technology, increase flexibility, and focus on your core business.


With proven expertise and high quality delivery, Exult provides the results you can count on.


MULTIPLY YOUR

INNOVATION x EFFICIENCY x RESULTS x PRODUCTIVITY x GROWTH x ADVANTAGE

ARE YOU A . . . ?




POTENTIAL CLIENT




MEDIA/ANALYST



INVESTOR



CLIENT



POTENTIAL EMPLOYEE

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Corporate Website



The Delve Group, Inc.

Brand Development is Business DevelopmentSM

The Delve Group creates, implements, and manages brands that deliver measurable results for business services companies. We actively foster businesses by focusing on what differentiates them from their competition and then use this to create the perception of market leadership.

At Delve, we approach everything from the vantage point of helping our clients achieve their desired business objectives. Our methodology is guided by a strategic understanding created by delving deep into their businesses to assess where they've been, define where they want to go, and finding the best path to get there.



DISCOVER:

- Discover Workshop
- Internal & External Interviews
- Competitive Analysis
- Communications Audit
- Brand Findings Report
- Brand Strategy

LAUNCH:

- Brand Launch Strategy
- Launch Announcement (Internal/External)
- Brand Promotion Creation
- Event Support & Brand Unveiling
- Client Outreach
- Media and Public Relations

CREATE:

- Name & Tagline Development
- Brand Architecture
- Message & Positioning Platform
- Thought Leadership & PR Strategy
- Lead & Demand Generation Strategy
- Corporate Identity & Business System
- Differentiating Look & Feel
- Internal Communications Strategy

MANAGE:

- Brand Standards
- Demand Generation Activities
- Ongoing Support & Guidance
- Outsourced Marketing Services
- Ongoing Public Relations

DEPLOY:

- Sales & Marketing Tools
- Website Development
- Event Strategy & Materials
- Advertising & Media Campaigns
- Thought Leadership Development
- Brand Loyalty Materials
- Interactive Media Execution