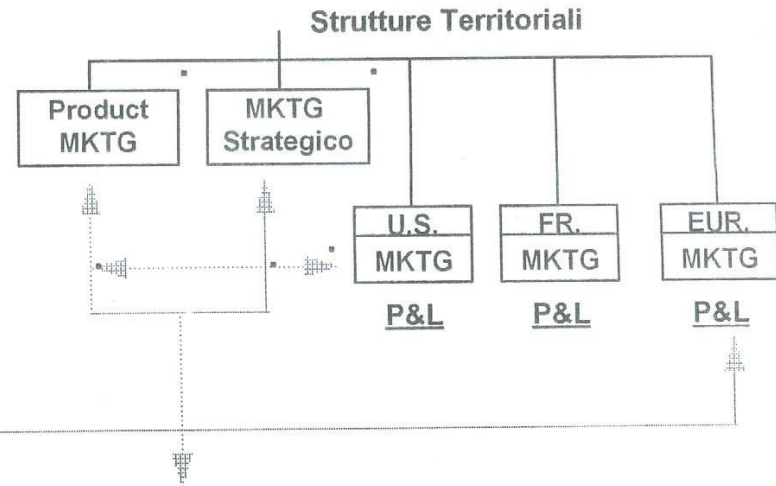


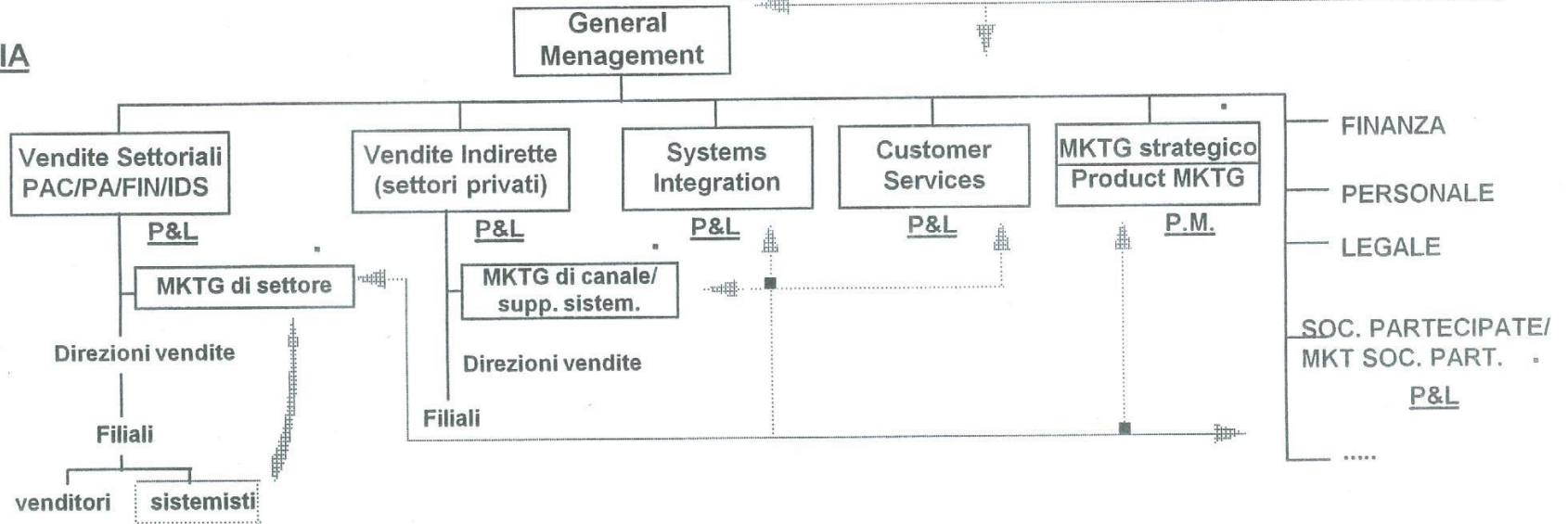
**DA UNA STRUTTURA CLASSICA AD UNA MISTA
IN UN CONTESTO DI MATRIX MANAGEMENT**

FINO AL 1990

GRUPPO BULL



BULL ITALIA

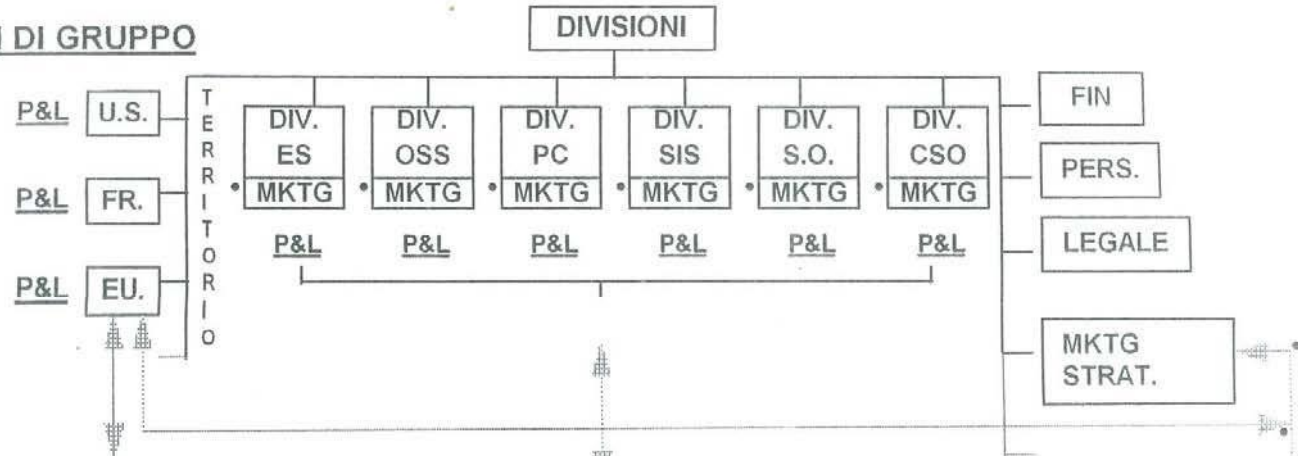


DAL 1989

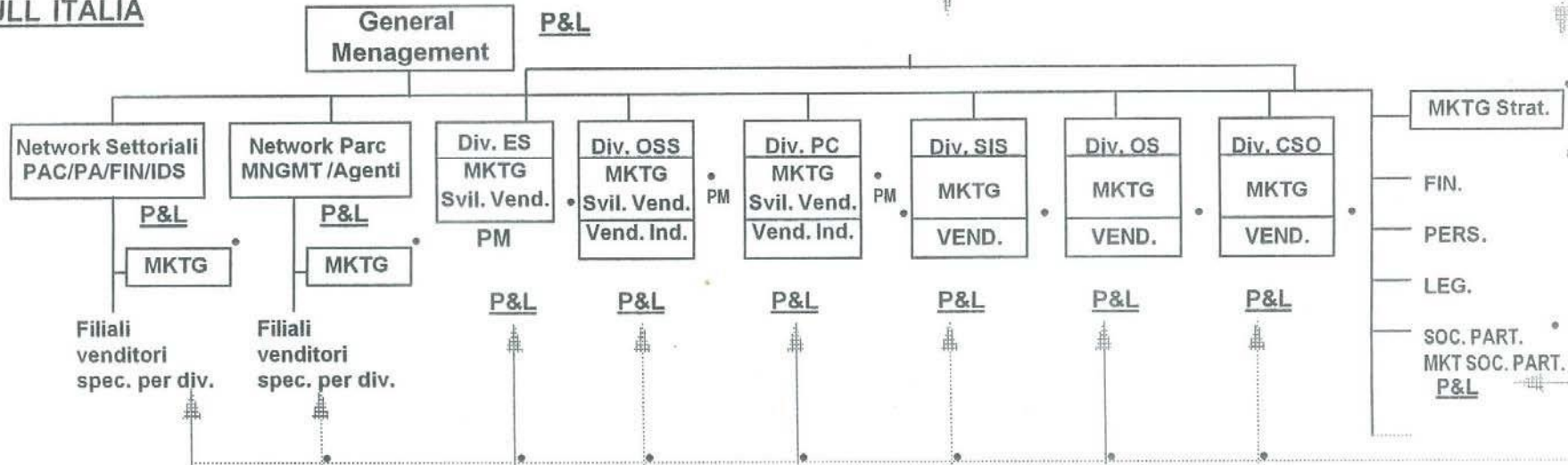
Key account	Spotlight
Large account	Indirettizzazione
Medium account	distributiva
Small account	
SVS SHS	PMSO
	TEAM WORK

IL 1994: LE DIVISIONI DI GRUPPO

GRUPPO BULL



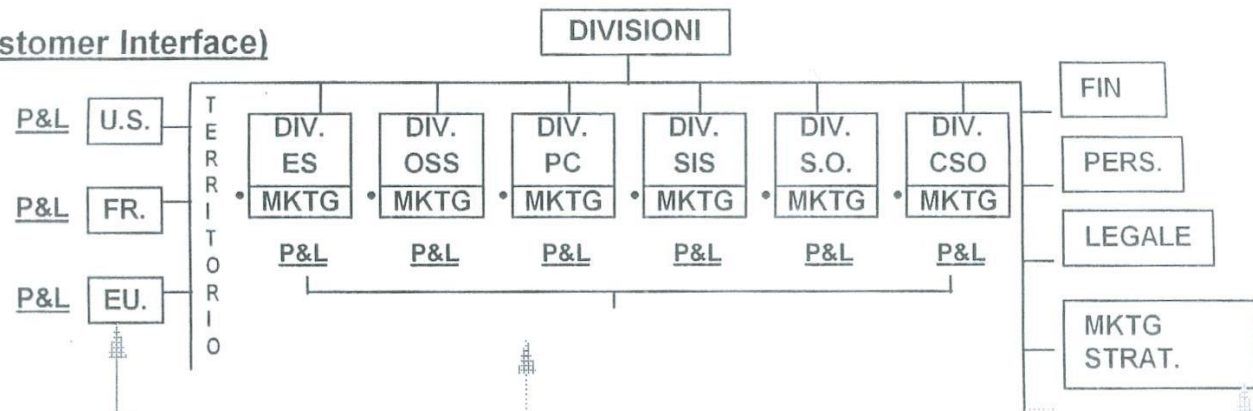
BULL ITALIA



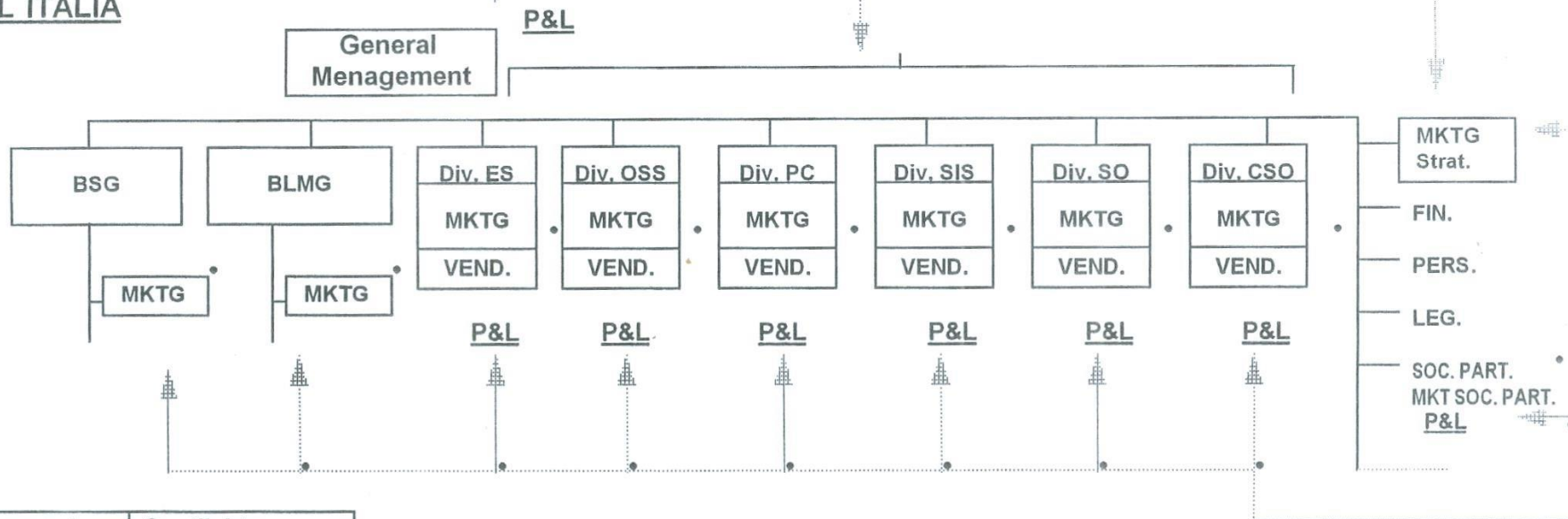
Key account	Spotlight	MTRICE
Large account	Indirettizzazione distributiva	
Medium account		
Small account		
SVS SHS	PMSO	
	TEAM WORK	BENCHMARK

IL 1995: NCI (New Customer Interface)

GRUPPO BULL



BULL ITALIA



Key account	Spotlight	
Large account	Indirettizzazione	
Medium account	distributiva	
Small account		
SYS SHS	PMSO	
	TEAM WORK	BENCHMARK

MATRICE