Worldwide Sales and Marketing
January Quarterly Review
Territory LACT

Presentation Outline

- Q2 Preliminary Results
- Win/Loss Analysis
- FY 94 Assessment
  - FY 94 Assessment
  - Product Family View
- Second Half
  - vs Targets
  - vs Budgets
- Q3 Overview
- Channels
  - Channel Mix
  - Channels Strategy
- Sales Coverage
- Sales Training
- General Issues

Worldwide Sales and Marketing
January Quarterly Review
Territory LAC

Q2 Certs Performance

	WK11 FCST	Q2 ACT	% BOD	Yr / Yr Growth
CERTS				
PRODUCT	31.0	32.9	92.4%	12.3%
DCS	7.7	6.2	138.8%	267.3%
MCS	13.1	11.0	111.0%	13.7%
TOTAL	51.7	50.2	100.3%	23.3%

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Q2 Preliminary Results

	WK11 FCST	Q2 PRELIM	NOV 6 TARGET	% TARGET	% BUDGET
REVENUE					
PRODUCT	21.5	23.0	24.0	96%	69%
DCS	4.9	5.4	5.0	108%	115%
MCS	14.4	15.3	14.0	109%	106%
TOTAL	40.8	43.7	43.0	102%	83%

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Win/Loss Analysis

Account	Project	Value	Sales Cycle Days	Reason	Who Won
CEF (Bank) BZ	Reg. Bank	1.5	100	DIGITAL User	Digital
UFES (Bz)	PC's	0.7	185	DIGITAL User Satisfied	Digital
FAPESP (BZ)	Reaserch & Deveop.	0.7	210	Preferred Solution	Digital
TELESP (Bz)	Cellular Phone App.	1.5	420	Preferred Solution	Digital
Cruz Azul (P. R.)	System Downsize	3.5	365	DIGITAL Cons. Ability	Digital
PROCOR (MX)	Systems Integration	6.0	360	Ability to Integrate/Product	Digital
EMBRATEL (BZ)	Structures NW	0.9	90	Dependency on 3rd party	Synoptics
PEMEX (Mx)	Alpha / Oracle	3.0	90	Oracle not available for Alpha	UNISYS
BNCI (MX)	Alpha PC's, Alpha 4/60(	5.3	60	Bid, Pricing	UNISYS
CVRD (Bz)	Data Acquisition	1.2	150	Price	INERPAR
IMSS (MX)	PC's 486	6.0	60	Bid, Pricing	IBM

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FY 94 Assessment

	Q1 Act	Q2 Prelim	Q3 Assessmnt	Q4 Assessmnt	FY94 Assessmnt	FY94 Target	% Target	% Budget
REVENUE								
PRODUCT	26.0	23.0	32.7	38.3	120.0	120.0	100%	84%
DCS	2.1	5.4	6.4	8.0	21.9	21.0	104%	110%
MCS	16.3	15.3	14.0	14.5	60.0	60.1	100%	103%
TOTAL	44.4	43.7	53.1	60.8	202.0	201.1	100%	91%

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Product Family View

	Q1 Act	Q2 Prelm	Q3 Assessmnt	Q4 Assessmnt	FY94 Assessmnt	FY94 Target	% Target	% Budget
SYSTEM/SERVERS	7.5	5.3	8.0	10.1	30.9	32.7	94%	84%
	4%	-34%	3%	44%	3%			
				41%				
WORKSTATIONS	2.7	3.6	4.9	4.0	15.2	13.2	115%	117%
	-33%	16%	11%	-7%	-4%			
				41%				
PC'S	4.9	7.1	7.5	10.6	30.1	30.1	100%	106%
	29%	27%	29%	242%	64%			
				51%				
ADD-ONS/OPTIONS								
STORAGE	2.6	2.6	3.1	4.5	12.8	12.3	104%	80%
	-28%	-13%	-33%	-25%	-26%			
				46%				
VIDEO/PRINTERS	1.9	1.7	2.2	2.8	8.6	8.1	106%	86%
	-14%	-11%	22%	33%	8%			
				39%				
SOFTWARE	3.8	2.1	4.4	4.3	14.6	16.2	90%	123%
	27%	-5%	42%	43%	29%			
				47%				
OTH. A-O/OPT.	2	0.5	2.6	2	7.1	6.7	106%	28%
	-29%	-50%	30%	33%	-3%			
				84%				
S/T A-O/OPTIONS	10.3	6.9	12.3	13.6	43.1	43.3	100%	69%
	-11%	-15%	7%	8%	-2%			
				51%				
MIPS	0.6	0.1	0.0	0.0	0.7	0.7	100%	70%
	-68%	-90%	-100%	-100%	-86%			
				-100%				
TOTAL PRODUCTS	26.0	23.0	32.7	38.3	120.0	120.0	100%	84%
YOY %	-9%	-11%	7%	37%	6%			
2H/1H				45%				

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Second Half vs. Targets

	Q3			Q4			2nd HALF		
	Assessmnt	Target	%	Assessmnt	Target	%	Assessmnt	Target	%
SYSTEM/SERVERS	8.0	8.0	100%	10.1	10.8	94%	18.1	18.8	96%
							41%	47%	
WORKSTATIONS	4.9	4.3	114%	4.0	3.7	108%	8.9	8	111%
							41%	27%	
PC'S	7.5	7.5	100%	10.6	10.6	100%	18.1	18.1	100%
							51%	51%	
ADD-ONS/OPTIONS									
STORAGE	3.1	3.0	103%	4.5	4.1	110%	7.6	7.1	107%
							46%	37%	
VIDEO/PRINTERS	2.2	2.8	79%	2.8	2.8	100%	5.0	5.6	89%
							39%	56%	
SOFTWARE	4.4	4.8	92%	4.3	5.5	78%	8.7	10.3	84%
							47%	75%	
OTH. A-O/OPT.	2.6	2.0	130%	2.0	2.2	91%	4.6	4.2	110%
							84%	68%	
S/T A-O/OPTIONS	12.3	12.5	98%	13.6	13.6	100%	25.9	27.2	95%
							51%	58%	
MIPS	0.0	0.0	0%	0.0	0.0	0%	0.0	0.0	0%
								-100%	
TOTAL PRODUCTS	32.7	32.3	101%	38.3	38.7	99%	71.0	72.1	98%
							45%	47%	

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Second Half vs. Budgets

	Q3			Q4			2nd HALF		
	Assessmnt	Budget	%	Assessmnt	Budget	%	Assessmnt	Budget	%
SYSTEM/SERVERS	8.0	11.0	73%	10.1	13.2	77%	18.1	24.2	75%
								89%	
							41%		
WORKSTATIONS	4.9	3.0	163%	4.0	3.2	125%	8.9	6.2	144%
								-2%	
							41%		
PC'S	7.5	6.2	121%	10.6	10.2	104%	18.1	16.4	110%
								37%	
							51%		
ADD-ONS/OPTIONS									
STORAGE	3.1	5.0	62%	4.5	5.8	78%	7.6	10.8	70%
								108%	
							46%		
VIDEO/PRINTERS	2.2	2.6	85%	2.8	3.8	74%	5.0	6.4	78%
								78%	
							39%		
SOFTWARE	4.4	3.0	147%	4.3	3.0	143%	8.7	6	145%
								2%	
							47%		
OTH. A-O/OPT.	2.6	5.6	46%	2.0	0.0	0%	4.6	5.6	82%
								124%	
							84%		
S/T A-O/OPTIONS	12.3	16.2	76%	13.6	12.6	108%	25.9	28.8	90%
								67%	
							51%		
MIPS	0.0	0.1	0%	0.0	0.2	0%	0.0	0.3	0%
								-57%	
							-100%		
TOTAL PRODUCTS	32.7	36.5	90%	38.3	39.4	97%	71.0	76	94%
								55%	
							45%		

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Q3 Overview

	Begin Backlog	Frontlog	Total	Q3 Assessmnt	% Total	Q3 Target	% Total	Assessmnt % Target	Assessmnt % Budget
SYSTEM/SERVERS	5.2	12.0	17.2	8.0	47%	8.0	47%	100%	73%
WORKSTATIONS	7.7	7.0	14.7	4.9	33%	4.3	29%	114%	163%
PC'S	1.8	10.0	11.8	7.5	64%	7.5	64%	100%	121%
ADD-ONS/OPTIONS									
STORAGE	4.0	8.7	12.7	3.1	24%	3.0	24%	103%	62%
VIDEO/PRINTERS	2.5	3.9	6.4	2.2	34%	2.8	44%	79%	85%
SOFTWARE	3.3	6.6	9.9	4.4	44%	4.8	48%	92%	147%
OTH. A-O/OPT.	2.0	4.9	6.9	2.6	38%	2.0	29%	130%	46%
S/T A-O/OPTIONS	11.8	24.1	35.9	12.3	34%	12.5	35%	98%	76%
MIPS	0.0	1.0	1.0	0.0	0%	0.0	0%	0%	0%
TOTAL PRODUCTS	26.5	54.1	80.6	32.7	41%	32.3	40%	101%	90%

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Channel Mix

	FY93 MIX % TOTAL	FY94 FCST MIX % TOTAL	FY94 MIX % GOAL
DIRECT:			
ISV Leveraged	0%	0%	
DecDirect/DMO	2%	3%	
Digital End User	61%	53%	
TOTAL DIRECT	63%	56%	55%
INDIRECT:			
Distributors	0%	0%	
Master Resellers	24%	22%	
TOEMS/COEMS	9%	8%	
VARS	3%	12%	
System Integrators	1%	2%	
TOTAL INDIRECT	37%	44%	45%
TOTAL	100%	100%	100%

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Channels Strategy

Actions and Plans in Place to develop SME Channels:

* VAR RECRUITMENT IN BRAZIL & MEXICO
* RECRUITMENT BEGINNING IN VENEZUELA & P.R.
  - Launched in Q3 in Venezuela
* USE OF LOCAL MKT INCENTIVE TO BOOST SALES

Actions and Plans in for Other Indirect Channels of Distribution:

* TERRITORY WIDE DISTRIBUTION AGREEMENT IN PROCESS
  - MERISEL, TECHDATA, INGRAM/MICRO, INTCOMEX
* MEXICO MASTER RESELLER IN PLACE
  - 3 signed, 2 more in progress

Specific Plans in Place for selling with Partners:

* PARTNER PARTICIPATION IN FEB. 8 ANNOUNCEMENT
  -Mayor event in Venezuela (800 expected attendance)
* ALPHA ACHIEVERS PROGRAM - UNIX DATABASE VENDORS
  - Brazil, Mexico, Venezuela & Caribe
* MICROSOFT RELATIONSHIP FOR SERVICE REVENUE

Worldwide Sales & Marketing
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Sales Coverage

	Q2 ACT	Q2 % TOTAL	FY94 FCST	FY94 % TOTAL
SALES MANAGEMENT	12	6%	12	6%
ACCOUNT SALES	79	40%	83	41%
SALES SPECIALISTS	29	15%	35	17%
MCS SALES SPECIALIST	15	8%	15	7%
TELESALES	0	0%	0	0%
CHANNNEL SALES	7	4%	7	3%
ADVISORY/SALES SUPPORT	56	28%	50	25%
TOTAL SALES	198	100%	202	100%

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Sales Training

Plan	Who	How Many	When	Content/Focus
;ELLING IN THE 90"	1	20	JANUARY	BASIC BUSINESS & FINANCIAL SKILLS
;ELLING CONSULTING	1 &2	20	JANUARY	HOW TO SELL ADDED VALUE
)PEN C/S TRAINING	1 & 3	100	FEBRUARY	DIGITAL'S OPEN C/S STRATEGIES & PRODUCT:
:ORPORATE MCS TRAINING	4	20	JANUARY	SELLING SKILLS FOR MCS
VRITING & MANAGING WINNING PROPOSALS	1, 2, &3	42	JANUARY	SKILLS FOR RFP'S

1) SALES REPS.
2) CONSULTANTS
3) SALES SUPPORT
4) MCS SALES REPS.

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General Issues for Discussion

* PRODUCT LEAD TIME

* ALPHA SALES PLAN

* PC SALES PLAN

* CASH COLLECTION / DSO

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Q2 Preliminary Results

	WK11 FCST	Q2 PRELIM	NOV 6 TARGET	% TARGET	% BUDGET
REVENUE					
PRODUCT	112	117	114	103%	89%
DCS	27	33	35	94%	98%
MCS	61	63	69	91%	92%
TOTAL	200	213	218	98%	91%

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Territory___EMM___

Win/Loss Analysis

Account	Project	Value	Sales Cycle Days	Reason	Who Won
WINS					
Polish Railways	OMIS	20	730	Price/performance	Digital
Hung. Tax Office	APEH	12			Digital
Sonatrach Algeria		10.6	1000	Strong Presence	Digital
MOD Israel	Intelligence	5			Digital
Invessticni Banca (CR/SR)		4		Final Acceptance Sanchez Appl'n	Digital
	Add-on Saless VAX 7000/RAM Discs	3.3 1.5			
LOSSES					
Bank of Cyprus Agencies (Cyprus)		8.5	700	Local practices	Unisys
Dialog Bank (Russia)	Bank System	4.3	60	1st Appl'n SW on OSF/1	HP
Reuters (IS)	PC's	4		Price	IBM Clone
MOD (CR&SR)		4	90	Bad reputation of PVT Gov't Org.	HP
Eduscho (AU)	DECpos	1.48	270	Digital as Newcomer not better than competition	

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FY 94 Assessment

	Q1 Act	Q2 Prelim	Q3 Assessmnt	Q4 Assessmnt	FY94 Assessmnt	FY94 Target	% Target	% Budget
REVENUE								
PRODUCT	89	117	124	165	495		#DIV/0!	93%
DCS	17	33	40	47	137		#DIV/0!	100%
MCS	54	63	65	70	252		#DIV/0!	92%
TOTAL	160	213	229	282	884		#DIV/0!	94%

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Product Family View

	Q1 Act	Q2 Prelim	Q3 Assessmnt	Q4 Assessmnt	FY94 Assessmnt	FY94 Target	% Target	% Budget
SYSTEM/SERVERS	21	26	32	43	122		#DIV/0!	#DIV/0!
	######	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!			
				60%				
WORKSTATIONS	16	20	24	32	92		#DIV/0!	#DIV/0!
	######	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!			
				56%				
PC'S	13	15	16	21	65		#DIV/0!	#DIV/0!
	######	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!			
				32%				
ADD-ONS/OPTIONS								
STORAGE	5	6	6	8	25		#DIV/0!	#DIV/0!
	######	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!			
				27%				
VIDEO/PRINTERS	5	7	6	8	26		#DIV/0!	#DIV/0!
	######	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!			
				17%				
SOFTWARE	14	17	19	25	75		#DIV/0!	#DIV/0!
	######	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!			
				42%				
OTH. A-O/OPT.	13	26	19	25	83		#DIV/0!	#DIV/0!
	######	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!			
				13%				
S/T A-O/OPTIONS	37	54	50	66	209		#DIV/0!	#DIV/0!
	######	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!			
				27%				
MIPS	2	2	2	3	9		#DIV/0!	#DIV/0!
	######	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!			
				25%				
TOTAL PRODUCTS	89	117	124	165	497	0	#DIV/0!	#DIV/0!
YOY %	######	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!			
2H/1H				40%				

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Second Half vs. Targets

	Q3			Q4			2nd HALF		
	Assessmnt	Target	%	Assessmnt	Target	%	Assessmnt	Target	%
SYSTEM/SERVERS	32		#####	43		#####	75	0	######
								-100%	
							60%		
WORKSTATIONS	24		#####	32		#####		0	######
								-100%	
							-100%		
PC'S	16		#####	21		#####	37	0	######
								-100%	
							32%		
ADD-ONS/OPTIONS									
STORAGE	6		#####	8		#####	14	0	######
								-100%	
							27%		
VIDEO/PRINTERS	6		#####	8		#####	14	0	######
								-100%	
							17%		
SOFTWARE	19		#####	25		#####	44	0	######
								-100%	
							42%		
OTH. A-O/OPT.	19		#####	25		#####	44	0	######
								-100%	
							13%		
S/T A-O/OPTIONS	50		#####	66		#####	116	0	######
								-100%	
							27%		
MIPS	2		#####	3		#####	5	0	######
								-100%	
							25%		
TOTAL PRODUCTS	124		#####	165		#####	350	-8	######
								-104%	
							70%		

Worldwide Sales and Marketing
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Territory____EMM___

Second Half vs. Budgets

	Q3			Q4			2nd HALF		
	Assessmnt	Budget	%	Assessmnt	Budget	%	Assessmnt	Budget	%
SYSTEM/SERVERS	32		#####	43		#####	75	0	#DIV/0!
								-100%	
							60%		
WORKSTATIONS	24		#####	32		#####		0	#DIV/0!
								-100%	
							-100%		
PC'S	16		#####	21		#####	37	0	#DIV/0!
								-100%	
							32%		
ADD-ONS/OPTIONS									
STORAGE	6		#####	8		#####	14	0	#DIV/0!
								-100%	
							27%		
VIDEO/PRINTERS	6		#####	8		#####	14	0	#DIV/0!
								-100%	
							17%		
SOFTWARE	19		#####	25		#####	44	0	#DIV/0!
								-100%	
							42%		
OTH. A-O/OPT.	19		#####	25		#####	44	0	#DIV/0!
								-100%	
							13%		
S/T A-O/OPTIONS	50		#####	66		#####	116	0	#DIV/0!
								-100%	
							27%		
MIPS	2		#####	3		#####	5	0	#DIV/0!
								-100%	
							25%		
TOTAL PRODUCTS	124		#####	165		#####	350	-8	-4377%
								-104%	
							70%		

Worldwide Sales and Marketing
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Territory___EMM___

Q3 Overview

	Begin Backlog	Frontlog	Total	Q3 Assessmnt	% Total	Q3 Target	% Total	Assessmnt % Target	Assessmnt % Budget
SYSTEM/SERVERS			0	32	#DIV/0!	0	######	#DIV/0!	#DIV/0!
WORKSTATIONS			0	24	#DIV/0!	0	######	#DIV/0!	#DIV/0!
PC'S			0	16	#DIV/0!	0	######	#DIV/0!	#DIV/0!
ADD-ONS/OPTIONS									
STORAGE			0	6	#DIV/0!	0	######	#DIV/0!	#DIV/0!
VIDEO/PRINTERS			0	6	#DIV/0!	0	######	#DIV/0!	#DIV/0!
SOFTWARE			0	19	#DIV/0!	0	######	#DIV/0!	#DIV/0!
OTH. A-O/OPT.			0	19	#DIV/0!	0	######	#DIV/0!	#DIV/0!
S/T A-O/OPTIONS			0	50	#DIV/0!	0	######	#DIV/0!	#DIV/0!
MIPS			0	2	#DIV/0!	0	######	#DIV/0!	#DIV/0!
TOTAL PRODUCTS			0	124	#DIV/0!	0	######	#DIV/0!	#DIV/0!

Worldwide Sales and Marketing
January Quarterly Review
Territory__________

Channel Mix

	FY93 MIX % TOTAL	FY94 FCST MIX % TOTAL	FY94 MIX % GOAL
DIRECT:			
ISV Leveraged	26%	27%	28%
DecDirect/DMO	7%	10%	9%
Digital End User	46%	38%	38%
TOTAL DIRECT	79%	75%	75%
INDIRECT:			
Distributors	9%	11%	11%
Master Resellers	0%	0%	0%
TOEMS/COEMS	0%	0%	0%
VARS	12%	14%	14%
System Integrators	0%	0%	0%
TOTAL INDIRECT	21%	25%	25%
TOTAL	100%	100%	100%

Worldwide Sales and Marketing
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Territory___EMM____

Channels Strategy

Actions and Plans in Place to develop SME Channels:

SP- Special incentives to help partners open new geographic markets; Small VARss passed to Master Reselllers; Siemens/Nixdorf installed base conversion; lead generation through big exhibitions
AU- Addressed by DDS and existing VARs. - Recruit new VARs to focus on non-covered markets

Actions and Plans in for Other Indirect Channels of Distribution:

SP- Recruit partners for specific products: Workstations, C&P, Storage, PC
AU- Recruit C&P distributors for printers, video, nets and workstations

Specific Plans in Place for selling with Partners:

SP- Porting program, training plan
AU- Joint programs with selected partners
Training and product introduction events; C&P WS campaign

Worldwide Sales & Marketing
January Quarterly Review
Territory____EMM___

Sales Coverage

	Q2 ACT	Q2 % TOTAL	FY94 FCST	FY94 % TOTAL
SALES MANAGEMENT	68	8%	68	8%
ACCOUNT SALES	192	23%	192	23%
SALES SPECIALISTS	142	17%	142	17%
MCS SALES SPECIALIST	40	5%	40	5%
TELESALES	14	2%	14	2%
CHANNNEL SALES	49	6%	49	6%
ADVISORY/SALES SUPPORT	334	40%	334	40%
TOTAL SALES	839	100%	839	100%

Worldwide Sales and Marketing
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Territory__EMM____

Sales Training

Plan	Who	How Many	When	Content/Focus
CSST	T2	15/20	14-26 February	Foundation Product Knowledge - Systems, Software, Networks, Services
CSST	T2	15/20	5-15April	""
Skills Assessment & Development PLNG	Greece	18	5-15April	Required Competencies Defined & Matched to Development Plans
Base for Sales Excellence	Poland	15/20	17-19 January 20-22 January	Essential Communication Skilll, Technique. Approaches for preparing, Opening Qualifying and Closing Sale
DIST	France	15/20	27 February 12 March	Communication, Presentation, Negotiations Skills Using Case-study

Worldwide Sales and Marketing
January Quarterly Review
EMM

General Issues for Discussion

=> Reliable and Predictable Supply Chain
=> Quality Problems with Products
=> Stability in the Organization
=> Information system for small country
=> Consistency in Reporting Systems
=> Freedom for local Business Decision
=> Actual/current dollars business growth measurement
=> System Integration Capability in small Countries
=> Shift to Low End ==> smaller Margin, increased Discount & Allow.
=> Lack of Management Focus on small countries

SUBJECT INDEX

CLASS SCHEDULE

TIME									
MON.									
TUE.									
WED.									
THU.									
FRI.									
SAT.									

FINAL EXAMINATIONS

DAY	DATE	TIME	PLACE	COURSE

NAME ______________________ TELEPHONE ______________

ADDRESS ____

SCHOOL ______________________ CLASS ______________

CEL - U - DEX CORP.
NEW WINDSOR, N. Y. 12550

8½in.x11in.
Made in U.S.A

Worldwide Sales and Marketing
January Quarterly Review
Territory: SPT

Presentation Outline

- Q2 Preliminary Results
- Win/Loss Analysis
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Q2 Preliminary Results

	WK11 FCST	Q2 PRELIM	NOV 6 TARGET	% TARGET	% BUDGET
REVENUE					
PRODUCT	50.6	48.3	52	93%	106%
DCS	22.4	24.3	23.9	102%	104%
MCS	27.1	26.2	27.1	97%	91%
TOTAL	100.1	98.8	103	96%	101%

Worldwide Sales and Marketing

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Q2 Certs Performance

	WK11 FCST	Q2 ACTUAL	% BOD	YR/YR GROWTH %
Products	50.6	51.8	113%	32%
DC	22.4	27.8	119%	111%
MCS	27.1	31.8	110%	34%
Tot Territory	100.1	111.4	114%	46%

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Win/Loss Analysis

Account	Project	Value	Sales Cycle Days	Reason	Who Won
WINS:		A$M			
AMDOCS	7000	3.8	50	Provided Total Business Solutions. Strong Relationship	
ST VINCENTS HOSP.	FDDI/First Data	3.3	365	Unique Solution - Clustering/Network	
AUST. DEFENCE INDUST	FUJITSU Downsizing	3.0	180	Cost Effective Solution and Relationship	
QUEENSLAND TAFE		2.0	90	Quality Product/Better Price/	

PCs				Teamwork: 3rd Party	
NSW TAFE - PCs Classroom Upgrade		2.5	180	Quality Product & Acct Team Relationship	
OPTUS COMMUNIC Network Cluster		1.5	75	Alpha, VMS and RDB are 'standard' platform. Good Relationship.	
OPTUS COMMUNIC GSM		1.5	75	Upgrade - capacity planning activity	
ALCOA	Shared Svcs	1.4	182	Teamwork on Planning Project and Relationship	
NSW Ambulance Integrated N'work & T'links		1.2	263	Easy Platform Change - cost effective solution	
OPTUS COMMUNIC Storageworks		0.8	120	Competitive Pricing & Better Performance	

LOSSES:

NATIONAL RAIL ITOM		50.0	365	Too expensive/Non-Compliant	DMR Quadran

AUST. POST	Facilities Outsourcing	4.5	150	Customer did not believe we had right level of experience compared to non-vendor outsourcers	BHP IT
DEPT OF LANDS	ATS System	3.0	182	Benchmark	Sequent
PEPSI PIZZA HUT	Stone Systems	3.0	60	Not Preferred PC Vendor in US	NCR
MALLESON STEPHEN JAQ.	Tender	2.7	180	Did not make short list. Lack of relationship.	Undecided
HUNTER AREA HEALTH	CERNER	1.5	150	Funding Cutback	None
CSR WOODPANELS	Manufacturing	1.5	120	Availability of Application on Alpha	HP

Worldwide Sales and Marketing
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FY 94 Assessment

	Q1 Act	Q2 Prelim	Q3 Assessmnt	Q4 Assessmnt	FY94 Assessmnt	FY94 Target	% Target	% Budget
REVENUE								
PRODUCT	32	48.3	48.6	78.1	207	215	96%	99%
DCS	20.8	24.3	22.9	27.4	95.4		#DIV/0!	95%
MCS	26.5	26.2	26.5	27.3	106.5		#DIV/0!	93%
TOTAL	79.3	98.8	98	132.8	408.9		#DIV/0!	97%

Worldwide Sales and Marketing
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Product Family View

	Q1 Act	Q2 Prelim	Q3 Assessmnt	Q4 Assessmnt	FY94 Assessmnt	FY94 Target	% Target	% Budget
SYSTEM/SERVERS	5.4	9.8	9.5	15	39.7		#DIV/0!	78%
	-50%	-8%	25%	20%	-4%			
				61%				
WORKSTATIONS	2.4	2.9	3	7.6	15.9		#DIV/0!	71%
	243%	81%	58%	41%	66%			
				100%				
PC'S	6.5	14.2	14.2	22	56.9		#DIV/0!	150%
	141%	190%	158%	106%	139%			
				75%				
ADD-ONS/OPTIONS								
STORAGE	6.7	8.9	9	14.5	39.1		#DIV/0!	115%
	-22%	-4%	0%	37%	4%			
				51%				
VIDEO/PRINTERS	4	5.5	5.5	8	23		#DIV/0!	81%
	-30%	-19%	15%	-21%	-16%			
				42%				
SOFTWARE	4.2	5.6	6	8.6	24.4		#DIV/0!	81%
	-32%	-14%	-6%	-3%	-13%			
				49%				
OTH. A-O/OPT.	1.1	1.1	0.8	0.7	3.7		#DIV/0!	161%
	22%	10%	-27%	#DIV/0!	23%			
				-32%				
S/T A-O/OPTIONS	16	21.1	21.3	31.8	90.2		#DIV/0!	95%
	-25%	-11%	0%	7%	-6%			
				43%				
MIPS	1.7	0.3	0.6	1.7	4.3		#DIV/0!	148%
	113%	-88%	-79%	-50%	-55%			
				15%				
TOTAL PRODUCTS	32	48.3	48.6	78.1	207	0	#DIV/0!	99%
YOY %	-12%	12%	24%	27%	15%			
2H/1H				58%				

Worldwide Sales and Marketing
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Second Half vs. Targets

	Q3			Q4			2nd HALF		
	Assessmnt	Target	%	Assessmnt	Target	%	Assessmnt	Target	%
SYSTEM/SERVERS	9.5		#####	15		#####	24.5	0	######
								-100%	
							61%		
WORKSTATIONS	3		#####	7.6		#####		0	######
								-100%	
							-100%		
PC'S	14.2		#####	22		#####	36.2	0	######
								-100%	
							75%		
ADD-ONS/OPTIONS									
STORAGE	9		#####	14.5		#####	23.5	0	######
								-100%	
							51%		
VIDEO/PRINTERS	5.5		#####	8		#####	13.5	0	######
								-100%	
							42%		
SOFTWARE	6		#####	8.6		#####	14.6	0	######
								-100%	
							49%		
OTH. A-O/OPT.	0.8		#####	0.7		#####	1.5	0	######
								-100%	
							-32%		
S/T A-O/OPTIONS	21.3		#####	31.8		#####	53.1	0	######
								-100%	
							43%		
MIPS	0.6		#####	1.7		#####	2.3	0	######
								-100%	
							15%		
TOTAL PRODUCTS	48.6		#####	78.1		#####	171	-8	######
								-110%	
							113%		

Worldwide Sales and Marketing
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Second Half vs. Budgets

	Q3			Q4			2nd HALF		
	Assessmnt	Budget	%	Assessmnt	Budget	%	Assessmnt	Budget	%
SYSTEM/SERVERS	9.5	11.8	81%	15	17	88%	24.5	28.8	85%
								89%	
							61%		
WORKSTATIONS	3	5.3	57%	7.6	7.4	103%		12.7	0%
								140%	
							-100%		
PC'S	14.2	8.9	160%	22	12.7	173%	36.2	21.6	168%
								4%	
							75%		
ADD-ONS/OPTIONS									
STORAGE	9	8	113%	14.5	11.4	127%	23.5	19.4	121%
								24%	
							51%		
VIDEO/PRINTERS	5.5	6.6	83%	8	9.5	84%	13.5	16.1	84%
								69%	
							42%		
SOFTWARE	6	6.8	88%	8.6	11.3	76%	14.6	18.1	81%
								85%	
							49%		
OTH. A-O/OPT.	0.8	0.5	160%	0.7	0.8	88%	1.5	1.3	115%
								-41%	
							-32%		
S/T A-O/OPTIONS	21.3		#####	31.8		#####	53.1	54.9	97%
								48%	
							43%		
MIPS	0.6	0.7	86%	1.7	1	170%	2.3	1.7	135%
								-15%	
							15%		
TOTAL PRODUCTS	48.6	49	100%	78.1	71	110%	171	179	96%
								123%	
							113%		

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Q3 Overview

	Begin Backlog	Frontlog	Total	Q3 Assessmnt	% Total	Q3 Target	% Total	Assessmnt % Target	% Budget
SYSTEM/SERVERS	0.6		1	9.5	1583%	0	0%	#DIV/0!	81%
WORKSTATIONS	0.8		1	3	375%	0	0%	#DIV/0!	57%
PC'S	1.9		2	14.2	747%	0	0%	#DIV/0!	160%
ADD-ONS/OPTIONS									
STORAGE	0.6		1	9	1500%	0	0%	#DIV/0!	113%
VIDEO/PRINTERS	1.6		2	5.5	344%	0	0%	#DIV/0!	83%
SOFTWARE	0.6		1	6	1000%	0	0%	#DIV/0!	88%
OTH. A-O/OPT.	0.2		0	0.8	400%	0	0%	#DIV/0!	160%
S/T A-O/OPTIONS			0	21.3	#DIV/0!	0	######	#DIV/0!	#DIV/0!
MIPS	0.1		0	0.6	600%	0	0%	#DIV/0!	86%
TOTAL PRODUCTS	6.4		6	48.6	759%	0	0%	#DIV/0!	100%

Worldwide Sales and Marketing
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Channel Mix

	FY93 MIX % TOTAL	FY94 FCST MIX % TOTAL	FY94 MIX % GOAL
DIRECT:			
ISV Leveraged	13%	13%	15%
DecDirect/DMO	16%	15%	15%
Digital End User	48%	47%	45%
TOTAL DIRECT	77%	75%	75%
INDIRECT:			
Distributors	4%	6%	6%
Master Resellers	0%	2%	2%
TOEMS/COEMS	0%		
VARS	18%	17%	17%
System Integrators	0%		
TOTAL INDIRECT	23%	25%	25%
TOTAL	100%	100%	100%

Worldwide Sales and Marketing
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Channels Strategy

Actions and Plans in Place to develop SME Channels:

- Define clearly the DNA, DCA list
- Earned Market Credit for Business Partners selling to new accounts
- UNIX advertising and promotion campaign
- Alpha Link campaign

Actions and Plans in for Other Indirect Channels of Distribution:

- Explore two tier distribution strategy for workstations
- Strategic alliance with consultants
- Strategic alliance with system integrators
- Separate channels for SME/UNIX - recruitment

Specific Plans in Place for selling with Partners:

- Co-op program
- Client Service Centre
- Reseller Kit
- Monthly Newsletter
- Training
- Incentive Programs
- Executive Conference
- Merchandising

Worldwide Sales & Marketing
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Sales Coverage

	Q2 ACT	Q2 % TOTAL	FY94 FCST	FY94 % TOTAL
SALES MANAGEMENT	55	14%	55	14%
ACCOUNT SALES	109	28%	109	28%
SALES SPECIALISTS	55	14%	55	14%
MCS SALES SPECIALIST	14	4%	14	4%
TELESALES	18	5%	18	5%
CHANNNEL SALES	25	6%	25	6%
ADVISORY/SALES SUPPORT	120	30%	120	30%
TOTAL SALES	396	100%	396	100%

Worldwide Sales and Marketing
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Territory - SPT

Sales Training

Plan	Who	How Many	When	Content/Focus
CBM Workshop	CBMs BDMs	25	Jan/Feb	How to develop mkg plans with partners
Univ Grad Program	New Hires	15	Feb - Jun	Intro to DEC, Sales skills devpt and Prod Know
SAP/R3	Sales/SS Consultants	50	Feb	How to work with SAP to sell SAP/R3
FPPS Ind Training	Sales/SS	40	Feb	Selling opportunities in FPPS
Feb Announcement Training	Sales/SS Consultants Partners	400	Feb	As supplied by Corporate

Worldwide Sales and Marketing
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Territory - SPT

Sales Training

Plan	Who	How Many	When	Content/Focus
MCS Service Products Training	MCS Sales Specialist	18	Jan/Feb	Selling tools/Strategies/ Product Info
Prof Presentation Skills	As required	40	Jan - April	Devpt of Presentation Skills
Winning Sales Person	New reps	34	Feb - April	Intro to selling skills
Teleselling roleplays	Dec Direct	12	Feb	
Selling Profitable SI Solutions	Saless/SS Consultants	24	Feb	Team Selling SI
Negotiating to Yes	As required	12	Mar	

Worldwide Sales and Marketing
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Sales Training

Plan	Who	How Many	When	Content/Focus
Business Essentials Certificate	Sales/SS Marketing Consultants	24	Apr - May	How to comunicate with Business Mgrs
Business Fundamentals	Sales/SS Marketing Consultants	24	Apr	How do businesses run
Counsellor Sales Pers	Sales	20	May	Understanding buying cycles to help customer make purchasing decision

Worldwide Sales and Marketing
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General Issues for Discussion

OPERATING PLAN	o Product Mix Shift o Unbudgetted Costs o Margin Assumptions o Currency Assumptions
PRODUCTS & SERVICES	o Quality/Design - Software - Hardware o Availability - Software o Focus on SW Marketing o Launch Effectiveness o Missed First Customer Ship Dates o Second half NOR for DC and MCS o IBM threat in MCS
OTHER	o Business Partner/Channels Strategy - SME o Capital appropriation process/availability

digital

South Pacific Territory

Q3 Action Plan

- Increased focus on products business
  - Business focus
  - Sales Specialists
- Build +8M into week 4 forecast
- Establish executive partner program
- Continue to rationalize costs
- Increase focus on channels
- Key win focus
- Optus phase 2

digital

South Pacific Territory

Q3 Programs

- Sales training
- CSO executive seminar
- Customer satisfaction survey
- February announcement / launch
- CTG event
- SAP program / center
- Client-server center

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Presentation Outline

Worldwide Sales and Marketing
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Q2 Preliminary Results

	WK11 FCST	Q2 PRELIM	NOV 6 TARGET	% TARGET	% BUDGET
REVENUE					
PRODUCT	135	115	168	69%	68%
DCS	48	56	63	89%	93%
MCS	101	100	108	93%	93%
TOTAL	284	271	339	80%	80%

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Win/Loss Analysis

Account	Project	Value	Competition	Reason	Who Won
Mercury Communications Mobile Svcs	Integrated Customer Care and Billing System	$2.4m	SEMA EDS	Flexibility and Functionality of Software	Digital
Vodac	Billing and Sub System	$1.5m	ICL	Price Performance Scalability and Resilience	Digital
Strathclyde Regional Council	DMR Schools	$2.3m	BT and Bull	Understanding Customer Requirements (incl. Financing)	Digital
Kingston SCL	Billing System	$1.5m	ICL	Cost Criteria Relationship with Partners	Digital
Mercury Communications	MCS Datacentre Maintenance	$10m (Over 5 yrs)	ICL/Sorbus	Price Service Quality	Digital
CNES - French Space Agency	Satellite Monitoring System	$750k	HP	Global Support Alpha Longevity Technical Design	Digital

Worldwide Sales and Marketing
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Win/Loss Analysis

Account	Project	Value	Competition	Reason	Who Won
Mercury	Intelligent Network	$750k	N.Telcom & HP GPT & Tandem and HP	Introduction of new switch into Mercury (i.e. Alcatel)	GPT/ Tandem/ HP
RAF	LITS	$150m (10 yrs)	Andersen/ICL IBM/Logica EDS	No engagement manager (Partner-type) Not involved early enough in the Customer 's buying cycle Not organised to win major bids	Andersen/ICL IBM/Logica
Mercury (MCS)	Service Management Centre	$600k	HP	Inability to get the Client/ Server message across	HP
BAA	GIS Application	$8 - $15m	IBM EDS Integraph Unisys	Poor Project Management Skills	Unisys

Worldwide Sales and Marketing
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FY 94 Assessment

	Q1 Act	Q2 Prelim	Q3 Assessmnt	Q4 Assessmnt	FY94 Assessmnt	FY94 Target	% Target	% Budget
REVENUE								
PRODUCT	128	115	148	208	598	664	90%	83%
DCS	42	56	54	65	218	222	98%	89%
MCS	94	100	108	117	419	419	100%	97%
TOTAL	264	271	310	390	1235	1305	95%	88%

Worldwide Sales and Marketing
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Product Family View

	Q1 Act	Q2 Prelim	Q3 Assessmnt	Q4 Assessmnt	FY94 Assessmnt	FY94 Target	% Target	% Budget
SYSTEM/SERVERS	35.1	23.9	39.5	54.5	153	175	87%	78%
	-19%	-57%	-2%	9%	-19%			
				59%				
WORKSTATIONS	11.1	11.1	12	24.5	58.7	67	88%	80%
	28%	-7%	-21%	65%	15%			
				64%				
PC'S	15.6	20.9	24.2	24.6	85.3	86	99%	105%
	70%	178%	132%	86%	111%			
				34%				
ADD-ONS/OPTIONS								
STORAGE	10.1	13.2	14.6	18.1	56	64	88%	77%
	-38%	-35%	-3%	13%	-17%			
				40%				
VIDEO/PRINTERS	6.6	7.4	6.1	8.1	28.2	30	94%	106%
	-10%	-23%	-37%	-10%	-21%			
				1%				
SOFTWARE	22.5	17.9	20.9	33.2	94.5	102	93%	90%
	10%	-36%	-34%	17%	-13%			
				34%				
OTH. A-O/OPT.	25.3	17.8	29	42.6	114.7	133	86%	72%
	-26%	-56%	-14%	23%	-20%			
				66%				
S/T A-O/OPTIONS	64.5	56.3	70.6	102	293.4	329	89%	81%
	-18%	-43%	-22%	16%	-17%			
				43%				
MIPS	2.2	3.2	1.7	0.6	7.7	7	110%	79%
	-83%	-25%	-79%	-90%	-75%			
				-57%				
TOTAL PRODUCTS	128.5	115.4	148	206.2	598.1	664	90%	83%
YOY %	-16%	-35%	-10%	20%	-10%			
				45%				

January Quarterly Review
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Second Half vs. Targets

	Q3			Q4			2nd HALF		
	Assessmnt	Target	%	Assessmnt	Target	%	Assessmnt	Target	%
SYSTEM/SERVERS	39.5	52	76%	54.5	64	85%	94	116	81%
							59%	97%	
WORKSTATIONS	12	20	60%	24.5	25	98%	36.5	45	81%
							64%	103%	
PC'S	24.2	24	101%	24.6	25	98%	48.8	49	100%
							34%	34%	
ADD-ONS/OPTIONS									
STORAGE	14.6	19	77%	18.1	22	82%	32.7	41	80%
							40%	76%	
VIDEO/PRINTERS	6.1	8	76%	8.1	8	101%	14.2	16	89%
							1%	14%	
SOFTWARE	20.9	28	75%	33.2	33	101%	54.1	61	89%
							34%	51%	
OTH. A-O/OPT.	29	42	69%	42.6	48	89%	71.6	90	80%
							66%	109%	
S/T A-O/OPTIONS	70.6	97	73%	102	111	92%	172.6	208	83%
							43%	72%	
MIPS	1.7	2	85%	0.6	0		2.3	2	115%
							-57%	-63%	
TOTAL PRODUCTS	148	195	76%	206.2	225	92%	354	420	84%
							45%	72%	

Worldwide Sales and Marketing
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Second Half vs. Budgets

	Q3			Q4			2nd HALF		
	Assessmnt	Budget	%	Assessmnt	Budget	%	Assessmnt	Budget	%
SYSTEM/SERVERS	39.5	57.3	69%	54.5	63.6	86%	94	120.9	78%
								105%	
							59%		
WORKSTATIONS	12	20.6	58%	24.5	24.6	100%	36.5	45.2	81%
								104%	
							64%		
PC'S	24.2	21.9	111%	24.6	24.2	102%	48.8	46.1	106%
								26%	
							34%		
ADD-ONS/OPTIONS									
STORAGE	14.6	19.2	76%	18.1	22.3	81%	32.7	41.5	79%
								78%	
							40%		
VIDEO/PRINTERS	6.1	7.4	82%	8.1	8.3	98%	14.2	15.7	90%
								12%	
							1%		
SOFTWARE	20.9	27.7	75%	33.2	30.6	108%	54.1	58.3	93%
								44%	
							34%		
OTH. A-O/OPT.	29	43.4	67%	42.6	48.2	88%	71.6	91.6	78%
								113%	
							66%		
S/T A-O/OPTIONS	70.6	97.7	72%	102	109.4	93%	172.6	207.1	83%
								71%	
							43%		
MIPS	1.7	2.2	77%	0.6	0.3	200%	2.3	2.5	92%
								-54%	
							-57%		
TOTAL PRODUCTS	148	199.7	74%	206.2	222.1	93%	354.2	421.8	84%
								73%	
							45%		

Worldwide Sales and Marketing
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Q3 Overview

	Begin Backlog	Frontlog	Total	Q3 Assessmnt	% Total	Q3 Target	% Total	Assessmnt % Target	Assessmnt % Budget
SYSTEM/SERVERS	23		23	39.5	172%	52	226%	76%	69%
WORKSTATIONS	7		7	12	171%	20	286%	60%	58%
PC'S	13		13	24.2	186%	24	185%	101%	111%
ADD-ONS/OPTIONS									
STORAGE	7		7	14.6	209%	19	271%	77%	76%
VIDEO/PRINTERS	3		3	6.1	203%	8	267%	76%	82%
SOFTWARE	11		11	20.9	190%	28	255%	75%	75%
OTH. A-O/OPT.	7		7	29	414%	42	600%	69%	67%
S/T A-O/OPTIONS	28		28	70.6	252%	97	346%	73%	72%
MIPS	1		1	1.7	170%	2	200%	85%	77%
TOTAL PRODUCTS	72	59.7	132	148	112%	195	148%	76%	74%

NOTE Frontlog Total is for Products and Digital Consulting

Worldwide Sales and Marketing
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Territory_UKI________

Channel Mix

	FY93 MIX % TOTAL	FY94 FCST MIX % TOTAL	FY94 MIX % GOAL
DIRECT:			
ISV Leveraged	4%	5%	6%
DecDirect/DMO	26%	25%	24%
Digital End User	29%	26%	29%
TOTAL DIRECT	59%	56%	59%
INDIRECT:			
Distributors	11%	12%	11%
Master Resellers	8%	10%	11%
TOEMS/COEMS	1%	1%	1%
VARS	19%	19%	16%
System Integrators	2%	2%	2%
TOTAL INDIRECT	41%	44%	41%
TOTAL	100%	100%	100%

Worldwide Sales and Marketing
January Quarterly Review
Territory_UKI________

Channels Strategy

Actions and Plans in Place to develop SME Market:

* Geography Demand Creation working with John Gray
* Advertising - Creating Brand Awareness
  - Joint Advertising linked with Partners
* Incentives for VARs - New Business Incentive Program
* Applications
* Targetting Enablers and their VARs - Oracle, Ingres, Sybase
* Competition e.g. AS400 Campaign to recruit their agents
* VAR Recruitment
* Master Resellers

Worldwide Sales and Marketing
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Channels Strategy

Actions and Plans in Place for Other Indirect Channels of Distribution:

* SLAs between P.VARs and CBUs
* Fulfillment channel for SIs
* Created Service only Resellers Channel for Shrink-wrapped Services
* PC
* Recruitment of Distributors and P.VARs to meet C&P Requirement

  e.g. ISA, Orion , Nexcom

Worldwide Sales and Marketing
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Channels Strategy

Specific Plans in Place for selling with Partners

* Team Selling
* Applications
* Centres of Expertise
* Hit Teams SAP
* VAR Recruitment
* Client Server Training (incl. VARs)
* Partner Forums - Technical and Business
* Alpha Achievers
* Consultants - Andersens
* Specialised Resellers - DUSR, Storage

Worldwide Sales & Marketing
January Quarterly Review
Territory__UKI_______

Sales Coverage

	Q2 ACT	Q2 % TOTAL	FY94 FCST	FY94 % TOTAL
SALES MANAGEMENT	74	10%	78	10%
ACCOUNT SALES	196	26%	203	25%
SALES SPECIALISTS	137	18%	178	22%
MCS SALES SPECIALIST	68	9%	82	10%
TELESALES	50	7%	62	8%
CHANNNEL SALES	64	9%	74	9%
ADVISORY/SALES SUPPORT	156	21%	131	16%
TOTAL SALES	745	100%	808	100%

Worldwide Sales and Marketing
January Quarterly Review
Territory_UKI________

Sales Training

Plan	Who	How Many	When	Content/Focus
NPI	All Sales (Digital) & Partners	600+ (Total)	Jan/Feb	Feb 8th Product Launch
Account Planning Workshop	Strategic Account Teams	100 Total Estimate	Feb	Corp. Account Planning Prog
DIST	General Sales & Support New Hire, MCS/product	50 Total	Q3	Foundation Selling Skills
BASE	MCS & General Sales and Support	28 Total	Q3	Sales Communication Skills
Sales Negotiation	MCS & General Sales and Support	28 Total	Q3	Sales Negotiation
BASE for SSP	MCS & General Sales and Support	28 Total	Q3	Sales Presentation & Proposal Skills

Worldwide Sales and Marketing
January Quarterly Review
Territory_UKI________

Sales Training

Plan	Who	How Many	When	Content/Focus
TP&M	MCS/Product	32 Total	Q3/Q4	Territory Planning Management
T.A.S.	Experienced Sales Account people	64 Total	Q3/Q4	Sales Campaign Planning & Management
Desktop Services	MCS	15 Total	Feb 10/11	Selling Desktop Services
Proposing Value	Senior Sales/Support	65 Total	Q3/Q4	Advanced/Value Selling
Sales Management Excell	CPT/Health/Channels	20 Total	Q3/Q4	Quality System For Sales Management
Building on the BASE	Pharma	20 Total	Q3	Communication Skills Refresher
Prepared to Win	MCS Managers	6 Total	Q3	Coaching Skills
C.T.S. for Managers	DSD Managers	8 Total	Jan	Consultative Team Selling Managers Briefing

Worldwide Sales and Marketing
January Quarterly Review
Territory_UKI________

Sales Training

Plan	Who	How Many	When	Content/Focus
C.T.S. Programme	All DSD Sales	38 Total	Feb-April	Manager led Behavior & Skills Programme
S.I.B.W.	Sales/Support	50 Total	Q3/Q4	Systems Integration Business Workshop
Programme Roadmap	CBU Management Team	40 Total	Jan	Programme Roadmap Process & Procedures
SPIN	Sales/Support	24 Total	Q3/Q4	Consultative Sales Skills
Presentations Accred	Sales/Marketing	24 Total	Q3/Q4	Presentation Skills Accreditation
Coaching/Facilitation	Pharma	20 Total	Q4	Consensus Management
Understanding Corporate Finace	Sales	12 Total	Q4	Corporate Finace

Worldwide Sales and Marketing
January Quarterly Review
Territory_UKI________

General Issues for Discussion

1. Sustaining the Sales Drive
2. Persuading VARs to adopt Alpha
3. Ramping-up MCS Sales (actually winning bids)
4. Off-base Sales - Digital Selling and Partner Selling
5. Digital Consulting - Viable Lines of Business
6. Reskilling the Sales Force
7. Confidence of Supply
8. Product Announcement Readiness
9. Morale and Motivation
10. Investment in Tools for Salespeople

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Worldwide Sales and Marketing
January Quarterly Review
Territory U.S.

Agenda

- Q2 Preliminary Results
- Win/Loss Analysis
- FY94 Assessment
  - FY94 Assessment
  - Product Family View
- Second Half
  - vs. Targets
  - vs. Budgets
- Q3 Overview
- Channels
  - Channels Mix
  - Channels Strategy
- Sales Coverage
- Sales Training
- General Issues

Worldwide Sales and Marketing
January Quarterly Review
Territory U.S.

Q2 Preliminary Results

	WK11 FCST	Q2 PRELIM 7-Jan-94	NOV 6 TARGET	% TARGET	% BUDGET
REVENUE					
PRODUCT	700	668	828	85%	81%
DCS	137	133	152	90%	95%
MCS	384	372	408	94%	94%
TOTAL	1,221	1,173	1,388	88%	86%

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Win/Loss Analysis

Account	Project	Value	Sales Cycle Days	Reason	Who Won
WINS					
VA	Hospital Info System	$ 18M	90	DEC486, price, incumbent	Digital
Marine Corp	PC Field Project	$ 8M	360	PCLAN Contract Buying Vehicle enables the client to place orders quickly	Digital
NY Mercantile Exchange	Repl Tandem Info Sys	$ 6M	210	Alpha Price/Performance Disaster Tolerant, Training Capability	Digital
Cray Research	MPP Follow-On	$ 5M	270	Performance and Digital compatibility	Digital
Pratt & Whitney	Repl SUN Tech Upgrade	$ 3M	180	Alpha Performance	Digital

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Win/Loss Analysis

Account	Project	Value	Sales Cycle Days	Reason	Who Won
LOSSES					
US Army	ICASE	$250M	540	Price & technical, SW/Service Solution	Lockheed/IBM
Lockheed	F-16 MMC	$ 8M	120	3rd party products not available on Alpha/OSF	IBM
NCS	Test Scoring	$ 5M	180	Lack of development tools on Alpha/OSF	IBM
Sisters of St. Mary	Hospital Info Sys	$5.5M	420	Availability of HBOC SW on OSF	HP/HBOC
Allied Signal	F&A	$3.9M	120	EDS pushed AST over Digital	AST

FY'94 Assessment

	Q1 Act	Q2 Act	Q3 Assessmnt	Q4 Assessmnt	FY94 Assessmnt	FY94 Proposed Target	% Target	% Budget
REVENUE								
PRODUCT	679	668	725	916	2988	3143	95%	80%
DCS	135	133	140	177	585	611	96%	92%
MCS	379	372	376	419	1546	1546	100%	92%
TOTAL	1193	1173	1241	1512	5119	5300	97%	85%

Worldwide Sales and Marketing
January Quarterly Review
Territory U.S.

Product Family View

	Q1 Act	Q2 Act	Q3 Assessmnt	Q4 Assessmnt	FY94 Assessmnt	FY94 Target	% Target	% Budget
SYSTEM/SERVERS	152.9	134.3	124.1	162	573.3	612.7	94%	68%
	-38%	-42%	-37%	-40%	-39%			
				0%				
WORKSTATIONS	55.2	55.7	97	123.3	331.2	351.5	94%	143%
	49%	24%	121%	87%	73%			
				99%				
PC'S	94.4	105.6	141.3	172.7	514	515	100%	80%
	88%	81%	124%	89%	95%			
				57%				
ADD-ONS/OPTIONS								
STORAGE	80.5	93	103	149.3	425.8	425.5	100%	57%
	-3%	11%	16%	30%	15%			
				45%				
VIDEO/PRINTERS	38.3	38.2	42.8	48	167.3	167.3	100%	143%
	29%	45%	68%	63%	51%			
				19%				
SOFTWARE	106.1	111	104	130	451.1	468.1	96%	92%
	-4%	-6%	-5%	-5%	-5%			
				8%				
OTH. A-O/OPT.	139.6	123.2	106.8	124.8	494.4	569.5	87%	82%
	9%	-18%	-13%	-20%	-11%			
				-12%				
S/T A-O/OPTIONS	364.5	365.4	356.6	452.1	1538.6	1630.4	3.832518	79%
	4%	-4%	3%	3%	2%			
				11%				
MIPS	12.4	7	6	6	31.4	33.8	93%	63%
	-66%	-74%	-72%	-66%	-70%			
				-38%				
TOTAL PRODUCTS	679.4	668	725	916.1	2988.5	3143.4	95%	80%
YOY %	-6%	-10%	8%	4%	-1%			
2H/1H				22%				

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January Quarterly Review
Territory U.S.

Second Half vs. Targets

	Q3 Assessmnt	Q3 Target	Q3 %	Q4 Assessmnt	Q4 Target	Q4 %	2nd HALF Assessmnt	2nd HALF Target	2nd HALF %
SYSTEM/SERVERS	124.1	134	93%	162	191.3	85%	286.1	325.3	88%
								13%	
							0%		
WORKSTATIONS	97	102.6	95%	123.3	138	89%	220.3	240.6	92%
								117%	
							99%		
PC'S	141.3	141.3	100%	172.7	173.7	99%	314	315	100%
								58%	
							57%		
ADD-ONS/OPTIONS									
STORAGE	103	103	100%	149.3	149	100%	252.3	252	100%
								45%	
							45%		
VIDEO/PRINTERS	42.8	42.8	100%	48	48	100%	90.8	90.8	100%
								19%	
							19%		
SOFTWARE	104	108	96%	130	143	91%	234	251	93%
								16%	
							8%		
OTH. A-O/OPT.	106.8	113.3	94%	124.8	193.4	65%	231.6	306.7	76%
								17%	
							-12%		
S/T A-O/OPTIONS	356.6	367.1	97%	452.1	533.4	85%	808.7	900.5	90%
								23%	
							11%		
MIPS	6	7	86%	6	7.6	79%	12	14.6	82%
								-25%	
							-38%		
TOTAL PRODUCTS	725	752	96%	916.1	1044	88%	1641	1796	91%
								33%	
							22%		

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January Quarterly Review
Territory U.S.

Second Half vs. Budgets

	Q3 Assessmnt	Budget	%	Q4 Assessmnt	Budget	%	2nd HALF Assessmnt	Budget	%
SYSTEM/SERVERS	124.1	187.2	66%	162	262.3	62%	286.1	449.5	64%
								57%	
							0%		
WORKSTATIONS	97	60.5	160%	123.3	66.5	185%	220.3	127	173%
								15%	
							99%		
PC'S	141.3	185.2	76%	172.7	202.4	85%	314	387.6	81%
								94%	
							57%		
ADD-ONS/OPTIONS									
STORAGE	103	194.9	53%	149.3	231.1	65%	252.3	426	59%
								146%	
							45%		
VIDEO/PRINTERS	42.8	28.3	151%	48	31.4	153%	90.8	59.7	152%
								-22%	
							19%		
SOFTWARE	104	122	85%	130	133.8	97%	234	255.8	91%
								18%	
							8%		
OTH. A-O/OPT.	106.8	155.3	69%	124.8	164.3	76%	231.6	319.6	72%
								22%	
							-12%		
S/T A-O/OPTIONS	356.6	500.5	71%	452.1	560.6	81%	808.7	1061.1	76%
								45%	
							11%		
MIPS	6	11	55%	6	9.1	66%	12	20.1	60%
								4%	
							-38%		
TOTAL PRODUCTS	725	944.4	77%	916.1	1100.9	83%	1641	2045	80%
								52%	
							22%		

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Q3 Overview

	Begin Backlog	Frontlog	Total	Q3 Assessmnt	% Total	Q3 Target	% Total	Assessmnt % Target	% Budget
SYSTEM/SERVERS	54.5	832	887	124.1	14%	134	15%	93%	66%
WORKSTATIONS	47.1	196	243	97	40%	103	42%	95%	160%
PC'S	37.3	225	262	141.3	54%	141	54%	100%	76%
ADD-ONS/OPTIONS									
STORAGE	49.6	118	168	103	61%	103	61%	100%	53%
VIDEO/PRINTERS	8.7		9	42.8	492%	43	492%	100%	151%
SOFTWARE	3.9	32	36	104	290%	108	301%	96%	85%
OTH. A-O/OPT.	37.4	231	268	106.8	40%	113	42%	94%	69%
S/T A-O/OPTIONS	99.6	381	481	356.6	74%	367	76%	97%	71%
MIPS	6.2	23	29	6	21%	7	24%	86%	55%
TOTAL PRODUCTS	244.7	1657	1902	725	38%	752	40%	96%	77%

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January Quarterly Review
Territory U.S.

Channel Mix

	FY93 MIX % TOTAL	FY94 FCST MIX % TOTAL	FY94 MIX % GOAL
DIRECT:			
ISV Leveraged	59%	51%	57%
DecDirect/DMO			
Digital End User			
TOTAL DIRECT	59%	51%	
INDIRECT:			
Distributors/ Master Resellers	14%	14%	
TOEMS/COEMS	5%	4%	
VARS	15%	16%	
System Integrators	7%	15%	
TOTAL INDIRECT	41%	49%	43%
TOTAL	100%	100%	100%

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January Quarterly Review
Territory U.S.

Channel Mix

	FY92 NOR $M	MIX % TOTAL	FY93 NOR $M	MIX % TOTAL	FY94 NOR $M	MIX % TOTAL
DIRECT	2,229.0	73%	1,780.2	59%	1,523.6	50%
INDIRECT:						
VAR/SI	489.0	16%	449.0	15%	481.0	16%
TOEM			65.0	2%	69.0	2%
Distribution / Master Reseller	293.2	10%	388.0	13%	406.4	13%
w/MWBE	23.7	1%	20.2	1%	22.5	1%
PC			19.0	1%	108.3	4%
COEM			96.5	3%	57.5	2%
Storage OEM	12.9	0%	87.1	3%	205.7	7%
Total Indirect	818.8	27%	1,124.8	37%	1,350.4	45%
800 Software	9.2	0%	107.0	4%	140.0	5%
TOTAL U.S.	3,057.0	100%	3,012.0	100%	3,014.0	100%

How Will We Make $ 5,300 Million?

- Implement Product Marketing Excellence
- Expand Channels/SME Implementation
- Train Sales
- Increase Sales Coverage
- Increase Focus & Frequency of Performance Assessments
- Continue Expense Focus

Worldwide Sales and Marketing
January Quarterly Review
Territory U.S.

Implement Product Marketing Excellence

- **Organization**
  - Align 100% With Corporate Marketing
  - Increase Number and Type of Product Sales Specialists
- **Program Focus**
  - Client/Server Customer Seminars
  - HP Task Force
  - UNIX Task Force
  - Information Campaigns For Press and Consultants
  - Streamlined and Simplified Sales Communications
  - Convergence of Marketing Programs
  - Simplify and Package Products For Specific Opportunities
  - Aggressive Leasing Programs With DFS (GE)

Channels Strategy

- **Actions and Plans In Place To Develop SME Channels:**
  - Objectives:
    - FY94 Revenue Plan $ 500M
    - Close 1000+ New Accounts
  - Personnel
    - U.S. SME Manager and Staff in Place
    - 15 Business Development Managers in Place, Additional 15 Being Hired
    - 165 SME Sales Reps in Place, Another 85 Being Hired

Channels Strategy

- Actions and Plans In Place To Develop SME Channels (continued . . .)
  - Plans & Programs
    - SME Sales Rally
    - SME Incentive Compensation Plan
    - Channels/Partners Incentive Plan to Open New Accounts
    - Local Market Development Campaigns With Partners

Channels Strategy

- **Actions and Plans For Other Indirect Channels of Distribution:**
  - ▲ Recruiting:
    - New Master Resellers Added (e.g., Intelligent Electronics, Microage)
  - ▲ Programs:
    - HUB 900 Reseller Plan
    - New MVP Program
    - Market Development Funds Allocated to New Master Resellers

Channels Strategy

- Specific Plans in Place For Selling With Partners:
  - ▲ Industry Strategic VARs Being Recruited
    - Field Recruiters Pursuing CBU Targets
  - ▲ National Kick-off Meeting Between CBUs and Partners
    - Strategic Alliances Being Formed
    - Local Meetings Resulting from National Kick-offs
  - ▲ Product Specialists Focused to Drive Sales Through Channels
    - Training and Lead Programs Being Implemented

Worldwide Sales and Marketing
January Quarterly Review
Territory U.S.

Sales Coverage

	Q2 ACT	Q2 % TOTAL	FY94 FCST	FY94 % TOTAL
SALES MANAGEMENT	310	7%	304	7%
ACCOUNT SALES (Industry)	1539	34%	1573	34%
SALES SPECIALISTS (Products)	339	7%	470	10%
MCS SALES SPECIALIST	668	15%	704	15%
TELESALES	217	5%	260	6%
CHANNNEL SALES	230	5%	295	6%
ADVISORY/SALES SUPPORT	1273	28%	1060	23%
TOTAL SALES	4576	100%	4666	100%

Sales Product Training

Plan	Who	How Many	When
PRODUCT TRAINING PLANNED			
Q3 New Product Introduction	All Sales, Sales Mgmt., Sales Support Distributor Sales	~ 3000	1/24 - 2/4
New Hire Training	Internal & External Hires into Sales	100	1/10-3/25
Initiative Awareness Kits	All Sales, Sales Mgmt.	By Request	Jan/Feb/Mar
Initiative-focused Training Session	All Sales, Sales Mgmt.	Self Selection	Feb - May
Distributor Sales Rep. Training	Distributor Sales Reps	50	3/7
Client Server Powerpack Introduction Training	All Sales (Self Study)	~ 2000	Feb

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Sales Industry Training

Plan	Who	How Many	When
INDUSTRY TRAINING PLANNED			
SME Training Readiness	SME Sales	500	Jan
Internships	HCI Sales	50	Q3/Q4
NORAM	HCI Sales	300	Jan
Industry-Tailored Skills Courses	CPT Sales	60	Jan 11-13
Selected Industry Training Courses	FPPS Sales	80	Q4
	CEM Sales	60	Q3/Q4
	Retail Sales	20	Q3
U.S. Government Procurement Integrity Training	DMD Sales, State/Local Govt., MCS Sales Contracts, etc.	~ 2000	Feb - July

Worldwide Sales and Marketing
January Quarterly Review
Territory U.S.

Sales Skills Training

Plan	Who	How Many	When
SALES SKILLS TRAINING PLANNED			
Account Planning Accounts, Accounts World Wide	All Global	240	1/26 - 3/2
Monthly Sales Forum Program for Branch Mgr.	All Sales Mgrs.	~ 2000	Feb/Mar
Distributor Sales Rep. Training	Distributor Sales Reps.	50	3/7

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How Will We Make $ 5,300 Million?

- Implement Product Marketing Excellence
- Expand Channels/SME Implementation
- Train Sales
- Increase Sales Coverage
- Increase Focus & Frequency of Performance Assessments
- Continue Expense Focus

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Worldwide Sales and Marketing January Quarterly Review - Europe

Vincenzo Damiani

President, Digital Equipment Corporation, Europe

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Worldwide Sales and Marketing
January Quarterly Review - Europe

Q2 Preliminary Results

REVENUE	WK11 FCST	Q2 PRELIM	6-Nov TARGET	% TARGET	% BUDGET
PRODUCT	700	716	920	78%	74%
DCS	245	268	291	92%	96%
MCS	510	519	569	91%	92%
TOTAL	1455	1503	1780	84%	83%

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Worldwide Sales and Marketing January
Quarterly Review - Europe

Q2 RESULTS BY TERRITORY

	UK	EMM	GER	ROE	NOR	FRA	ITA	UEU	TOT
NOR	**271**	**213**	**302**	**290**	**120**	**169**	**119**	**19**	**1503**
B/W BUDGET	(68)	(21)	(99)	(21)	(5)	(47)	(29)	(13)	(303)
B/W TARGET									(277)
SGA	**49**	**36**	**43**	**50**	**20**	**24**	**28**	**28**	**280**
B/W BUDGET	11	11	30	--	--	(1)	8	(23)	36
B/W TARGET									(11)
TCM	**76**	**60**	**78**	**92**	**31**	**45**	**35**	**(11)**	**407**
B/W BUDGET	(35)	(11)	(50)	(15)	(10)	(28)	(14)	(17)	(180)

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Worldwide Sales and Marketing
January Quarterly Review - Europe

FY94 Assessment

	Q1 Act	Q2 Prelim	Q3 Assessmnt	Q4 Assessmnt	FY94 Assessmnt	FY94 Target	% Target	% BUDGET
REVENUE								
PRODUCT	615	716	800	960	3091	3352	92%	81%
DCS	179	268	280	323	1050	1050	100%	97%
MCS	482	519	520	538	2059	2098	98%	92%
TOTAL	1276	1503	1600	1821	6200	6500	95%	87%

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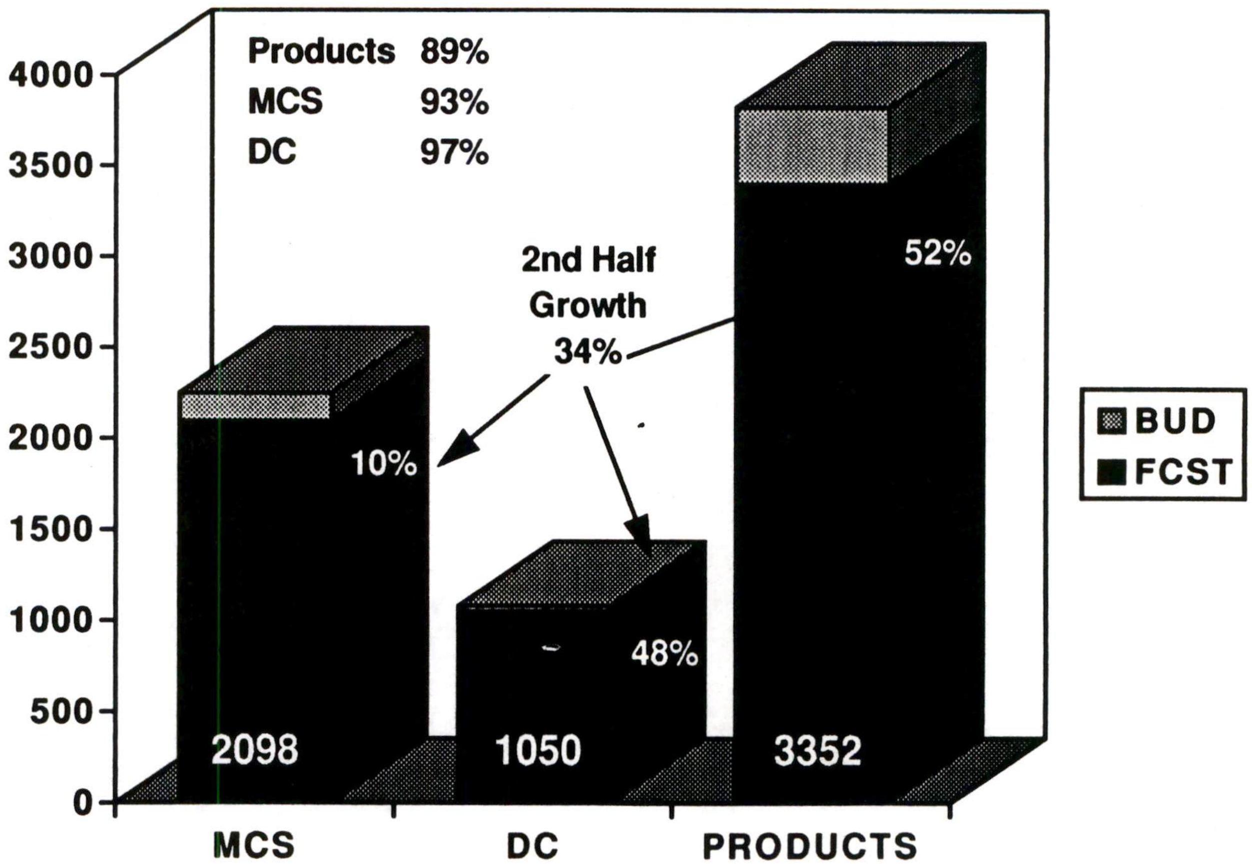
Worldwide Sales and Marketing January Quarterly Review - Europe

FY94 Revenue Replan



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Worldwide Sales and Marketing January Quarterly Review - Europe

FY94 Target

	Q1/Q2	Q3/Q4	Growth	FY93 Growth
SYSTEM SERVERS	294	377	28%	4%
WORKSTATIONS	143	[redacted]	95%	27%
PC's	181	[redacted]	54%	129%
ADD-ONS/OPTIONS				
STORAGE	136	[redacted]	52%	7%
VIDEO/PRINTERS	70	93	33%	11%
SOFTWARE	237	300	27%	4%
OTHER	235	466	98%	(50%)
SUB TOTAL	678	1066	57%	(24%)
MIPS	35	31	(11)%	(30%)
TOTAL PRODUCTS	1331	2032	52%	(6%)

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Worldwide Sales and Marketing January Quarterly Review - Europe

Product Family View

	Q1 Act	Q2 Target	Q3 Target	Q4 Target	FY94 Target	2nd Half
SYSTEM SERVERS	129	165	167	210	671	28%
WORKSTATIONS	73	70	132	147	422	95%
PC's	74	107	121	158	460	54%
ADD-ONS/OPTIONS						
STORAGE	53	83	98	109	343	52%
VIDEO/PRINTERS	33	37	41	52	163	33%
SOFTWARE	112	125	140	160	537	27%
OTHER	123	112	157	309	701	98%
SUB TOTAL	321	357	436	630	1743	57%
MIPS	18	17	16	15	58	(11)%
TOTAL PRODUCTS	615	716	872	1160	3354	52%

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Worldwide Sales and Marketing January Quarterly Review - Europe

Supply Opportunity for Q3

- Alpha workstations + 3200

  with

- RZ26 + 4500

- Qualification of RZ28 to substitute for RZ26

- Memory, mother boards

  = upside $ 100M

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Supply Opportunities for Q3

Actions

- Selected configurations by January 31
- Implement War Room
  - Concentrate on high leverage i.e. Systems, StorageWorks
  - Customer critical issues
  - Customers minimal useable solution for critical components

Integration and Responsiveness with Manufacturing and logistics

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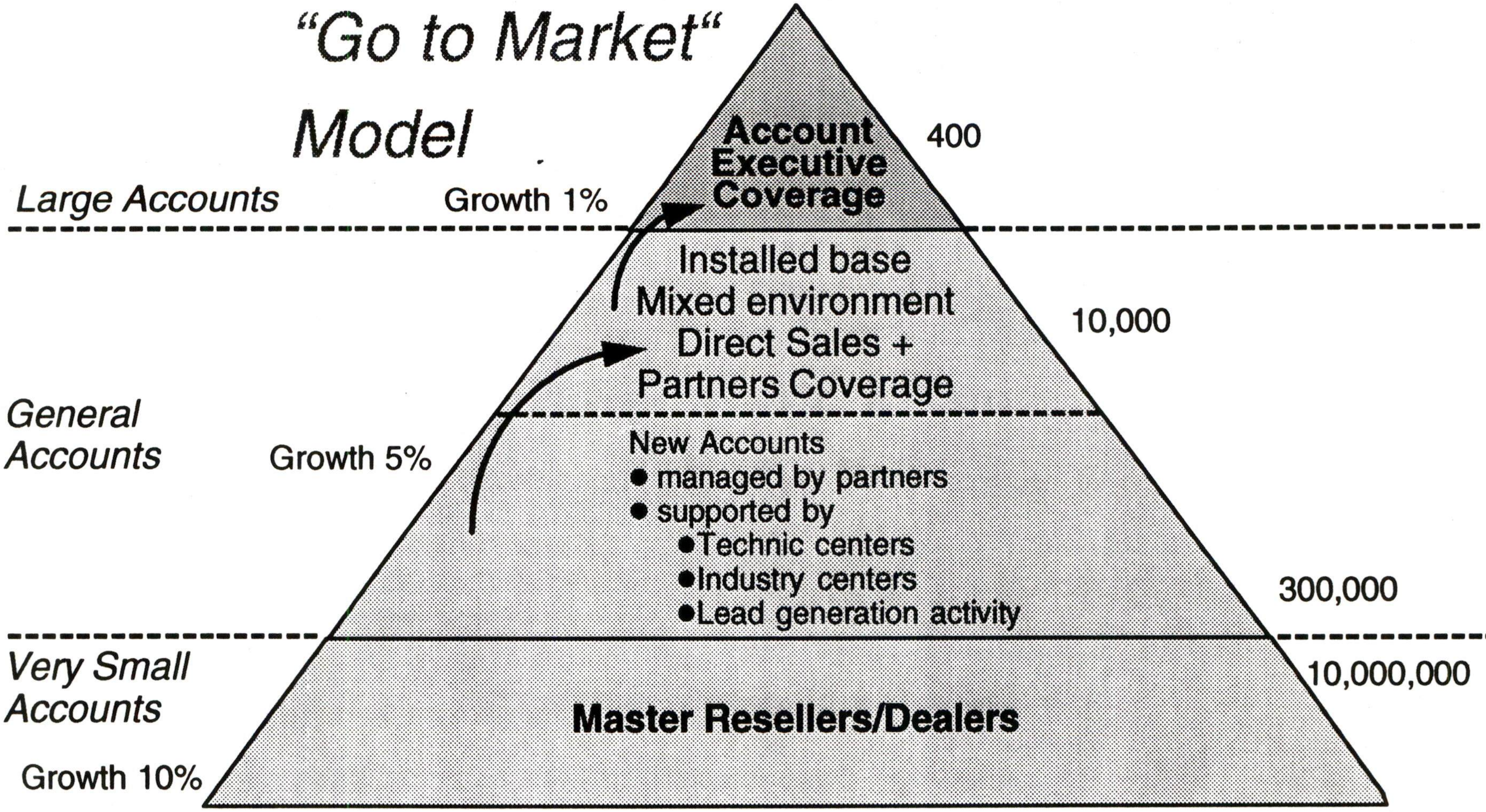
"Go to Market" Model



- *Efficient channel*
- *Coverage*
- *Partnership*

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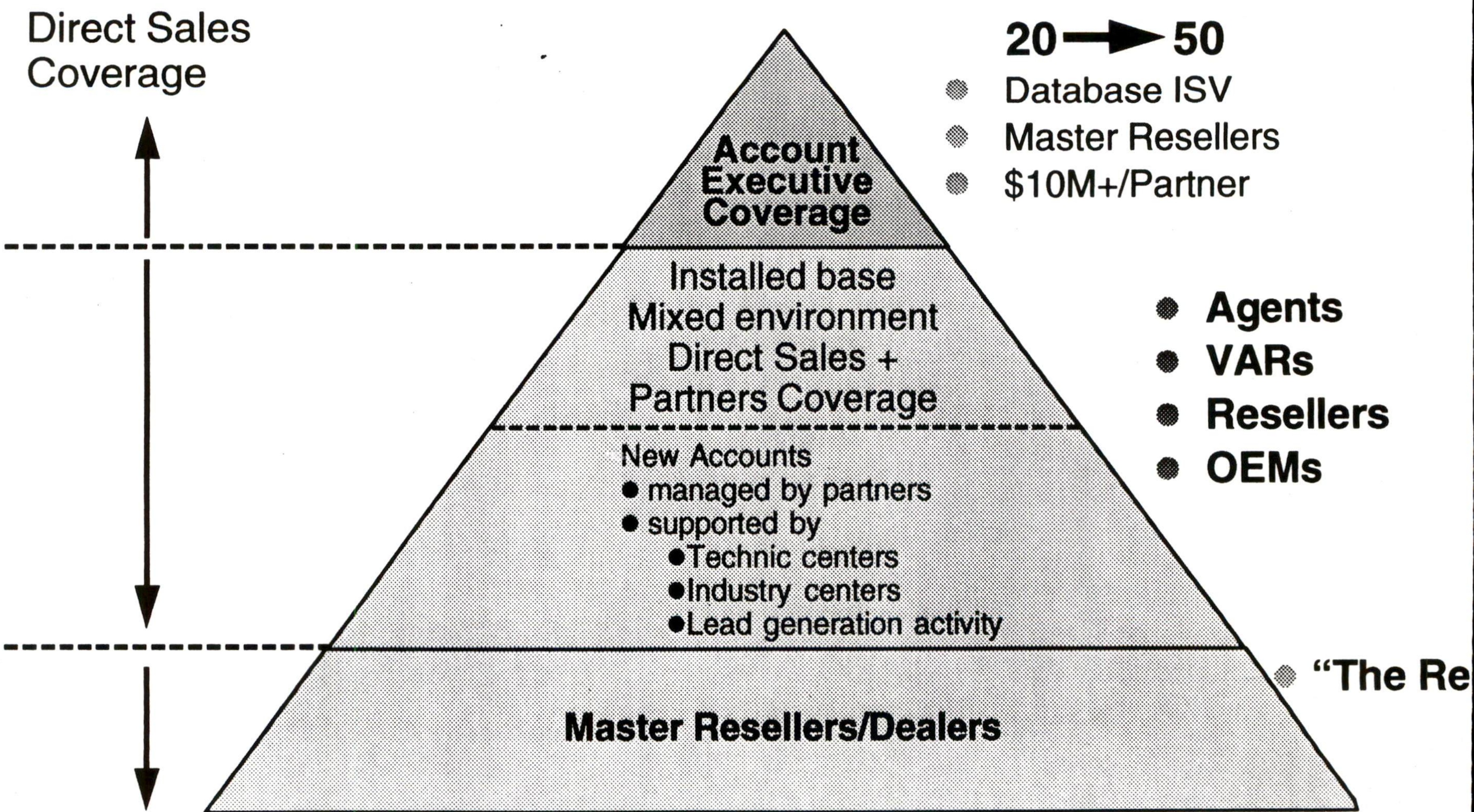
January Quarterly Review - Europ

Partner Disitribution Model



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Worldwide Sales and Marketing
January Quarterly Review - Europ

Sales Management Deployment

	Q2 ACT	Q2 % TOTAL	FY94 FCST
SALES MANAGEMENT	469	9%	↓
ACCOUNT SALES	1210	23%	↓
SALES SPECIALISTS	867	16%	↑
MCS SALES SPECIALISTS	306	6%	↑
TELESALES (Mass Mktg)	208	4%	↔
CHANNEL SALES	361	7%	↓
ADVISORY/SALES SUPPORT	1874	35%	↓
TOTAL SALES	5295	100%	

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Worldwide Sales and Marketing
January Quarterly Review - Europe

Channel Mix

	FY93 MIX % TOTAL	FY94 FCST MIX % TOTAL
DIRECT:		
ISV Leveraged	7%	7%
DecDirect/DMO	16%	18%
Digital End User	52%	45%
TOTAL DIRECT	75%	70%
INDIRECT:		
Distributors	4%	6%
Master Resellers	2%	4%
TOEMS/COEMS	5%	5%
VARS	11%	13%
System Integrators	3%	2%
TOTAL INDIRECT	25%	30%
TOTAL	100%	100%

G5273A

digital™

The Agenda

- The overall goal is **Satisfied Customers**
- The focus is on leadership and management actions
- Three Objectives and Ten Action Points form the nucleus

Worldwide Sales and Marketing January Quarterly Review - Europe

General Issues and Opportunities for Discussion

- "The Agenda"
  - Growth
  - Efficiency
  - Customer focused systems and processes

The Agenda Objective 1:

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Create Sustainable Growth

1. Focus on SME customers
2. Team-up with partners and develop alliances
3. Optimize new opportunities for services and consulting
4. Develop specific industry and product markets
5. Improve distribution capability and market coverage
6. Increase marketing and selling competence

The Agenda:
Objective 2:

Increase Efficiency

7. Achieve optimum sizing of organisation and reduce organisational structures
8. Consolidate support activities

Objective 3:

Optimize Customer-Focussed Management Systems and Processes

9. Focus on processes and process ownership
10. Show leadership, communicate more, and more efficiently

G5273.06

Steering Committee

Vincenzo Damiani

Mario Bonzano, Bob Cohen, Chris Conway, Giorgio Corsi, Hans Dirkmann, Sergio Giacoletto, Per-Olof Loof, Gianni Messora, Jean-Paul Nerrière, Werner Oppliger

Program Office
D. Toso - Mgr

Projects
Owners

Create Sustainable Growth						Increase Efficiency				Optimise Customer Focussed Mgmt Systems and Processes	
SME	MCS	Digital Consulting	Sales Re-eng	Marketing Re-eng	Market coverage & Mass. Mktg	Consolidate Efficiency Programs	IM&T	Finance	Market Segment & Appl. Group Rationalisation	Product Simpl. & Supply Chain	Country Rationalisation
SME Sales Branch Agent Program VAR Recruitment	Service delivery zoning Reduce infrastructure Best in class cost structure	Client focused organisation Pan territory teaming Profit improv.	NewBranch Model Selling Operations Recruit/Replace Sales Training Global Accounts	Boost Channels performance Comm. as an integral part of the business Product Mgmt/Mkt Industry Marketing	Aggressive installed base product marketing Reach unsatisfied customers needs more efficiently	Resources/HRO GVA HQ Real Estate/PM&S	Implem.: - CSG - OSC - ASG	Implem. SSC Re-eng. core work Reduce cost	Invest in target segments Disinvest in others Disinvest in 4 application groups Reduce total spend	Concentrate product range Easy to sell packages Reduce spend Improve services	Disinvest from marginal markets Reduce spend Increase use of distributors
V. Damiani	G. Messora	S. Giacoletto	P. Loof	P. Loof	P. Loof	W. Oppliger	S. Giacoletto	B. Cohen	P. Loof	V. Damiani	A. Fresco

PROGRAM OUTLINE & BASIC RULES

- ANNOUNCEMENT - EMB - JAN 10, 1994
- NEW TARGETS - Q3/Q4 - NOR/HEADCOUNT
- IMPLEMENTATION PLAN BY TERRITORIES (5), FUNCTIONS AND/OR PROGRAMS - JAN 24
- STRICT HIRING CONTROL
- 75% OF END POINT MODEL TO BE ACHIEVED BY END FY94 (4350)
- 75% OF FY94 TARGET TO BE ACHIEVED BY END Q3 (3250)
- OVERALL SIZING IS A GIVEN (5800)

WO/JAN 7,94

President Europe
Vincenzo Damiani

Office of the President
Werner Oppliger
Virgilio Gallo

Communications
Gordon Moultrie

Territories

A. Chris Conway
UK & Ireland

B. Jean-Paul Nerrière
France

C. Hans Dirkmann
Germany, Austria,
C & E Europe:
- Baltics
- Balkans
- Czech & Slovak Republics
- Hungary
- Poland
- Russia
- Ukraine
- Rest CIS

D. Vincenzo Damiani (act)
Dir.Ops Alberto Fresco
Country Group Mgrs:
BE/LUX, Holland, Switzerland
- Paul van der Spiegel

Nordic
- Bo Dimert

Spain, Portugal
- Alberto Fresco

E. Mario Bonzano
Italy
Greece
Turkey
Middle East
CDG
Israel
South Africa

Business Units

Digital Consulting
Sergio Giacoletto
- Integr: Herman Oggel

MCS
Gianni Messora

Storage & Peripherals
Barry Maloney

PC
Bernhard Auer

Functions

Finance
Bob Cohen

HR & O
Giorgio Corsi

Legal
Bryan Robb

Sales & Marketing
Per-Olof Loof

L&SS
Rob Kass

Projects

SME
Wolfgang Jaeger

SUBJECT INDEX

CLASS SCHEDULE

TIME									
MON.									
TUE.									
WED.									
THU.									
FRI.									
SAT.									

FINAL EXAMINATIONS

DAY	DATE	TIME	PLACE	COURSE

NAME ______________________ TELEPHONE ______________

ADDRESS ______________________________________

SCHOOL ______________________ CLASS ______________

5 TAB

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