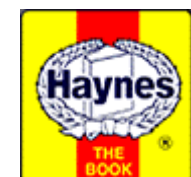


WHO ARE DIGITAL UNION?

- Established in 1998
- 43 staff based in Guildford, Surrey
- IBM Premier Partner for Software
 - IBM Software Partner of the Year 2002 North
 - Master Relationship Agreement with IBM
 - ezMarket Solution Provider
- World-Wide Award Winner 2001, 2002 & 2003
 - Only IBM partner to win three times!
 - Excellence in Partnering
- Worldwide Development link with US Labs
 - Portlets published on IBM.com
- \$5M investment closed in December 2003
 - Deutsche Bank / Quester UK VCT
- 28th Fastest Growing Tech Co. in UK



OFFICE OF THE
DEPUTY PRIME MINISTER



STERLING FLUID SYSTEMS

STERLING

**SAP - Commerce portal using WBI and
Commerce BE**

Lead passed to BCS

2 Year Development

BCS Scope and Project Definition

Passed to DU Develop and Implement

Integration phase now being undertaken

**Ongoing Procurement Consultancy with BCS
lead – DU waiting in wings to implement
ezMarket**

IDC Case study available

KIDDE

**3 year commerce, content and procurement
Project - £1M project for DU**

DU and IBM joint bid

BCS Project Manage

Software Group for Critical Situation Support

**IBM Testing Centre and Labs Support for
Implementation**

Loan Hardware

Ongoing Technical Service Opportunity



WORLD WIDE RETAIL EXCHANGE

ezMarket Reverse Auction and RFQ Project in Washington DC

Lead passed to DU UK

BCS Project Manage, Test and Ongoing Support

IBM Testing Centre and Labs Support for Implementation on untested platform

DU development and 2nd line support

Great ongoing revenue stream for DU from Maintenance and Support

Great Reference!



THE GOOD,

- DU Focus on Repeat Asset and Technical Services Implementations
 - Retail, Manufacturing, Distribution, Public Sector
- Access to skills that we don't have / want
- Access to technology we haven't bought / can't afford
- Access to facilities for clients and prospects
- Marketing
- Both Lead Pass to BCS and Sub Contract Options
- Incentive Schemes with all aspects of IBM
- Very strong partnering culture
- Credibility & QA, Scale and Reach

THE BAD

- Need to clarify account roles upfront
- Opportunity Identification
 - Make sure you stake your claim in the IBM machine (Siebel)
 - Anonymous is OK but preferably honest is the best route
- Be prepared to build relationship across software, hardware and services
 - It is worth it
 - Prepare assets accordingly
- Interest in smaller deals may be limited
 - Understand that there are big numbers involved
 - Take time to work through each op with the appropriate IBMer – what's the worst that can happen?

CONCLUSION

- IBM is a great non competitive route to market
- IBM provides a depth of resource that most companies can't match
- Focus on middleware is great for ISVs
- Focus on partnering is paramount
- Marketing and Co-funding is extremely useful