



Deneb Software

Our Vision

Deneb Software will establish its leadership position as the premier provider of Job Cost Accounting and Management software solutions to the mid-market construction industry by being the 1st to market with the sale and support of next generation software. We will increase our business annually at a manageable growth rate while achieving a profit level that meets our shareholders' Return on Investment expectations.

Our Mission

Deneb Software will continue to be a profitable company that delivers Accounting and Management software solutions through direct sales and a national Agent network to construction companies who generate revenues up to \$60 million annually.

We endeavor to take our software to the next level of technical implementation by delivery of the next generation of Deneb software products that will integrate graphical interfaces, internet delivery options, and wireless technologies.

We will continue to maintain the current customer base by enhancing the existing products until those customers can be upgraded to the new products.

With the new products we seek to maintain our place among the leading providers of solutions to the construction industry.

Our Values

Deneb Software is committed to the success of our stakeholders (owners, investors, dealers, agents, employees and strategic partners). Deneb Software also only recruits, hires and retains employees with the following core beliefs:

- Commitment to the success of all stakeholders
- Passion for Customer Service
- Uncompromising honesty and integrity
- Commitment to personal development
- Commitment to fostering a team environment
- Reliability with commitment to obligations
- Stable work history
- Industry experience