

The logo consists of a central point from which three lines radiate outwards: a green line pointing towards the top-left, a blue line pointing towards the top-right, and a red line pointing horizontally to the right. Each line ends in a small dot of the same color. The background features a dark grey grid of overlapping triangles.

C A T O R G

Catorganic Traceability Software

Product Overview

22/09/2007

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Catorganic Features and Benefits

Catorganic is a complete computer system for growing and distributing organic food, and demonstrating the integrity and quality of your processes from start to finish. Our software works for agriculture, for warehousing and distribution, in food shops, restaurants, bakeries and anywhere ingredients or dishes are prepared to organic standards.

Our software is designed on a very simple principle that makes it easy to use: you record exactly what you have done, when you have done it. That means real time, within minutes. There is no need to keep a mountain of paperwork, and no need to go into an office at the end of the day to put everything on the computer. Our software has interfaces that are designed to work where you work, whether that is in a barn, a bakery, a slaughterhouse or a shop.

We ask you record exactly what you do There's no fudging, no fiddling, no "making it fit the system." When you first install the Catorganic software, our experts come in and model your business processes (all that clever, compliant stuff your people do) and we configure our software so that it works the way you like to work, for every item: every recipe, every ingredient, every batch and every animal.

Catorganic makes everything you do completely traceable. This means, for example, if you are ever asked "what did you do with the apples from that tree?" our software can give you their complete life story – how many went to a grocer, how were made into chutney, how many ended up in a crumble. This is especially useful in product recall situations. In 2006, Cadbury's had to recall seven different products from shops (a total of 250 tons of chocolate !) because of a suspected problem with salmonella. A traceability system tells you exactly which batches are at risk, and where they are, and which batches are known to be safe.

The beauty of the Catorganic system is that we offer you traceability without bureaucracy, because all the information is collected as a by-product of doing the work.

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Our Triple Assurance

The Catorganic system gives you three kinds of assurance, to improve your confidence and control over your business processes.

1. *Assured quality through traceability*
you know exactly what was done, when were and by whom.
You can prove that it was done properly, and if there are any doubts, you can pinpoint immediately which batches of production are affected
2. *Assured productivity through accuracy*
The system asks you to record exactly what you do, when you do it.
There's no mystery and no jargon. People can concentrate on doing their jobs well.
Once we have modeled your business processes, the training is very simple.
3. *Assured compliance through evidence*
All the evidence is in the system
It's automatically joined together by our data integrity rules
You can report on it an whatever level of detail you require.
As long as your processes are compliant, the system will prove they are compliant
If somebody makes a mistake, the system will highlight it, and let you record what you did to correct it.
The system is tamper-proof and cannot be faked

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The Catorganic Collaboration Promise

Catorg is a 21st century networked company with expertise in communications, design and technology. Our preferred way of working is to be agile, open and informal. We like to work in partnership with both our clients and suppliers based on a principle of shared risks and shared rewards.

We believe that our software is the best and we don't ask you to take any risks with it. We believe that you know how to run your business and we don't want to tell you to change. We believe that clear and open communication leads to superior design and better technology.

What does that mean in practice?

When you buy the Catorganic software, we will sit down with your team, and discuss your own business processes, and we will configure our software to work exactly the way your business works. There are some things our software cannot let you do - , but only because they would break the rules! We promise you that we will never make changes to our software that will allow any of our customers to fail a compliance test.

If you have an idea, and we don't get it, or we have an idea that you don't understand, we will talk it through with you until we understand one another, and then we will agree the way forward.

When you buy the Catorganic software, you acquire an asset that you own. You can run it in your company for as long as you like. The only recurring charges will be for support, and if you don't want support, you don't have to pay for it.

We offer you the professionalism you are entitled to expect from an IT services company. If we make a commitment to you, like a deadline, or a price. We will stick to it.

We will try to exceed your expectations, rather than just meeting them. Catorg is constantly innovating, moving into uncharted territory. We make it our business to keep up in a world where the development of technology is at an incredible speed. We then make that experience available to our clients. If we find a better way of doing something, we will add it to our software at no extra charge to you.

Rather than building a wall around our knowledge and experience we have, we allow it to flow freely to all our network partners. This allows our clients to focus on their core business.

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We put the client in charge of the project, and we give our clients the right to change your mind. We do this, because projects are all about learning. On a bespoke software project, the requirements very often change between the beginning and the end. Sometimes this can just be tinkering, and we don't recommend that, but often it's because working on the project has helped you to understand your business in a new way, and given you a reason to innovate. Our role as your software development partner is not to resist innovation and learning, but to take it on board and help you to exploit it.

Catorg has a very cost effective model for resourcing projects. We are capable of drawing on resources regardless of their location and can select the resource based on the necessary skill set needed alone. Transferring this resource directly to our clients is another reason why this model is cost effective. '

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Gordon Rae
20th September 2007

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