

## For This Technology Company, Corporate Focus Brings Greater Self-Sufficiency — and Lower Costs

### CUSTOMER



#### KEY BENEFITS

- Stop using multiple, error-prone spreadsheets for equity administration and reporting.
- Automate option expensing and guarantee 100% accuracy and confidence.
- Go from hours to minutes for complex calculations and reports.
- Reduce audit and legal fees by using a standardized system.
- Share information and reports more easily with all stakeholders.



Global Market Insight, Inc. (GMI) provides technologies and processes that make global research easier, faster and more cost-effective for market research professionals. So, it's no surprise that the company wanted to enjoy these same benefits when it came to tracking their stock options. After deciding to take this task in-house—with the assistance of Corporate Focus—GMI's legal team is enjoying enhanced efficiency as well as incremental cost savings that pay big dividends over time.

#### THE CHALLENGE: EXTRA STEPS LEADING TO EFFICIENCY CONCERNS

GMI's law firm had been handling its stock option tracking for years, yet the company wondered if there was a way to make the process more efficient. Historically, GMI's legal department was required to provide employee and stock option information to their outside counsel so they could then do the tracking—an extra step that seemed unnecessary.

"It felt like added work when I'd have to tell our law firm when we had new option grants or if someone was going to exercise," says GMI's Deputy General Counsel, Mark Schneider. "I thought we could streamline the process by just doing it ourselves. Our firm was using Corporate Focus, so it made sense for us to use the same solution. That way we'd have continuity and be able to populate the information much faster."

Schneider was also interested in being able to obtain time-sensitive reports more quickly. "I'm kind of hands-on, and I liked the idea of having the information ready when I needed it, instead of having to wait for a paralegal to call me back."

#### THE SOLUTION: TRACKING STOCK OPTIONS IN-HOUSE WITH CORPORATE FOCUS

GMI made the decision to move its stock option tracking in-house, where it would be handled by Schneider and a paralegal. Tracking was done entirely through Corporate Focus, which was also used to generate reports for their regular board meetings.

In time, access to Corporate Focus was expanded to other departments beyond legal. The valuation and expensing variables calculated in Corporate Focus were supplied to GMI's finance department for stock option expense reconciliation. Human resources used the system to directly update employee terminations—so that reports run for board meetings would be more accurate and reliable.

### THE HIGHEST STANDARD FOR EQUITY REPORTING

- Corporate Focus has been delivering efficiency, accuracy and peace of mind since 1995.
- Trusted for tracking ownership information for more companies than any other solution.
- Secure, online capitalization tables, option expensing and equity reporting means greater productivity and less risk.
- No software to install. SAS 70 Type II certified, enterprise class hosting facility.

### ABOUT GMI

GMI (Global Market Insite, Inc.) provides technology enabled solutions that generate reliable, consistent and actionable information to enhance the decision-making capability of marketers and researchers worldwide. Founded in 1999 and with global headquarters in Bellevue, Wash., USA, GMI serves clients in the Americas, EMEA and Asia-Pacific.

### THE RESULTS: MAJOR TIME AND COST SAVINGS

Within just a few weeks of using Corporate Focus, its impact on productivity and efficiency was clear. According to Schneider, some of the key benefits of using the system include:

- Board deadlines are easier to meet, since there is no longer a need to coordinate the delivery of reports and other information with outside counsel.
- Whereas previously it might have taken two to three hours of legal time to get numbers for a board meeting, Schneider is now able to do it himself in 20-30 minutes.
- Schneider is able to answer employee questions immediately, instead of waiting for a callback from the law firm.

For GMI, this increased efficiency has led to significant time savings, fewer headaches and a reduction in legal fees. "For example, someone will ask how many stock options they have outstanding, whether an existing employee or a recently terminated one," says Schneider. "Rather than have a paralegal spend billable time getting the answer, I can just look it up myself."

### CONCLUSION

Schneider says that with Corporate Focus, he and his team reap the benefits of greater self-sufficiency on a daily basis. "It's handy being able to bring up numbers fairly quickly when I need them and not have to wait for an answer," he says. "And if I'm not able to find what I'm looking for, the support team at Corporate Focus is easy to reach."

"If I knew of a company that wanted to take over its stock option plan management, I would recommend Corporate Focus without hesitation."