

Mercator Global Marketing Marketing Roadmap

April – June 2003

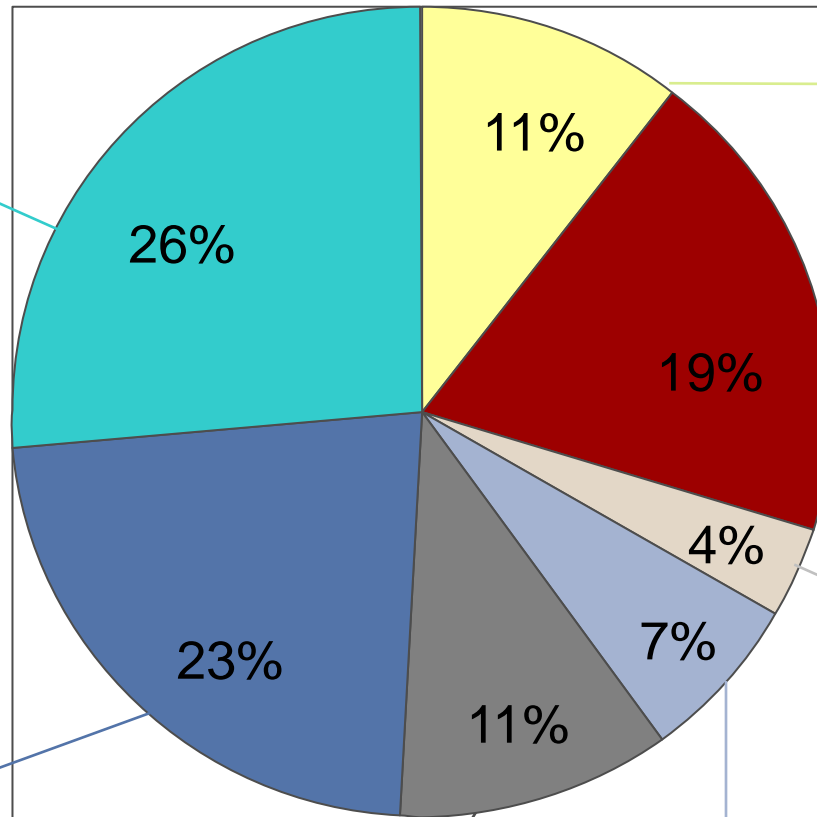
Mercator Global Marketing 2003

Integrated Marketing Team Objectives

- **Generate Leads to Support Sales and Partners**
- **Create Awareness & Get Closer To Our Customers and Prospects**
 - eMessaging & Webinars
 - PR Placements and Industry Analyst Briefings
 - Limited advertising
 - Global Seminar Series
- **Leverage Horizontal to Drive Vertical**
 - Repurpose horizontal tools & programs to support Industry-Ready Integration Solutions sales
- **Use Insight From Customers, Partners and Analysts to Drive Product/Solutions Roadmap**

Mercator Global Marketing Budget- \$581,250

Q2 Budget Analysis By Function



Channel Mktg Programs - \$153,612

- \$24,000 14 e-Messages
- \$19,500 Lead Qual/Lists
- \$18,000 Collateral
- \$17,250 3 Webcasts
- \$5,000 Partner Program
- \$3,000 1 e-Newsletter
- \$56,862 EMEA Programs
- \$10,000 APAC Programs

Analyst Subscriptions - \$62,125

PR Agency - \$110,000

- \$75,000 US Fees
- \$35,000 EMEA Fees

PR Operations - \$22,000

- \$14,000 Press Releases
- \$5,000 CCBN Fee
- \$3,000 EMEA Media Disk Subs.

Global Events - \$132,699

- \$50,000 Gartner AI/ Web Svc
- \$36,599 Seminar Series
- \$10,000 Tech Mgmt Conf
- \$8,000 SAP User Group
- \$7,500 Lawson CUE
- \$6,600 Other
- \$6,000 Govt Technology
- \$4,000 Internal Events
- \$4,000 WEDI Conf

Global Marketing Services - \$62,625

- \$21,250 Annual Rpt Accruals
- \$25,000 Product Packaging
- \$16,375 Other

Advertising & Interactive - \$38,189

Mercator Global Marketing 2003

Q2 Lead Generation Activity: Global Summary

- **14 Targeted eMessages** with Calls-To-Action
- **3 Global WebCalls** addressing Key Verticals
- **6 Inside Integration Seminars** in US & EMEA
- **2 EMEA MasterClasses** with vertical content
- **7 Trade Shows** / Industry Events
- **3 Purchased Lists** to touch 50,000 new contacts
- **Advertising** 200k+ impressions driving to website
- **Mercator.com** home page refresh; traffic increasing
- **Top 325 initiatives** including targeting 106 companies purchasing over \$100K in 2002
- **Vertical-Specific/ISU Programs** (3PL, ASUG, Telco, States, etc.)
- **Partner CoMarketing Activities**: Joint events & programs



YTD Worldwide Lead Generation Summary

Q1 2003

- **eMessages & WebCalls** **552**
 - Americas (393), EMEA (109), APAC (50)
 - \$12,000; approx. \$85 per lead
- **Tradeshows & Events** **378**
 - Americas (262), EMEA (113), APAC (3)
 - \$111,500; approx \$305 per lead
- **Mercator.com** **20**
 - Americas (15), EMEA (2), APAC (3)

Total Leads to Sales Worldwide in Q1: 950

– Americas	670
– EMEA	224
– APAC	56

Mercator Global Marketing 2003

Americas Lead Generation: 120 Day Summary

Marketing Activity	Campaign or Event Date	Total # of Inquiries Received	# Leads Sent to Americas Direct Sales	# Leads From Direct Sales to Field Sales	# of Current Forecasted Deals	# of Closed Deals
HIPAA DM	10/4	542	103	27	3	3
Gartner ITXPO	10/8	233	14	14	0	0
Siebel User Week	10/20	18	3	1	0	1
Gartner Web Services	10/28/02	92	5	3	1	0
SearchSAP	10/30/02	134	5	2	0	0
Mercator 6.7 Webcall	11/14/02	185	50	2	2	0
TechTarget Webcall	12/4/02	265	85	31	5	6
B2B Connectivity Webcall	12/11/02	182	126	6	3	4
Mercator.com Website	Q3-Q4 2002	202	85	28	4	5
SWIFTNet FIN Webcall	1/28/03	42	15	1	1	0
HIMSS	2/12/03	141	136	1	2	0
Sweepstakes eMessage	2/20/03	244	113	1	5	0
HIPAA WhitePaper eMessage	3/5/03	16	16	0	0	0
BEA eWorld	3/5/03	148	126	0	0	0
Seminar Series Registrants	Q1 2003	115	0	0	0	0
SWIFT WhitePaper eMessage	3/18/03	26	0	0	0	0
Mercator.com Website	Q1 2003	20	15	1	1	0
Total		1,812	777	76	27	19

- Shaded areas indicate work and/or program In Progress

- Totals represent individual contacts (not companies)

Mercator Global Marketing 2003 Advertising & Collateral - Building Awareness

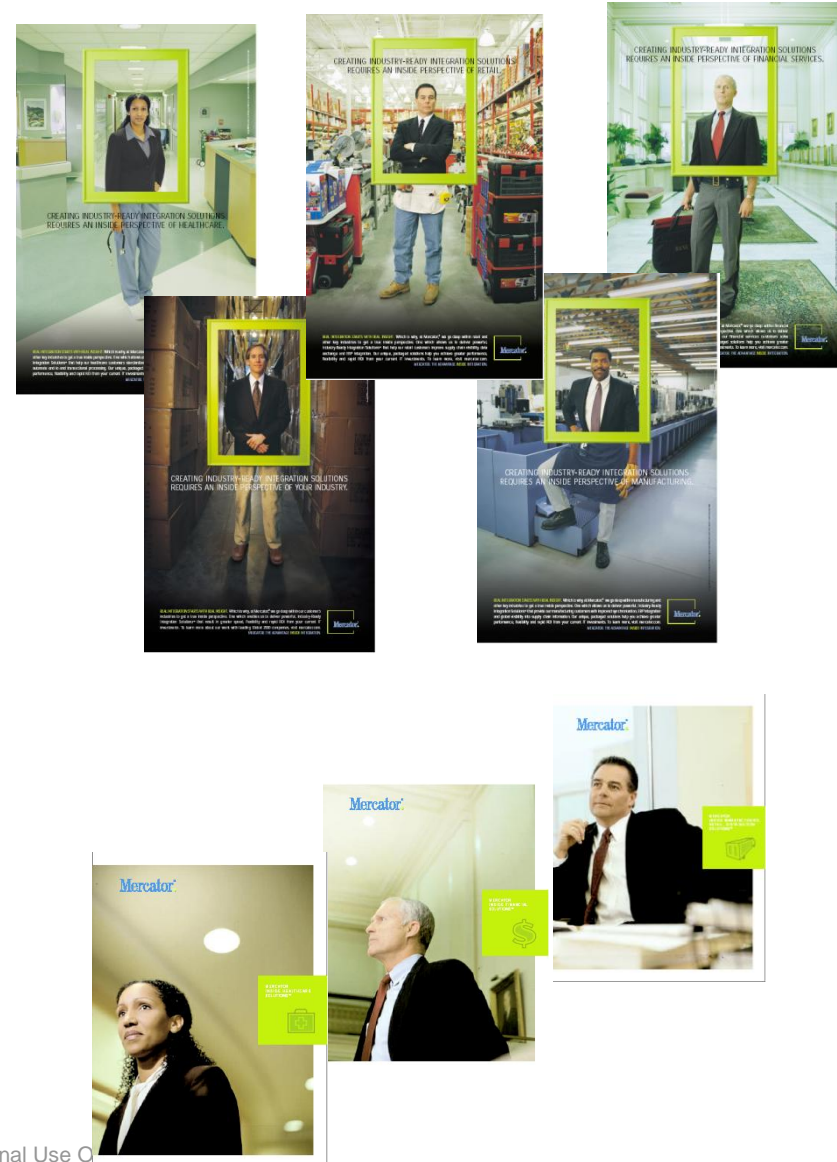
April-July Ads

- EAI Journal
 - Bonus distribution at Gartner AI show in May
 - Advertorial in April issue
- Global CFO Agenda

Collateral In Q2

- Localized Key Pieces in French/German
- 2002 Annual Report
- "We Care" Update
- Professional Services brochure

Digital & Physical Packaging Templates - June



Mercator Global Marketing 2003 Shows & Events Q2 Schedule


- Create awareness and generate leads to drive revenue for Mercator solutions


ISITC (FS)	Mar 30-Apr 1	Boston
Mercator Seminar	April 7	New York
Mercator Seminar	April 11	Chicago
Lawson CUE (P)	April 13-16	Orlando, FL
Mercator Seminar	April 24	San Francisco
Mercator Seminar	April 24	London
Mercator Seminar	April 29	Frankfurt
All Employee Meeting	TBD	Webx
Gartner AI Show	May 5-7	Los Angeles
SAP User Conf (MRD)	May 18-23	New Orleans
WEDI Conference (HC)	May 19-21	Wash, DC
ASC (HC)	June 1-6	Nashville
Mercator Seminar	June 19	Paris
SIA (FS)	June 17-19	New York

Mercator Global Marketing 2003

Q2 Lead Generation eMessages & WebCalls

- Platinum Support Promotion eMessage 4/3
- **View an On-Demand WebCall Today** 4/7
- US State Agency lists - HIPAA White Paper offer 4/9
- Inside Global Order Management eMessage 4/10
- “The Insider” Spring eNewsletter Download 4/14
- Purchased List Campaign: France, Germany, UK 4/16
- **Mercator Inside MRD WebCall with Exel** 4/23
- Telco Outreach Campaign with Bearing Point 4/29
- Top 106 Revenue Producers “Services” Offer 5/1
- US Purchased List White Paper Promotion 5/14
- EMEA Purchased List: FS White Paper Offer 5/21
- **Integrating to HIPAA Standards WebCall w/ AMS** 5/15
- **Introducing Inside Omgeo WebCall** 5/29
- SAP/EDI/Web Services Integration eMessage 6/3

The Insider




Delivering a new level of integration automation.

WELCOME TO THE INSIDER,
MERCATOR'S QUARTERLY E-NEWSLETTER
* Winter, 2003

In this issue: Mercator® is partnering to deliver integration solutions to its customers, including Bank One and EMC. Also, catch the latest on Mercator 6.7 as well as reviews from key industry analysts.


 [Download the complete Newsletter now!](#)

TABLE OF CONTENTS FROM THIS MONTH'S INSIDER: [DOWNLOAD NOW](#)

Product Updates:
Mercator 6.7 Provides New Customer-Focused Improvements
Mercator is serious about its commitment to solving customer problems while improving their ROI and competitive advantage. The result is Mercator 6.7, the latest generation of the Company's flagship integration suite. Mercator 6.7 offers dozens of new ways to make life easier for customers seeking more enterprise efficiency.

Platinum Support:
Super-Busy Mercator Customers Have Access To Outstanding Technical Support
Provide technical support for busy customers relying on Mercator's integration solution is paramount for enterprise success. Read how Mercator has designed an intensive and personalized level of technical support: **Mercator Platinum Support.**


Partner Profile:
Mercator Partnerships Provide Customers Best-of-Breed, Out-Of-The-Box Industry-Ready Integration Solutions™
The Mercator/BEA collaboration melds the powerful functionality of BEA WebLogic Integration with the versatility of the Mercator Integration Broker providing high availability, high performance, scalability through clustering, and greater security.

Inside Integration Webcalls:
Webcalls Bring Customers Closer To Mercator Technology And Expertise Extending Enterprise Solution Knowledge
In this story, we detail how Mercator has recently produced Inside Integration WebCalls covering topics like SAP Integration and Real Time B2B Connectivity. The WebCalls have featured insights from industry leaders like Mercator CTO David Linticum and META Group's Program Director for Senior Infrastructure Technology, Jennelle Hill.

Company News:
EMC Insurance Companies Taps Mercator Web Services For Claims Automation
Learn how EMC Insurance Companies is deploying Mercator Web services along with Mercator Integration Broker to beef up workflow efficiencies with its claims leading partner and to save costs.

Customer Corner:
Mercator Accelerates Benefits From Profitability Analysis System For Bank One
Mercator recently met, and exceeded, the complex integration needs of Chicago-based Bank One, by accelerating project implementation time, and paving the way for significant cost savings in integrating a massive multi-dimensional profitability analysis system.

Industry Analyst Highlights:
Recent Analyst Reports Recognize Mercator Strengths
A pair of leading industry research analyst firms, META Group and Current Analysis, recently issued reports highlighting Mercator's customer-focused strengths in providing solutions-oriented integration products and service.

 [Download the complete Newsletter now!](#)

About Mercator Software, Inc.
Mercator provides leading enterprise-wide integration software solutions to global organizations. Our solutions solve critical business problems in real time, delivering ROI while leveraging your business's current technology investment. The Mercator® integration suite of solutions includes a robust, open architecture that easily and seamlessly integrates high-volume, highly complex transactions. Sales and web limited customization. Over 1,100 businesses in financial services, healthcare, and manufacturing, retail and distribution use Mercator® solutions to enhance their performance and deliver better business value, and real-time results. For more information about Mercator or to learn more about our customer-focused software and services solutions, visit our Web site at www.mercator.com.

Copyright ©2003 Mercator Software, Inc. All rights reserved. Mercator is a registered trademark of Mercator Software, Inc. All other trademarks are owned by their respective owners. [Privacy Policy](#) | [Home](#) | [Legal Notice](#)

200+ EMEA Leads Delivered to Date: More Coming in Q2!

More than 200 Leads Delivered in Q1...

- 109 leads from WebCalls
- 2 leads from Mercator.com
- 49 leads from MasterClasses (being held this week in Paris & London)
- 64 leads from TradeShows/Events
- 35 Seminar Series registrants

Q2 Lead Generation Activities...

- Inside Integration Seminar Series
 - Q2 Events being held in London (4/24), Frankfurt (4/29), and Paris (6/19)
- London MasterClasses
 - Supply Chain MasterClass with Exel (5/13 tbc); MRD MasterClass (6/26)
- Global eMessages, WebCalls & Mercator.com Forms
 - Contact Us form, Sweepstakes Registrations, WhitePaper Downloads, etc.
- Localized Purchased List eMessages
- Partner Co-Marketing
 - Actively engaged in co-marketing activity with Accenture, BearingPoint, Exel & SWIFT
 - Leveraging Accenture for 3PL Sales Program to target 22 identified MRD accounts in EMEA

Mercator Global Marketing 2003

Q2 Partner Marketing



- All Partners
 - Competitive Selling Re-broadcast 5/8
 - Case Studies: APL, Lenscrafters, Home Depot Apr/May
 - Global e-messaging Ongoing
- Global System Integrators
 - Solution Bundles Ongoing
 - Lead Sharing: Webcast, Seminar Series, Masterclass Ongoing
 - Global Field Sales & Technical Training June
- BEA
 - Refined positioning & sales tools posted to portal 4/18
 - Inside Omgeo webcast 6/19
- BearingPoint
 - Telco Initiative e-message 4/29
- Lawson
 - Lawson CUE 2003 Tradeshow 4/13

Mercator Global Marketing 2003

Q1 2003 Press Placements

2003 Mercator Press Placements by Mercator PR Team

Date	Publication	Title	Topic
4/1/2003	STP Magazine	Mercator's CTM Ready	Mercator completes conformance testing
4/1/2003	STP Magazine	The Big Squeeze	Benefits of EAI to financial institutions
4/1/2003	STP Magazine	Future of Outsourcing	Hugh Cumberland's monthly column
3/31/2003	ebizq	Back to the Future by Michael Collins	Legacy integration
3/26/2003	ebizChronicle.com	Mercator Partners for Integration Solutions	MCTR InsideGlobalOrder Mgmt
3/19/2003	Searchcio.com	Steps to success: Tips for legacy system integration	Legacy integration
3/10/2003	Securities Industry News	Mercator Advances ERP, SWIFT IP Migration	Mercator's approach to SWIFTNet migration
3/10/2003	Securities Industry News	SWIFT ISO 15022 XML moves ahead	First State and Helaba select Mercator
3/3/2003	Insurance & Technology	Getting a Headstart on HIPAA	Healthcare
3/1/2003	STP Magazine	Definitely Different	STP - exception processing
3/1/2003	STP Magazine	SWIFTNet Migration - The Bigger picture	SWIFTNet
3/1/2003	STP Magazine	Avoiding the problems associated with legacy systems	Hugh Cumberland's monthly column
2/21/2003	ebizChronicle.com	European Investment Bank Selects Integration Platform	system integration (ERP)
2/5/2003	Factiva (Dow Jones/ Reuters)	Mercator Reports 4Q Rev of \$32.3 million	
2/5/2003	EAI Journal	MCTR Inside Integrator 6.7 Launched	MCTR Inside Integrator 6.7
2/4/2003	FinExtra.com	Mercator introduces SwiftNet migration package	
2/1/2003	EAI Journal	e-Procurement you can trust	
2/1/2003	Financial Sector Technology	Trade Completion	Impact of electronic trading on trade lifecycle
1/22/2003	ebizChronicle.com	Illinois Selects Healthcare Hub for State Agencies	Healthcare
1/21/2003	Factiva (Dow Jones/ Reuters)	Mercator gets Illinois pact	Healthcare
1/6/2003	Factiva (Dow Jones/ Reuters)	Mercator gets \$20M, 3 yr credit facility	

* Placements in Red Made by EMEA Marketing in EMEA Publications

21 Placements January 1 - April 3

- 12 - FS Articles
- 3 - HC Articles
- 3 - Articles on Core Products
- 2 - Corporate/Financial Placements

Mercator Global Marketing 2003

The Bull's-Eye Media List

Computer / Horizontal	MRD	Healthcare	Financial Services	Business Press
EAI Journal	Global Logistics & Supply Chain Strategies	Health Data Management	Securities Industry News	Wall Street Journal
CIO	Integrated Solutions	Modern Healthcare	Wall Street & Technology	Dow Jones News Service
Computerworld	Supply Chain Technology News	Advance for Health Information Professionals	Waters	Financial Times
CRN		Internet Healthcare Strategies		Institutional Investor
eWeek		Insurance & Technology		
InformationWeek		Journal of HealthCare Compliance**		
ebizQ.com				

Mercator Global Marketing 2003

“Second Ring” Media

In addition to the bull’s-eye media list provided by Mercator, the agency strongly recommends that the media list be expanded to include:

Computer/Horizontal	MRD	Healthcare	Financial Services	Business Press
Baseline	Executive Technology**	Health Management Technology**	American Banker**	CFO
CIO Insight**	Industry Week**	Healthcare Informatics**	Bank Systems & Technology**	BusinessWeek
InfoWorld	Integrated Solutions for Ret@ilers**		Trading Technology Week**	Business 2.0
Line56.com**	Manufacturing Systems (MSI)**		Bank Technology News	Fast Company
Network World	RIS – Retail Information Systems News			Forbes
Network World Fusion (online)	Start			Fortune
Optimize**	Supply Chain Management Review **			
InternetWeek (online)	Chain Store Age			

** denotes bylined articles accepted

Mercator Global Marketing 2003

EMEA Target Press

UK	France	Germany
Banking Technology	01 Informatique	Bank Magazine
Information Age	Le Monde Informatique	Geldinstitute
Computer Weekly	Banque et Informatique	BM Bank Und Markt TechniK
IT Week	Les Echos	Handelsblatt
Computerwire	Banque Strategie	Computerwoche
Logistics Europe	Logistiques Magazine	Logistics Fur Unternehmen
Computing	Le Figaro	Frankfurter Allegemeine Zeitung
Manufacturing Computer Solutions	L'Usine Nouvelle	
eAI Journal	Le Monde	
STP		
Financial Times		
The Banker		
The Times		
Wall St. Journal _ Europe		

Mercator Global Marketing 2003

Bull's-Eye Editorial Calendar Opportunities

<p>EAI Journal (August) – The changing face of the Web: How Web applications and interfaces are changing (October) – Legacy: The thorn in the side of e-business – An overview of the techniques for legacy integration</p>	<p>Global Logistics & Supply Chain Strategies (June) – From Vendor to Service Provider (October) – New Developments in Supply Chain Visibility (November) – Leveraging what you have: Putting “Shelf-ware” to Work</p>	<p>Health Data Management (June) – Special Software issue; Single source vs. best of breed (July) – Cover story: Enterprise-wide Implementations (August) – Cover story: HIPAA Compliance Strategies</p>	<p>Insurance & Technology (May) – Rip out & replace or refurbish & build? (NOTE – already pitched but it was too late) (October) – Connecting the Global Enterprise (November) – Extending Legacy – Integration Strategies that Work</p>
<p>CIO (September 15) – Financial Services Systems (November 1) – Global Enterprises (December 1) – Retail IT</p>	<p>Integrated Solutions (September) – Fortune 1000 Enterprise Supply Chain Management (November) – Mid-sized Enterprise Supply Chain Management</p>	<p>Modern Healthcare (May 15, June 12, July 17) – The Edge: How IT is helping healthcare management solve clinical, financial & strategic challenges</p>	<p>Institutional Investor (June, September) – iiontechnology (June, October) – Insurance</p>
<p>Computerworld (May 19) – Development: application development, Web services & EAI (NOTE – already pitched but no response) (June 2) – Web Services</p>	<p>Supply Chain Technology News (August) – Integration (December) – Enterprise Application Integration</p>		<p>Securities Industry News (May 5) – Web Services (June 16) – SIA Special Report (June 23) – Report from SIA</p>
<p>CRN (June 2, September 1) – Healthcare Technology (September 29) – Business Process Integration</p>			<p>Wall Street & Technology (July) – SIA Show Daily (September) – The STP Challenge</p>
<p>InformationWeek (July 7) – Web Services (August 25) – Enterprise Application Integration</p>			

Mercator Global Marketing 2003

Pitch / story lines / trade press

- “Load & Go” Solutions for FS and Healthcare
- The Atkins Diet for IT
- Squeezing the Value out of Legacy Systems
- Web Services Can Wait
- Can a Harvard MBA rescue a distressed software company?
- Mercator: A Canary in the IT Coalmine
- Surviving the EAI Wars
- David Linthicum: “The smartest guy in EAI”
- Bylined articles: Line56, ebizQ, WS&T etc.
- “Follow the News”

Mercator Global Marketing 2003

PR Q2 Deliverables By June 30

- Feature, editorial calendar and news pitching to bull's-eye media and second ring as appropriate
- **Americas Deliverables**
 - Pitch & place three case studies (vertical market focus)
 - Pitch & place 5 bylined articles
 - 5 to 15 interviews per month, depending on news flow, editorial plans of media
- **EMEA Deliverables**
 - Pitching and placing five contributed articles
 - Targeting key press and setting up 10 press interviews with Mercator Spokespeople
- Verifiable pipeline of stories placed and in process
- Restore confidence in Mercator that PR can PAY OFF!

Mercator Product Marketing Q1 2003 Key Deliverables

Core

Business Cases & MRD's

Integration Broker v7.0	Jan
Mainframe Event Server	Jan
Web Services v7.0	March
Adaptors v7.0	March
SAP Integration Packs & Updates	March

Sales Support

Mercator Plus Inquiries	Ongoing
Competitive write-up reviews	Jan
Sales Product Training - Global	Feb
Updated External Roadmap	Feb
Meta Group Show	Feb

Business Development Projects

Oracle, Sun, JCA Certification	Ongoing
MetaMatrix Partner Review	Feb

Product

Analyst Brief. (IDC, Meta Group)	Jan
Reviewed & edited PRD's - SDK v6.7.1, CM v7.2, Adaptors v6.7.1	Feb
Diogenes & Cyclone tech. reviews	Feb
(Data Mon., Giga, Forrester, Meta)	March
2002 Rev & '03 Pipeline Analysis	March

HC & FS

MRD's

HCIP v3.1	Feb
Assigned BAM/Dashboard BC/MRD	March
Progress on InsidePayments	March

Sales Support

Competitive write-up reviews	Jan
Mercator Plus Inquiries	Ongoing
Sales Product Training - Wilton	Feb
HIMSS Trade Show	Feb

Pricing

Updated Pricing Book	Jan
Pricing For Siebel Implementation	Jan
Various Pricing Issues	Ongoing
Lead Pricing Committee Meetings	Ongoing

Projects

Led v6.7 Product Launch Team	Jan
Siebel Implementation Support	Ongoing
License contract enhancements	Feb
FS Solutions Naming/ Branding	Feb
RFE,GA, Launch Process Preso	March
Updated Mercator 325 list	March

MRD

Demand Generation/Awareness

SWIFTNet Launch	Jan
- Plan, Sales Preso, Fact Sheets, Webcall	
Dexia Case Study	Jan
3PL Launch Plan	March
- Plan, Sales Preso, Prospect ID, eMessage	
Vitria/SeeBeyond Campaign	March

Sales Support

Mercator Plus Inquiries	Ongoing
Trade Show Support	Feb
3PL Sales Training/Support	Feb/March
SWIFTNet Sales Training	Feb

Solutions

Solution Bundles	Ongoing
- Identify, Prioritize, Plan, Pricing	
InsideGlobalOrderManagement	March
- Plan, Press Release, Sales Preso	
InsideDataExchange BC Review	March
SAP Support	March
- Updates, SAP Messaging	
Analyst Briefings	Q1
(Tower Group, Forrester, Data Monitor)	

Mercator Global Marketing 2003

Q2 Product Marketing Projects

- **Core Product Marketing**
 - SAP-IP (XI) v8.0 MRD
 - Platform & Adapter EOL Project (Solaris 2.5, 2.5, Tru64, Oracle 7, etc.)
 - External Roadmap
 - BD Support
 - Sun / Oracle (IB Embed); JCA Certification (iWay & RAI)
- **Financial Services & Healthcare Product Marketing**
 - BAM/Dashboard BC,MRD & Exec Preso
 - InsidePayments MRD
 - IVANS launch
 - OmgeoCTM Web Call
- **MRD Product Marketing**
 - InsideSupplyChainVisibility v2.0 MRD - Summary
 - Solution Bundles
 - Special Programs
 - 3PL (sales kit, fact sheet, web content)
 - SCM WebCall (Mercator + Exel)
 - InsideGlobalOrderManagement Launch
 - Americas SAP User Group (ASUG) Event

Mercator Global Marketing 2003

Q2 Product Marketing Projects

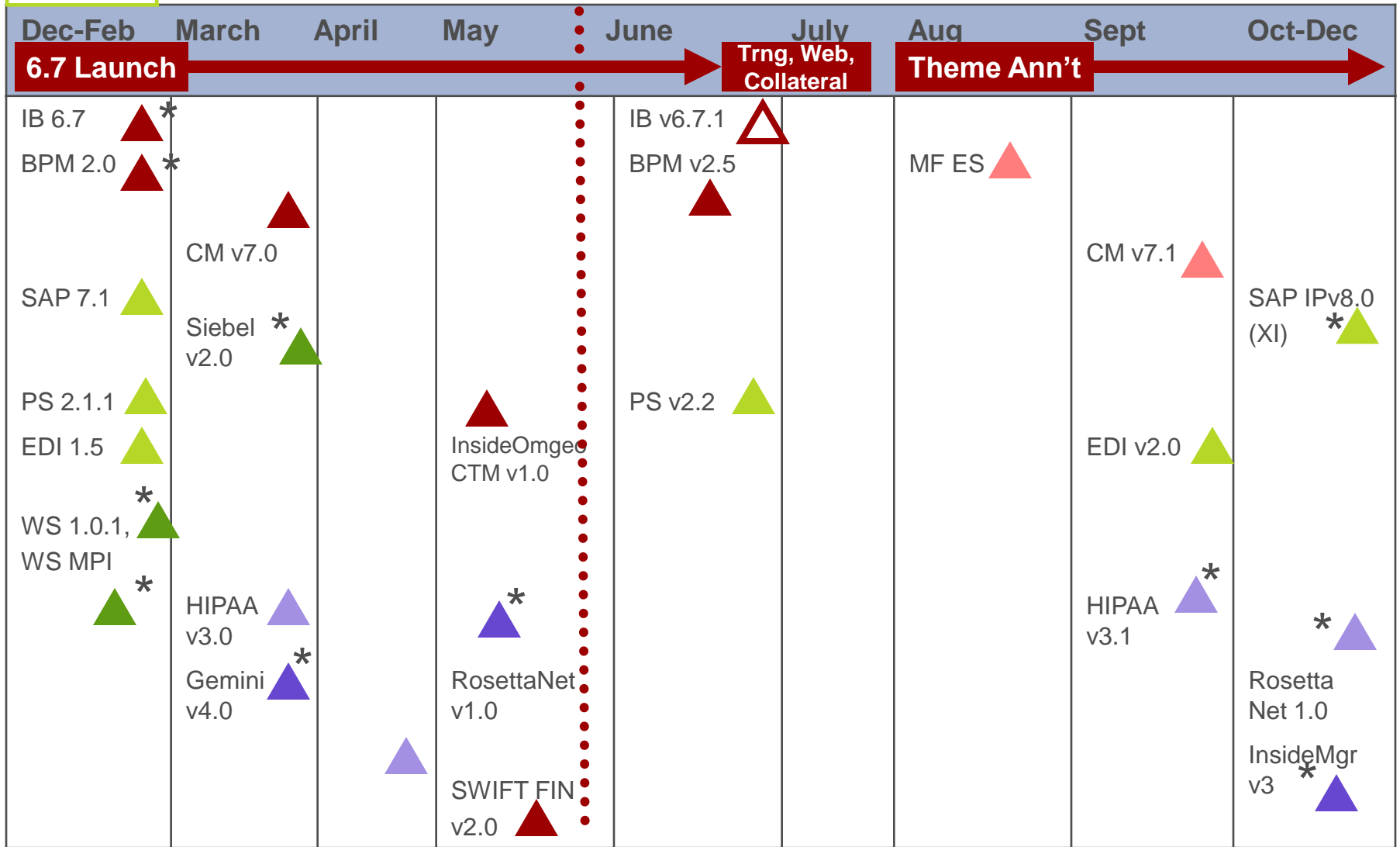
- **On-Going Product Marketing Activities**

- Daily Inquiries from Sales
- Sales Trainings (content & presentation)
- Industry Analyst Briefings/Conferences
- Pricing Committee Meetings, Inquiries & Price Book Updates
- License Key Strategy
- Mercator 325 Update

- **Customer Visits Planned for Q2**

- Core Products: Premera BC, ABN Amro, S&P
- FS Products/Solutions: Zurich, Mutual of Omaha, Principal
- MRD Products/Solutions: DLA, Amazon, and Exel

Mercator Global Marketing 2003 Product Release Roadmap With Key Launch Timing



▲ ▲ Major/Minor Core
 ▲ ▲ Major/Minor Component
 ▲ ▲ Major/Minor Vertical
 ▲ Service Pack
 * Press Release

Mercator Global Marketing 2003 Solution Bundles - Status

What are Solution Bundles?

- The bundling of existing products and/or solutions for a specific offering.
- In some cases, typetrees, maps will augment solution – to be developed through partner support and/or from assets from previous customer engagements.

Priority Solution Bundles - Status

• **EDI Solution Bundles**

- 4 solution bundles and 2 new maintenance scenarios defined.
- Promotional pricing approved by Pricing Committee on 3/25.
- Direct Sales will drive the sales program to promote these solution bundles and maintenance options to 177 existing Mercator Desktop customers.
- Based on approval of Legal, Phase 2 will target approximately 1,700 Emanio customers.

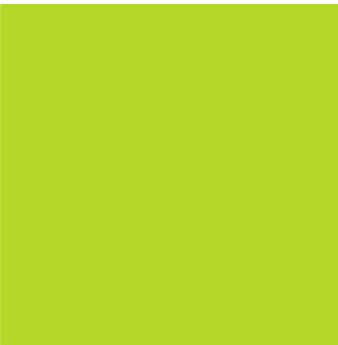
• **Retail Store Data Manager**

- Transformation of real-time data from stores to data repository (database) for analysis.
- Phase I - Discovery complete.
- Phase II – Design. Phase II will result in the definition of solution bundle scope, supported technology, data characteristics, Mercator proposition, and a design document that will outline required development (typetrees, data repository).

Mercator Global Marketing 2003

Other Potential Bundles Under Evaluation

Candidate Solution	Industry Focus	Description	Components	Status
Supply Chain Transaction Coordinator	MRD	Track information across multiple applications throughout supply chain.	Integration Broker, Business Process Management, plus 2 or 3 maps.	Panasonic. Extension of ISCV.
Pharmaceutical - Manufacturing Process	MRD	Applicable to anything that is regulated by FDA.	Integration Broker, Business Process Management, Typetrees, Maps	Plan to talk with BearingPoint. Need to identify where greatest ROI exists.
Adverse Effects	MRD	Ability to submit data electronically to report adverse effects that people have to drugs to FDA (even after trials).	Integration Broker, Typetrees, Maps, Business Process Management, TBD	Pursuing with BearingPoint.
Clinical Trials	MRD	Clinical Trials have certain FDA reporting requirements based on stage of trial. Pharmaceuticals have to capture data, analyze it, transmit to FDA.	Integration Broker, Business Process Management, Typetrees, Maps	Tracking opportunity at Astra Zeneca.
Electronic Trade Confirmation	FS	Solution to streamline the process of getting a securities trade from a network and reconciling it with internal systems	Mercator InsideFSManager InsideGemini	This product combination has been sold a number of times in the past.
Electronic Trade Confirmation for SWIFT	FS	For companies using only the SWIFT network for securities trades - Solution to streamline the process of getting a securities trade from SWIFT and reconciling it with internal systems	Mercator InsideManager Integration Broker InsideGemini	Under discussion – Same concept as previous bundle, but based on newer platform.
Voting Automation	GB	Product bundle to support voting by shareholders at annual meetings, and reconciliation of votes with voting shares	Integration Broker InsideGemini	Concept being explored.



Mercator®

www.mercator.com