

EXHIBIT 30


Strategic Considerations: 2010

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› Strategic Considerations: 2010

- Software dept. provided summary information regarding AU for 8/10 working session
 - Set out potential gains/risks based on publicly known info



Aggie Executive Summary

Strategic Rationale	<ul style="list-style-type: none"> • Ideal asset to secure strategic control point, category leadership and market scale in the Information Management market. • Uniquely positioned to transform today's information explosion burden into powerful business asset • Key differentiation is meaning based computing (classification & indexing) to control costs, mitigate risk and harvest value of enterprise information • Revenue and brand-equity leader in high-growth markets (Search, eDiscovery/IG and WCM)
Operational Considerations and Risks	<ul style="list-style-type: none"> • Overpaying for business which may stagnate – requires further due diligence • Core search business under attack (Open Source, Microsoft, Google) • To fuel standalone future growth requires continuation of acquisition strategy (war chest of \$756M) • Operating margins already at industry high (40-50%) – removes lever for bottom-line growth • Likely difficult to integrate – requires conservative integration strategy and timeline • Business units operate as separate entities – less than ideal portfolio, GTM and RTM synergies • Customer dissatisfaction – unresponsive account support; arrogant sales force; etc. • Company culture mismatch – top-down controlled; engineering-driven elite culture; etc. • Indirect software sales and service model – scalable model but orthogonal to HP's direct motion • Highly complex pricing and portfolio – no single rep can adequately represent portfolio • HP lacks services skills/capacity to scale breadth of portfolio – significant investment required
Financial Overview and Valuation	<ul style="list-style-type: none"> • Revenue of \$740M @ 44% operating margin in 2009; projected to grow by 22% to \$905 in 2010 • High growth and margins leads to high trading multiples; resulting relatively expensive asset.
Next Steps	<ul style="list-style-type: none"> •

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*Privileged and Confidential/Attorney Work Product
January 2, 2014*

*Consideration of Professional Advisors
(Barclays, Gibson and Morgan)
Portion of Counsel's Report*

Brown Rudnick



*Independent Committee Meeting
January 6-7, 2014*

Proskauer >>

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2011 Chronology of Barclays' Role

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Project Plato Discussion Materials
Investment Banking Division
May 20, 2011

BARC-INT-00013517

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DRAFT

A Window of Opportunity to Approach?

While Atlantis has been highly successful as a public company, its fractious relationship with parts of the research community and its UK listing have created a number of issues around the stock

- Unique model presents challenges for the uninitiated
- Move to emphasize Cloud services present new valuation challenges
- Challenges to accounting approach have led to investor concern
- Disclosure not perceived as transparent
- Skepticism around timing and intentions regarding release of additional information
- Lack of engagement with some in research community
- Company frustrated by lack of understanding of the software model
- Peer companies unattractive for UK investors

Contributed by research analysts to board the pure model of clouding by himself opinion of UK Tech
with opportunity

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Accounting and Disclosure

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