December, 1995

Software Artistry
9449 Priority Way West Drive
Indianapolis, Indiana 46240

Welcome to the Synet Sales Primer for Software Artistry. Now that you have installed the freely distributable Acrobat Reader, you are using one of the newest software programs for electronic publishing, Adobe Acrobat.

To view the Synet Sales Primer interactively, click on the page numbers in the Table of Contents to view that page in full view. To view a specific topic in the Table of Contents, simply click on that heading to go right to that section. When you finish viewing that page, click on the red box in the lower right hand corner to return to the cover.

Please click on the Synet logo above to begin viewing the Sales Primer, and thank you for your continued interest and collaboration with Synet Service Corporation.

Sincerely,

Jeffrey W. Paul
Communications/DTP Specialist
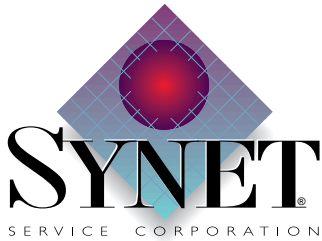
SALES PRIMER / SOFTWARE ARTISTRY
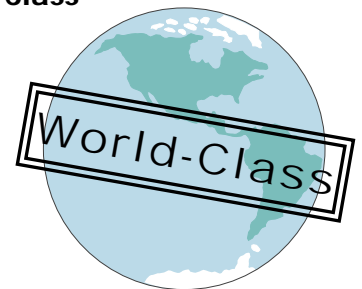
EXECUTIVE SUMMARY

In a world of rapid transition and change, organizations must increasingly transfer their priorities from traditional philosophies to a new focus that emphasizes speed, quality, innovation, cost and service. As a result, more and more companies are using professional service firms to guide organizations through this transformation process, helping establish a clear vision and objectives, and achieve workable solutions.

Synet is a professional services organization that develops and implements workable solutions that dramatically improve Information Technology Customer Support. Working with our customers, we deliver solutions that quickly generate high payback, incremental improvements in chaotic and rapidly changing environments.

Synet has developed a **proprietary** process for IT Customer Support that considers not only technology, but the **people and process changes** that are essential to defining and implementing a complete, integrated solution. Our services include **strategic consulting, development and implementation of support architectures, and information and measurement services**. Using Synet Service Corporation allows our clientele to leverage the experience of other organizations, gain immediate access to essential skills, and the advantage of third-party objectivity. Our goal, quite simply, is to help our customers deliver **world-class support services** in a rapidly changing world.

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- Established December, 1991
- Currently 25 Employees
- Sales Volume (1995) - $3 million
- Projected Sales Volume (1996) - $5 million

World-Class

SOFTWARE ARTISTRY / BUSINESS CASE

In 1994, General Mills' (1994 rank - #135 of the top 500 largest U.S. corporations) technology development and support was being provided within each of the business units with a relationship back to a corporate IT organization. In addition, General Mills was rapidly deploying client/server technology and integrated software systems (SAP). They needed an architecture and plan on how to provide technology support. Synet was brought in to utilize their methodology to form an IT Customer Support Plan. This included, specifically, an analysis of technology with recommendations of best-of-class vendors for problem management systems. Synet's recommendation was Software Artistry. General Mills chose Expert Advisor after working with Synet on the Baseline Study, and while initially purchasing a 10-seat license of Expert Advisor, has since purchased an additional 50-seat license. As Jon Stevenson of Software Artistry puts it, "Without Synet Service Corporation and their intimate knowledge of support process reengineering, General Mills would not have seen Expert Advisor as a strategic application. Synet helped them understand current processes of IT support, utilizing the Synet philosophy of people, process, technology".

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BENEFITS TO SOFTWARE ARTISTRY

In addition to the obvious monetary compensation opportunities, there are a host of other Synet advantages that make sense for Software Artistry to leverage. The Synet sales methodology revolves around high level, long term client relationships, usually at the CIO and Sr. VP level. Because the nature of Synet's engagements cross IT department boundaries and involve people, process and technology, the scope and span of the relationships are far reaching within the IT organization. These expanded relationships provide an understanding of the political alignment within the account and unprecedented account control. Using this control, Synet is able to provide business value for its customers while forcing the competition to operate in a react mode. Achieving and nurturing executive relationships allows Software Artistry to rise above the feature wars and differentiate the company and its products based on its business value where shorter sales cycles and higher margins are attainable. Also, key attributes of these relationships lead to the ability to close short term business quickly, develop key account strategies, and increased repeat business at a lower cost of sales. In summary, the dividends of working with Synet are:

- ◆ **Account control methodology**

- ◆ **Penetrate and develop key accounts**

- ◆ **Viewed by the account as a strategic partner vs. a tactical player**

- ◆ **Use the political landscape instead of fall victim to it**

- ◆ **Close short term business**

RANGE OF SERVICES

A comprehensive **Range of Full Service Engagements** are available as outlined below. In addition, Synet also offers **Individual Service Offerings**, including Customer Surveys, Benchmark Studies and the IT Service Index.

IT SUPPORT PLAN	DEVELOPMENT	IMPLEMENTATION
• Analysis	• Vision Development & Communications	• Unit Implementation & Testing
• Benchmark	• Team Development	• Integrated Implementation
• Recommendations	• Customer Support Specification	• Pilot
• High-Level Plan	• Design	• Modifications
• Financials	• Design Integration	• Cutover
	• Development	• Optimization

World Class Service

COMPETENCIES

What competencies does Synet bring?

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☑ **IT Support Architects**   ☑ **Competitive Benchmarking**

☑ **Process Engineering**   ☑ **Technology Integration**

☑ **Organizational Transformation**   ☑ **Knowledge Engineering**

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DIMENSIONS OF IT SUPPORT MANAGEMENT

Synet brings focus to IT Support management by helping its customers concentrate on six key dimensions of IT Support. This functional view of the support architecture allows organizations to move from sub-optimized technology-centric structures to functionally aligned customer-centric support structures. The six key dimensions are:

1 Customer Service   **4** Change Management

2 Call Management   **5** Configuration Management

3 Problem Management   **6** Continuous Improvement

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KEY BENEFITS

• **Dramatic Improvements in Critical Measurements** of Information Technology Customer Support
  - Faster Phone Response   - Faster Problem Resolution Time
  - Problem & Change Ownership   - Improved Change Implementation
  - High First Call Resolution

• **Financial Paybacks** of Less Than 12 Months

• IT Support **Productivity Improvements** of 20-40%

• IT Customer **Productivity Enhancements**, Typically in Excess of 1,000,000 Affected Hours per Year

• Significant Measurable Improvements in **IT Customer Support Satisfaction**

TARGET CUSTOMERS

Large, **information-reliant** companies where technology is already, or shortly will become, integral to their customer interactions. These companies are typically going through **rapid change** in their markets, causing significant change organizationally and technologically. These organizations recognize the value of external resources in helping **deliver results.** Within these organizations, Synet has been able to **identify capable innovative change agents** to leverage our capabilities and **produce effective results on their behalf.**

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TARGET MARKETS

Strong concentration in ....

Financial Services   **Healthcare**   **Insurance**

Target market key indicators are:

1) **Information Reliant** (Information Intensive)

2) **In the Top 50 of Their Industry** (10,000+ Employees/7,500+ Workstations)

3) **Experiencing Rapid Change** (Growing Quickly, Rightsizing, etc.)

4) **Client Server Migration** (Heavy Movement Towards Client Server Technology)

5) **Innovator or Champion** (Willing to Change to Stay on the Cutting Edge)

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CUSTOMER LIST

Synet Customers

3M Corporation
Automatic Data Processing
Baxter Healthcare
Citibank N.A.
Compaq Computer
Deluxe
General Mills
Household International
Kemper
Norwest Bank N.A.
Prudential Insurance
*   Company of America*

Baxter Healthcare

United Healthcare

Citibank N.A.

Household International

Norwest Bank N.A.

SYNET
SERVICE CORPORATION

3M Corporation

Compaq Computer   Deluxe   General Mills

Automatic Data Processing

Kemper National Insurance

Prudential Insurance
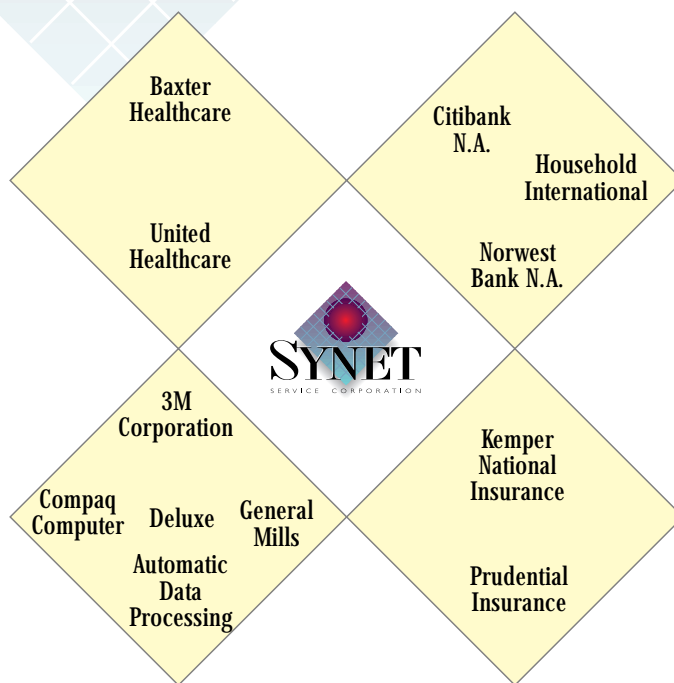
SALES CYCLE / SOLUTION DEVELOPMENT

Synet's professional sales group works with existing and prospective clients, in conjunction with our consultants, to develop workable solutions that meet their specific individual needs. This **Solution Development** cycle consists of:
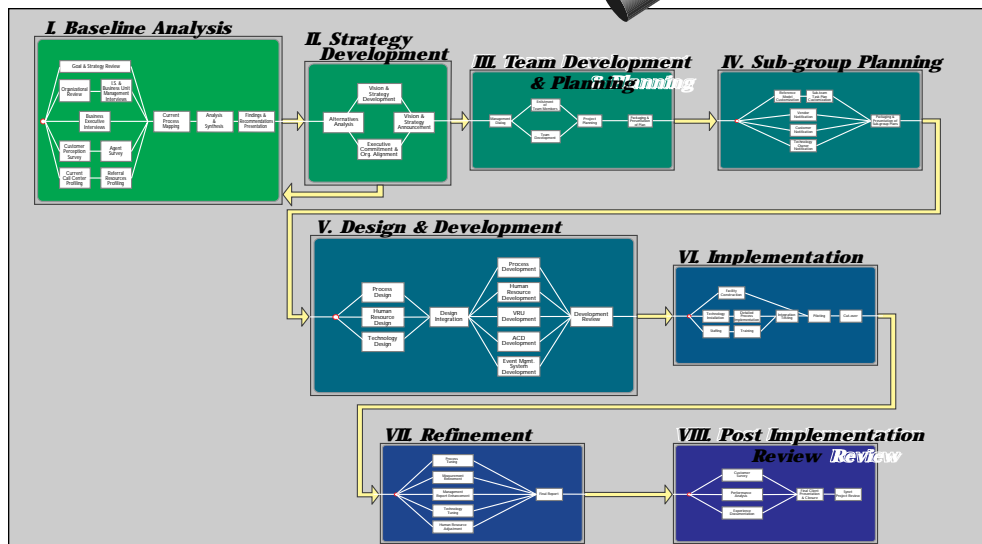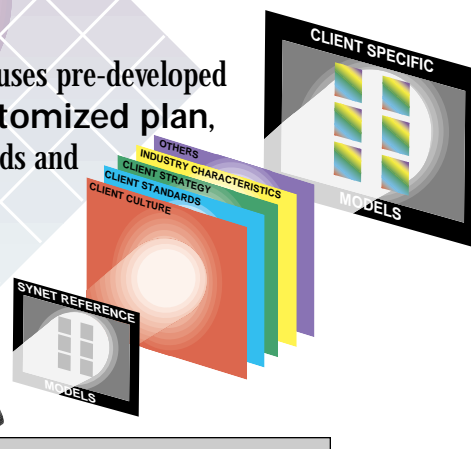
- **Introductory Presentation:** - Introduce Synet, our services, values and service impact
  - Gain credibility and trust
  - Identify customer needs
- **Working Session:** - Further development of identified needs
  - Prioritize process steps of Synet solution
  - Build basis of initial engagement
- **Statement of Work:** - Present and agree upon scope, objectives, outcomes
- **IT Customer Support Plan:** - Analysis, benchmark, recommendations, financials and high-level plans
- **Implementation Services:** - Design development   - Implementation
  - Knowledge transfer   - Optimization

Introductory Presentation → Working Session → Statement Of Work → IT Customer Support Plan → Implementation Services

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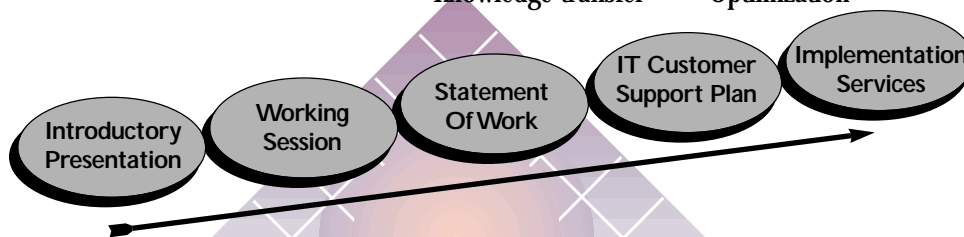
PROJECT METHODOLOGY

Synet has a **proprietary methodology** which uses pre-developed Synet reference models as a template to create a **customized plan**, based on the client's profile, to meet each client's needs and objectives. The Synet Project Methodology provides a **well-defined framework** which brings **consistency** to our work and allows **more precise control** of schedules and expenses.

CLIENT SPECIFIC
OTHERS
INDUSTRY CHARACTERISTICS
CLIENT STRATEGY
CLIENT STANDARDS
CLIENT CULTURE
MODELS
SYNET REFERENCE
MODELS

I. Baseline Analysis

Goal & Strategy Review
Organizational Review
U.S. & Business Unit Management Interviews
Business Executive Interviews
Current Process Mapping
Analysis & Synthesis
Findings & Recommendation Presentation
Customer Perception Survey
Agent Survey
Current Call Center Profiling
Referral Resource Profiling

II. Strategy Development

Vision & Strategy Development
Alternatives Analysis
Vision & Strategy Announcement
Executive Commitment & Org. Alignment

III. Team Development & Planning

IV. Sub-group Planning

V. Design & Development

Process Design
Human Resource Design
Technology Design
Design Integration
Process Development
Human Resource Development
VRU Development
ACD Development
Event Mgmt System Development
Development Review

VI. Implementation

VII. Refinement

VIII. Post Implementation Review

SALES MATERIALS

Synet sales and marketing materials include the following:
- **Introductory Presentation**
- **IT Service Index**
- **Capabilities Brochure**
- **Corporate Profile**
- **Case Studies**
- **Fact Sheets**
- **Biographies**

AN INTRODUCTION
to
Synet Service Corporation

Prepared for
3M Corporation

SYNET

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SALES CONTACTS
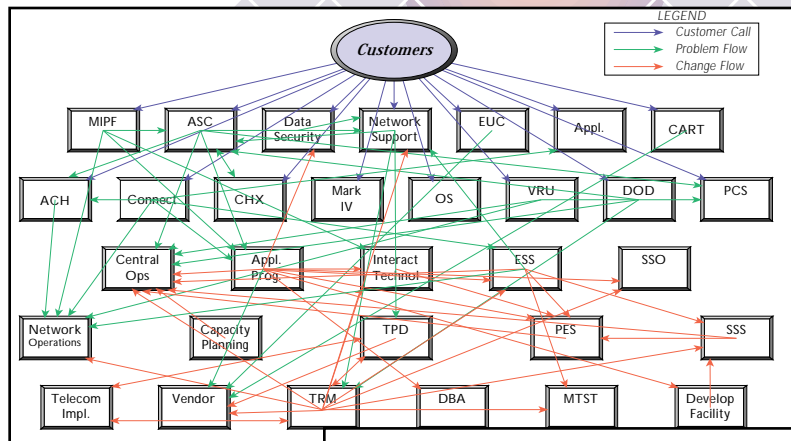
Primary Contacts:

Justin Williams (☎ (612) 339-4880 Ext. 17) or Jack Parsons (Ext. 15)

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CUSTOMER CONCERNS / EXAMPLE

Top 5 Customer Concerns:
1) Who To Call For What (Too Many Places To Call)
2) Poor Understanding of Customer's Business Environment (Sense of Urgency)
3) Slow Phone Response
4) Slow Problem Resolution
5) No Ownership of Problems

SITUATION BEFORE SYNET

RESULTS AFTER SYNET

| Category	Before Reengineering	After Reengineering	Improvement %
Answering Speed	23 seconds	10 seconds	130%
Telephone Service Factor	74%	82%	11%
Abandoned Call Rate	9%	5%	80%
First Call Resolution	46%	78%	70%
Individual Call Profile	28 calls per day	51 calls per day	82%
Problem Management - Mission Critical Application	24 hours average	6 hours average	300%
Problem Management - Overall	43 hours average	17 hours average	153%
Personal Problem Solving Profile	10 problems per day	20 problems per day	100%
Headcount Utilized	36	27	25%

COMPETITION

Synet has competition with either direct or indirect competitors. Synet's differentiation has typically been **specialization** and **a fixed price on projects**, based on specific **service and productivity improvements**. Competition is primarily:

- Internal (themselves)
- 'Big Six' firms
- IBM (ISSC)

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WORKABLE SOLUTIONS

Synet has a **practical orientation** aimed at achieving and sustaining significant results based on **employee involvement**, the effective design of **proven processes and supporting procedures**, the **integration of technology tool sets**, and the **application of organizational transformation principles**.

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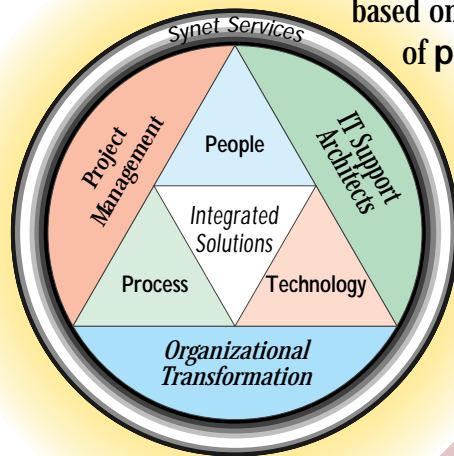
SYNET GUARANTEE

"Synet Service Corporation is committed to **100% satisfaction**. We will do whatever is necessary to **make it right**"