

Chemicals and Petroleum Industry V5R11 Sales & Industry Solution

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Summary

Target : Sales Reps

- Executive Messages for Chemicals and Petroleum
- Main Messages for Sales People

- Market Overview
- Sales & Industry Solution
- Release Value
- Technical Solution Readiness
- References
- Competition Analysis
- Sales Channel Package

V5R11 - Executive Messages for Chemicals and Petroleum Industry

To CXO (strategic business issues):

- Improved process generation and asset management by ensuring that organizational knowledge is visible, accessible and reusable.
- Accelerated project development timing by leveraging and linking assets and specifications with reusable, routine, automated workflow processes.
- Reducing plant management cost and aligning with performance of asset and systems.
- Improved resource allocation and prioritization ensuring only the best mix of product and plant asset activities are invested and pursued.
- Improved organizational efficiency (operations and maintenance) by eliminating re-work and redundancy

To VP Engineering and Operations of EPCs (productivity vs quality issue):

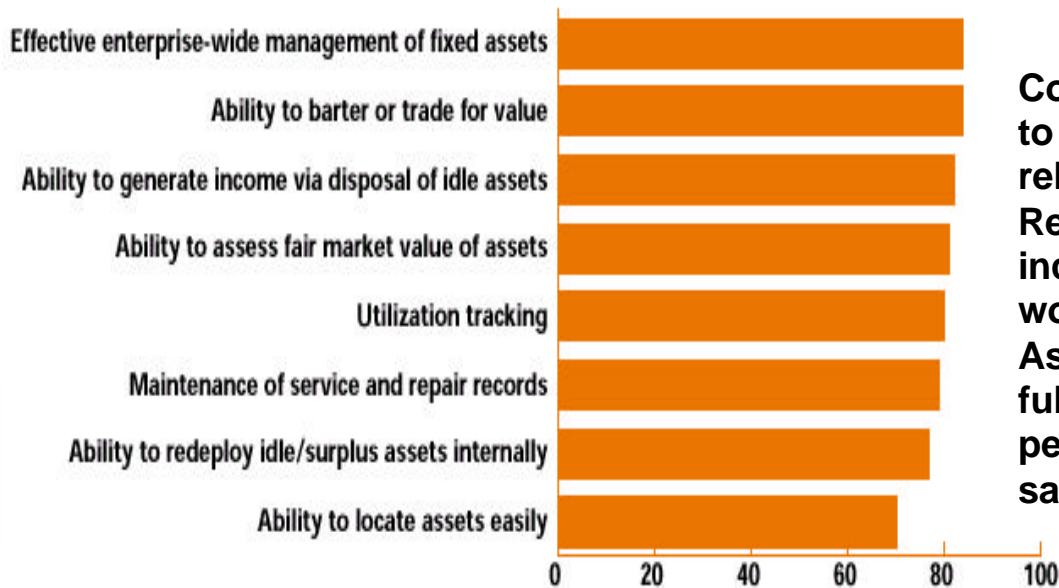
- Provides strong tools to improve bidding and overall sales process
- Promotes mechanical and equipment & systems solutions on one single platform (specialized application portfolio).
- Allows project tracking and concurrent engineering in development process hereby ensuring high productivity and quality
- Improves support for sales and marketing (automated bidding and easy to create BOM) as well as after market services group (intelligent product database and easy to share).

What to look for when in front of your client

Are they

- Driving Common Processes across Projects
- Implementing Collaboration
 - Defining Roles & responsibilities
 - Internal/External
- Leveraging Common Technology Stack Leverage (SAP)
- Applying Knowledge Management (KM) Tools
 - Store and manage among projects

CFOs' Areas of Greatest Concern: % Dissatisfied with their firm's performance



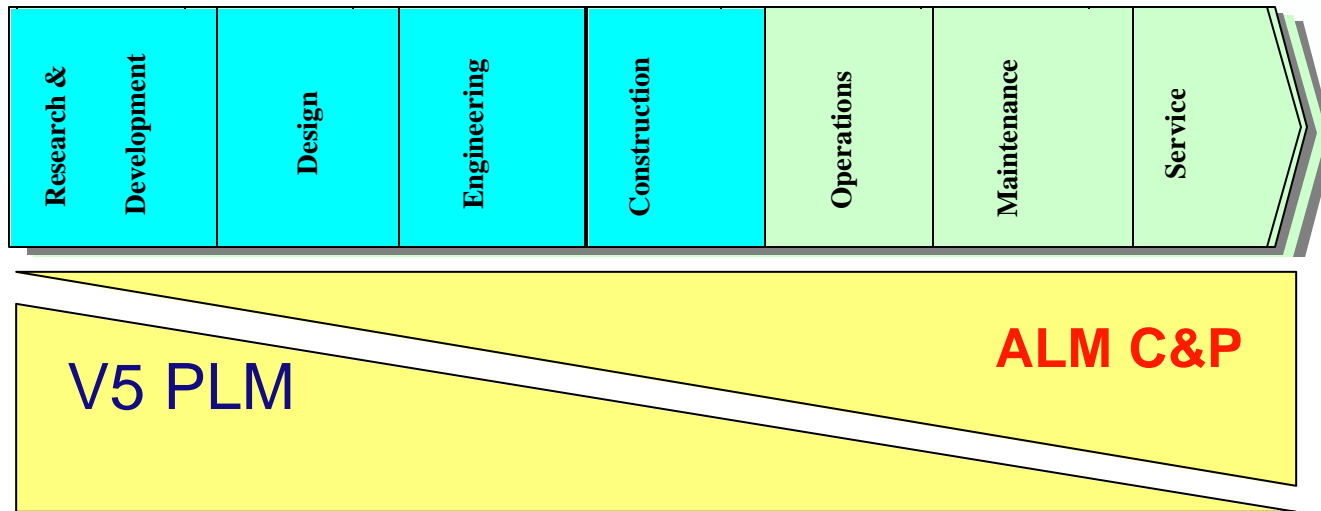
Top Pain Points
Costs are not directly linked to asset performance or reliability
Reusable know-how is not incorporated into business work processes
Assets are too expensive in fulfilling requirements of performance, reliability, and safety

CFO Enterprises Research Services Group



CFO.com

Chemicals and Petroleum ALM Go to Market Process



Value Proposition

Asset Lifecycle Management Solution provides the Oil and Gas industry a digital work environment which delivers relevant information and data to key process stakeholders in a usable format on demand

In so doing clients realize strategic effectiveness through speed of decision making and execution efficiency while achieving business objectives in a hyper competitive global industry.

ALM is Organized to Help IBM Win This Space

David Seybold
PLM Global BCS
Dave Womack

Linking BCS PLM with BCS C&P

Peter Smarda
Worldwide C & P
Software Sales
Fred Reever

Linking PLM with C&P SWG

Tom Kilkenny
PLM Americas Sales Leader
Cheryl Scott Pugh

Klaus Schaefer
PLM EMEA Sales Leader
Benny Segal (acting)

Raoul van Engelshoven
PLM AP Sales Leader
Benny Segal (acting)

Linking Via SSM in the Geographies

Peter Robison
PLM Global IIS/Business
Development Leader
Kamlesh Patel

Christine Lemyze
PLM Global Marketing and
Communications Leader
Stephan Clambaneva

Herve Rolland
PLM Global Sales
Development Leader
Benny Segal

Linking Via IIS, Marketing Support and Cross-Industry Sales Development

Stas Tarchalski
PLM Global Strategy Leader

Manfred Sammet
PLM Global Knowledge
Development Leader

Linking Via Strategy for Pilot Programs -- and Supported by Knowledge Leader



V5R11 - Main message for Sales People

- ✓ Create differentiation through integrated solutions !
- ✓ Think Smarteam for Product Lifecycle support and collaboration !
- ✓ If you uncover an opportunity call the C&P Team !

Your Core Chemical and Petroleum Team

Business Development Lead - Cheryl Scott Pugh

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Development Lead – Benny Segal

+972 3 9188596

Solution Lead - Kamlesh Patel

989-832-6075

Marketing Manager - Stephan Clambaneva

212-745-3674

