

Corporate Overview

Information Management

- Advisory Services
- Strategy Services
- DW/BI Design, Development and Implementation
- Tool Standardization and Selection
- Proof of Concept and Prototypes
- Business Intelligence Platform Roll-Outs
- Business Intelligence Information Delivery
- Business Intelligence Center of Excellence
- Data Quality and Governance Programs
- Data Migrations and Conversions, Profiling, and Transformation/ETL
- Master Data Management/Customer Data Integration
- Metadata Management
- Application Development
- Specialized Information Management Consultants
- Training and Knowledge Transfer

Process Optimization

- Customer Experience-Based Process Improvement
- Merger/Acquisition/Integration Management
- Change Management, Project Management Office, Program Governance
- Specialized Business Process Optimization Consultants
- Training and Knowledge Transfer

Conversion Services International (CSI) is a professional services firm with nearly two decades of software and data migration experience. From this rich history of helping clients better utilize their information assets, the Company identified a huge chasm in professional services: the need for an organization solely focused on data warehousing and business intelligence. To this end, in 1995, CSI established a Data Warehousing Center of Excellence dedicated to the research, development, concept testing and delivery of best practices in data warehousing, business intelligence and information management. CSI's focus on addressing data quality issues, establishing program governance processes, and most efficiently delivering critical information to the business user have earned CSI the reputation of being a results oriented service provider.

Today, CSI is the leading publicly held professional services firm specifically focused on business intelligence and business process optimization, resulting in business transformation. CSI delivers services within four core competencies, as well as the application development that supports these competencies: **strategic consulting, data warehousing, business intelligence and data management**. CSI DeLeeuw, a wholly owned subsidiary of CSI, provides integration management and process reengineering consulting with a particular focus on business process optimization. Overall CSI's services and solutions help companies define and implement the warehousing and strategic use of both enterprise-wide and specific categories of strategic data, as well as implement continuous business process improvement based leveraging that strategic data.

The Company continues to grow through a successful acquisition strategy and has integrated these acquired offerings into the structured frameworks and reusable methodologies that deliver significant value to CSI clients. As a testimonial to CSI's strong relationships with its clients, it recognizes approximately 70 percent recurring revenue from returning clients.

Headquarters: 100 Eagle Rock Avenue
 East Hanover, NJ 07936
 888.274.5036

Other Locations: Austin, TX
 Charlotte, NC
 Jacksonville, FL
 New York, NY
 Philadelphia, PA

Web Site: www.csiwhq.com

Year Founded: 1990

Ownership: Publicly held and traded OTCBB: CVNS.OB

Employees: 210

Corporate Overview

Acquisition Activity:

- Acquired Integrated Strategies, Inc. — August 2005
- Acquired McKnight Associates, Inc. — July 2005
- Acquired DeLeeuw Associates, Inc. — March 2004
- Acquired Business Intelligence Consulting Division of Software Forces, LLC — February 2004
- Acquired assets of Scosys, Inc.— November 2002

Markets Served:

Global 2000 and Small/Medium Business enterprises across industries, but with specialization in financial services, manufacturing, healthcare, pharmaceutical, retail and telecommunications

Partial Client Listing:

ADP	Goldman Sachs	Nikon USA
Bank of America	Jaguar	NYISO
Bristol-Myers Squibb	JPMorgan Chase	Pfizer
Cadbury Schweppes	Lenox	Standard & Poor's
Cendant	Liberty Mutual	The Clorox Company
Coach	Morgan Stanley	Tiffany & Co.
France Telecom	Novartis	

Partners:

Business Solutions	Data Warehousing	Process Simulation
SAP	Appfluent	iGrafx
Business Intelligence	Master Data Management	Regulatory Reporting
Business Objects	Dataflux	IDOM
Cognos	Siperian	Training
Informatica	Database	SetFocus
Microstrategy	Oracle	
	Microsoft	
	Netezza	
	ParAccel	

Executive Team:

Lori Cohen, President & Chief Executive Officer, Director
Scott Newman, Executive Vice President, Chief Strategy Officer, Chairman of the Board
Glenn Peipert, Executive Vice President & Chief Operating Officer
Bryan Carey, Senior Vice President, Strategic Consulting; Managing Director, CSI DeLeeuw
Bill Hendry, Vice President & Chief Financial Officer, Treasurer and Secretary

For more information:

Media Relations:

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 Director Marketing and Corp Communications
 Conversion Services International
 (973) 560-9400
 tbeebe@csiwhq.com

Investor Relations:

Bill Hendry
 Vice President, CFO
 Conversion Services International
 (973) 560-9400
 bhendry@csiwhq.com

Scott Newman
Executive Vice President, CSO, Chairman

Scott Newman founded the Company in 1990 with the vision of creating a cost-effective services solution to address the complexities of data and application migrations. Over the years, CSI has evolved to address the vast changes in technology platforms, and Newman's leadership has helped the Company to emerge as the largest publicly held Data Warehousing and Business Intelligence consultancy. Newman served as CEO from the company's inception to 2009, when he assumed the position of chief strategy officer.

Newman possesses a wide range of software and hardware architecture experience, including client/server, data discovery, distributed systems, data warehousing, scalable solutions and s-business. In addition, his expertise in strategic planning, analysis, design, testing and implementation of complex big-data solutions has been invaluable in consulting on data warehousing and business intelligence strategies for CSI's clients, including AT&T Capital, Jaguar Cars, Cytec and JPMorgan Chase.

He is a member of the Young Presidents Organization, a leadership organization that promotes the exchange of ideas, pursuit of learning and sharing of strategies to achieve personal and professional growth and success. Newman holds a bachelor's degree from Brooklyn College.

Lori Cohen
President, CEO, Director

Lori Cohen, appointed president and chief executive officer in 2009, is a hands-on strategist and project manager with more than 25 years of experience in Architecture, Data Migrations, Data Modeling, Design, QA and Development of a variety of Information and Data warehouse systems. In addition Lori has significant industry expertise in both financial services as well as pharmaceutical.

As vice president Delivery Services for CSI, Lori provided subject matter expertise as well technical expertise to our global 2000 clients. Cohen is also a member of the technical advisory committee (TAC) at CSI. She specialized in the project management of large client projects which include Application Development, Information Architecture, Data Migrations, Data warehousing and Data quality development efforts. She has been instrumental in developing the information management best practices currently in use at CSI. She has a broad range of experience dealing with issues related to systems development, architecture and implementation. Additionally, Cohen has assumed hands-on development and leadership roles for many projects. Her leadership skills and strengths have positioned her as lead strategist and engagement manager on most of CSI's high-profile engagements. Cohen holds a bachelor's degree in computer science from S.U.N.Y. Oswego.

Glenn Peipert
Executive Vice President, COO, Director

Glenn Peipert, co-founder of CSI, is responsible for the strategic and operational leadership of CSI's sales and marketing, recruiting, and delivery. Peipert also oversees corporate operations and the internal information technology that supports CSI's growing base of employees and clients.

Peipert has more than two decades of experience consulting for major organizations on the use of technology as a critical component in enabling strategic business change. He is also a strategist for complex, high-volume, full life-cycle information management implementations, and routinely participates in architecture reviews and recommendations for CSI's global 2000 client base. Peipert speaks nationally on how data warehousing technologies can be applied to enhance business effectiveness and has authored numerous white papers regarding business intelligence, master data management, customer data enrichment, and data conversions/migrations.

He is a member of the Institute of Management Consultants as well as Vistage International, a leadership organization focused on professional development and sharing of best practices with today's business leaders.

Glenn began his IT career as a management trainee at the Federal Reserve Bank of New York; moved on to JP Morgan, and then Chemical Bank prior to founding CSI. Peipert holds a bachelor's degree from Brooklyn College.

Board of Directors

Frederick Lester

Director

Frederick Lester, a member of CSI's board of directors since 2004, is chair of the Nominating and Corporate Governance Committee, and member of the Audit Committee and the Compensation and Stock Option Committee. Lester is the regional consulting partner of NE Banking & Capital Markets, Teradata Corporation. From 2005-2006, Mr. Lester was the consulting director at Cognos Corporation, and from 1999-2005, he was the managing director at Competitive Advantage, Inc. Prior to this, Mr. Lester served as consulting director for KPMG and managing partner at Teradata. Mr. Lester's undergraduate studies at Columbia University focused on nuclear physics and mathematics.

Thomas Pear

Director

Thomas Pear, a member of CSI's board of directors since 2006, is Chair of the Compensation and Stock Option Committee, and member of the Audit Committee and the Nominating and Corporate Governance Committee. Pear is a principal in Saw Mill Sports Management and a management consultant. From 1993 to 2006, Mr. Pear served as chief financial officer of The Atlantic Club, and served as its president from 2002 to 2006. Prior to this, Mr. Pear served as vice president and general manager of DM Engineering, vice president and chief financial officer of Tennis Equities, and staff accountant at Malkin, Studley and Ramey CPA, PC. Mr. Pear holds a bachelor's degree in accounting from Nichols College in 1974.

Lawrence Reisman

Director

Lawrence K. Reisman, a member of CSI's board of directors since 2006, serves as Chair of the Audit Committee, and member of the Compensation and Stock Option Committee and the Nominating and Corporate Governance Committee. Reisman is a certified public accountant who has been the principal of his own firm, The Accounting Offices of L.K. Reisman, since 1986. Prior to forming his company, Reisman was a tax manager at Coopers & Lybrand and Peat Marwick Mitchell. He routinely provides accounting services to small and medium-sized companies, including auditing, review and compilation of financial statements, corporate, partnership and individual taxation, designing accounting systems and management consulting services. Reisman holds an M.B.A. in finance and taxation from St. John's University.

Leadership Team

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Chairman

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Bryan Carey

Senior Vice
President,
Strategic Consulting;
Managing Director,
DeLeeuw Associates

In 2007, Bryan Carey was named managing director of CSI DeLeeuw, and was also appointed senior vice president of strategic consulting for CSI. Prior to joining DeLeeuw Associates in 2000 as a senior vice president of Business Development, Carey spent nearly 20 years as an executive in project and change management in the banking industry, including Bank of America. He has held numerous leadership positions in some of the largest mergers and change initiatives in the history of the financial services industry. Carey was promoted to executive vice president of CSI DeLeeuw in 2003, where he was responsible for major account relationships, project oversight and business development. Carey built DeLeeuw's Lean and Six Sigma practice providing the leadership, consulting, training and discipline to grow the business from a start-up to a successful, thriving business. Most recently, Carey has led Lean Six Sigma roll-out initiatives at NY Independent System Operators, Bank of New York, Cendant Corporation and JPMorgan Chase. He has spoken at numerous Six Sigma events, as well as authored a number of articles on change and project management utilizing Lean and Six Sigma.

Leadership Team

William Hendry

Vice President,
CFO,
Treasurer

Bill Hendry is responsible for the overall financial management for CSI, including the Company's banking and investor relations, and plays a major role in the Company's merger and acquisition strategy. Hendry, a certified public accountant in the state of New Jersey, joined CSI in the role of controller in March 2004. In October 2006, Hendry was appointed CFO.

Prior to joining the CSI team, he held controller and vice president-Finance roles primarily for software and service companies, ranging in size from start-up to Fortune 100 companies, both private and publicly held. From 1987 to 1990, Hendry designed and implemented various financial systems for WR Grace & Co. From 1983 to 1986, Hendry was an accountant with Peat, Marwick, Mitchell and Co. Hendry received both a bachelor's in accounting and an M.B.A in finance from Fairleigh Dickinson University.

Barbara McConnell

Vice President,
Strategic Initiatives
and Corporate
Services

Barbara McConnell, a senior project manager and vice president with CSI DeLeeuw brings more than 25 years experience and is a key contributor on a number of strategic and business initiatives within the organization.

Prior to joining CSI DeLeeuw, she worked for one of the largest financial services companies in the U.S. for more than 16 years in a number of diverse and progressive positions in financial operations and human resources. Her experiences include support roles in various business units including the re-insurance, asset management and credit insurance businesses. McConnell's diverse business background and human resources knowledge provides a unique foundation for the strategic contributions she makes to the firm. She has provided human resource strategic consulting services for organizations including Prudential and Financial ServiceSolutions.

McConnell holds a bachelor's degree from St. Thomas Aquinas College and a Myers Briggs Type Indicator qualified certification.

Jared Hillam

Vice President,
Business Intelligence

Jared Hillam serves as CSI's vice president of Business Intelligence. During his tenure in this position, Hillam has grown the CSI's business intelligence line of business creating new offerings and implementing CSI's Business Intelligence Center of Excellence. His contributions in go-to-market strategies are founded in a sound understanding of Data Delivery lifecycles, including Master Data Management, Data Profiling, Data Quality, Data Warehousing/EII, and Business Intelligence. Prior to CSI, Hillam consulted with organizations like Farm Management Company, Western Electronics and Office Max.

Hillam is a frequent speaker on business intelligence topics. He brings hands-on product expertise as well as a keen awareness of his customers' perspectives and needs, delivering bottom-line results with integrity. Hillam holds a bachelor's degree in Finance and Business Management from Brigham Young University.

Marcella Chateau

Director,
Human Resources
and Administrative
Services

Marcella Chateau oversees a wide scope of services including compensation, benefits, training, performance management, and employee relations. She served as vice president of Human Resources for TSR Wireless, and prior to that, she developed the HR department for a major biotechnology company during its start-up phase.

Chateau received a bachelor's degree in business management from Marymount College and is a member of the Society for Human Resource Management.

Tracee Lee Beebe

Director,
Marketing and
Corporate
Communications

With more than 25 years professional experience, Tracee Lee Beebe serves as CSI's media and public relations contact and manages all corporate communications and marketing initiatives. During her career, Beebe has served in numerous marketing and communications roles including Vystar Credit Union, Corbel and Company (a SunGard company), and State Farm Mutual Insurance Companies. She joined CSI-DeLeeuw in 1998 as a consultant, working for clients like Bank of America. In 2005, she was named director of marketing and corporate communications for CSI.

A member of the International Association of Business Communicators, Beebe holds a degree in marketing management and a Six Sigma Green Belt certification.

Ron Raniere

Director,
IT Recruiting

Ron Raniere, CSI's director IT recruiting, brings 20-plus years of Resource and Project Management experience to his position, providing guidance and expertise in business-critical delivery situations which demand a high level of performance and accountability. He has extensive experience coordinating and managing numerous resources across multiple projects, ensuring successful fulfillment of business objectives. Raniere's "client-centric" focus has enabled teams under his leadership to deploy a proactive sourcing delivery model which closely adheres to the client's technical and business requirements. Additionally, as a strong believer in metrics-driven operations efficiency, Ron closely benchmarks time-to-fill, cost-per-hire, rate-of attrition, etc.

Raniere's management experience spans across several large global organizations including firms such as EDS, Day and Zimmermann, and American Express. With increasing levels of responsibility, Ron has built a solid reputation reflective of his strong work ethic and collaborative mindset.