

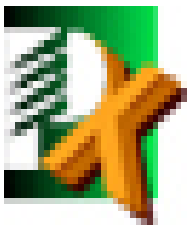
CASE STUDY

Internet Data Room

The Problem

Lehman Brothers investment banking group was engaged to assist in the sale of an oil and gas exploration and production company. Prospective buyers would need to review large sets of energy data to determine their level of interest in the assets. Copying, printing and distributing and re-distributing these datasets to multiple prospective investors typically consume valuable time and resources and are inefficient.

The Solution



Lehman's client used the PetrisWINDS Internet Data Room (IDR) to organize and display relevant asset data. The IDR is a software application that is accessed over the Internet. Within just a few days, Petris set up the IDR site and branded it with the client's logo and

color scheme. The client and Lehman worked with the application's easy-to-use tools to load data from their offices directly into the IDR. Large format images like maps and cross sections were sent to Petris where the Petris team used a special compression technique to make these images Web-friendly. These images were then loaded into IDR folders as well.

Lehman and its client controlled which parties had access to the secure data sets. Administrative tools also allowed Lehman to monitor user activity during marketing, and this provided helpful real-time market feedback.

The Benefits

Lehman Brothers saw a dramatic reduction in the time it normally takes to organize and distribute data to prospective investors.

In the PetrisWINDS IDR, updates to datasets can be made within minutes with the "click of a mouse". No IT personnel are required to install or use this application, since the software is provided as an ASP (Application Service Provider) service.

According to Greg Pipkin, Managing Director of Lehman, "The Petris IDR was definitely a tool that helped in this transaction. Lehman Brothers

found the PetrisWINDS Internet Data Room to be an effective tool for providing prospective buyers access to data. Large sets of data can be organized, updated and presented to prospects online, which results in a significant efficiency for all parties. Since the software can be licensed for only the marketing period and its usage helps reduce copying and delivery costs, it has little impact on marketing expenses. Internet access to data also expedites the communication of data during the marketing process and can increase buyer interest."

Lehman Brothers has an extensive network of prospective investors that is sourced when marketing an oil and gas company or asset package. Combining Lehman's strong marketing expertise with Petris' Internet Data Room technology resulted in an extremely effective marketing effort on behalf of the seller.

Petris Technology

1900 St. James Place, Suite 700
Houston, TX 77056
Phone (713) 956-2165
Fax (713) 956-2185
www.petris.com

