

One Page Plan Blueprint


**WEB
ENABLED**

Consolidated Plan

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Jerome Johnson, President/CEO Draft: 10-28-01

 **vision** Within the next three years grow ZTEC into a \$2 billion global provider of integrated work-flow solutions for Fortune 1000 companies, major municipalities, and government agencies.
Z-TEC, Inc. will be headquartered in San Francisco with offices in New York, Dallas & London.

 **mission** Build productivity solutions that reduce the cost of labor, materials, and maintenance.

 **objectives**

- Grow consolidated revenue by 30% to \$900 million in FY 2002.
- Achieve profit before interest and taxes of \$90 million.
- Increase gross profit from 46.5% to 55%.
- Complete at least 600 new system installations by 12/31/02.
- Migrate at least 400 existing clients to ZTEC internet product by 2nd quarter 2002.
- Introduce new internet product by Mar 31; achieve Q2 sales of \$25m, Q3 \$50m, Q4 \$80m
- Increase sales per employee from \$250,000 to \$300,000.
- Reduce Accounts Receivable from 60 days to 45 days by 6/30/02.
- Achieve FTE headcount of 3,600 by 12/31/2002.

 **strategies**

- Partners: Align with industry leader, partner for marketing & solution development.
- Product Approach: Configure rather than customize; business rules vs custom programs.
- Competitive Positioning: Optimize user-based pricing; modular systems for flexibility
- R&D: Workflow solutions, open systems, multi-platform, object-oriented, flexible.
- Resources: People and systems resources in place before they are needed.
- Develop aligned team with sense of urgency, responsibility and accountability.
- Develop Employee Incentive Programs to allow the team to share in the rewards.

 **plans**

- Develop comprehensive Employee Recruitment and Retention Program by 1/15.
- Implement Power Partner Initiatives w/Oracle, Sun and IBM by 2/28.
- Complete beta test of Process Flow Performance module by 04/15.
- Develop Sales Force Automation Plan by 06/30, implement by 4th quarter 2002.
- Launch Global Customer Forum for sharing implementation & issues by 07/31.
- Complete facilities upgrades in Dallas by 08/31, London by 10/31.
- Implement financial reporting system at project/dept level by 10/31.
- Implement professional skills development program by 11/30.

From clarifying vision to translating strategic objectives into results, Twoeyes has the experience, skills and resources to help Entrepreneurs, Business Owners, Boards and CEO's make their company more valuable.

For a confidential, obligation-free meeting to discuss how Twoeyes can help make your company more valuable, please contact Twoeyes Lead Advisor, Conor McKenna directly on 0402 26 46 70 or conor@twoeyes.com.

About Twoeyes

Founded in 2000, Twoeyes is a boutique venture investment and strategic advisory firm based in Adelaide, South Australia. Our business purpose is to help Entrepreneurs, Business Owners, Boards and CEO's make their company more valuable.

As a venture investor, Twoeyes actively develops an equity portfolio of investee companies at various stages of development.

As a strategic advisor, Twoeyes brings together a 'virtual' team of highly experienced business, commercial and investment specialists who provide outstanding clarity to help private, public and non-profit organisations reach their potential.

By combining the principles of Venture Capital, Private Equity and Strategic Operational Planning with first-hand entrepreneurial and senior executive experience, Twoeyes offers clients a unique approach to business consulting and the delivery of special projects.

While Twoeyes preferred approach is a flat-rate fee or retainer arrangement, from time to time, we may take success fees and/or minority equity investments as a fee for advisory work or to assist emerging entities and non-profit organisations.

Where we can help

- New venture development and structuring
- Technology commercialisation
- New product/service development and launch
- Business planning and risk assessment
- Operational review and risk assessment
- Strategic operational planning and implementation
- Strategy workshops and presentations
- Strategic marketing planning
- Corporate Identity
- Brand design & realisation
- Brochures & Annual Reports
- Website development
- Integrated on-line/off-line marketing communications strategies
- Board building
- Team recruitment and development
- Performance appraisal
- Executive coaching & mentoring
- Corporate and sales training
- Family business consulting
- Succession planning
- Company sales and divestments
- Mergers and acquisitions
- Buy side/sell side Due Diligence
- Equity procurement, including private equity, venture capital and angel funding
- Government grant funding
- R&D Tax Concessions
- Debt procurement
- **Special Projects**

Twoeyes Investee Companies



From clarifying strategy to preparing for strategic sale, Twoeyes can help make your company more valuable.

For a confidential, obligation-free meeting to explore your business needs or brief a special project, please contact:

Conor McKenna BA GDBA MBA (Adv) MAICD | Churchill Fellow 2009

Managing Director & Lead Advisor

Twoeyes Pty. Ltd. - Making Companies More Valuable

90 Unley Road, Unley, South Australia

PO Box 1133, North Adelaide SA

Telephone (08) 8272 7522

Facsimile (08) 8272 4823

Mobile 0402 26 46 70

Email conor@twoeyes.com

Web twoeyes.com