

This is a sample of a client program that attacked the competitor's installed base, which generated \$4.6 million dollars of new product sales. This also established a new customer set for the client company, which provided a sustainable source of business. This program deemed "Mission Possible" drove the captive Sales/Distribution Channel for three (3) consistent business quarters. The program included direct-response, a targeted ad campaign, contact data-base, telemarketing, an effective Gameplan/Playbook, competitive analyses, Customer Implementation Guide, internal promotions and financial incentives to reinforce the seriousness of this Campaign and reward success. This class of program became a standard for the client company, after realizing the impressive results from this Innovative and hard-hitting, Campaign.

Competitive Replacement Program

MISSION: POSSIBLE

THE PLAN

This is your plan of attack for pursuing competitive targets under the the Competitive Replacement Program (CRP). Use it as a guide when approaching an account that may be considering replacing their existing data entry and file management systems. It will help you to quickly identify the reasons the customer may be considering an alternative approach and set the stage for an effective selling campaign.

Avoid underestimating your Competitive Replacement opportunities.

Market Intelligence predicts 46% of all data entry systems will be replaced in the next three years. In an \$892 Million marketplace, that adds up to some 57,500 systems!

Why are other Vendors vulnerable?

1. Lack of commitment to their existing data entry and file management Customers. Most major Vendors have positioned themselves in the DDP, Office Automation or other specialized markets, like Graphics. They are not making significant enhancements to their data entry and file management products. REI/Inforex is committed to the continuous development of data entry and file management systems and is launching a New Product Family to reinforce that long-term, commitment.

2. Lack of experience in data entry and file management by companies that have acquired traditional data entry suppliers.
Look at, Northern Telecom. Although it acquired both DATA 100 and

SYCOR, traditional key-to-disk companies, its focus is still on the Telecom Market. Unlike REI/Inforex, it has no background in solving data entry and file management problems – and most of the “experts” from DATA 100 and SYCOR have left.

3. Lack of expertise in relating products to business problems.

These Vendors focus on product-intensive solutions, features, functions and benefits – getting the “most bang for the buck.” Most often, they fit the application to the box and not the reverse. REI/Inforex’s approach considers the application first and then proposes the “Right Solution” to fit the customer’s needs, budget and growth potential.

Competitive Knock-Offs:

- No Migration or Growth Path for existing Products
Customers are left “high and dry.”
- Current Installed base cannot keep pace, with increasing workload and suffers from limited functionality and flexibility
- No commitment to support and service
- No ongoing payback for the original investment
- No expansion opportunities because of limited application capabilities, of the installed systems
- No serious interest, by the Parent Company, of these acquired firms to take care of the active, installed customer base.

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COMPETITIVE REPLACEMENT PROGRAM

MISSION: POSSIBLE HOW TO LAUNCH THE ATTACK

1. The Strategy

The place to start your Mission: Possible is with **THE PLAN** – the competitive replacement strategy – refer to it and the Playguide for the who, what, when, where, why and how operatives.

2. The Targets

Review your Targets – the key account sheets assigned to you. Marketing Intelligence has documented the details of DATA 100 and SYCOR installations in your territory. Account sheets tell you more than the customer and location (see sample attached). They also highlight the

equipment installed, including the centralized system, telecomm gear and even the install date and lease / purchase arrangement. When known, we have also included the contacts, corporate information on subsidiaries and divisions, even applications. Save these sheets and add to them as you get to know the account – adding contacts at all levels – Information Technology Group, End-User, Business Management – and their concerns and your responses to them.

3. Intelligence

Know the enemy: Your Mission: Possible package includes a full intelligence report on the DATA 100 and SYCOR product series with corporate information and product comparative matrix. Plan your attacks to counter their strengths and exploit their weaknesses.

Your Introduction

Your first move is to approach the targets assigned to you by The District Sales Manager. Use them as you would qualified sales leads. A quick call to your targets will give you the names of the players (see The PLAN for discussion of Players). An annual report from their Public relations department will broaden your perspective of the Company. Your Mission: Possible package includes three sample direct mail letters (attached) – one each for the End-User, IT Management and Business Management – to be mailed to your targets as an introduction and suggestion of REI/Inforex, as the Replacement supplier. These are suggested samples. Feel free to adjust them to suit your style.

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A target ad campaign reinforced the message and established the Company, as the Replacement Supplier. It related to the target audience's dilemma, which was no growth path and lack of continuous support from the Incumbent suppliers. The campaign offered a compelling proposition to the Target Prospect - a fully, workable solution, migration of code to the new System 9000 and a financially painless arrangement. This was a riskless decision from the prospect's viewpoint, which resulted in quick turn sales.

When You Have a Data Entry and File Management Headache,

Inforex has had more experience in relieving data entry and file management headaches for business than anyone else. It's this experience that makes the new System 9000 the basic tool to give your user departments to update local files, extract statistics, reference orders, even create a quick management report. And it's what makes the System 9000 the perfect complement to your company's computer system.

If you've had it with juggling schedules to meet your deadlines while guarding system integrity, "Reach for Inforex." The System 9000 is just what you need. Development aids get applications running quickly. Inforex's unique file management access method, CONFIRM™, makes problem solving fast and efficient. And a wide variety of communications capabilities puts the System 9000 in touch with most computers...you can even update and reference mainframe files interactively.

Relieve today's pressures with a single System 9000...and grow with ULTRANET™, Inforex's approach to modular expansion.

Looking for a cure for your data entry and file management headaches...Reach for the coupon. Get the facts on the System 9000 pain reliever. And enjoy the welcome feeling of relief.

Reach for Inforex.

INFOREX



The leader in data entry and file management systems for business.

To keep tabs on campaign progress, a Situation Report was put in place, at the Direct Sales and Distributor levels. It was streamlined and simple. The designated Program Owner could focus on the key opportunities that needed Corporate visibility and support. This simple tool and the degree of dedication the Program Owner had to Campaign success also built a stronger communications bridge, between the Field and Corporate.

COMPETITIVE REPLACEMENT PROGRAM

Situation Report

Date: _____

___ New ___ Update

Inforex Rep: _____ Branch: _____

Account Name: _____

Location: _____

Equipment currently installed: _____

Proposed Configuration: ___ IKE (Model) ___ OS ___ S/5000 ___ S/9000 ___

___ Multishare ___ Ultraset ___ Workstation ___

___ Workstation Printer ___ System Printers ___ Disk

Communications: ___ Remote Workstation / Printer ___ Controller

___ Software ___ Emulated ___ Modem/Transmission Rate ___ Mainframe (Interface & Protocol)

Contract Terms: ___ Purchase ___ 12 Month Lease ___ 36 Month Lease ___ Other (Specify)

Account Activity/Opportunities: Indicate the activities/opportunities you have worked on this month within this Account. Include key application, i.e., order entry, inventory control, etc.; opportunity size, number of systems, total dollar potential for initial project and future business and other relevant information. _____

What resources/involvement will you need from Corporate to develop/penetrate this Account?

What is the confidence level of Inforex's success with this Account?

___ Low (Initial stage/unqualified) ___ Moderate (Project real/funded)

___ High (Selection imminent) ___ Committed (Inforex selected/order expected)

In what timeframe is business expected from this Account?

___ 30-60 Days ___ 90-120 days ___ 150 days and over

Who are the primary competitors in this Account? Please, include their experience,

installed equipment, application focus, key contacts, political landscape, etc. _____

Good Hunting!

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