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COMPANY INTERVIEW

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Endeavors Technology, Inc.

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Endeavors Technology, Inc.

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GREG BOLCER is a co-Founder of Endeavors Technology, Inc. and is currently its Chief Technology Officer. At Endeavors Technology, Dr. Bolcer founded the Magi™ project, a lightweight, open protocol, thin server infrastructure for forming ad hoc, peer-to-peer networks and accessing embedded systems through standard Web protocols. Prior to co-founding Endeavors Technology, Dr. Bolcer's research team at UCI received \$4 million in grants from the Defense Advanced Research Project Agency (DARPA). His project

at one point was the largest Java-built, non-Sun Microsystems project in the country. He was one of the key working group participants and co-Author for the widely supported Simple Workflow Access Protocol (SWAP/WF-XML) extensions to HTTP/1.1 and WebDAV (the Web Distributed Authoring and Versioning Protocol). Dr. Bolcer has a PhD and BS degree in Information and Computer Science from the University of California, Irvine, and an MS degree from the University of Southern California.

SECTOR –NETWORKING & COMMUNICATIONS

(NAR609) TWST: Could we begin with an overview and a summary of Endeavors Technology?

Dr. Bolcer: Endeavors builds secure collaboration networks on top of existing Web infrastructure. Its focus is peer-to-peer and we put a Web application server onto a computing device so that it can work in conjunction with other computing devices. It's a unique approach for the next wave Internet and overcomes concerns about how security scalability and tool integration technologies can be made to work together.

Highlights

Endeavors Technology builds secure collaboration networks on top of existing Web infrastructure. Chief Technology Officer Greg Bolcer says it is a unique approach that the company uses for the next wave Internet and overcomes concerns about how security scalability and tool integration technologies can be made to work together. The company has two offerings at present. One is for network collaboration into existing software tools and the second is an end-user application for installation on the desktop, laptop, or PDA, and allows secure collaborative applications to run on top of the machines.

Endeavors works in the collaboration space and its philosophy is to add one more tier to the Internet infrastructure. Peer-to-peer based Web infrastructure is the next logical step for the Web to become truly two-way, writable, and ubiquitous. Today, there are millions of people using what's called "Internet scale technologies." This type of technology is unique in that no central person controls an Internet scale technology.

Let's examine two examples —e-mail and Web browsing. Typically, with e-mail, when a corporation has to add or remove an e-mail account because somebody comes online or leaves the company, the network admin-

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PeerIntelligence.com - "Companies will require increasing levels of seamless horizontal business interactions across the walls of the enterprise. A comprehensive and secure peer-to-peer platform such as Magi's empowers corporate users to exploit these emerging capabilities."

Aberdeen Group - "By capitalizing on advanced Web protocols such as WebDAV and WML (Wireless Markup Language), the company has brought rich two-way communication capabilities to not only the desktop level, but also to the mobile device, without losing the interoperability that proprietary communication mechanisms have to put great effort into regaining."

Magi Roadmap

Endeavors Technology is pioneering improved collaboration in the workspace. The growing collection of Magi-enabled products is transforming the Internet into a rich and seamless, two-way environment where P2P collaboration across all Web-enabled devices provides secure access to any information from anywhere, at anytime. The company is working to make any networked or Internet-connected device a two-way messaging, writable HTTP server for Web-based, wireless, and decentralized applications.

Magi Enterprise

Magi Enterprise is Endeavors' flagship software product, an ideal P2P networking software solution that InfoWorld magazine called the new face of Web collaboration. Magi Enterprise is rich in features for community building, communication and administration, including file sharing, community search, cache indexing, chat and instant messaging.

Magi Enterprise meets the challenge of managing relationships and data in a P2P environment. It extends networks, but does so securely. It establishes communities, but only of people known and trusted. It interoperates with other applications and platforms, but does so using open protocols. Magi has financial-grade security tools, using X.509 Public Key Infrastructure (PKI) over a two-way Secure Sockets Layer (SSL) network backbone. Use of X.509 PKI authentication allows security certificates from Endeavors, or from any other recognized X.509 certificate authority, to establish the true identity of any Magi-enabled peer device when it comes on-line. Use of SSL encryption enables each pair of peers that communicate with each other to have a unique identification key for that pairing. Magi Enterprise can be part of any HIPAA-compliant healthcare solutions for the protection of patient data.

Workgroups, regardless of location or company, can use Magi Enterprise as a secure repository and collaboration tool on many different files, such as Word documents, Excel spreadsheets, PowerPoint presentations, and more. Most office productivity tools such as Microsoft Office or Adobe's desktop applications already work across Magi peer networks. It is ideal for establishing collaborative, dynamic virtual private networks.

More Magi Products

Endeavors has also developed a Magi product for the WinCE operating system, turning a Compaq iPAQ PocketPC and an HP Jornada into personal Web servers and real world business tools.

The company has also developed a highly optimized, open source port of Python to the Palm OS® platform to stimulate interest in creating Python-based applications for Palm™ handheld computers and other devices that use the Palm operating system.

Corporate Business Description

Endeavors Technology is transforming collaboration within and beyond the enterprise through its Magi peer-to-peer infrastructure software. The Web-standards software gives peer status to Internet-enabled PCs, laptops and WinCE handheld devices, allowing all to securely communicate and interact for the purpose of creating dynamic corporate knowledge-sharing environments.

Endeavors' roots lie within a university research program funded by the US Defense Advanced Research Project Agency (DARPA) to explore better ways of using the Internet to improve business processes. Its founders and technical advisory board enjoy an unrivalled history in developing Internet infrastructures, both as co-authors of the Web's most commonly used protocols and software, including HTTP, Web Distributed Authoring and Versioning (WebDAV) and as team members of the Apache Web Server Project.

Endeavors is now a wholly-owned subsidiary of mobile computing and network infrastructure vendor Tadpole Technology plc (London Stock Exchange Ticker: TAD), which has plants and offices in Irvine and Carlsbad (California), and Cambridge, Edinburgh, and Bristol (UK) www.tadpole.com.

Endeavors and Gartner Dataquest's Supranet

Endeavors' Magi software is a fundamental component of the next generation Internet that includes extended use of Internet-enabled devices by the business and consumer community. The research firm Forrester Group predicts that the market will grow to 1.4 billion devices by 2004, the majority being handhelds. In the always-on "Supranet" vision, Gartner Group predicts that "the shackles that bound the Internet will be removed, paving the way for a far wider and deeper integration of computing and society. IT devices and services will become mandatory life style accessories rather than tools to support business."

Market Analysts on Endeavors Technology's Magi

The Butler Group - "Embedding high levels of security, such as authentication processes and potent encryption, throughout any P2P network is obviously a necessity in order to create corporate level confidence that business-critical data will be safe in transit. Technology offerings which take steps to provide robust solutions to the perceived problems of P2P networking, such as Magi Enterprise, are likely to play a pivotal role in any widespread adoption of the model as a whole."

istrator doesn't have to notify every other company, or every other company's email server that this person has joined or left the company. In the real world, there's an established user process to cover this eventuality. If someone sends an e-mail to a dead address, it bounces, or the e-mail is not received. So, the sender resends the message using a new address and life goes on.

“With or without the user’s involvement, a peer can exchange information, provide information, and leverage location and bandwidth information. Endeavors has developed a set of technologies that makes sure that interactions are always secure using Web standards that are used tens of millions of times each day for secure electronic commerce.”

The same applies to Web browsing. If you change the location of your home page, or the links on your home page, you don't have to notify everybody linking to it that you've changed your address. What happens is that people go to the link to your page and get what's called "page not found" or "404" error. You might have seen these on the Web when viewing sites that contain a "broken link." If this happens, the user usually hits the back button and looks elsewhere for something that's interesting. This technique of allowing globally networked, inconsistent data is the same technique used by Endeavors in its Web collaborative software products to scale Web technologies down to the desktop.

The focus of Endeavors' products is to allow access, search, and publishing of documents and data using everyday tools that people are already using on their desktops. It works with Microsoft®'s Office Tools like Word, PowerPoint® and Excel. There's also support for tools like Adobe®'s GoLive®, Illustrator®, Photoshop and Acrobat®, as well as common desktop Web applications like Internet Explorer and Netscape.

Endeavors has two offerings: one is for network collaboration into existing software tools and allows software vendors to recast the architecture of their software in a peer-to-peer manner. The second is an end-user application for installation on the desktop, laptop, or PDA, and allows secure collaborative applications to run on top of these machines. This allows users to perform secure publishing across organizations or between businesses, and secure filtered search across different organizations or groups even if they are in the process of changing dynamically.

Many gurus have made the point that peer-to-peer technologies is the next generation of the Web. Inevitably, because of the scale of our global program, Endeavors receives a lot of input into how we should build tools and technologies for use in an Internet scale setting. You'll remember when the Web was first catching on, there was a big technology fight between Lotus Notes and Web technologies. We've drawn on that experience, our own particular experience with Web protocols and the techniques already widely adopted, and recreated the peer-to-peer space as the next generation Web. That's a Web where any desktop, laptop, PDA, file server, enterprise server can become both a client and a server. With or without the user's involvement, a peer can exchange information, provide information, and leverage location and bandwidth information. Endeavors has developed a set of technologies that makes sure that interactions are always secure using Web standards that are used tens of millions of times each day for secure electronic commerce. Endeavors' approach doesn't interrupt the roadmap that users need to follow, and it lets them scale their apps through their firewalls, across organizations, and across business collaboration. I'm the CTO of Endeavors Technology, and so I have a very technical background. My back-

ground is from a research project at the University of California, Irvine and it was a DARPA-funded research project out of the informational technology office. DARPA is an abbreviation for the Defense Advanced Research Project Agency.

Initially, we were a group of people who had done a lot of the foundational work on World Wide Web plumbing. The first Web roaming robot came out of the Web software project at UC Irvine. Almost all of today's search engines are now based on that work. The concept of Web caching also came out of that lab as was in part one of today's most widely used Web servers — the Apache Software project. About 60% of all public Web pages are now served up by an Apache server.

Other lab projects dealt with extending HTTP, the underlying protocol of the Web, to optimize transfer, add some new methods, and to make the Web a writeable medium. These extensions were designed to allow browsing over Web protocols, open documents in place across Web protocols, make collections or folders, and to allow search for files using what's called metadata, which is just data about specific files. They provided support to read and write data in an arbitrary way to the Web.

Endeavors became the vehicle to take all that development experience, all the context dealing with all the major software companies, and transition it to the commercial sector through companies that were rapidly taking on Web technologies and putting serious money, effort and training into building programs and integrations around Web technologies and applications.

Endeavors then set out to create an infrastructure to extend the Web and provide all the benefits of having a read-writeable Web server on machines that are mobile and disconnected, that move around the network, or don't need a fixed address or centrally controlled name.

At the outset, we were three — Clay Cover, Arthur Hitomi, and myself. Two others then made an early leap from university to Endeavors — Peter Kammer and Mark Walters. There was one other co-founder of the company who now sits on Endeavors' Advisory Board — Roy Fielding. We also set up a Technical Advisory Board made up of some of the major contributors to today's Web standards and protocols. We started Endeavors to take advantage of our insights into where the Web was going.

"We don't have Groove's overhead, nor the development cost burden associated with it. From a development standpoint, we have accomplished much with relatively modest resources."

In general, people don't realize that the World Wide Web has been in constant evolution since they first heard of it. Indeed, it's changed significantly since it first became popularized in 1994, 1995 and 1996. Some tremendous plumbing changes have since been made to the Web versus most what most people see as the Web — a Web browser and a Website. Sure, people can interact with the Web giving credit card numbers or adding information, but most don't see the Web as being this ubiquitous, writeable, two-way medium.

The goal of Endeavors was first and foremost to take its wealth of experience in building the Web and Web technologies and develop a business that created the next generation Web.

Inevitably, along the way we began looking for our first customers. They turned out to be mobile knowledge vendors, Tadpole Technology, which is a listed group on the London Stock Exchange and is now our parent company.

The Wall Street Transcript knows Tadpole and its CEO, Bernard Hulme, very well from past

interviews. Tadpole became the perfect customer because of its customer base of field workers.

The technologies being built by Endeavors was also a perfect match for Tadpole's forward roadmap, so it acquired Endeavors to commercialize our technologies.

“Since the acquisition in March 2000, Tadpole has increased Endeavors’ funding several times because peer-to-peer for the business arena became white hot. We’ve since created a unique business in the peer-to-peer space by building a peer-to-peer infrastructure on top of existing Web protocols as opposed to creating a proprietary protocol.”

Since the acquisition in March 2000, Tadpole has increased Endeavors' funding several times because peer-to-peer for the business arena became white hot. We've since created a unique business in the peer-to-peer space by building a peer-to-peer infrastructure on top of existing Web protocols as opposed to creating a proprietary protocol.

Clearly, this vision provides significant advantage to all the software integrators, all the VARs, the people who've been trained for a decade, and all the Web application developers that have spent nearly \$1 trillion or more in the past decade on building Web applications. They can automatically use all those skills to have access to, and have collaborative capabilities with all devices that to date were only clients, or “second class peers” on the client server Web.

Consider this. If you peer into the organization of a company, and examine where corporate information is located, you'll find that about 70% of the freshest data is not located in central document storage, nor in an ERP or CRM system, or on the app server, file server, or central database. It's sitting on desktops, laptops and PDAs in and around the company.

In fact, the majority of information coming into an enterprise doesn't come in through central servers. It comes through from what's called the “edges of the network” — from people sending email, bringing CDs, documents and information from trade shows to the work space, people reading news stories, or being on mail lists and storing data on local disks.

One of the greatest challenges ahead is to provide secure access, authoring, publishing, and searching services on the edge of the network.

If you're recreating all those network services from scratch, you're going to take five years to figure it out and another five years to get people to trust those new technologies. If you're creating all those services that you have anyway on a traditional centralized Web server, and you're pushing them out to the desktop by scaling them down, securing them and automating the access control and security mechanisms, then you already have the infrastructure and the trust.

TWST: What's the client base? Who are you targeting and what are they demanding as far as the value of the products that you are offering?

Dr. Bolcer: Again, we have two products under our Magi designation. One is embedding peer-to-peer architecture into a software vendor's existing products. Every major software vendor, whether it's an infrastructure play or end-user canned application, all of a sudden has the benefit of redeploying their software as a network-aware, peer-to-peer application to any mobile or occasionally disconnected networked computer.

Look back at all the major types of successful networked software used today. It's remote file access, it's mobile and disconnected, it has searching and search applications, legacy database integration across organizations, it's network publishing and collaboration, and it's communication

tools like instant messaging, chat, application sharing, and remote desktop control, for example.

These are the applications that first found business success when the Web took off and companies are finding business traction in the peer-to-peer space in the same way they found traction from the Web.

It was those companies that provided Web access, Web searching, Web publishing and the tools associated with publishing, and companies that allowed electronic commerce that created value and found success very quickly. It'll be those same types of embedded applications or software vendors that will create value very quickly in the peer-to-peer space. There are even infrastructure vendors like iPlanet™, BEA, WebSphere, or even .Net that could take their application architecture and add another tier to support mobile and disconnected users, or to support more direct peer-to-peer communication and collaboration.

The other Magi offering is consumer software using our app as an enterprise end-user. We can turn any software that runs on a desktop into a network-aware tool without the user changing behavior, or the software vendor changing the software. That appeals to the spectrum of desktop software vendors and enterprise end-users. Look at the top 10 to 40 applications on your desktop and you have a pretty good indication of what software companies would benefit from adding secure collaboration networks. Just imagine a group being able to create, share and edit a budget using Word and Excel in a highly secure manner from any location, at any time, from any device.

TWST: When you look at the opportunities ahead, do you have the cash and capital on hand to meet those challenges?

Dr. Bolcer: Yes, we do. In fact, we're happy with our funding, prospects and progress.

Our competitors may not feel the same way. This goes back to the Notes versus the Web collaboration view of the world. In the more general peer-to-peer space, the Lotus Notes of peer-to-peer is called Groove Networks. They've had to build a whole variety of infrastructure and do a whole variety of back flips technology-wise in order to accomplish a few of the components and technologies we've bootstrapped using Web technologies. Groove recently received a large injection of venture capital from Microsoft Ventures, I believe, on a valuation of somewhere in the area of \$1/4 billion.

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Unlike Groove, Endeavors doesn't have as many programmers and integrators for technical development and maintenance. So much work and effort over the past decade has already been executed by Endeavors into integrating Web technologies using a loosely-coupled, protocol-based integration to the Web versus API-based integration using specific development libraries. We don't have Groove's overhead, nor the development cost burden associated with it. From a development standpoint, we have accomplished much with relatively modest resources.

Moving forward, Endeavors is now busy building the nondevelopment side of the business including sales, marketing, alliances and channels.

TWST: What specifically is on the calendar when you look at the next 12-24 months and what will make that time frame a success?

Dr. Bolcer: Endeavors' business model calls first for a set of what we call marquee cus-

tomers — high-profile, highly-visible technology partners. These partners will address the collaborative software product market where we embed into their software products and they go after a particular market segment. I gave an indication earlier of these end-user applications — searching, network publishing, and file collaboration, and all are excellent target markets for Endeavors and its high-profile business partners.

The other part of the business model will be large-scale deployments mainly through software integrators into large enterprise customers. That means large numbers of seats deployed to direct end customers for sharing, editing and acting on information, network publishing, or for a highly decentralized distributed peer-to-peer application built on top of the infrastructure at one of these customers.

I believe we're on track to deliver both and hope to be able to declare victory in the not too distant future.

TWST: Thank you. (DWA)

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CTO

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For Tadpole Technology plc

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