

## One Page Plan Blueprint

**WEB  
ENABLED**


### Consolidated Plan

One Page Plans | Scorecards | Progress Reports | Plan Status | Help

**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.

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

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**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.

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**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.

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**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**

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