



**Atlantic Global Plc  
Annual General Meeting**

**Sales & Marketing  
Perspective**

**April 2002**

## Atlantic Global Plc - Sales & Marketing Perspective

- Provide an overview of our **Customer** focused business model
- **2002 focus** for Atlantic Global Plc
- 2002 initiative to develop the various **Channels/Routes to Market**
- Launch in Qtr1 of our **Contacts Management System** which has enormous potential
- **Alliance Strategy** and development of key players in delivering new value propositions
- Short Term Market Focus
- Short to Mid Term Revenue Focus
- Longer Term Focus

## Provide an overview of our Customer focused business model

- Growing **professional image** projected in our marketing
- New **Web Site** and optimised Web positioning
- New **Brochures and Stationery**
- **Adeo Re-branded** - Marketing CD and Evaluation Software
- **Customer Relationship** visits to improve Business Intelligence, Loyalty and Retention
- Increasing **Trade PR activity** to stimulate awareness
- **Alliance development** in progress
- **Channel Partners** being recruited

## 2002 focus for Atlantic Global Plc

- Development of both **New & Existing accounts** to deliver our Revenue Target
- Introduce **Major New accounts** to our expanding client portfolio
- Initiate **varied marketing campaigns** to new and existing accounts
- Announce **Case Studies** in each of our core market sectors
- **Mobile Solutions** development with Strategic Alliance Partners
- Development of Domestic & International **Business Partners**
- Provision of a **Graphical** Report Builder

## 2002 initiative to develop the various Channels to Market

- **Grow** our business in **new geographies**
- **Grow** our business in **new markets**
- Effectively **increase** our **market bandwidth**
- Supplement our **delivery capability**
- Enhance our **support** offerings
- **Increase** market awareness

## Launch in Qtr1 of our Contacts Management System which has enormous potential

- **Contacts Management launched** and now installed into some key accounts
- Maintain client details, monitor campaigns and provide improved communication
- Customer Relationship Management module to help develop **customer loyalty**
- **10 times more expensive** to gain a new customer than to keep an existing one
- Enables clients to develop much better business intelligence on their customers

## Alliance Strategy and development of key players in delivering new value propositions

- Strategic Alliance discussions now **in progress**
- Prospective alliances into **Finance and Insurance**
- **Interest** currently being expressed from a **Big 5 Consultancy** firm
- **Microsoft and IBM partnerships** in place with another imminent

## Short Term Market Focus

- **Customer Relationship visits** and Adeo Awareness programme
- Adeo Direct Mail and email campaign together with a **Mass visibility** initiative
- **Optimise** of our Web site content and lead generation throughput
- To **understand our clients** in order to better understand....
  - What their **business drivers** are for adopting an Adeo Solution
    - i.e.- Customer Service, Regulatory standards, Improved time/resource management,
  - Reduce costs and Improve profits, Develop Competitive edge etc.
  - What their IT strategy/infrastructure and **business plans** are and how we may help
  - If there is a corporate initiative to **embrace browser-based** access to information.
  - Identify our preferred reference sites - and establish them as **key case studies**

## Short to Mid Term Revenue Focus

- Capitalise on our **increasing market presence**
- **ADEO awareness campaign** and existing user upgrade
- Customer Relationship visits and **Account development**
- Grow our **New business** from our marketing campaigns
- **Channel Opportunities**
- **Alliance Opportunities**

## Longer Term Business Focus

- **Mobile Contacts / CRM Initiative**
- **Graphical Report Builder**
- **Developing Alliance and Business Partners**
- **Southern based personnel**
- **Growing International presence**
- **Outsourced Service Model (ASP) and Distribution option**



**Buffet Lunch  
Served**

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