

ACCELERATE FIELD SUCCESS

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**VP & GM North Region
Global Outsourcing and Infrastructure
Services**

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- > Consulting.
- > Systems Integration.
- > Outsourcing.
- > Infrastructure.
- > Server Technology.

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About Unisys

- > Global IT Solutions Leader
- > 36,000 Employees
- > 100+ Countries
- > Competitive Worldwide



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Our Industry Expertise

- 
- > Financial Services
 - > Public Sector
 - > Communications
 - > Transportation
 - > Media
 - > Commercial

- ✓ 200 airlines
- ✓ 22 of top 25 airlines
- ✓ 36% of air cargo shipments
- ✓ 85% of traditional cargo carriers
- ✓ 22 of top 25 world banks
- ✓ 50% of the world's insurers
- ✓ 50% of world's checks
- ✓ 9 of top 10 telcos
- ✓ 18% of world voice messaging
- ✓ 30 B voice/data messages a year
- ✓ 250 million income tax returns
- ✓ 1500 government agencies
- ✓ > 200 newspapers in 18 countries

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Unisys Transformation

- > From technology-centric to *services-led, technology-enabled* solutions
- > We have rebuilt
 - Management team
 - Skills base
 - Corporate culture
 - Services/solution portfolio
 - Revenue Mix



Unisys today: 80% revenue from services

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Building an Effective Sales Team

- > Leverage consistent processes, institutional knowledge – and each other's success
- > Continual Hiring is key
 - Brings diversity of ideas
 - Unisys gains knowledge, experience, understanding of client challenges...
 - New hire productivity remains the challenge
- > Teaming Mentality Helps Overcome Information Overload

Information Overload



- > **48 Different Individual capabilities typically result in...**
 - Minimum 3 stakeholders
 - Minimum 3 value propositions for each – must be in context of each stakeholder
 - Minimum 5 questions for each
- > **...overwhelming Sales!**
 - 48 offerings x 3 stakeholders x 3 value propositions x 5 questions =
 - 2,160 different messages required to manage
- > **Plus – other offering categories, sales process stages, etc.**

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Making the Abstract Clear

> It's about focus and structure...

- when the abstract becomes clear you are able to solve the client's problems



> Training and tools help simplify the complex

- Sales Playbooks
- Client Compass
- "My Consultant" online workbook
- Account advocates available via online virtual sessions
- Sales Light discovery process

> Content is driven by a real targeted account

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Transformational Mindset



Portfolio



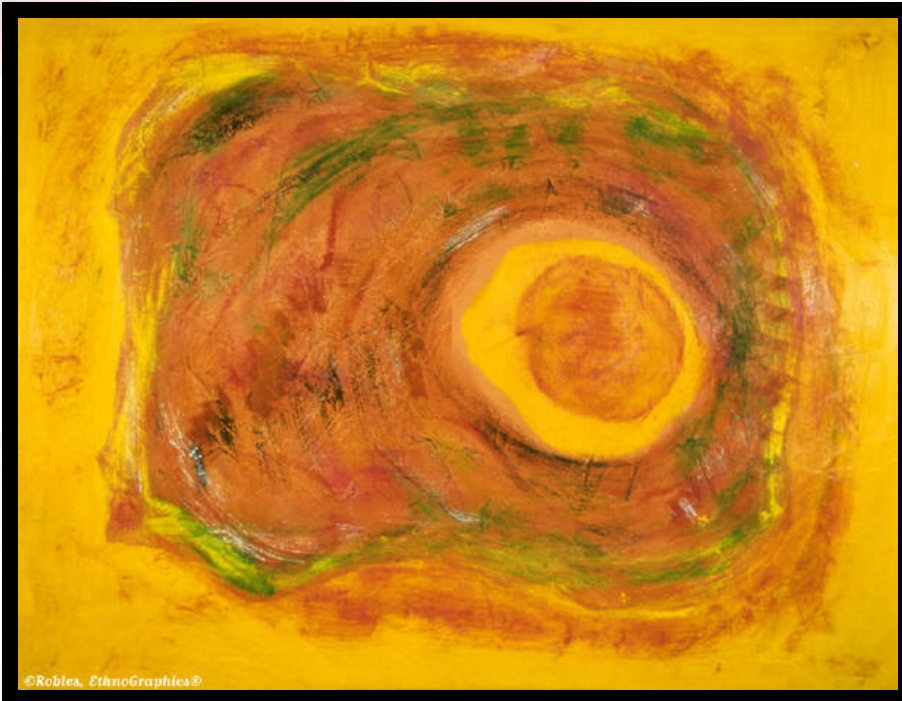
Value Creation:

- **Unrecognized Problem**
- **Unanticipated Solution**
- **Broker of Capabilities**

Can WE Create Value?

VALUE CREATION:

- **Unrecognized Problem**
Understand their problems, issues and opportunities in a new and or different way
- **Unanticipated Solution**
Arrive at better solutions than they would have arrived at on their own
- **Broker of Capabilities**
Become a broker of services and act as a client advocate within your own organization



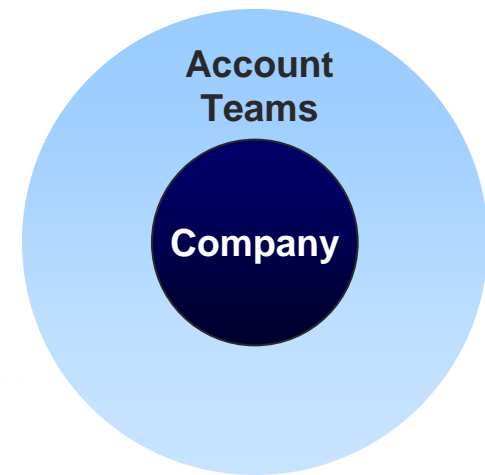
DIVERSITY of IDEAS.

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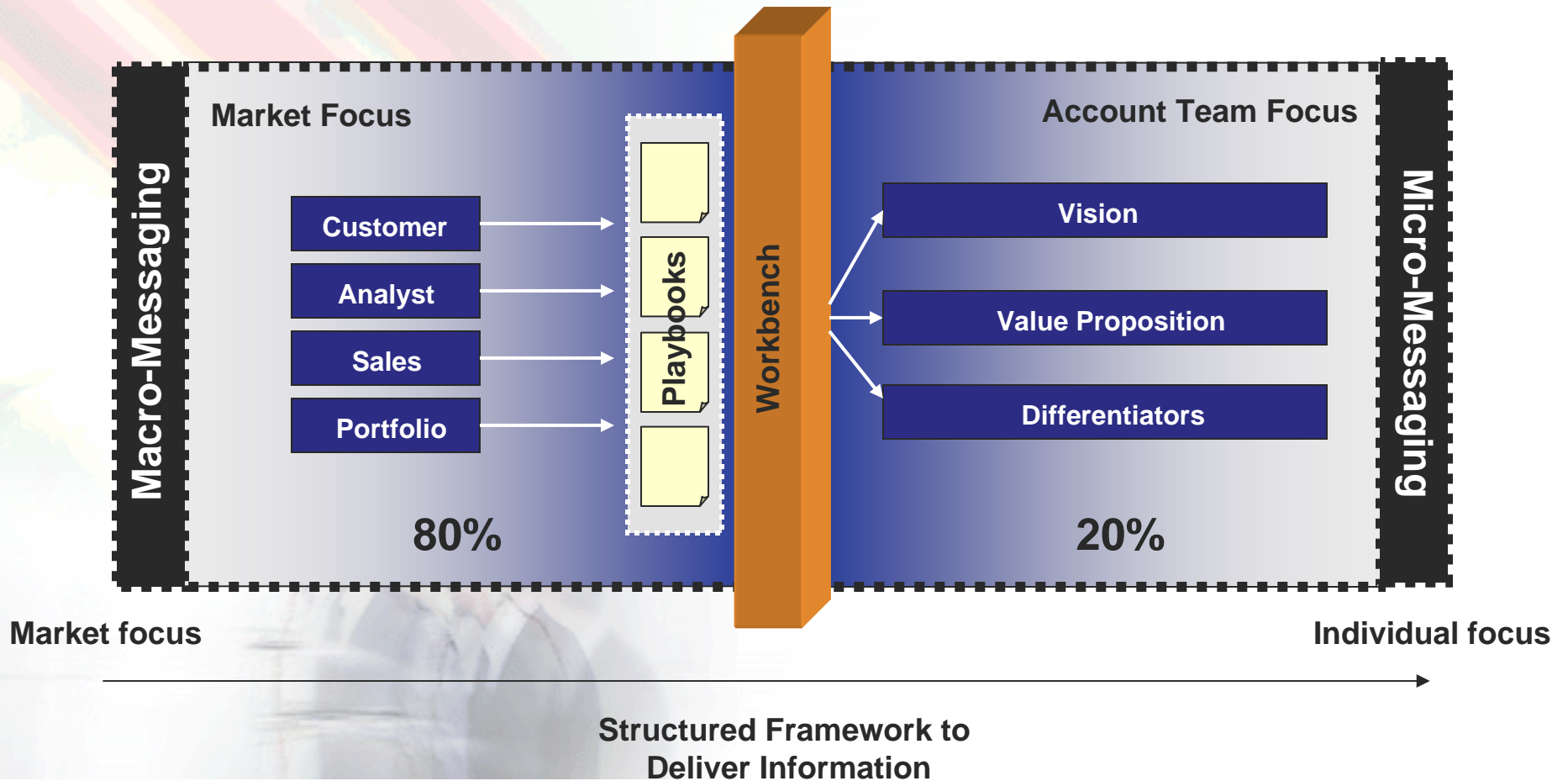
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Building Credibility.

- > Up to 85% of brand is delivered through the interaction between account teams and our customers.
- > Executive Level Requirements
 - What business problems are you going to help me solve?
 - How are you an expert to help me solve that problem?
 - How well are you communicating a clear vision for me to address the problem?
 - How do you help me manage all of the risks of executing the project?
 - Do you have a better way to address the problem?
 - How well can I trust you?
 - How credible are you?
 - What impact have you had with others?



Playbook Content.



Using Playbooks to Align to Business Goals.

CEO View

Manage External Risk	Improve Financial Performance	Improve Operational Efficiency	Improve Customer Relationships
Capture New Market Opportunities	Increase Market share	Improve Organizational Effectiveness	Improve Competitive Position

CIO View

Justify IT Investments	Enable Business Innovation	Improve Sourcing Effectiveness	Improve IT Adaptability	Demonstrate Business Value	Improve Enterprise Deployment Effectiveness
	Deliver End-to-End Services	Improve Business Continuity & Reliability	Manage Security Risks	Reduce Costs	

CEO Issues

Improve Operational Efficiency		
<i>Objective(s)</i>	<i>Related CIO Goals</i>	<i>Role of IT Organization</i>
<ul style="list-style-type: none">• Improve profitability through productivity gains and economies of scale• Eliminate waste, redundant processes, non-productive staff, etc.• Improve ability to execute basic business functions	<ul style="list-style-type: none">• Justify IT investments• Enable business innovation• Improve sourcing effectiveness• Improve IT adaptability• Improve enterprise deployment effectiveness• Reduce costs	<ul style="list-style-type: none">• Help business take advantage of performance gains by optimizing IT environment• Help functional groups improve productivity by using technology to automate business processes• Improve ability to rapidly deploy business applications• Leverage IT architecture to be more responsive to changing business cycles

Infrastructure Effectiveness

Improve IT Adaptability

<i>Objectives</i>	<i>Problems</i>	<i>How Unisys Helps</i>
<ol style="list-style-type: none">1. Improve Infrastructure Flexibility2. Improve Infrastructure Leverage3. Reduce Complexity	<ul style="list-style-type: none">• Delays in addressing/ reacting to new business requirements• Major IT/business projects seem to fall behind schedule• Assimilating computing environments from acquired companies is extremely challenging• Inability to provide customers with new business solutions• High cost to implement unplanned business requirements because of technology limitations	<ol style="list-style-type: none">1. Unisys uses infrastructure portfolio management techniques to improve the ability to meet diverse business demands. Unisys creates an infrastructure strategy and plan that is focused not just on organizing and allocating people and hardware/software components, but also on infrastructure services, processes, management tools, projects, and product catalogs.2. Unisys will recommend

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Infrastructure Effectiveness

> Uncovering Questions

Improve Infrastructure Leverage

- How much of your infrastructure is unnecessarily redundant?
- Do you have a single point of infrastructure control? Is there a defined process for changes to be made or new systems to connect?
- How many projects have you had to outsource due to a belief that IT could not meet demanding deadlines?
- Do you feel like your resources are stretched too thin?
- What work have you done on infrastructure pattern recognition or predictive cost modeling?

Infrastructure Effectiveness

Improve Infrastructure Leverage	
<i>Symptoms</i>	<i>Critical Issues</i>
<ul style="list-style-type: none">● Constantly adding new servers to support new business requirements● Multiple, uncoordinated points of infrastructure control● Performance and availability problems in the shared infrastructure lead departments to build their own infrastructure● Inability to meet fast-cycle deployment requirements● Limited resources to address new requirements● Delayed time to market with new business offerings because have to deploy fresh infrastructure● Lack of pattern recognition limits re-use and leverage● Loss of competitive advantage	<ul style="list-style-type: none">● With such a strong focus on completing each individual project, IT organizations are caught reacting to their environments – without taking a step back to look critically at their systems to understand patterns that can be repeated and leveraged.● IT needs to manage the infrastructure as a single, shared, resource that meets the needs of all the critical stakeholders

Infrastructure Effectiveness

Improve Infrastructure Leverage	
<i>Implications</i>	<i>Unisys Value Proposition</i>
<ul style="list-style-type: none">● Improving leverage is the key to taking cost-cutting to an entirely new level. Without it, consolidation cost-cutting will reach a plateau, and then cuts will begin to be detrimental to the entire company.	<p>Unisys recommends open and standardized infrastructure components to leverage the same foundation for multiple business uses.</p> <p>Plan and Build Our planning resources utilize a best practices infrastructure services framework that has communication, security, storage, integration, and presentation layers for creating a leveragable platform</p> <p>Run Our management resources already have a leveragable infrastructure, which can be applied directly to your environment to help you realize the benefits of our economies-of-scale immediately. And,</p>

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Case Study: Sales Success

> Global Car Part Manufacturer

- Operates manufacturing, assembly, and distribution facilities in more than 30 countries
- 6,000 employees
- \$9.1 Billion in revenue (2004)

> Branding was delivered from sales

- Unisys is not a household name

> Matched client characteristics where we have the most success historically

- Leveraged available sales tools and information

> Carefully targeted and profiled the account

- Resulted in increased sales effectiveness

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The Results: Unisys Success

- > In 2004 we signed 300+% more new clients than in 2003
- > Recently signed the largest new managed services client ever

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