

BEA – Mercator US Alliance Business Plan

- Revenue Target for \$ (Gross, License)
- Grow pipeline by 30%: Q1 11; Q2: 15 opps
 - Regional penetration, account mapping
 - Focus on Central, South and West
- Increase presence in Federal sector
- Execute lead generation activities through:
 - marketing
 - relationship building
 - formalized account discussions
- Develop mature infrastructure (sales collateral, training)
- Develop new solutions in MRD
- Mature communications to BEA and within Mercator

- Revenue in 2002: \$xx (Gross)
- Q1 Revenue: tracking 10 active deals; 3 deals likely to close as of 1/29; total license: \$xxk
- Pipeline for future quarters:
 - Tracking 18 targets; 3 are identified Q2 opps
 - Weak execution on regional level; only 50% of BEA field coverage
 - Weakest area of penetration: Central and South/West
- Increased presence in Federal Sector:
 - Tracking 3 opportunities
 - Partnering with Accenture Federal Team

- Pursue better qualified opportunities at joint Fortune 2000 customers
- Larger deals by leveraging joint Global SIs through Mercator SMEs
- Drive volume sales with volume products by leveraging BEA's automated channel
- Shorter sales cycles by qualifying deals faster with Mercator's direct sales force

- Increased Focus on: HC, MRD,GB:
 - HC: Mercator is BEA's #1 partner
 - MRD: exploits BEA's weakness in EDI
 - GB: exploits BEA's lack of solutions
- Increased Focus on Central, Southern and Western Region Regions
- Better account mapping and relationship building:
 - Get invited early into the opportunity
 - Allows for increase in ASP
- Increase buy-in from Product Management/Vertical Marketing Team (Participation in Beta)
- Co-ordinated education focus on integration decision makers:
 - Specialists, SEs

- Lead Generation Activities:
 - 1 vertical/account focused lead generation campaign per vertical
 - 1 major event show, 2 major awareness event for BEA field
 - 1 webcast with Global SI partner support by Q2
- Relationship building, focused acct mapping sessions:
 - 100% Field coverage by end of February (Clear ownership of contacts)
- Infrastructure: Sales Collateral and Training
 - 1 vertical presentation, 1 whitepaper, 1 industry sheet by vertical, 1 technical presentation by end of March
 - Weekly training webcast for SEs
- Demos: 1 demo per vertical by eWorld
- New Solution Development:
 - 1 official FS solution, 1 official MRD solution
- SI involvement: 1 Global SI, 1 mid-tier SI engaged in each region
- Develop Communication Infrastructure
 - Monthly updates and guidelines to Mercator field
 - Easy access and one quarterly communication regarding MCTR to BEA field

Roles and Responsibilities

Channel Sales Director



- Primary point of contact for BEA related field activities per assigned sales director, specialist and RAM
- Educate Sales Reps in your region on BEA
- Re-enforce Rules of Engagement:
 - CSD is front line contact
 - CSD needs to be updated on account activities
- Engaged in all account mapping sessions with Regional Alliance Managers, Specialists and Sales Directors
- Key driver for field demand gen activities
- Awareness of all opportunities tracked in the territory
- Responsibility for driving deals to closure
- Reports weekly activities to Sales Director and Alliance Managers
- Accountability for success of alliance in the region

- 60-Day Plan objectives:
 - Find 1 incremental Q1 deal by end of February
 - Build qualified Q2 pipeline by end of February
- Actions:
 - Agreement with SD on BEA accounts by February 10:
 - Joint target accounts
 - MCTR existing/BEA prospect
 - High probability opps
 - Identify SI traction in account by Feb 10
 - Educate yourself on target accounts by Feb
 - Schedule meeting with RAM, Specialist or Sales Director by Feb 15 (ideally whole team)
 - Identify SEs and report to C. Palme/Tereza

- Participate at Sales Kick-Off – Feb 12-14
- Educate Mercator Sales Force on BEA by beg of March
 - Conduct one-on-one sessions with the reps
 - Regular update on what we are doing in their territory
 - Assure Value Propositions, Rules of Engagement are received and understood
 - Closely monitor progress/complaints
- Drive SE awareness of training webcasts
- Track targeted accounts
- Drive awareness for BEA eWorld – throughout February
 - Set goals for inviting joint prospects to eWorld
 - Let BEA in your territory know what we are doing
 - Vertical Workshop on FS
 - Demos for all verticals
 - Customer meetings with ISU leads
- Attend eWorld – March 10

- Primary point of contact for all technical questions regarding joint BEA/MCTR solutions
- Primary point of co-ordination for:
 - Product Integration
 - New Solutions
 - New Releases
- Educate SEs (BEA and MCTR):
 - Programs
 - Message Boards
 - Webcasts

- Objective:
 - Educate and drive awareness in BEA’s SE community
 - Achieve 100% coverage of SEs by March 31st
- Action Plan:
 - Technical Presentation by Feb 10
 - Initiate weekly webcast by 2nd half of February
 - (CSDs will promote webcasts at Sales Kick-Off)
 - Initiate message board for technical questions by 2nd half of February
 - Keep log of all SEs we identified and trained
 - Establish ISU leads as SMEs with BEA—bring Mercator’s technical expertise to bear in interactions with SEs

- Creation of Sales Collateral
- Timely distribution of new collateral
 - Internal
 - External
- Lead Generation Campaigns
- Awareness Campaigns

- Awareness & Events

- PR & Partner e-Mail: Ongoing
 - Internal/External broadcast; New customers/Alliance announcements
 - Viterra, Lenscrafters, Embed agreement, WLI V2
- BEA Worldwide Sales Kickoff – Las Vegas 2/12-13
 - Complimentary Partner Lounge sponsorship
 - Sales & Engineering networking event
 - Partnership awareness + HC and MRD solution demos
- e-World Technology Conference - Orlando 3/2 - 5
 - **3,000 customers, partners and analysts**
 - Silver sponsor- Exhibit, awareness, attendee list access
 - All Solutions: HC/HIPAA, FS Payments, MRD SCV demos
 - Liquid Data speaking engagement in conference track
 - Executive and Partner/Customer meetings

• Sales Tools

– Presentations & Collateral

Ongoing

- On-demand access to partnership & solution overviews
 - Internal BEA & Mercator portal postings
- Sales & Technical Collateral
 - Vertical Sales Presentations
 - Whitepapers

FAQ

Case Studies

– Training Webcasts

Jan-Feb

- Vertical message delivered by region – US & EMEA
 - Partnership, Competition, Technical, Engagement
- EMEA Webcast
 - Joint Technical pitch to SEs
 - Complemented with 3-city executive tour
 - Donohoe, Palme

2/26

- Demand Generation

- Webcasts

Monthly

- Global event to drive leads leveraging partners and customers in all vertical markets
 - WLI V2, New Customers TBD

- In-account Seminars

Jan-Mar

- Targeted FS and HC Executive prospect briefing (NY, MA)
 - BEA, Mercator + BearingPoint/Accenture

- Integrated Enterprise Campaign - EMEA

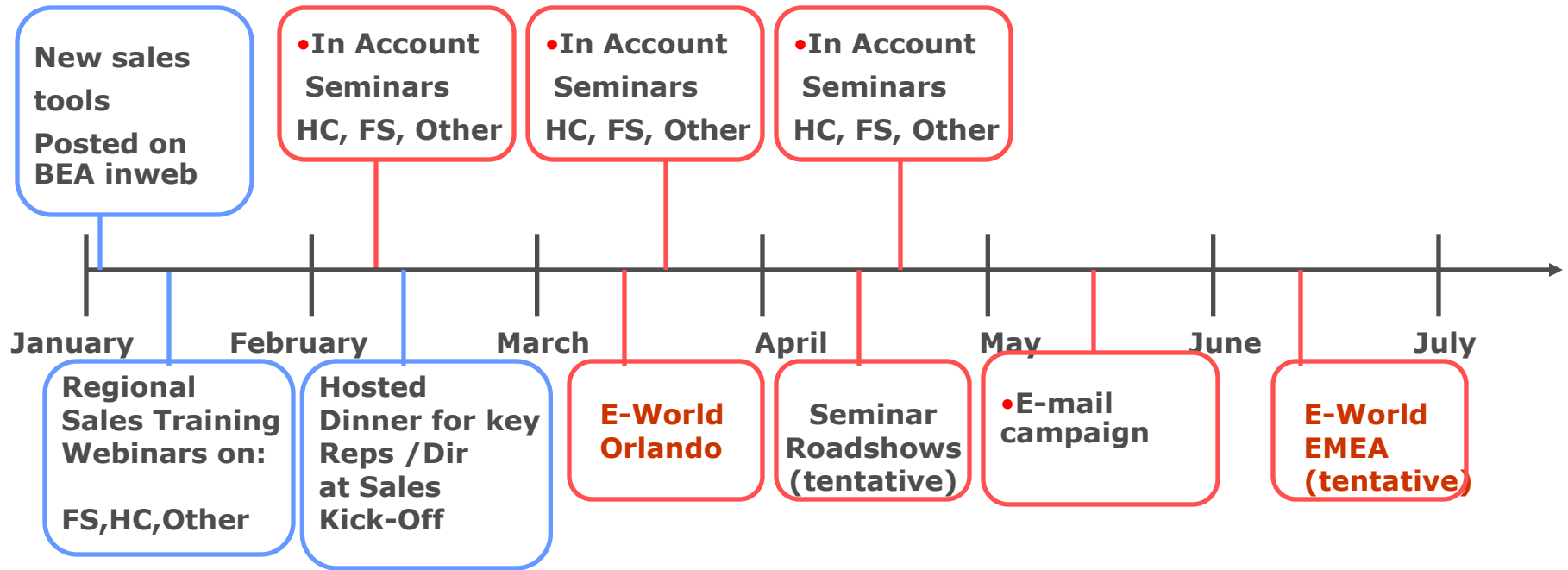
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- Microsite sponsorship
 - Drive joint prospects to Roundtable events
 - Build awareness & align EMEA sales force

- e-Mail Campaign

Q1

- Targeted, vertical message with call-to-action
 - Partner-supplied target lists (pending)
 - Sell-in in progress



PR Releases on customer wins

Monthly Lead Generation Webcasts

Ongoing SE Training through webcasts