

CF COMPUTER FULFILLMENT

30 years of circulation solutions
for business publishers

William J. McMillan
President

120 Cross Street
Winchester, MA 01890
617.729.4650
fax: 617.729.0602

February 14, 1994

Mr. Russell Gullotti
President
Digital Americas Group
146 Main Street
Maynard MA 01754

Dear Mr. Gullotti:

Thank you for our prompt reaction to my January 24 letter to Mr. Lucente.

Last week we were visited by Wayne Belanger of the Media group who left our office with our requirements, a test file and commitment to get back to us as soon as possible with our decision criteria versus IBM products.

He intends to find out what "Digital" hardware and software is used by one of our competitors in the Chicago area. Our application is identical.

Hopefully this will all happen soon, before we're obliged to order our first system.

We're being awarded a \$2.5 million contract with on-line access a critical requirement. We have similar proposals in our marketplace to existing and prospective new clients.

We don't know when we'll be asked to demonstrate on-line access capabilities, other than it will be soon.

Again, thanks for making things happen. I look forward to your offer of lunch as soon as we've spent \$25 million with Digital!

Sincerely,
COMPUTER FULFILLMENT

Bill

William J. Mc Millan
President

Copy:Mr. Ed Lucente

OC
T. Colatosti
Wayne Belanger
let's make the follow up
thorough - Small customers
become big ones.
Tom - Thanks!
Russ Gullotti

Ross G.

COMPUTER FULFILLMENT

30 years of circulation solutions
for business publishers

William J. McMillan
President

120 Cross Street
Winchester, MA 01890
617.729.4650
fax: 617.729.0602

FAX this to Tom Colatasti please

RECEIVED
JAN 26 1994
EDWARD LUCENTE

*tech services mgr
Sterling Biddle*

January 24, 1993

Mr. Ed Lucente
VP Sales & Marketing
Digital Equipment Corp.
146 Main Street
Maynard MA 01754

Dear Mr. Lucente:

Why is it so difficult if not impossible to become a customer?

More than a month ago we asked both IBM and DEC for information and a demonstration on a system we're interested in purchasing.

IBM was here in two days, left with a sample file and gave us a demonstration two days later.

who?

DEC called a week later, asked what our SIC code was and said we'd hear from someone soon. After several calls two people finally made an appointment and left with the same sample file we'd given IBM three weeks earlier.

who

After several more calls over multiple weeks we were told just last Tuesday we couldn't have a demonstration because "DEC doesn't have a 9-track tape drive"!

We were told someone would call us back about alternative methods of transferring data. We never received that call.

Our conclusion is DEC simply isn't interested in what will become a multi-system sale. Or if DEC is interested, it's just too time consuming and frustrating to pursue DEC as a vendor.

Sincerely,

COMPUTER FULFILLMENT

Wm. J. McMillan

William J. McMillan
President