

Printed by GREG WEAVER @WRO

I N T E R O F F I C E M E M O R A N D U M

Doc. No: 024022  
Date: 19-Nov-1993 01:59pm PST  
From: BOB BAJEMA  
BAJEMA.ROBERT AT A1NWD002 at W  
Dept: NWAG SALES  
Tel No: 206 637-4005

ROMTS at WRO

TO: russ gullotti@mko

CC: greg weaver@wro

Subject: Request for Gallo Executive Phone Call

Russ, the gaps are being closed. We should have no FATAL flaws left to embarrass us. The Account team feels, and I agree, that the timing is now very good for you to make a Senior Exec-to-Senior Exec status inquiry to Jim Coleman. If Jim agrees, it is VERY important for Jim to indicate to Larry Beckerman his confidence in Digital and the value of a 28 year business relationship. Key points for the call are in the attached. Can you help in the next few days? Thanks very much!

*Fri. 12/3, Santa Clara*  
*gallo Operations staff*  
*demo / review*  
*• software devel. tools*  
*(FUSE v. PHP)*  
*• sys. / network mgmt. tools*  
*(Full Sail / Netview v. OpenView)*

*A -*  
*Is this call*  
*set up?*

*RFC*

*I need to*  
*read it 10 MIN*  
*before the*  
*call!*

*R*

I N T E R O F F I C E M E M O R A N D U M

Date: 19-Nov-1993 08:59am PST  
From: GREG CRONIN  
CRONIN.GREG AT A1JULIET at WRO  
Dept: SALES  
Tel No: 209-575-0189

MTS at WRO

TO: Bob Bajema @SEO

CC: GREG WEAVER @WRO  
~~WRO~~ GREG CRONIN  
WRO )

( WEAVER.GREG AT A1JULIET at WRO  
( CRONIN.GREG AT A1JULIET at WRO

Subject: Gallo Call Report  
1

Gallo Call Report  
11/18/93

Gallo:

Larry Beckerman - *CID*  
Jerry Zoller

Digital:

Greg Weaver  
Greg Cronin  
Randy Broman

Background: The call was to present our proposal for the SMIS project to Gallo Management. Included in the presentation was information on hardware, software, consulting and training services.

Results: The call went well with the general theme being the success of the entire Sale and Marketing Information System (SMIS). We tried to have Larry focus on Digital providing a complete solution to his business problems rather than looking just at the hardware or software. Our message is Digital is best positioned to provide Gallo a successful implementation of SMIS.

Our proposal included the following:

- 1) 3000/800           \$160,054.50   \*\*Free upgrade to SMP System when available\*\*
- 2) Consulting        \$180,000.00

3) Training            \$184,597.50

Digital was well received and Larry acknowledged he is impressed with the direction Digital is heading. Larry concern is "Does Gallo want to be on the front of the 64 bit curve". He does not want to be the account that debugs our products as they are released.

Our overall timings on the SMIS benchmark were comparable to HP's single processor performance but we were no where near the dual processor performance of the G70. This is why we have offered the upgrade to Sable when Gall goes into full production.

The four area's of concern by Larry are:

- 1) The SMP system we are proposing is a future, and he would be banking on a undelivered product.
- 2) SMP is not available until summer.
- 3) NetView is not deliverable.
- 4) DecSafe Available Server (Fail over capability) is not deliverable yet.

Action Items:

1) I am working with Randy Broman to develop a presentation that shows delivery dates of all the above products and shows key bullets that differentiate Digital from the competition.

2) We will have both Randy Broman and Gabriel Poczo spend some time with Jerry Zoller discussing and demonstrating DecFuse, NSR, Fullsail, and Netview. Gabriel is attending training this week on Netview.

3) I have spoken with Dick Johnston (Vice President) about presenting the proposal to Jim Coleman to insure the Digital story is properly conveyed.

4) Perhaps it would be appropriate to have Russ Gullotti call Jim Coleman (209)579-3322, and let him know we have presented our proposal. Have Russ include key bullets:

A) Digital is proposing a 3000/800 with no cost upgrade when Gallo goes into production. The upgrade most likely would be an SMP Sable.

B) Digital is in a position to assist Gallo in the successful implementation of SMIS by providing:

On Site Consulting including design and initial Implementation and final implementation.

On Site Training to include Oracle, OSF1, Networking, complete with training.

The bottom line is Digital has a 20 year track record of delivering what we promise to Gallo. Larry Beckerman's concern about Digital delivering on future products should be off set by our history with Gallo.

The Digital systems have required minimal staffing requirements by Gallo.

Alpha AXP offers leadership price/performance based on the industry's first 64 bit architecture. The architecture is designed to meet the capacity requirements of the 21st century especially in the area of relational data bases. A "long term technology".

OSF/1 is unified supporting all major industry standards including System V (SVID) and Berkeley (BSD), assuring Gallo portability.

*Did you get OSF data?*

Digital has historically been a leader in networking and distributed computing including an SNA connection from the Vax to the IBM 3090 at Gallo.

Digital has a strong consulting organization, to assist in project management, technology consulting, software design and development, system and network implementation and operations support services. The Digital consulting work force numbers 15,000, from over 450 locations in 100 countries.

Digital training curriculum extends beyond Digital products to cover operating systems, networks, databases, workstations. Significant to this project are Digital licensing agreements to conduct training on Oracle and Microsoft products.

\*\*\*Digital is highly motivated to work with Gallo to assure the success of the SMIS project and commits to providing the highest quality of products, services, training and support.\*\*\*

Our action items are cleared and will be carried out in the next two weeks.

Regards,

Greg

Printed by RUSS GULLOTTI @MKO

I N T E R O F F I C E   M E M O R A N D U M

Doc. No: 064874  
Date: 19-Nov-1993 04:59p EST  
From: BOB BAJEMA  
BAJEMA.ROBERT AT A1NWD002 at W  
Dept: NWAG SALES  
Tel No: 206 637-4005

TO: russ gullotti@mko

CC: greg weaver@wro

Subject: Request for Gallo Executive Phone Call

Russ, the gaps are being closed. We should have no FATAL flaws left to embarrass us. The Account team feels, and I agree, that the timing is now very good for you to make a Senior Exec-to-Senior Exec status inquiry to Jim Coleman. If Jim agrees, it is VERY important for Jim to indicate to Larry Beckerman his confidence in Digital and the value of a 28 year business relationship. Key points for the call are in the attached. **Can you help in the next few days?** Thanks very much!

*A -  
Call @ acct Mgr?  
Set up the call  
Does it need to be this week?  
I'll do it if I can.  
R*

I N T E R O F F I C E M E M O R A N D U M

Date: 19-Nov-1993 11:59a EST  
From: GREG CRONIN  
CRONIN.GREG AT A1JULIET at WRO  
Dept: SALES  
Tel No: 209-575-0189

TO: Bob Bajema @SEO

CC: GREG WEAVER @WRO  
CC: GREG CRONIN

( WEAVER.GREG AT A1JULIET t WROMTS at  
( CRONIN.GREG AT A1JULIET t WROMTS at

Subject: Gallo Call Report

Gallo Call Report  
11/18/93

Gallo:

Larry Beckerman  
Jerry Zoller

Digital:

Greg Weaver  
Greg Cronin  
Randy Broman

Background: The call was to present our proposal for the SMIS project to Gallo Management. Included in the presentation was information on hardware, software, consulting and training services.

Results: The call went well with the general theme being the success of the entire Sale and Marketing Information System (SMIS). We tried to have Larry focus on Digital providing a complete solution to his business problems rather than looking just at the hardware or software. Our message is Digital is best positioned to provide Gallo a successful implementation of SMIS.

Our proposal included the following:

- 1) 3000/800 \$160,054.50 \*\*Free upgrade to SMP System when available\*\*
- 2) Consulting \$180,000.00
- 3) Training \$184,597.50

Digital was well received and Larry acknowledged he is impressed with the

direction Digital is heading. Larry concern is "Does Gallo want to be on the front of the 64 bit curve". He does not want to be the account that debugs our products as they are released.

Our overall timings on the SMIS benchmark were comparable to HP's single processor performance but we were no where near the dual processor performance of the G70. This is why we have offered the upgrade to Sable when Gall goes into full production.

The four area's of concern by Larry are:

- 1) The SMP system we are proposing is a future, and he would be banking on a undelivered product.
- 2) SMP is not available until summer.
- 3) NetView is not deliverable.
- 4) DecSafe Available Server (Fail over capability) is not deliverable yet.

Action Items:

- 1) I am working with Randy Broman to develop a presentation that shows delivery dates of all the above products and shows key bullets that differentiate Digital from the competition.
- 2) We will have both Randy Broman and Gabriel Poczo spend some time with Jerry Zoller discussing and demonstrating DecFuse, NSR, Fullsail, and Netview. Gabriel is attending training this week on Netview.
- 3) I have spoken with Dick Johnston (Vice President) about presenting the proposal to Jim Coleman to insure the Digital story is properly conveyed.
- 4) Perhaps it would be appropriate to have Russ Gullotti call Jim <sup>Lewis</sup> Coleman (209)579-3322, and let him know we have presented our proposal. Have Russ include key bullets:
  - A) Digital is proposing a 3000/800 with no cost upgrade when Gallo goes into production. The upgrade most likely would be an SME Sable.
  - B) Digital is in a position to assist Gallo in the successful implementation of SMIS by providing:

On Site Consulting including design and initial Implementation and final implementation.

On Site Training to include Oracle, OSF1, Networking, complete with training.

The bottom line is Digital has a 20 year track record of delivering what we promise to Gallo. Larry Beckerman's concern about Digital delivering on future products should be off set by our history with Gallo.

The Digital systems have required minimal staffing requirements by Gallo.

Alpha AXP offers leadership price/performance based on the industry's first 64 bit architecture. The architecture is designed to meet the capacity requirements of the 21st century especially in the area of relational data bases. A "long term technology".

OSF/1 is unified supporting all major industry standards including System V (SVID) and Berkeley (BSD), assuring Gallo portability.

Digital has historically been a leader in networking and distributed computing including an SNA connection from the Vax to the IBM 3090 at Gallo.

Digital has a strong consulting organization, to assist in project management, technology consulting, software design and development, system and network implementation and operations support services. The Digital consulting work force numbers 15,000, from over 450 locations in 100 countries.

Digital training curriculum extends beyond Digital products to cover operating systems, networks, databases, workstations. Significant to this project are Digital licensing agreements to conduct training on Oracle and Microsoft products.

\*\*\*Digital is highly motivated to work with Gallo to assure the success of the SMIS project and commits to providing the highest quality of products, services, training and support.\*\*\*

Our action items are cleared and will be carried out in the next two weeks.

Regards,

Greg



*Customer  
help  
E&J Gallo  
Winery*

Printed by GREG WEAVER @WRO

I N T E R O F F I C E M E M O R A N D U M

Doc. No: 022536  
Date: 11-Oct-1993 03:33pm PDT  
From: GREG CRONIN  
CRONIN.GREG  
Dept: SALES  
Tel No: 209-575-0189

TO: Remote Addressee ( Russ Gullotti @MKO )  
CC: Remote Addressee ( Bob Bajema @SEO )  
CC: GREG WEAVER @WRO ( WEAVER.GREG )  
Subject: E&J Gallo Winery

Russ,  
Thank you for the excellent presentation at E&J Gallo Winery. I am happy you were able to take time out of your busy schedule to enhance Digital's position within Gallo!

I would appreciate it if you would drop a note to both Jim Coleman and Larry Beckerman. The memo's should include the following:

- 1) Digital's Commitment to open systems.
- 2) Digital's ability to "manage" change through our consulting services and project management team.
- 3) One stop shopping through Digital, including: Systems, Software, Integration, Training and services.

I believe the letter to Jim Coleman should be structured around Digital's ability to take care of Gallo as we have for the past 20 years.

The letter to Larry Beckerman should make him feel warm about Digital's intent to make the installation successful and thereby making Larry a success.

I will be working closely with our consulting group to bring in a Network specialist for the backbone, and a OSF1 specialist to discuss project management and the SMIS application with Larry. I will also gather data on the current status of the OSF group, what standards are involved, and personally delivery the document to both Jim and Larry.

Again, thank you for a super executive sales call, and I look forward to a Digital Equipment win at E&J Gallo Winery.

Regards,

Greg

Jim Coleman  
Senior Vice President Production  
E&J Gallo Winery  
P.O. Box 1130  
Modesto, Ca. 95353

Lawrence Beckerman  
Senior Director Information Services  
E&J Gallo Winery  
P.O. Box 1130  
Modesto, Ca. 95353



DIGITAL EQUIPMENT CORPORATION

**Russell A. Gullotti**  
Vice President

Merrimack, New Hampshire  
03050-4303

October 15, 1993

Mr. James Coleman  
Senior Vice President, Production  
E&J Gallo Winery  
P.O. Box 1130  
Modesto, CA 95353

Dear Jim:

Thank you very much for taking time from your busy schedule to meet with me and the rest of the Digital Team last week.

As I said during the meeting and will repeat here, Digital very much appreciates the business that you have given us over these past 20 years and plans to work very hard to continue to earn the trust of E&J Gallo Winery. Having listened to the plans that you have made regarding downsizing your information systems from a mainframe environment to a Client-Server environment, my confidence is high that we can continue our successful partnership.

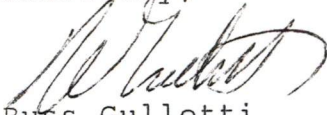
Digital's commitment to open systems is, hopefully, more evident to your company these days based on our recent October 12th announcement. I was delighted to see that Larry Beckerman and others from Gallo attended! Digital has a proven ability to help you manage change through our consulting services, our project management capabilities, and based on the strength of our systems, software, and services, we are able to represent all of your information systems needs through "one stop shopping".

As a follow-up to our meeting, Greg Cronin will be bringing in a networks specialist to consult with you regarding your backbone network needs, and a Unix specialist to discuss your SMIS application. Further, he will gather data on the current status of OSF to help you better understand the work of the consortium.

Digital Equipment Corporation

Again, thank you for the time you spent with us, and I look forward to another visit between our two companies. The next time I would love to see the wine making process in action!

Sincerely,



Russ Gullotti  
Vice President, U.S. Area

CC: Bob Bajema  
Greg Weaver  
Greg Cronin



DIGITAL EQUIPMENT CORPORATION

**Russell A. Gullotti**  
Vice President

Merrimack, New Hampshire  
03050-4303

October 15, 1993

Mr. Lawrence Beckerman  
Senior Director, Information Services  
E&J Gallo Winery  
P.O. Box 1130  
Modesto, CA 95353

Dear Larry:

Thanks very much for taking the time out of your busy schedule to meet with me and the rest of the Digital Team last week. As I said to you, I enjoyed our meeting because it was frank, got right to the point, and, hopefully, you will agree that we were able to accomplish a good deal.

Larry, I am thoroughly convinced that Digital Equipment Corporation can help you with your undertaking to downsize your information systems from a mainframe environment to a client-server environment. Based on your visit to Santa Clara, I hope you will agree that we have the products, the frameworks, and the services to help you through this change. Our consulting services, our project management, our integration capabilities, and our training capabilities will allow you to deal with Digital in a "one stop shopping" mode.

Per our commitment at the meeting, Greg Cronin will be following up with a network specialist to consult with you on your network backbone needs. He will also have a Unix specialist talk further with you about your SMIS application and, as committed, we will be gathering data on the OSF group to help Jim Coleman get a better understanding of what that consortium is all about.

Digital Equipment Corporation

I hope to be able to stay in touch with you as you go through these changes at Gallo, and I want you to be sure to count on me for my total support throughout this effort. I hope that you will give us the opportunity to make both yourself and the E&J Gallo Winery successful as you undertake this information systems migration.

Sincerely,



Russ Gullotti  
Vice President, U.S. Area

P.S. I never did get to hook you up with Jeff Margolis, the CIO at Takecare. He is the other Anderson Consulting alumnus I spoke about. If you would like to call him, let me know and I'll set it up.

CC: Bob Bajema  
Greg Weaver  
Greg Cronin

10/11/93

# Digital Equipment - October 11, 1993

- **Attendees:**

- Jim Coleman *Boso* Vice President - Production Division
- Larry Beckerman <sup>①</sup> Senior Director - Information Services
- Jerry Zoller <sup>④</sup> Director - Data Center Operations
- Bill Jackson <sup>③</sup> Manager - Production IS
- Harry Wensel *for John Gault* <sup>②</sup> Manager - Purchasing
  
- Russ Gullotti Vice President - US Sales & Services
- Scott Roeth Vice President - US Sales
- Bob Bajema District Manager - Consumer Process & Transportation
  
- Greg Weaver Branch Manager
- Greg Cronin Sales Rep

gallo IS

- Deloitte for architecture
- J. Frank for technical definition

⊗

- Conclusion

open systems

stabilize mainframes

corporate backbone links campus + remote via WAN

McHugh Freeman  
Hammshueger

warehouse mgmt

then HP, Dec or Jan

oracle acct reasonable

\* Bid Digital networks products "synoptics" hubs were maintained

training

integration assistance

MCS

\* Nets consulting (read it - categorized - pay for it)

\* OSF research

- get him description of OSF

- get him references

- prog. mgmt / Break proposal

\* D.C. on network/redundancy -

Planning session strategy - no more than 1 day.

go in a week →

