



Corporate Overview

- **Gain CLARITY** about business performance and processes
- **Deploy SOLUTIONS** that empower people, improve process and leverage technology
- **Experience IMPACT** with short- and long-term, sustainable results

Business Intelligence

Strategy Services

Data Warehouse and Business Intelligence Design, Development and Implementation

Tool Standardization and Selection

Proof of Concept and Prototypes

Business Intelligence Platform Roll-Outs

Dashboards: Business Intelligence Information Delivery

Data Quality and Governance Programs

Data Migrations and Conversions, Profiling, and Transformation/ETL

Application Development

Specialized Information Management Consultants

Business Transformation

Customer Experience-Based Process Improvement

ClarityPath™ Facilitated Sessions

Merger/Acquisition/Integration Management

Change Management, Project Management Office, Program Governance

Change Adoption and Communication Programs

Lean Six Sigma Training and Consulting

Specialized Business Transformation Consultants

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 focuses on business intelligence and business transformation and business expertise. 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's acquisition of DeLeeuw Associates in 2004, added expertise in **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 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
973.560.9400

Web Site: www.csiwhq.com

Year Founded: 1990

Ownership: Publicly held and traded OTCBB: CVNS.PK



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	
Spotfire	Microsoft	
	Netezza	
	ParAccel	

Executive Team:

Tom Pear, Acting Chief Executive Officer, Director
Bill Hendry, Vice President & Chief Financial Officer, Treasurer and Secretary

For more information:

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Board of Directors

Thomas Pear

Acting CEO,
Director

Thomas Pear, named interim CEO in 2011, has been 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.

Brian Walton

Director

Brian Walton, elected to CSI's board of directors in 2010, is a veteran of more than three decades in the information technology industry. He retired in June 2008 after 30 years with the IBM Corporation, having served in numerous marketing, product development and technical sales executive roles both in the Americas and globally. Mr. Walton has experience with complex global IT enterprises down to small businesses in both direct client-facing and business partner sales and support models. The Connecticut resident holds a bachelor's degree in mathematics from the University of Nebraska at Omaha.



Leadership Team

Thomas Pear

Acting CEO,
Director

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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 account 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.

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 30 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 DeLeeuw Associates (acquired by CSI in 2004) 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.

Joseph Stoll

Sales Manager

Joe, who joined CSI in January 2011 as a senior account executive, brings more than 18 years of strategic IT sales experience to CSI. Prior to joining CSI, he served as a strategic account manager for Qwest Communications, where he provided network- and cloud-based solutions to fortune 500 companies. He also spent a number of years with CIBER's IT outsourcing division, where he was an integral part of CIBER's entry into the IT infrastructure outsourcing market.

Earlier in his career, he held various sales positions with Lanier Worldwide ranging from National Account Manager to Sales Director. He attended East Stroudsburg University.

Gerard Konecny

Recruiting

Gerry joined CSI in August 2010 as a senior recruiter. He brings nearly 30 years' experience in IT including roles in business development, management, and IT recruiting with companies like AT&T, Perot Systems (now Dell), and Atlas Data Systems. He attended Brookdale College and studied Information Sciences at Honeywell Institute of Information Sciences. He is a multi-disciplined IT professional with "maven ability" for searching, attracting, engaging, and managing highly qualified IT personnel for the staffing and project requirements of our clientele.

Gerry enjoys working with wonderfully talented people, excellent clients, and exploring the employment opportunities that connects them.