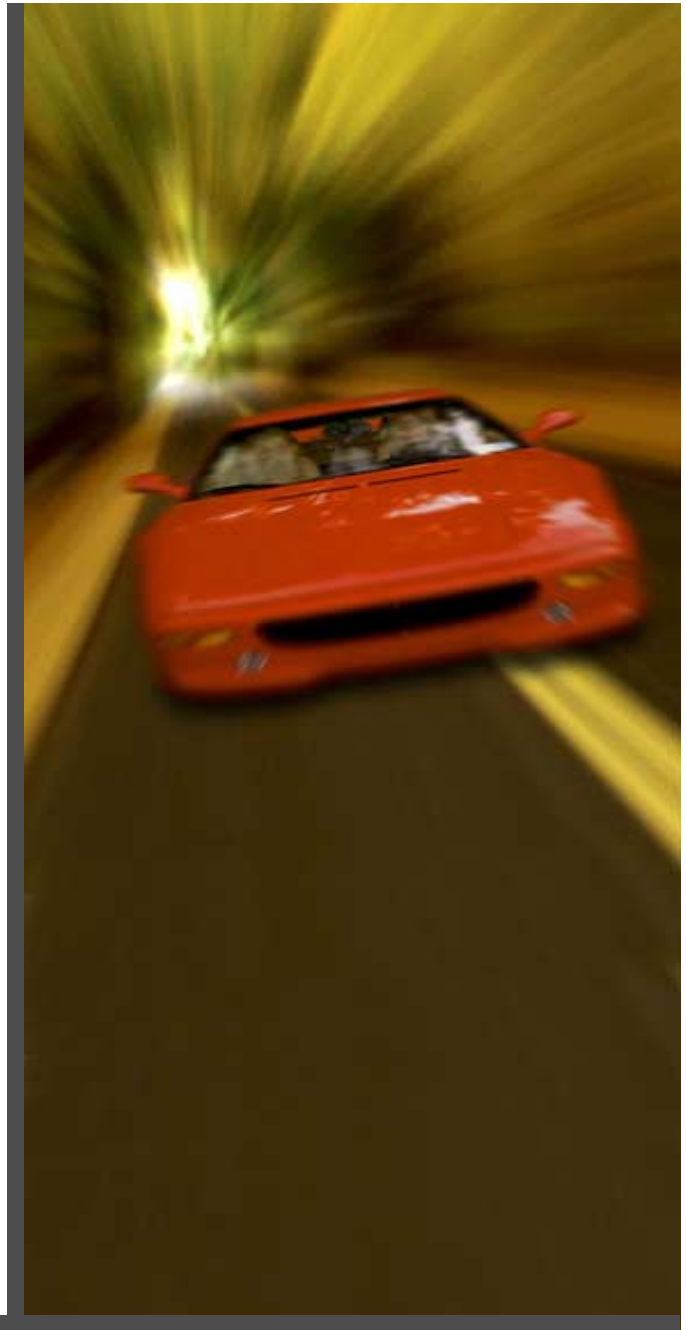




User experienced Smart Print Adoption

1. Who we are
2. Our needs in expansion
3. Evaluation criteria
before
adoption of 'Smart Print'
4. Cost-Benefit Analysis



Your Satisfaction, Our Pride



Who we are

Our partners -



Our customers -



Our pride -



Top 150 within
'SME 500'
- 2003/04/05



Platinum Award 2004
for supply chain
- ST Electronics

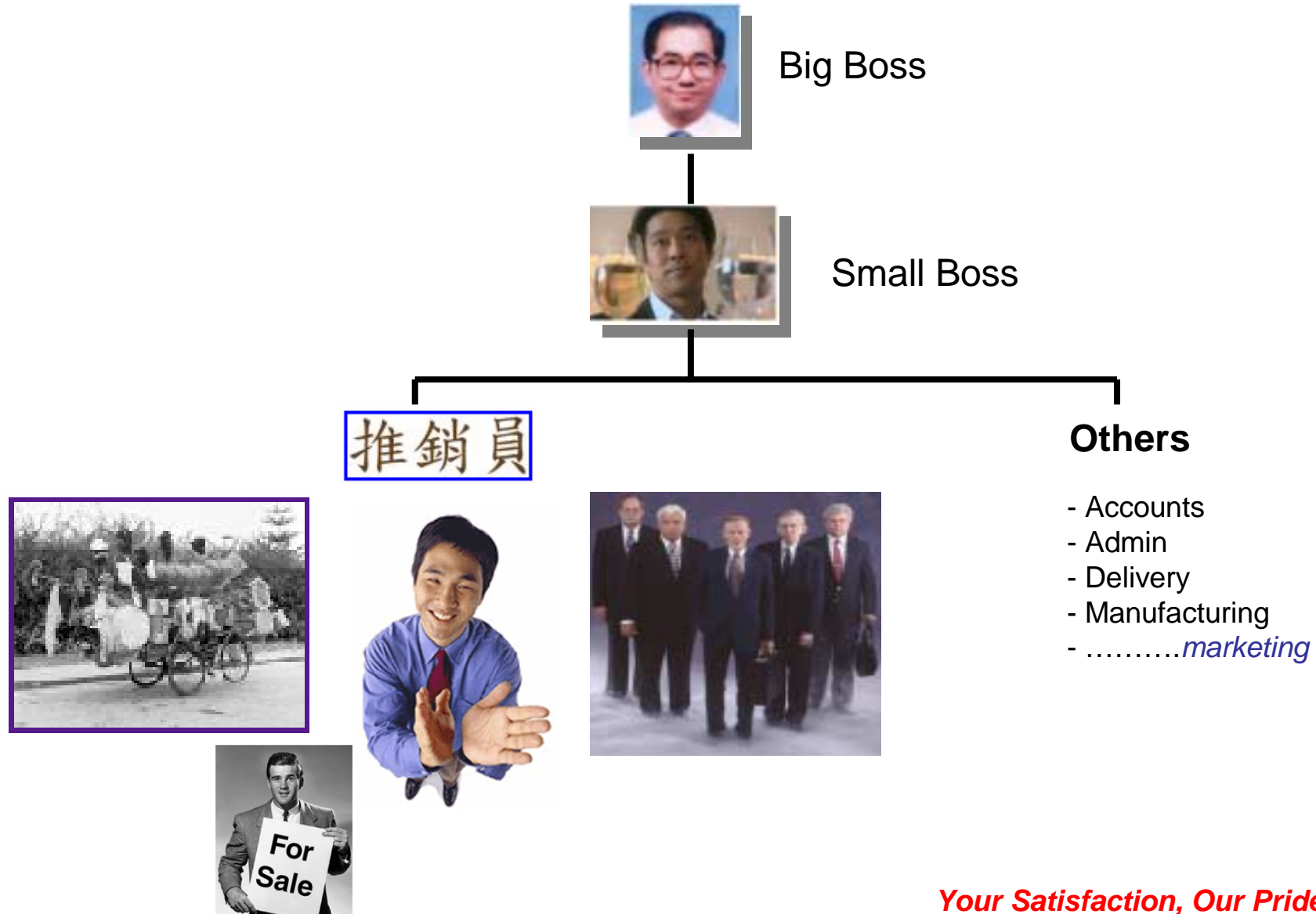


Dedication Award 2005
Enterprise Storage media
- IBM / Imation

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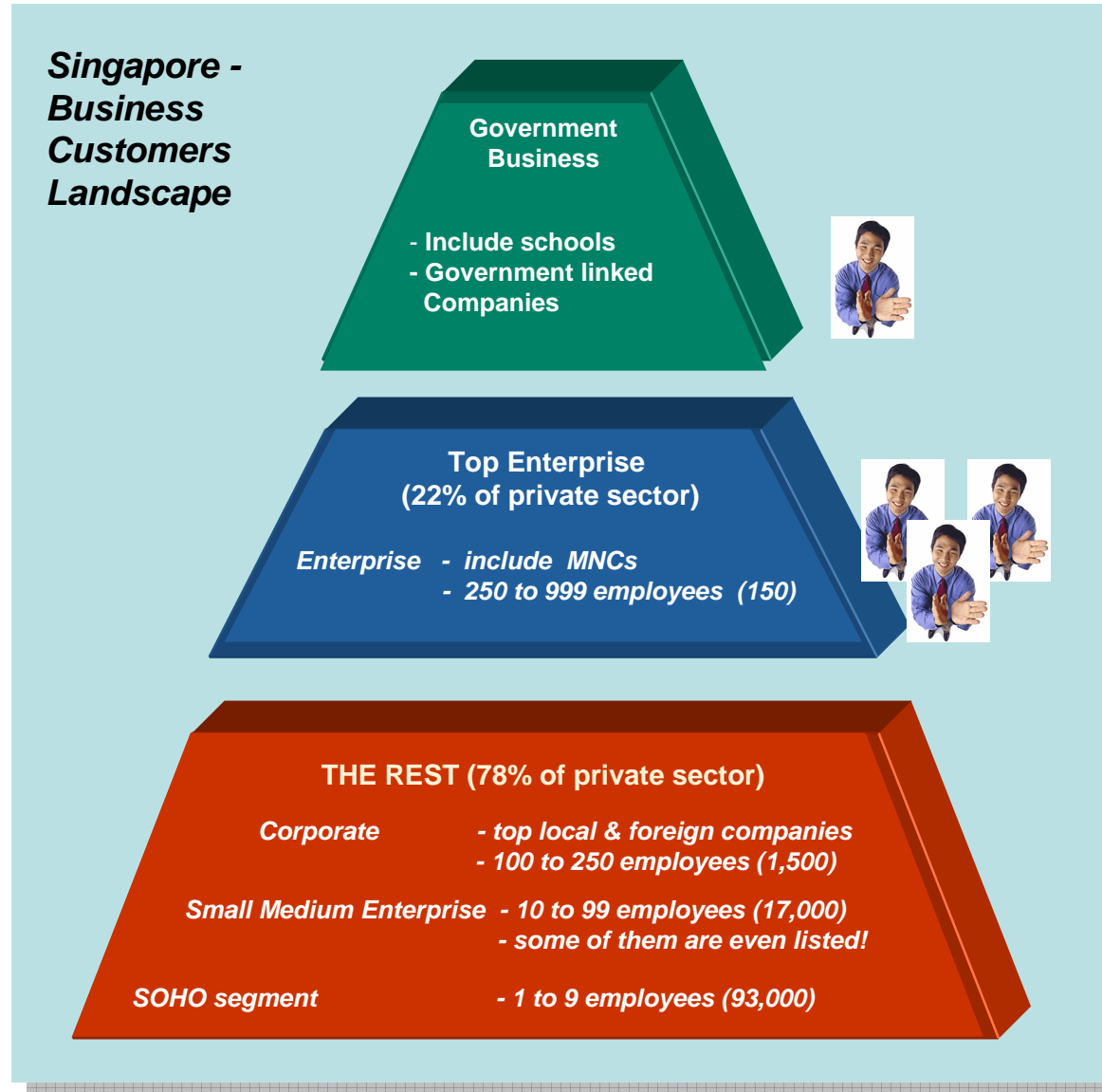
SME – usual organization trait



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Limitation of sales approach



Government :

- 14 Ministries
- 20 Statutory Boards
- 22 tertiary campuses / 340 Schools
- TENDERS

Top Enterprise / Corporate :

- 150 companies of such buying power
- Relationship-based

Hint:

Intelligent marketing with close-loop capabilities

Your Satisfaction, Our Pride



1-to-1 Marketing - Just-in-Time!

Our goal for 1-to-1 marketing

- (1) **integrate marketing offers** seamlessly into current customer communication
- (2) deliver **targeted messaging** relevant to specific customer group

PLUS

Engaging our customers **when they are ready to buy!**

Other possibilities :

- Delivery notes
- Monthly statements
- Quotations

Invoice

Standard Offers

Targeted Offers

- historical buying behavior
- additional offer on top of invoiced items



Benefits:

- almost 100% readership ✓
- No extra budget for marketing ✓

Your Satisfaction, Our Pride



Personalised Offers: Commercial Customers



O1 Computer System Pte Ltd
Your Satisfaction, Our Pride

110 Pender Loop #03-01
Pioneer Industrial Complex
Singapore 110141
Tel: +65 6772 5111
Fax: +65 6772 5111
Web: www.o1computer.com

Co. Reg No: 198902113D
GST Reg No: S2-009804-8

DELIVERY ORDER



CUSTCODE: H188
BILL TO: HEWLETT-PACKARD SINGAPORE (SAL
ES) PTE. LTD. *
PO BOX 200
ALEXANDRA POST OFFICE
SINGAPORE 911507
TEL: 63747812 FAX: 63747887

SHIP TO: MORRIS R.E. PTE LTD
175 BENCOOLEN STREET
#01-90 BURLINGTON SQUARE
ATTN: LI SAN/SERENE/ANGELINA
TEL: 68337828

SPECIAL INSTRUCTION:

D/O Date	Order Date	Ship Date	P/O NO.	TERMS	S/M BR.	S/O NO.	D/O NO.
Jun 07, 2006	Jun 06, 2006	Jun 06, 2006	SBA295901	30 DAYS	ULL LU	440077	633003

Line	Product Description	Ship	Order	BackOrder	UOM	U Price	Amount
	MC-NOSSD1G0N20 INX SD1G0N(20 MB/S) 1GB SD CARD * GOODS ALREADY DELIVERED TO CUSTOMER UNDER D/O# 620635 *	500.00	890.00	3.00	PC		

Picked By	Checked By	No. of bundle	Delivered by	Qty	Page
				0	1 of 1

Received Items in Good Order & Condition

Co. Stamp, Signature, Date

Late interest charge of 1% per month will be charged on outstanding invoices beyond payment due date. All goods shall remain the property of O1 Computer System Pte Ltd until full payment is received. E. & O.E.
THIS IS A COMPUTER GENERATED DOCUMENT. NO SIGNATURE IS REQUIRED.
Processed by: TIM 4:33PM Customer Copy

INX SD CARDS

USB+SD Function
rolled into one card

Get one today!


Your customer will read your marketing message, the way you're reading ours!

To find out how
Call +65 6777 5116

Your Satisfaction, Our Pride



Personalised Offers: Government organisations, bought storage products




01 Computer System Pte Ltd
Your Satisfaction, Our Pride

18 Pioneer Loop #02-01
Pioneer Industrial Complex
Singapore 628999
Tel : +65 6711 0101
Fax : +65 6711 0101
Web : www.01computer.com

Co. Reg No: 19882113D
GST Reg No: 02-009994-9


DELIVERY ORDER

Maximum Storage!
Sony Microvault
Available in 256MB - 4GB



Buy NOW at GEBiz Mall.
Visit 01 Computer.

**Save \$\$ on Sony
chargers and
batteries!**



For the full range of models
visit 01 Computer
at GEBiz Mall

CUSTOMER INFORMATION:

CUSTCODE : H042
BILL TO : HEALTH PROMOTION BOARD
3 SECOND HOSPITAL AVE
#05-00
SINGAPORE 169937
TEL: 64353135/64353500 FAX: 64383848

SHIP TO : HEALTH PROMOTION BOARD-
ADMINISTRATION DEPARTMENT
3 SECOND HOSPITAL AVENUE,
LEVEL 6, SINGAPORE 169937
ATTN : QUAH SEW TIAN
TEL : 6405 3502

SPECIAL INSTRUCTION:

D/O Date	Order Date	Ship Date	P/O NO.	TERMS	S/M	SR.	S/O NO.	D/O NO.
31/10/2006	31/10/2006	31/10/2006		30 DAY BY GIRD	GD1	LG	446074	625598
Line	Product Description	Ship	Order	BackOrder	UOM	U Price	Amount	
1	HC-IMA22433 SHANTON 512MB USB SWIVEL PRO2 FLASH DRIVE #22433	5.00	5.00	0.00	PC			

Picked By	Checked By	No. of bundle	Delivered by	Ply	Page
				0	1 of 1

Received items in Good Order & Condition

Late interest charge of 1% per month will be charged on outstanding invoices beyond payment due date. All goods shall remain the property of 01 Computer System Pte Ltd until full payment is received. E & O E

THIS IS A COMPUTER GENERATED DOCUMENT. NO SIGNATURE IS REQUIRED.

Processed by: MN 4-15PM Customer Copy Co. Stamp, Signature, Date

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Reasons to adopt Smart Print

Our business model:	B2B and B2C
Number of customers:	3000
Customer challenges:	Enterprise customer not expanding, SMB opportunity but require productivity outside direct sales
Sales support issue:	low touch model with upsell capabilities required Must avoid high cost of training for new campaigns/staff
Cross-sell potential:	most customers buy only portion of our extensive range of storage media, toners, cartridges, paper & hardwares
Decision criteria:	Substantial gain over investment cost Re-coup savings within first 12 months

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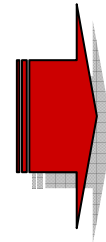


Cost Benefit Analysis

- Invoice & DO Printing Process

Current Process

- constant need to **monitor** pre-printed stock
- **upkeep 2** separate dot-matrix printers, for 4 & 6 ply printing
- **Labor/time** to separate DO & Invoices
- **Labor/time** to extract last page for filing purposes



New Process

- Use only plain A4 paper, maintain inventory for **only one** product
- use **one(1) color laser printer** for documents
- each set per customer **sort** by colored paper between each set

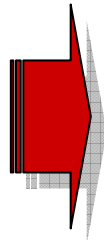


Cost Benefit Analysis

- Invoice & DO Printing Process

Current wastage/challenges

- **printing** 4-ply jobs on 6-ply paper, or vice-versa
- **wastage** of remaining pre-printed stock whenever changing information on form, eg. products, logos, column size, barcode, GST details
- **space constraint** in filing physical records for invoices/DO
- dot-matrix printing does not allow **document management** implementation



Benefits/savings/productivity reaped

- **Extra savings**
 - **avoid wastage** of 4/6 ply paper during wrong prints
 - **no more wastage** of pre-printed stock
 - **Labor saving**, softcopy filing & retrieval
- **Incremental value** for new functions
 - **revenue generation** as a result of 1-to-1 messaging in invoices
 - **savings** on huge volume of off-set printed marketing brochures/leaflets
- Future plans
 - **co-marketing funding** from vendors
 - quotation module
 - logistics process **refinement** using barcode



Gain of \$100K – SmartPrint investment

Cost Benefit Analysis for Smart Print Implementation				
Cost Benefit Analysis for Smart Print Implementation		Per mth	Per Year	3-yr period
Savings				
1)	Wastage of 4 or 6 ply paper avoided, when inaccurate deployment of print jobs to printers (assume 5% fault) - assume 5% mistake on sending file to the wrong dot-matrixs printers - (5% x 3000 x 4-ply) + (5% x 1000 x 6 ply)	19.55	234.6	703.8
2)	Do away with re-ordering & special stocking effort	20	240	720
3)	Wastage whenever information changes on pre-printed forms - assume 1 month stock wasted every year - (3000 x 4ply) + (1000 x 6ply)		371	1113
4)	Labor saved on softcopy filing & retrieval - current 1 full-time person's job - estimate only need 20% of the time to softcopy file & retrieve - saving on Human resource: 80% x \$25,000 - saving on 1 physical page per customer per month - where storage cost per file is negligible		20000 87	60000 3132
5)	Revenue generation as a result of 1-to-1 marketing messaging - 3% upsell success for any 2 of the 3 divisions - \$2.5M x 3%		75000	225000
6)	Savings from previous off-set printing cost for marketing brochures - 4 campaigns x 10000 x 0.20		8000	24000
7)	Conversion from pre-printed to A4 plain paper - A4 Paper (4K sets x 0.0064) per month, based on \$3.20 per rim - Pre-Printed (3K x 4ply \$0.087)+(1K x 6-ply \$0.13) - Incremental paper cost = \$265 per month	89.6 391	301.4 3616.8	10850
TOTAL GAIN			108,506	325,519
Investment				
1)	Printer investment - part of the per page cost			0
2)	Incremental Printing cost - Ribbon : \$10 x 4 x 12 = \$480 per year - Toner : \$0.45 x 14,000 = \$6,300 x 12 = \$75,600 per year (3000 x 3) + (1000 x 5)	480 75600	75120	225360
TOTAL COST			75,120	225,360



Objectives

Met?

1. Enjoy both B2B and B2C advantages
2. Maximise opportunities without expensive or direct sales
3. Low cost with higher
4. Introduce products to customer purchase pattern
5. Substantial gains over investment cost
6. Re-coup savings within first 12 months

STAR INVESTMENT!



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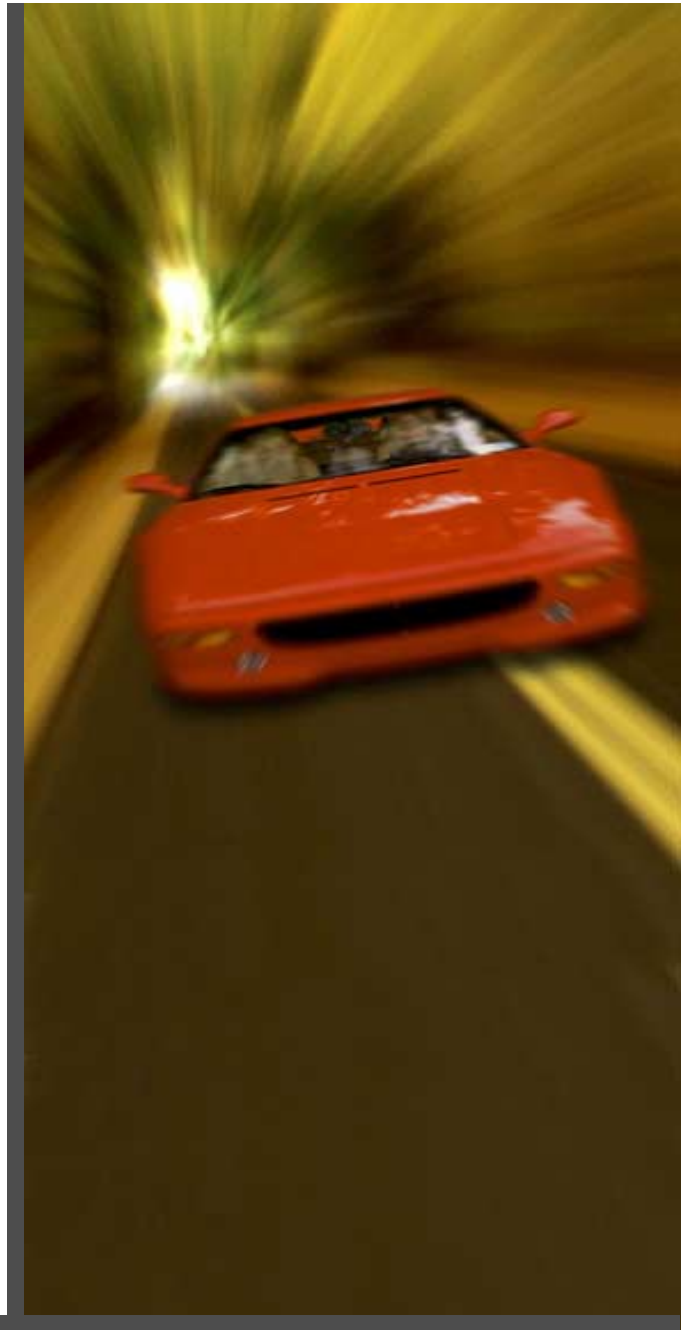


Customer Lifecycle





THANK YOU



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