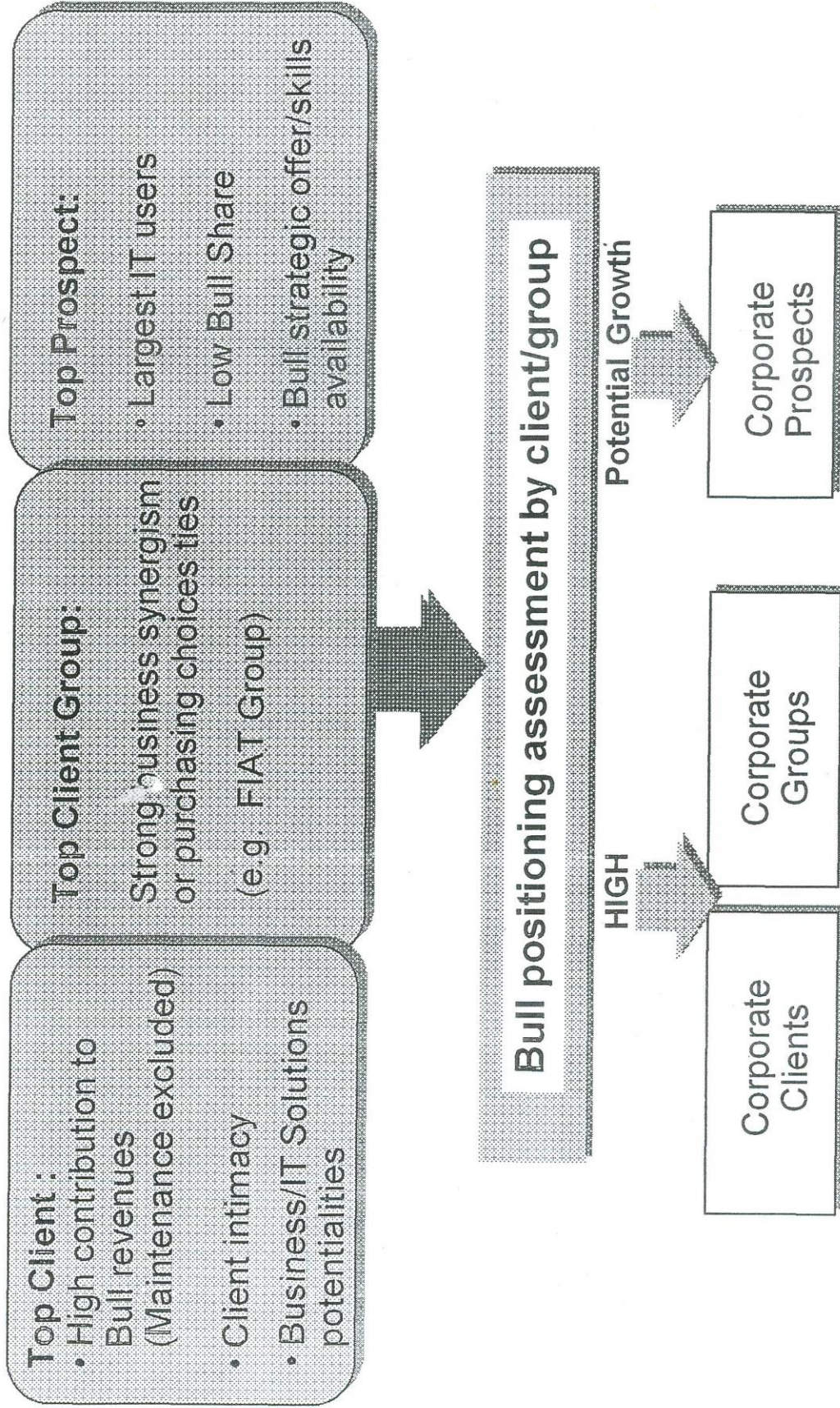


S.E. CLUSTER

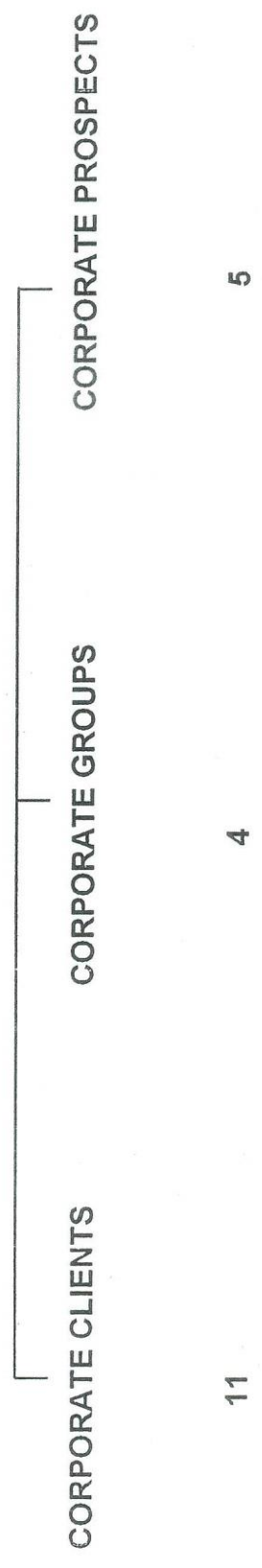
N.C.I. APPROACH

Milano, 25/10/94

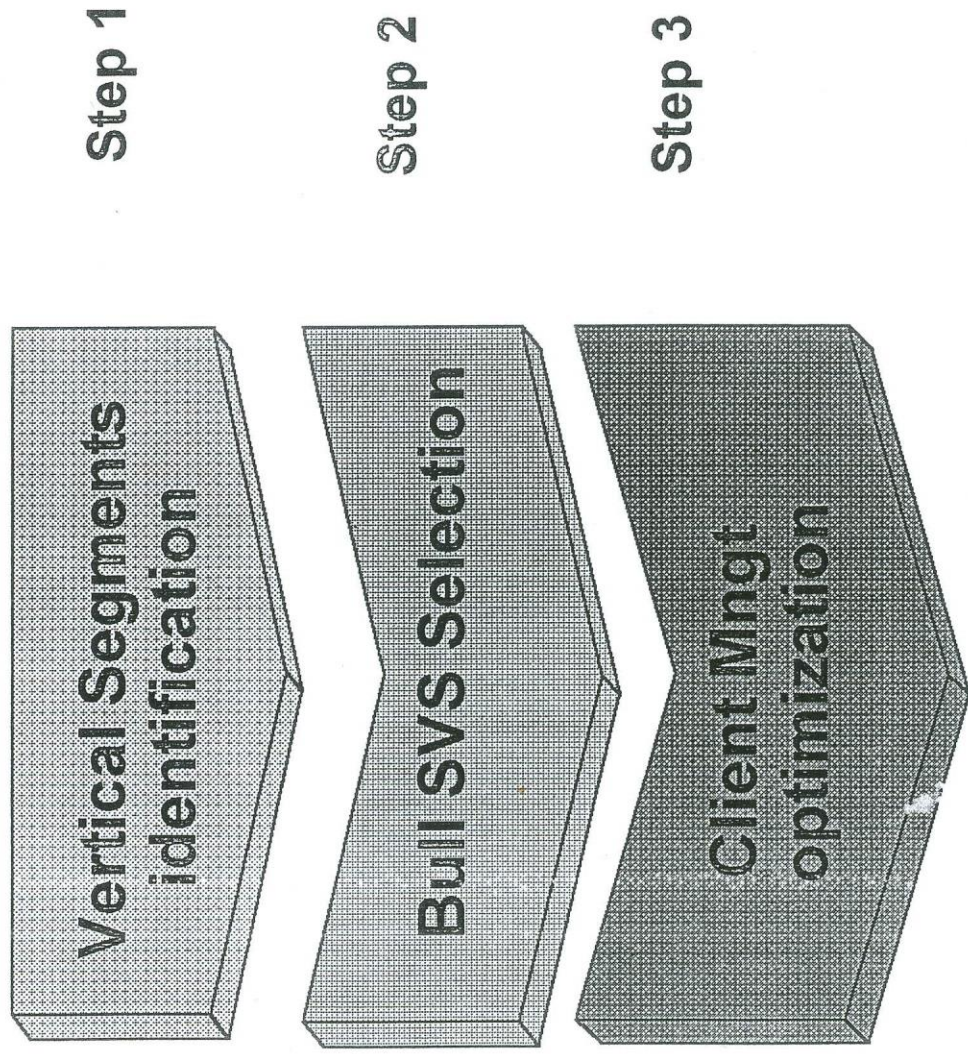
Corporate Clients and Prospects selection Decisional process



"TOP 20" - CORPORATE CLIENTS & PROSPECTS

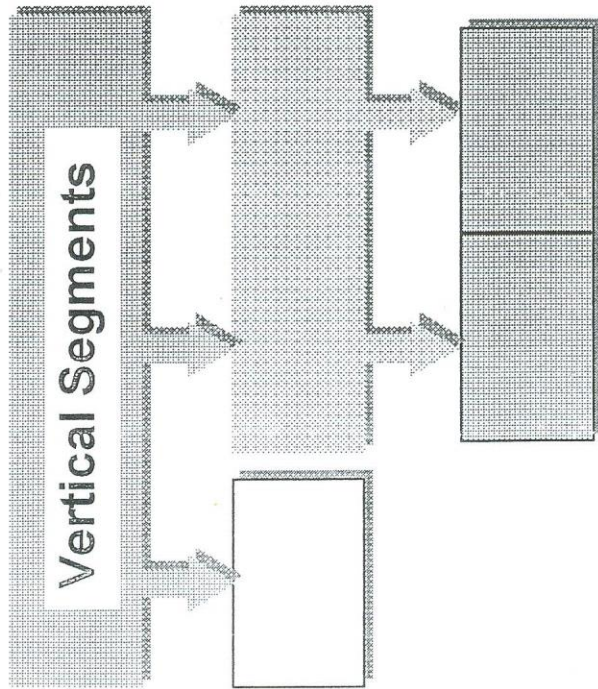


Strategic Vertical Segments Management Decisional Process



Strategic Vertical Segments Management

Step 1 : Vertical Segments Identification



Identification Criteria

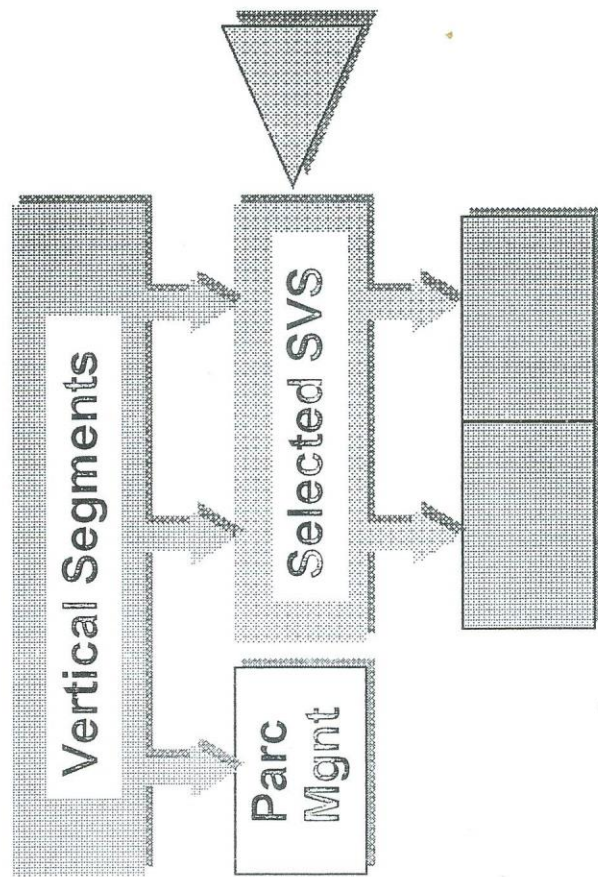
- Vertical Segment:**
Many Companies of different size having Homogeneous Business/ I.T requirements and/or Interrelations in Purchasing decisional process
- Group Segment:**
Few (large) companies having Common I.T. strategies and/or Common buying approach
- Filiere :**
Companies of different vertical segments with common information flows (e.g. Textile & Fashion)

CPA

MINI

Strategic Vertical Segments Management

Step 2 : Bull Strategic Vertical Segments Selection



Selection Criteria :

+ Significative Bull Presence as

Business volume
Clients number

+ Bull Strenghts

◆ Bull Solutions (develop./support) :
Health, Discr. Mnfg, Retail,...

◆ Third Parties solutions:
Banks, Rural Banks, Municipalities..

◆ Relationships (lobbying/ assoc.)
Central Gvmt, Rural B.

MARKET SEGMENTS

STRATEGIC
VERTICAL SEGMENTS

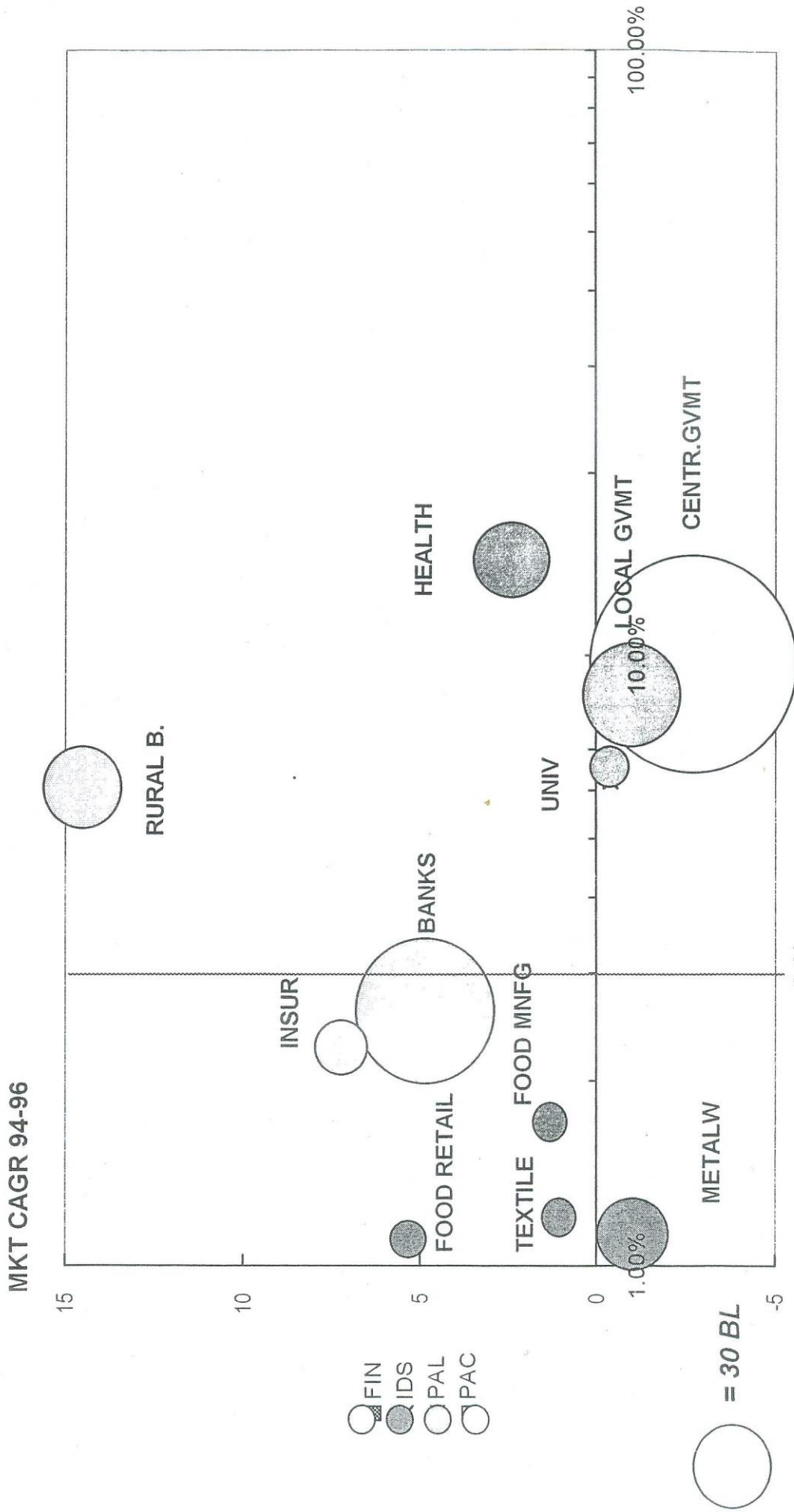
GROUP SEGMENTS

HORIZONTAL SEGMENTS

OTHER

- NETWORKING
- OFFICE/MULTIMEDIA
- SAP, GOLD, STRATEGE,
ORACLE FIN.

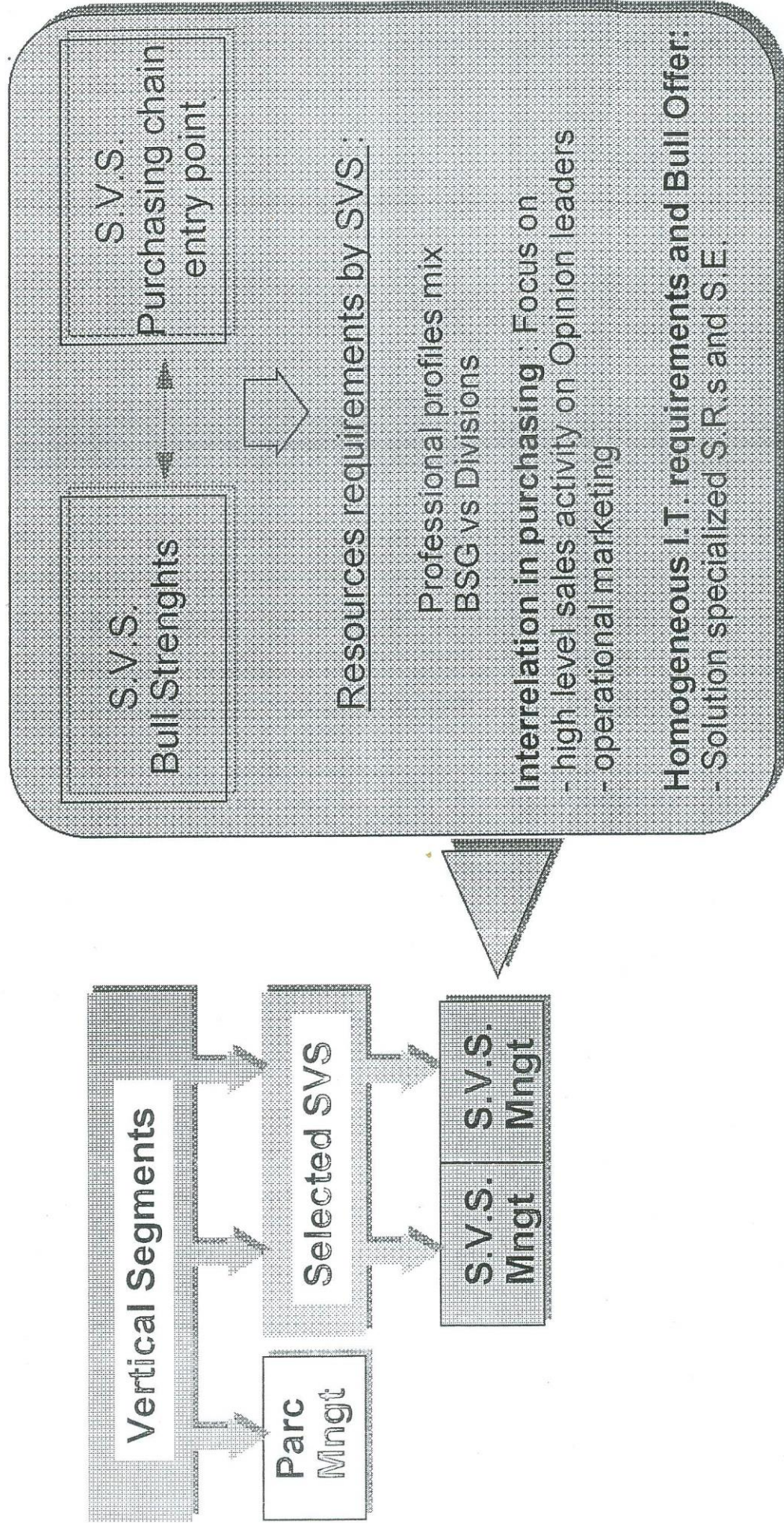
Bull Positioning - Strategic Vertical Segments



Total Revenues Corporate Clients included **3.00%** **BULL MARKET SHARE 93 (Log.Scale)**

Strategic Vertical Segments Management

Step 3: S.V.S. Client Management optimization



Strategic Vertical Segments Management

Market Segmentation on Filiere concept : some limits

- complexity in identification process and methodology :
market value chain analysis by product/process required
- filiere concept enables identification of business opportunities for large Projects
(eg EDI projects)

but commonalities on global customers I.T. requirements and investment plans
may be poor



S.I.S. project approach

rather than sales and mktg organization approach