



## SELLING TADPOLE RDI PRODUCTS

### WHY SELL TADPOLE-RDI ?

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- Natural extension of your VAR product line
- Sell full T-RDI product line
- Sun and HP do not offer portable systems
- Your prospects and customers are portable prospects
- Significant pent-up demand, fertile markets
- Good revenue and margin opportunities
- Powerful door-opener in Unix marketplace
- Resellers are cornerstone of T-RDI strategy

3



### WHY SELL TADPOLE-RDI ?

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- Direct reseller/manufacturer relationship/partnership
- Focussed roster of Key Resellers
- T-RDI well-established and merged market leaders
- Reliable products; outstanding product service
- Product architecture, features, selling points, sales strategy, easy to understand and execute
- Occasional promotions and spiffs
- Highly qualified leads from T-RDI
- Excellent inside T-RDI sales support staff

4



### TADPOLE-RDI BACKGROUND

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- Tadpole Technology and RDI merged Oct 1, 1998
  - Only two major players in the UNIX portable market
  - Tadpole established 1983, RDI established 1989
- Tadpole Technology:
  - Cambridge, England; Austin, Texas, sales offices and resellers
  - Products: (SPARCbook), VoyagerLi
- RDI Computer Corporation:
  - Carlsbad, CA, sales offices and resellers
  - Products: (Brite-Lite), (PowerLite), UltraBook, PrecisionBook
- Companies merged and reorganized: HQ: Carlsbad, CA
- Product lines are complementary

5



### TADPOLE-RDI TODAY

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- Sales Offices:
  - San Diego, LA, San Jose, Chicago, Wash. DC, Austin, TX, London, Stuttgart
- Resellers:
  - Key Resellers throughout world, commercial and government specialists

6



## VALUE ADDED

- One year warranty, all systems
- 2nd/3rd year optional Extended Warranty Program
- Wide range of complementary peripherals
- Carrying case included; better hard and soft options available
- Responsive, efficient product service
- Leasing programs
- Trade-in programs

13

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## SELLING POINTS

- Strong value proposition
- Shared resource
- Better data and system security
- More efficient: less logistics, more productivity, morale/retention enhancement
- True portability
- Feature options
- Powerful; features-rich
- No performance compromise for portability

14

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## SELLING POINTS

- Tadpole-RDI long time product specialization
- Flexible connectivity
- Memory and storage upgradeability
- Unmodified O/S
- Sun and HP do not offer portable systems

15

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## UNIX MARKET

- Continuing robust growth
- Portable utilization is less than in Intel market; many selling opportunities remain
- SUN and HP are #1 and #2 workstation vendors respectively

16

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## UNIX PORTABLE MARKET

### Vertical market segments

- Software Development
- Telecommunications
- Datacommunications
- Financial Services
- MCAD/ECAD
- Manufacturing

### Users:

- Systems Administrators
- Systems Engineers
- Sales/Customer Engineers
- Systems Analysts
- Product Marketers
- Product Developers/Training Instructors
- Pre/Post Sales Support
- Trade Show Demonstrators
- Product Demonstrators

17

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## SELLING IN SUN/HP MARKETS

- Sell value, minimize cost
- Don't assume the prospect has evaluated portables as an alternative to desktop deployment
- Use Value Proposition Proposal Templates
- All Sun and HP Unix users are prospects for portables
- Use "Cost of Demo" example ([www.tadpole.com](http://www.tadpole.com))
- Don't assume that the products or T-RDI are household words
- Present portability as another dimension to your customers/prospects
- Use portability as a door opener to pursue new prospects

18

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18

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## SELLING IN SUN/HP MARKETS

- Stress the idea of sharing the systems. Helps minimize price reaction
- Emphasize removable disk feature
- Stress Sun and HP connection/components/O-S
- Stress value of native UNIX for best performance/demos
- Expose Sun prospects to both UB and Voyager
- Use trial to pre-qualify final objection close
- Involve decision makers and users/champions; capital budget
- Offer lease option

19

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## SELLING IN SUN/ HP MARKETS

- Sell EWP (10% KR discount)
- First system sale is toughest; invariably follow-on business
- Sell benefits, not merely features
- Position as a sales tool for demonstration application
- Call on sales management and other potential users/beneficiaries rather than systems management/administration
- Seek pockets of opportunity not overall adoption

20

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## VALUE PROPOSITION

- Favorable economies versus desktop deployment:
  - Higher direct cost of Unix portables is offset by eliminating/minimizing costs of desktop deployment
    - Shipping costs
    - Delayed shipments
    - Damaged/lost systems
    - Cancelled demos
    - Unproductive tasks

21

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## VALUE PROPOSITION

- Improved Productivity
  - More demos performed by existing staff
  - More demos, less logistics
- Higher sales revenues
  - More demos, more sales, higher revenues

22

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## PRODUCT MARKETING

- All marketing resources applied to awareness and demand generation.
- Activities/Priorities:
  - Teleprospecting
  - www.tadpolderdi.com
  - Events/trade shows
  - Public relations/publicity
  - Web advertising
  - Direct mail
  - Print advertising

23

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## CHANNEL MARKETING

- www.tadpolderdi.com/KR Extranet site: complete information resource for Key Resellers (only)
  - News
  - Product Information
  - Collateral
  - Sales Tools
  - Value Proposition Proposal Templates
  - Pricing
  - Sales Strategy
  - Tech Tips
  - T-RDI Phone Directory

24

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#### **DOING BUSINESS WITH TADPOLE-RDI**

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- See "Communications and Staff" for who's who and communication.
- Use our staff to assist in pre and post sales
- Prospectors get more leads!
- Encourage your users to go direct to T-RDI Product Service
- Utilize email first, voice mail second
- You will be kept updated primarily via email
- Co-marketing and Sales Plan is developed and executed uniquely for each Key Reseller
- Key Accounts Program
- Allow sufficient lead times (30 days ARO)

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