

MARKET APPROACH

FOR

GROWTH

Milan, April 13, 1994

**CUSTOMER BASE.
BY CUSTOMER S TYPE AND SECTOR**

		MAJOR 18	LARGE 132	MEDIUM 843	SMALL 1742
G O V.	<u>MILITARY</u>	4	10	3	0
	<u>MIN./UTIL.</u>	6	34	49	3
	<u>TRANSPORT</u>	1	9	29	111
L O C. G O V.	<u>HEALTH</u>		10	73	28
	<u>MUNICIPALITIES</u>	1	12	83	-
	<u>UNIVERSITIES</u>		4	17	5
F I N.	<u>BANKS</u>	3	14	33	0
	<u>RURAL BANKS</u>		5	189	54
	<u>INSURANCES</u>	2	1	19	41
M F G./ R S E E T/R.	<u>FOODDIST/MFG</u>		14	36	
	<u>METALWORK</u>	1	3	72	
	<u>TEX./CLOTHES</u>		2	42	
OTHER			14	198	1500

— SVS= STRATEGICAL VERTICAL SECTOR, 94

○ = PARC MANAGEMENT 94

**SYSTEMS INSTALLED
BY PLATFORM AND CUSTOMERS TYPE**

	MAJOR	LARGE	MEDIUM	SMALL	TOTAL
GCOS 8	56	60	16		132
GCOS 7	4	74	213	30	321
GCOS 6	509	542	707	483	2241
GCOS 4	8	34	377	904	1323
UNIX	100	218	410	357	1085
TOTAL SYSTEMS	677	928	1723	1774	5102
TOTAL CUSTOMERS	18	132	843	1742	2735

MARKET FOCUS

CUSTOMER BASE 93



NEW NAMES



CUSTOMER BASE 94



NEW NAMES

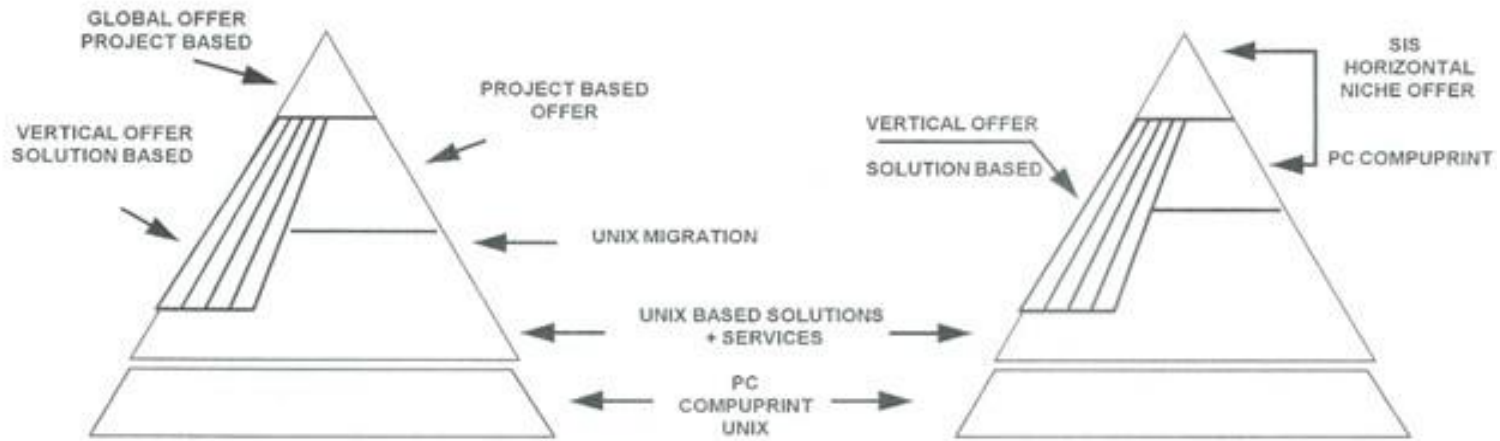


OFFER FOCUS

CUSTOMER BASE

15 MKTG PROGRAMS ON PRODUCTS / SERVICES

OPEN MARKET



VERTICAL OFFER:

- CENTRAL GOV. PROJECT DRIVEN
- BANKS BRANCH AUTOMATION PLATFORMS
- RURAL BANKS SECTORIAL SOLUTIONS/PROJECTS
- HEALTH CARE HOSPITAL/MEDICAL APPL.
- FOOD FRONT OFFICE/LOGISTIC SOLUTIONS

8 STRATEGIC SOLUTION PLATFORM

15 STRATEGIC SOLUTION PLATFORM

HORIZONTAL OFFER:

UNIX IBM DOWNSIZING
OFFICE/MULTIMEDIA
NETWORKING

241 LOW/CITIZ. SERV.
GIS
MVS

90% LOCAL OFFER / INVESTMENTS ON SVS + SHS