

At Xelus' request, we helped Xelus' customers at HP to create a presentation for an industry conference, describing how they use the Xelus solution. To make it as easy as possible for HP, we interviewed the speakers to understand what they had to say, created a template consistent with the company's "look," organized and created the first draft, and worked through changes to completion. The completed presentation met both HP and Xelus objectives.

*Lisa, Your behind the scenes work paid off big time -
GOOD GOING!!
- Xelus account manager*

TECHSAVVY
Marketing & Public Relations



i n v e n t

Sleeping with the enemy?

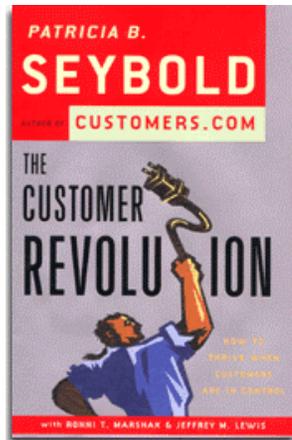
Why you should turn
your **suppliers** into
partners and
your **competitors** into
collaborators

HP Customer Support

- Doak Whitley
*Planning and Order
Fulfillment Manager*
- Christine Sindlinger
*Supply Chain Engineer and
Partner Account Manager*

HP Customer Support Mission

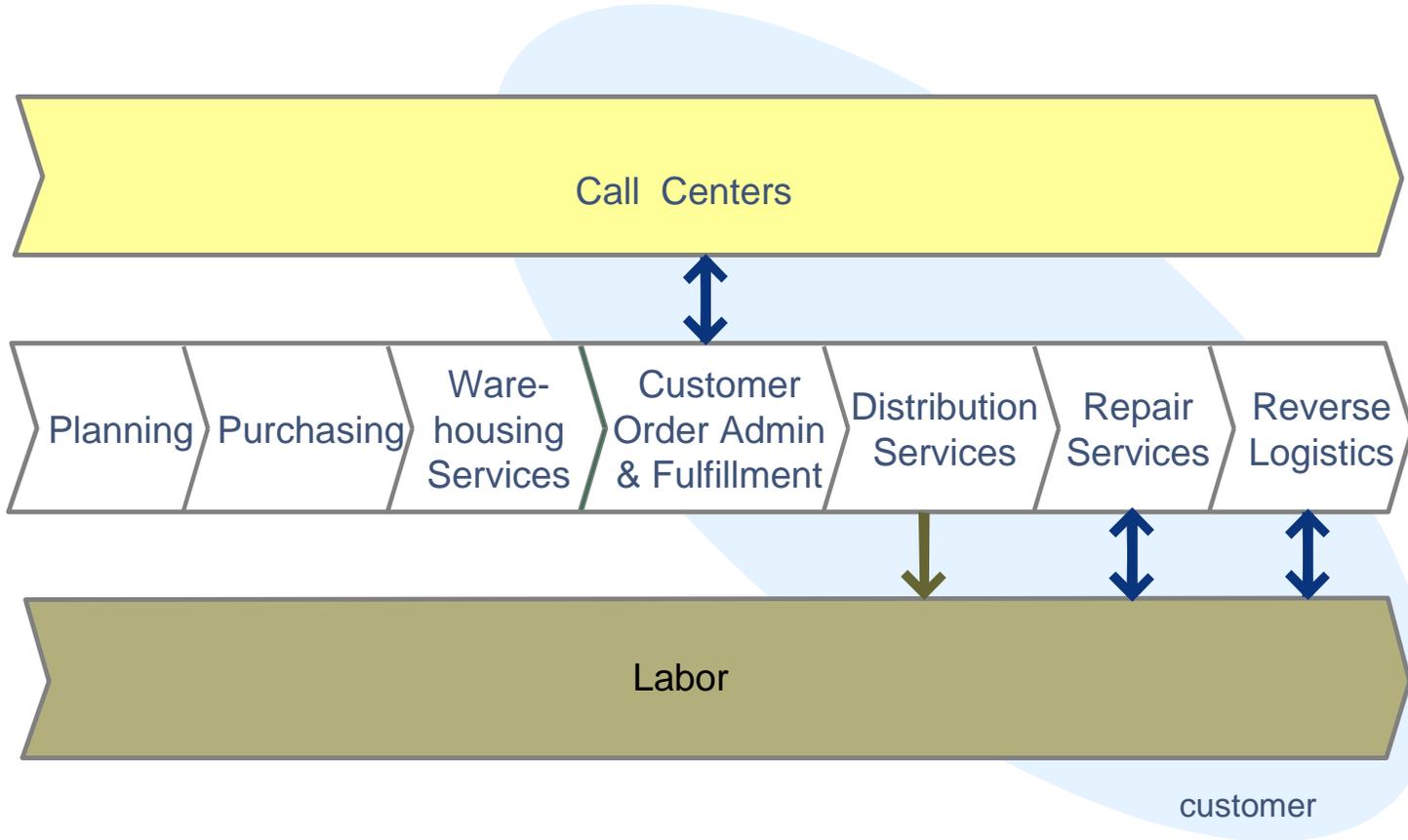
- Unleash the power of customer support
- Beat the competition on cost and *total customer experience* (TCE)



“HP has made the deepest corporate commitment to the total customer experience of any of its competitors.”

“...one of the first companies in the world to commit at the highest executive level to managing and improving the total customer experience across product lines, distribution channels and interactive touch points.”

Historic Supply Chain



Why Partner and Collaborate?

Why did HP partner with Xelus and collaborate with Cisco, Compaq & Dell?

- To create an industry standard for planning applications
 - Drive application development
 - Aggregate leverage to support our common interests
- To drive down costs
- To improve customer satisfaction



Case Study in Collaboration

How
HP, Cisco,
Compaq and
Dell are
collaborating
to create an
industry
standard
planning
solution
with
Xelus

- Idea launched at Xelus Optimization Summit
 - Common link was the planning application
 - Common goal was to ensure continued participation in its development
- Consortium formed
 - To help Xelus focus on its high tech users and meet their common requirements
 - To create additional leverage and make our needs heard