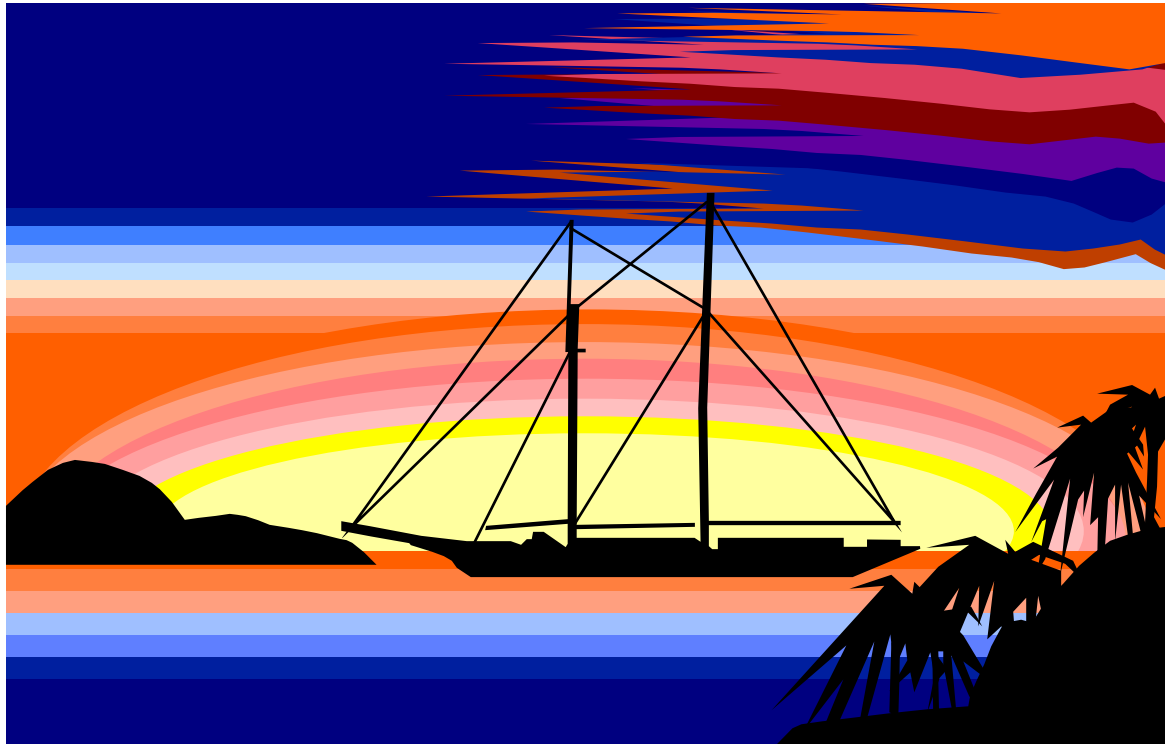


**The 3rd
Copernican
Revolution**

***Maurizio
Ammannato***

1st Copernican Revolution

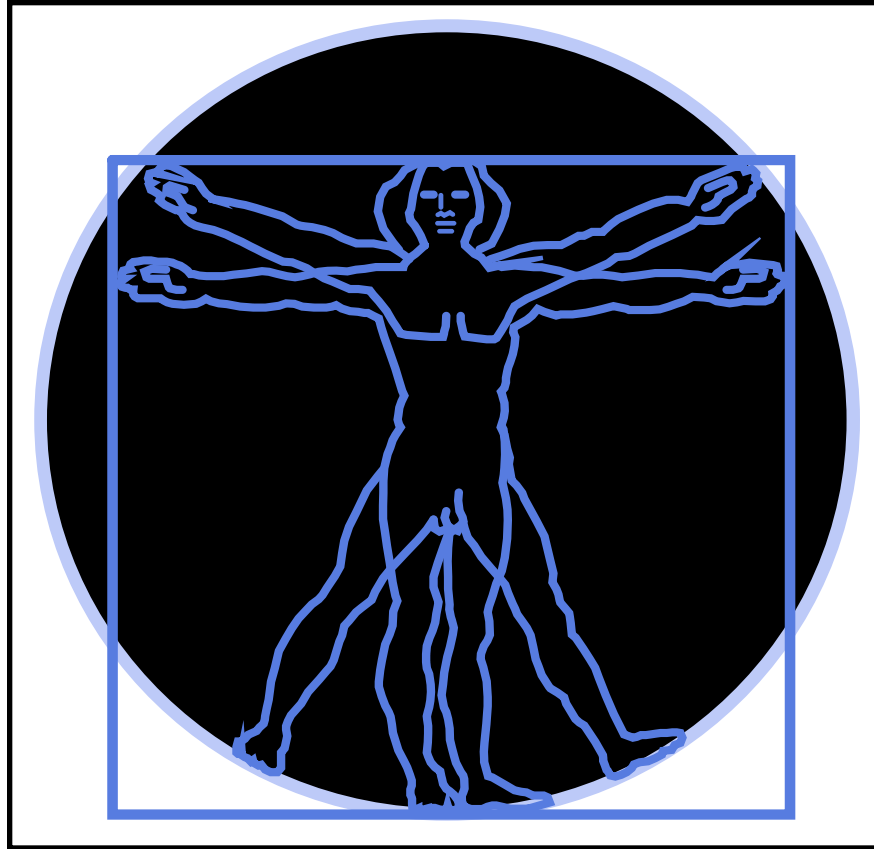
Putting the SUN to the centre of Solar System



(Instead of the Earth as before Copernico)

2nd Copernican Revolution

Putting the MAN to the centre of Information System



(Instead of the Technology)

3rd Copernican Revolution

Putting Client 's SUCCESS to the centre of Company's Strategy



(Instead of its own Success)

Dedicated to Client Success



“Providing clients with satisfaction, growth and success is a ‘given’ in today’s world. Helping them to become more successful, so that they stay in the business, grow and come back to you again and again is a more complex, longer commitment. But it provides a larger payback.”

**Bob Nardelli
President & CEO
GE Transportation System**

3rd Copernican Revolution

Dedicated to Clients Success Means:



To understand their business in term of Industry and Processes knowledge

Industry Expertise

Consultancy

To identify clients business processes which improve consistently their productivity

To develop/source Applications to solve identified business needs

Development

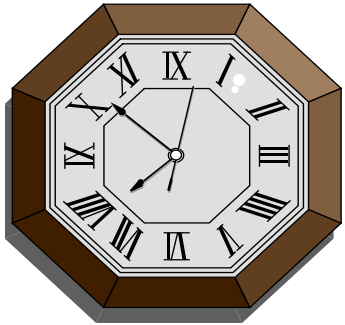
Commercialization

To bring these solutions to market

To let them start quickly

Implementation

3rd Copernican Revolution

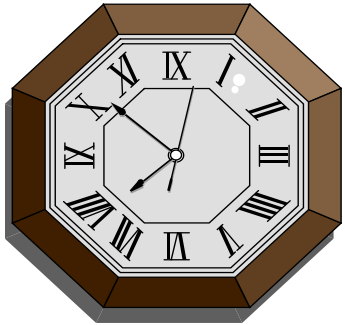


Internal New Product Introduction Process

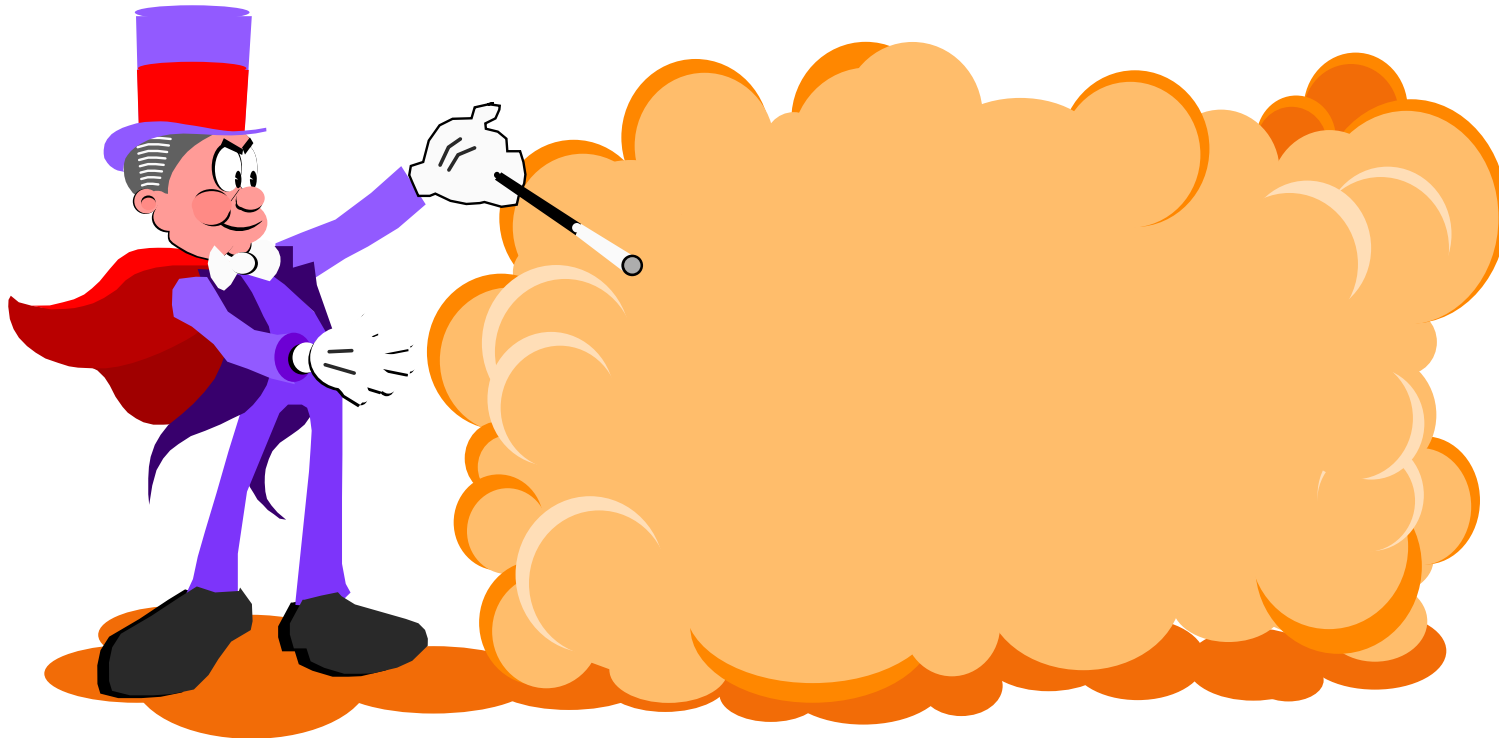


- 6 months to think
- 2/3 years of development
- 1 year commercialization
- and.....

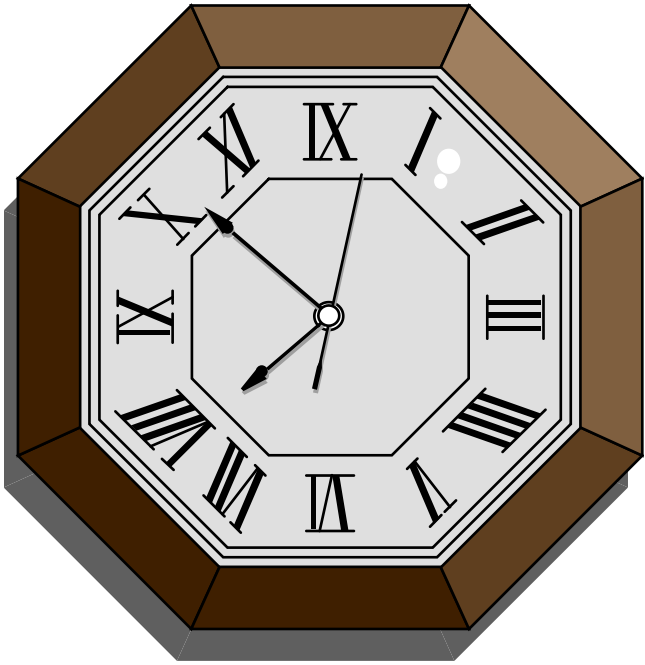
3rd Copernican Revolution



....the opportunity has gone!



3rd Copernican Revolution

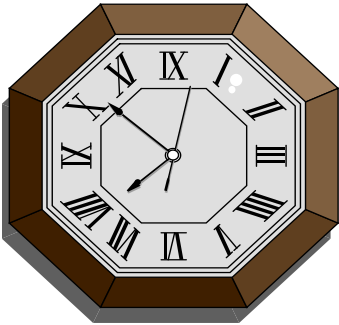


TIME IS CRUCIAL!



**MUCH SHORTER
TIME-TO-MARKET
IS VITAL!**

3rd Copernican Revolution



Internal New Product Introduction Process



- 6 months to think

- 2/3 years of development

- 1 year commercialization

**=> to shorten new needs requirements
(marketing : improve PDQ process)**

**=> to shorten development
(engineering : sourcing/outsourcing?)**

**=> to shorten commercialization
(Mktg => VABA => Countries)**

1995 Value Added Business Applications



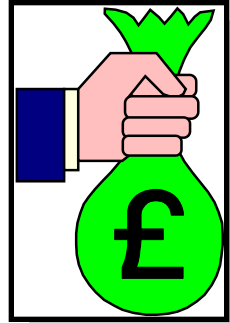
MISSION



European Value Added Business Applications MISSION

- To be focussed on four Business Processes**
 - To shorten new applications commercialization process**
 - To shorten their selling cycle**
 - To shorten application implementation**
- via an integrated group with Sales and Technical Support functions.**

Supplier Management

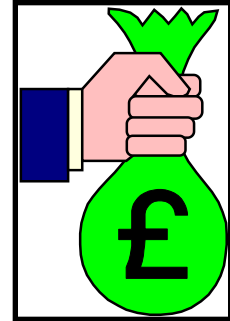


Sales Channel Management

Distribution Management

Cash Management

Supplier Management



Sales Support

Technical Support

Actual Portfolio

.....

.....

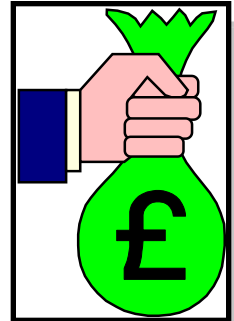
POS*I

.....

- Sales Support on 80%-20% VC
- Product Commercialization / Support / Pipeline

- Technical Support and Project Management
- Implementation managed by Technical Support with external contractors (\$500/day) and local SDC
- 2nd line Client Support responsibility

Application Overview

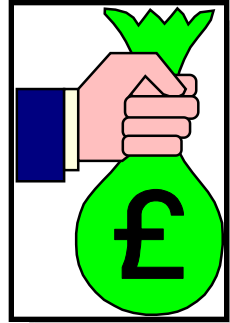


+ E-CAT v 1.0

- . Signed Vendor Contract for one year (Media Share, Inc)
- . 1st release March '95
- . 2nd release 2Q'95

- . AFJ (IT) closed \$150k
- . Tesco (UK), Bulgari (IT), GE Lighting (IT), Metrologie (FR)

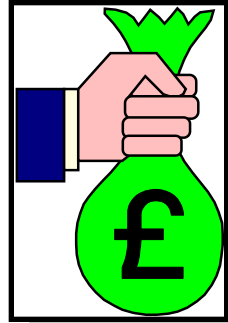
Application Overview



+ POS*I v 1.0

- Vendor agreement in place (Lucas Bear Associated)**
- New pricing under evaluation**
- Philipis Ligthing (FR) closed \$1.5 in three years**
- Kraft (UK) closed**
- Somerfield (hub) and 10 spokes expected in February**

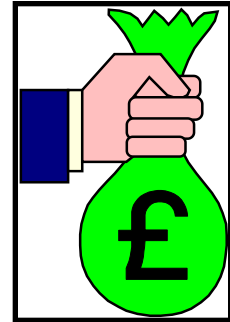
Application Overview



+SMCS v 2.0 end of march

- . FOXPRO/WINDOWS (ORACLE on the server)**
- . More product oriented (not a general purpose engine only)**
- . New Account Management (from TMS in US)**
- Hot Point (UK), Avis (BG), Remy Cointreua (FR) closed**
- FAXION (NL), GE Europe**

Applications Overview



+ FPS (Freight Payment Service)	2Q95	(a)
+ ASNPlus	2Q95	(a)
+ EPS (Electronic Payment System)	3Q95	(a)
+ MRT (Multimedia Remote Training)	2Q95	(b)
+ OASIS (formal CTS)	2Q95	(c)

(a) Under European Evaluation

(b) Under European Evaluation to be then submitted to PDQ

(c) UNIX/INFORMIX focus on tracking (FPS on payment)

GE Awareness Program

- . **Burson Marsteller chosen as GE European PR agency**
- **To improve European GE image awareness with key messages :**
 - 1) **GE is qualitative Supplier of Goods and Services**
 - 2) **GE is a good Place to work**
 - 3) **GE is a good Company to invest in**
 - 4) **GE is a Corporate citizen**
 - 5) **GE is a local European Player**

GE Awareness Program

- . **Four local speaking press centres :**
 - **Germany**
 - **Italy**
 - **France**
 - **UK**

GE IS '95 Programs

- . Fortune will continue (12 stories per year)
- . What's happening
(started in Europe middle of September
SuperChannel and CNN)
- . GEIS Corporate brochure (multilingual)
- . LinKAGE (for Clients)
- . ECSource (for Consultants)
- . In Touch (for Journalists)

European Bulletin Board

Sales Support Info

WW Sales Support

European Sales Support

E S T S

- . Training**
- . Value Added Business Applications**
- . Marketing Communication**
- . Client References**

Thank you!