

Virtual Premise 2010 Customer Conference: May 5 ~ 7, Atlanta, GA

Our revitalized agenda for the 2010 conference answers your request for better access to educational sessions, hands-on training *and* networking opportunities. Designed to accommodate both new and experienced users of Virtual Premise, the following sessions are planned for the conference and will be presented in four concurrent tracks, with one track reserved specifically for the hands-on training lab.

Sessions subject to change without notice.

Title	Session Description
<p>VP Product Roadmap – VP in the Fast Lane</p> <p><i>Ladies and Gentlemen – Start Your Engines!</i></p>	<p>Keeping up with the recent changes to the VP system may seem like the ride of your life. And we're not slowing down now. Learn how we're driving at top speed to create products that will help all of us think about real estate in new ways. Get insight into the future direction of the VP system and how these new additions and enhancements can be leveraged by your business. Many of these new features are based on specific needs by our customers making the VP system a truly collaborative solution. The checkered flag will be ours, which means you're in the winner's circle, too.</p>
<p>The VP Town Hall Meeting! Standing Room Only!</p> <p><i>Get Involved - This is Your Chance in the Spotlight</i></p>	<p>This open discussion is consistently the most popular and well-attended session at the VP Customer Conference. The spotlight is on customer feedback – bring your ideas, needs and “wish list” for product enhancements. This venue always invigorates both VP customers and staff members as the VP Product Group hears from you about features and services that would make the VP system a more valuable solution for your business. This is a dynamic exchange of ideas that you'll be talking about throughout the conference and back at your office.</p>
<p>NEW! The Strategy and Analytics Module – RETAIL</p> <p><i>Align Your Retail Real Estate Operations to Achieve Company Objectives</i></p>	<p>VP's new Strategy and Analytics module provides retailers the tools you need to set, execute and track the progress of store strategies for your various centers, stores, brands, regions and markets. Learn how you can finally accomplish these critically important initiatives for your company and elevate the role real estate plays in your company's success. In addition to setting and tracking the execution of strategies, the module provides critical store performance measurements from existing stores to highlight and drive proactive decision making. All of this and more is done within client defined segments for your brand's regions and markets.</p>
<p>RETAIL Success Story – Strategy and Analytics Module</p> <p><i>Customer Case Study – Providing Visibility by All Stakeholders into Critical Information that Drives the Business</i></p>	<p>A companion session to the module overview above, this session highlights customers who are already realizing tremendous benefits from the new Strategy and Analytics module. VP has also developed a best practices implementation process for the new module. Attend this session to hear directly from customers about their experiences with the new module and the knowledge-focused implementation process. These retailers have connected their real estate initiatives with their company's strategic objectives and are actively tracking strategy execution and store performance.</p>
<p>Lease Services “Greatest Hits”</p> <p><i>A compilation of chart-topping abstracting, document management and reporting best practices.</i></p>	<p>Strengthen your knowledge as we present the best form designs, schedules, abstracting rules, and processes. The VP Lease Services group shares their experience of numerous successful projects surrounding abstracting, data auditing, document indexing and imaging, policies and efficient reporting. This session will help you ensure you are applying the “best-of-the-best-practices” that increase your efficiencies and save money for your company.</p>
<p>Customers Matter</p> <p><i>Service, Quality and Value – VP's Approach to Client Management</i></p>	<p>By now, you've seen several communications from VP expressing our renewed focus on you. At VP, our customers matter – and nothing is more important to us than helping ensure your success. Discover how VP is designed to make sure you get your important work done – and done efficiently and effectively. We'll show you how you can best take advantage of VP's organizational structure to get what you need, when you need it. You'll come away from this session assured that Virtual Premise takes the responsibility of serving customers seriously.</p>

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<p>Ah-Ha Moments!</p> <p><i>Gain from the Knowledge of the VP Community of Customers</i></p>	<p>Without a doubt, the opportunity offered at the VP Customer Conference to network with your industry peers is consistently rated as one of the top reasons for attending the conference. This focused session is structured to enable optimal time for you to share your thoughts and ideas for using the VP system to manage your business. Attendees are always amazed at the great ideas they learn from collaborating with their fellow real estate professionals. You'll leave this session energized and invigorated by many "ah-ha moments" thanks to your fellow VP customers.</p>
<p>Stay in Sync with SaaS</p> <p><i>A Software as a Service Primer!</i></p>	<p>Sound simple? To the end user, all that is typically needed is an internet connection, but there is more to SaaS that you may realize. Effectively delivering software as a service involves a tremendous amount of infrastructure. The more you understand about this relatively new technology delivery model, the better you will be able to embrace the full value of the VP solution. Presented in a straightforward non-technical way, this behind-the-scenes session gives you a unique view into all of the components that go into delivering SaaS.</p>
<p>You've Got Reporting Power!</p> <p><i>Get Reports the Way <u>You</u> Want Them</i></p>	<p>The VP solution already provides powerful reporting capabilities via the Ad Hoc Reporting feature. But that's only the tip of the iceberg! Join this discussion to learn about the comprehensive capabilities of the VP system for developing customer reports, dashboards, and generating documents. Now you'll be able to easily provide all stakeholders at your company with the exact reports, dashboards and documents they need for visibility into the strategically important real estate information.</p>
<p>360° Integrations – Creating the Full Circle of Data Visibility</p> <p><i>Customer Case Study</i></p>	<p>System integrations can seem intimidating – who has the time and budget to complete something so complex? Renew your dedication to integrations through this captivating customer case study that proves the benefits of integrating with your other corporate systems to finally create a 360° view of critical business information. Learn how customers have gained efficiencies and greater data management and reporting capabilities through integrations of multiple systems. Gone are the overhead costs and errors associated with duplicated or inaccessible data.</p>
<p>Green Means GO</p> <p><i>Don't Lag Behind! Manage Your Sustainability Requirements NOW!</i></p>	<p>The focus on energy efficiencies and green buildings continues to grow at a fast pace. As a result, property due diligence and reporting is already beginning to include environmental considerations. This industry paradigm means there is no time to waste in being prepared to provide essential reports about the sustainability achievements of your company. Learn how VP can help you gather and report on this important data such as energy consumption, property and building characteristics, green certifications/ratings, carbon dioxide emissions, carbon footprint and carbon neutral potential.</p>
<p>What's In Your Technology Toolbelt?</p> <p><i>VP's Technology Investments Put More Tools at Your Disposal</i></p>	<p>Every investment that VP makes in technology represents cost savings to your company. As we continually add state-of-the-art tools that improve the way we deliver our software as a service solution, your company is able to lower its internal cost of ownership and IT support. Join us as we build your knowledge about our recent technology advancements and hammer home the everyday benefits to you and your company.</p>
<p>These Rules are NOT Made to be Broken!</p> <p><i>New FASB Accounting Rules for Leases</i></p>	<p>Dramatic changes are in the works that will create a shock to your company's financial reporting. These new rules will definitely change the way lease payments are handled, and could even affect the ability of your company to have enough money to run your business. This session will provide an up-to-date look at what is being discussed, and when and how it will affect you.</p>

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<p>A Practical Look at the Legal Lexicon for Lease Administration</p> <p><i>Estoppel / SNDA Automated Solutions</i></p>	<p>These are two legal terms that are definitely part of your everyday job vocabulary. According to Retail Traffic magazine however, "There's an old saying that no job is tougher than the one you take for granted. That could certainly be said about SNDAs and estoppels, two mainstay documents of lease administration that are all-too-frequently overlooked." This critically important session helps you understand the legal importance of these documents, the rules governing compliance, and new solutions to accurately and expeditiously produce documents without weeks of preparation and review.</p>
<p>Diamonds in the Rough</p> <p><i>Benefitting from the Economic Downturn</i></p>	<p>The challenging economic environment has been felt globally, and has wreaked havoc on corporate revenues in almost all industries. Even in the roughest economic environments, however, there are glimmers of opportunity. Join this provocative and interactive discussion with companies that have executed strategies to leave them better positioned for successful performance now and in the future as favorable markets return.</p>
<p>Got Documents?</p> <p><i>Document Retention Compliance Planning and Management</i></p>	<p>Critical, confidential and complex documents are a way of life for any real estate department that can quickly become unmanageable and put your company at risk. This discussion will focus on best practice techniques that will help you avoid the pitfalls of unreliable document management programs. Topics will include document image optimization, strategies for corporate retention planning, review of SOX and other governmental agency requirements for retention, as well as disaster recovery planning and documentation.</p>
<p>The Real Estate Lifecycle – Closing the Gaps</p> <p><i>Identifying Key Opportunities for Improvement</i></p>	<p>Corporate real estate departments like yours are responsible for all functions related to the overall management of a company's real estate. This responsibility is complicated by the numerous cross-departmental touch points that exist throughout the real estate lifecycle. The various functions required to support the overall portfolio rely on multiple technology systems, yet there are typically very few integrated systems that support these business processes. Discover ways to map business processes to existing business systems that will reveal gaps which are prime targets for significant improvements.</p>
<p>A GREAT Decision is Better than a GOOD Decision</p> <p><i>Maximizing Critical Lease Clauses for Strategic Transaction Planning</i></p>	<p>In today's business environment, there is no room for "bad" decisions – the decision-making bar has been forever raised. Ensure that your business decisions related to options, co-tenancy, exclusive use, restrictions, early terminations and more are <u>great</u> for your company. Review how to chart critical lease clauses, document and standardize lease language rules, and design reminders and reporting that lead to optimal cost-effective business decisions.</p>
<p>Hands-On Training – Special Track!</p> <p><i>Pick Up New Skills and Knowledge to Apply Immediately On the Job!</i></p>	<p>An entire track is devoted this year to hands-on training in a special computer lab setting with instruction by expert VP staff. Whether you're a new or veteran user of the VP system, you'll find these focused training sessions to be just what you need for enhancing your productivity and efficiency. Get your hands on time saving methods, tips, tricks and shortcuts, and comprehensive module training that will make you a hero back at your company. Hands-on training topics include:</p> <ul style="list-style-type: none"> • Strategy and Analytics Module • Portfolio Module • System Administrator Training • Project and Transaction Management • Advanced Financials • Reporting • and more