research management as well as sales and procurement. Therefore, this total investment is viewed as a "portfolio" requiring management to balance risk and return to meet management goals.[1]

MicroAge of Sacramento's objective in responding to DGS RFP 9014 is to provide to California public entities a strong and focused business partner providing procurement and professional services that maximize the productivity of each agency's unique IT portfolio.

MicroAge of Sacramento believes that there are three fundamental marketing problems to be addressed in a state store marketing plan. First, existing state store clients need and desire a smooth transition from current providers. Organizations that rely primarily on the state store will most likely wish to continue to do so. An orderly transition from current to new providers will ensure continued allegiance by existing state store clients. Second, it is important to gain new clients to state store allegiance. Many state organizations rely on other procurement vehicles such as the California Multiple Award Schedule (CMAS) and local government entities rely on vendor participants in the California Communities Purchasing Program endorsed by the League of California Cities and the California State Association of Counties (CSAC). MicroAge of Sacramento believes that a substantial portion of these agencies can be converted to state store clients through a marketing campaign aimed at their inclusion. Finally, it is important that the marketing plan contain explicit elements designed to retain clients. Client retention is at the heart of the one-to-one sales and marketing model integrated into the MicroAge of Sacramento marketing plan. Securing a smooth transition for current state store clients, gaining new clients and retaining existing clients, these are the objectives toward which the MicroAge of Sacramento marketing plan presented here is specifically designed to address.

Marketing campaigns are expensive and government sales are highly competitive. These two facts of the SLE market landscape make it imperative that a state store provider carefully select and manage marketing vehicles. MicroAge of Sacramento marketing is predicated on three fundamental propositions:

- Marketing Integration—The most effective marketing involves carrying a *common* message to the target audience through *multiple vehicles.*

- Constant Learning-The more we learn about the unique IT goals, strategies and legacy of *each* client or potential client, the more closely we can customize our product and service offerings to client requirements.

- The Power of Communities—MicroAge of Sacramento will use its growing knowledge of the SLE market to define communities of common interests to gain *economies* **of scope** to the benefit of its clients.

[1] Peter Weill and Marianne Broadbent, Leveraaina the New Infrastructure: How Market Leaders Capitalize on Information Technology, Harvard Business School Press, 1998, Chapter 2.

MicroAge SACRAMENTO

The implementation of these propositions in this plan maximizes MicroAge of Sacramento's marketing effectiveness per budgeted marketing dollar.

Integrated Marketing

"Integrated marketing is a coordinated approach to marketing in which the organization's message is uniformly presented to target audiences through a variety of media, events and practices.. .. [Integrated marketing] is a communication strategy for getting optimum results from each marketing dollar."[2] A single message conveyed through a single medium is less effective than that same message conveyed through multiple media. Conversely, multiple messages conveyed in multiple media are, at best, confusing. Through marketing integration, MicroAge of Sacramento seeks to achieve the greatest effectiveness in reaching potential and existing state store clients.

MicroAge of Sacramento has a long track record of marketing to state and local government agencies as well as educational institutions throughout California. Bringing the procurement and professional services message of a MicroAge of Sacramento state store to the SLE market in California is challenging and the elements of the MicroAge of Sacramento state store marketing plan carry forth this tradition.

Learning Relationship

Learning relationships are fundamental to customized client service.3 Learning relationships are investments on the part of both provider and client. For the provider, there define the proper approach to inquiry and to systematically document the learning that is gained through each interaction with the client. For the client, because the learning relationship is inherently interactive, there is an investment of time in "teaching" the provider. However, over time, as the relationship strengthens and the additional investment in teaching becomes increasingly marginal and the benefits to the client are compounded such that they far exceed the time invested in teaching the provider. Focused, intentional learning relationships ensure the discovery of each customer's uniqueness; this knowledge is then used to customize products and services to meet the unique requirements of each customer.

Knowledge and understanding of each client organization's business goals, operations, strategies and legacy IT infrastructure is essential to being able to provide relevant products and services. To be clear, this is not learning about "government"; it is learning about each individual client organization the information needed to be *useful*. It is learning that, because it results in useful understanding, clearly reduces overall client costs.

---

[2] Kevin B. Tynan, Multi-Channel Marketina: Maximizina Market Share with and Intearated Marketina Strategy, Probus, 1994, p. 4.

[3] Don Peppers, Martha Rogers, Enterprise One-to-One: Tools for Competing in the Interactive Age, Doubleday, 1999; and, Don Peppers, Martha Rogers, Bob Dorf, The One-to-One Fieldbook: The Complete Toolkit for implementing a 1-to-I Marketing Program, Bantam Books, 1999.

MicroAge SACRAMENTO

Learning relationships optimize the effectiveness of both the state store provider and the client. Learning relationships are inherently relationships of trust; they take time to establish, develop and mature. But, because of its long-standing California public sector market focus, the MicroAge of Sacramento marketing plan need not and does not start from "square one". Our learning began well over ten years ago and MicroAge of Sacramento's experienced Technical Consultants each have extensive California-focused public sector backgrounds. .

The MicroAge of Sacramento marketing plan recognizes, indeed, emphasizes, encourages and focuses on discovering the uniqueness of each individual customer. It is this uniqueness, its discovery and documentation that assures that MicroAge of Sacramento adds value to each individual customer. We also recognize that much of what MicroAge of Sacramento sells currently and will sell under a state store contract award is regarded in the industry as "commodities". Desktops, notebooks, printers, etc.-all are regarded as standard and standardized. We regard having the organizational infrastructure and industry relationships needed to seamlessly and unerringly provide commodity products as an important qualifying requirement for a state store contract award. There is much beyond the provision of commodity products that MicroAge of Sacramento will bring to each client on a customized basis that will, we believe, add substantial value. MicroAge of Sacramento seeks to broaden the scope of the company's offering by seeking to customize the company's products and services to meet the unique customer needs.

At the May 1999 Government Technology Conference, then CIO of the Department of General Services, Al Duran outlined the requirements for computer product vendors at all levels. The very first urging was for vendors to make the investment required to "know our business", "know our technology", "know our problems", and, "know our strategic direction". Each of these is an investment in learning by the provider and teaching by the agency client-a learning relationship. This requirement is, in turn, premised on the uniqueness of each client organization and this is the premise of the MicroAge of Sacramento sales and marketing model for the California state store.

Communities of Common Interests

Conceptually, SLE organizations can be grouped into communities based on similarities. The MicroAge of Sacramento state store marketing plan seeks to actualize the leverage inherent in California public sector communities. The learning relationships established during the initial year of the MicroAge of Sacramento state store contract will be used to identify IT communities within the California SLE market. Key parameters used for this identification project will be organization mission and goals, organization type, legacy IT infrastructure, legacy IT applications and implementations, IT strategy and organization size.

- Mission and Goals.
- Organization Type.
- Legacy IT Infrastructure.
- Legacy IT Applications.
- IT Strategy.
- Size.

California public sector agencies, classified as members of particular communities, will then be able to share important IT information yielding improved strategies and raise confidence levels regarding key IT decisions. In creating community definitions, MicroAge of Sacramento believes that the knowledge base will be self-organizing yielding "natural" community definitions. In facilitating the conversations that result between community members, MicroAge of Sacramento believes that the improved knowledge and understanding that results will actually reduce the risk inherent in IT infrastructure decisions.

The Internet is the enabling technology.

The diversity of the SLE market is at the heart of our sales and marketing model for it is only through recognition of this diversity that MicroAge of Sacramento can become a used and useful business partner. Diversity is inherent in organizational missions and objectives, business processes, strategic plans and, most obviously, **legacy IT systems. In a December, 1997 report, the** state's Department of Information Technology (DOIT), described a model for planning and approving IT projects.[4] IT resources are diverse and complex requiring an organization dedicated to the continuous learning required to conceptually integrate new technologies into the state's existing IT infrastructure.

[4] **State of California, Department of Information Technology, Information Technology: Project initiation & Approval Report, December 1, 1997.**

MicroAge SACRAMENTO

The following table lists the elements of MicroAge of Sacramento California State Computer Store marketing plan and toward what marketing objective, transition, gaining new clients, or retaining clients, they are directed. These elements are described in greater detail in the sequel.

Element	Transition	Gain Clients	Retain Clients
Commencement Conferences	Yes	Yes	
Annual Conferences			
Government Technology Conference		Yes	Yes
League of California Cities		Yes	Yes
Tech Expo CCSIDA		Yes	Yes
Quarterly Symposiums			
MicroAge IT Symposium Series		Yes	Yes
Seminars			
MicroAge IT Seminar Series		Yes	Yes
Web Site			
IT Solution White Paper Series		Yes	Yes
News & Events			Yes
IT Discussion Forums			Yes
Chat Facility			Yes
Email Messaging			Yes
Advertising		Yes	Yes
Learning Relationship			
On-Site Client Visits			
Initial Series	Yes	Yes	
On-going			Yes

Commencement Conferences

MicroAge will develop four State Store Commencement Conferences in 2001 to bring the MicroAge of Sacramento state store message to clients throughout California. These single-day conferences will be held in Sacramento, Fresno, San Francisco and Los Angeles. Having a common format, they will focus on training State & Local Government and Education employees and management on the benefits and use of MicroAge of Sacramento's state store offerings. Each conference will feature morning sessions that introduce MicroAge of Sacramento's state store facilities and professional service offerings and an afternoon session on the specifics of the using the MicroAge of Sacramento California State Store web site. A luncheon will be vendor sponsored and be complete with key vendor partner product and service displays.

MicroAge SACRAMENTO

Annual Conferences

Government Technology Conference

MicroAge of Sacramento has long been a participant in the Government Technology Conference (GTC) held at the Sacramento Convention Center. The May 2002 GTC represents a key opportunity to present to the 20,000 to 25,000 public employee attendees from across California MicroAge of Sacramento's new role as a state store provider. MicroAge of Sacramento will reserve a 30' by 40' booth, as we have for the 2001 GTC. This booth will have a "MicroAge Community" theme wherein vendors will be presenting IT solutions addressing problems currently confronting public sector organizations. Mobile solutions, wireless applications, software auditing, security, storage, availability are some of the topics and solution areas that will be addressed at the MicroAge of Sacramento GTC booth. We will seek approval of DGS for all GTC activities.

Our conference presence beginning in 2002 will have a dual purpose. First, like the Commencement Conferences outlined above, MicroAge of Sacramento will use its presence at GTC as an opportunity to announce to and educate attendees regarding MicroAge of Sacramento's role as a state store vendor. In addition to the booth facility, MicroAge of Sacramento has reserved a corner theatre where presentations will be made daily and throughout the duration of the GTC Floor Exposition regarding the company's state store services. Certain of these presentations will be directed to high-level IT decision makers and procurement officers while others will be directed toward using the company's web site as a vehicle for creating end-user IT product requisitions. Specific topics include:

- Introduction to MicroAge of Sacramento, IT Services
- Professional Services Available through MicroAge of Sacramento, IT Services
- Defining Collaborative Learning Relationships between MicroAge of Sacramento and Agencies Clients
- Auditing Software Licenses Options
- Addressing Security Issues
- Storage Area Networks
- Wireless Application Technology
- Implementing Requisition Approval Routing Using MicroAge of Sacramento, IT Services
- The End-User IT Product Requisition Process Using MicroAge of Sacramento, IT Services

League of California Cities

CCISDA

MicroAge SACRAMENTO

The California County Information Services Directors Association is the official organization of the county information technology directors in the state of California. They represent 43 of the 58 California counties in the area of information technology and county government.

This includes the sharing of new computer applications and products (CCISDA Application Exchange), staff development and training, consulting services to member counties and support organizations, and systems integration work between counties, the State of California and the federal government (CCISDA Technical Advisory Group), for a variety of computer applications.

CCISDA holds membership on the Advisory and Executive Boards of the Government Technology Conference and Tech Expo Conference. The organization regularly provides speakers for both events in a variety of areas covering County government and technology.

The organization meets officially in conference twice each calendar year, usually once in northern California, and once in southern California. Those conferences cover a four-day period, and include specialized course work, workshops, seminars and information exchange in the above outlined areas, as well as a complete show of new products and services by some of America's major information technology corporations.

As the members of this group are typically the decision makers in County Government, they represent a great target audience for more efficient acquisitions methods. MicroAge of Sacramento will request to be on their agenda at both their spring and fall conferences. Also, when they hold the new product and services shows the rental of a booth for that period would be of value.

CASBO

The California Association of School Business Officials, CASBO, is comprised of school districts and dedicated education professionals who are responsible for the financial and operational facets of California public schools. CASBO members oversee finance, accounting, human resources, risk management, transportation, school nutrition, maintenance and operations, management information technology, purchasing school safety and school facilities.

CASBO has been providing leadership and professional development in school business since 1927. Districts join the organization to help support the critical role we play in shaping public school budgets and state policy on areas of school business. Individuals join CASBO for the wide variety of services including the best available professional development in school business. CASBO promotes professionalism throughout the field of school business management and acts as a forum for sharing problems, solutions, experiences and information among districts across the state.

CASBO hosts an annual conference each spring. This year's conference is scheduled for April 20-24 at the Santa Clara Convention Center. More than 2,000 school business officials are expected to

attend the 2001 conference. "No other state or national conference brings you the depth of buyers and decision makers who specialize in school business".5

MicroAge of Sacramento is an Associate Member of CASBO.

CEDPA

CEDPA is an association of Educational Data Processing Professionals within the state of California. Founded in 1960, CEDPA focuses on improving administrative information processing in public education and to prepare its membership to support the technology needs of public instruction. It is also a liaison between local public education agencies and the California Department of Education.

Among CEDPA's several activities is an annual conference. The 40th CEDPA Conference, concluded in November 2000, was the largest attended conference in CEDPA's history, with over 340 attendees participating in conference activities. The vendor exhibit once again topped conference records, with 65 booths and kiosks displaying the many products and services of interest to K-12 technologists.

The 41st CEDPA Conference will be at the Doubletree Hotel Monterey-Fisherman's Wharf and will be held on November 14-16, 2001. The theme of this conference is "Education: The Digital Future" will feature topics such as system migrations, e-rate experiences, VPN Deployment, Windows and Netware networking, data mining and warehousing, firewall design and implementation, intranet and web development

Tech Expo

Quarterly Symposiums

MicroAge of Sacramento IT Symposium Series

With over one hundred attendees at each event, MicroAge of Sacramento IT Symposiums are presented on a quarterly basis throughout the year. MicroAge of Sacramento IT Symposiums are generally scheduled to run from 8:30 a.m. until noon and are held in a major hotel. These events feature a known keynote speaker selected from a wide spectrum of professions. In addition, the IT Symposiums feature a vendor fair. Vendors are chosen to represent IT solutions rather than simply product. The year-end Symposium, held at the Sacramento Capitol Club, is a benefit for the Sacramento Children's Home. Example agendas from recent IT Symposiums are presented in the attachment. It is MicroAge of Sacramento's intent, under this marketing plan, to replicate each Symposium held in Sacramento in the San Francisco and Los Angeles market places. This will serve to enhance the market presence as an awardee under DGS RFP 9014.

[5] CASBO, 74th Annual Conference and Exhibit Show, Exhibitor and Associate Member Registration Packet.

MicroAge SACRAMENTO

Seminars

MicroAge of Sacramento Solution Seminars Series

MicroAge of Sacramento has developed, and will continue to develop based on client focused criteria, partnerships with key vendors who have been selected because of their IT solution focus. MicroAge of Sacramento IT Solution Seminars consist of a solution presentation by a MicroAge of Sacramento Technical Consultant and/or vendor representative and a live demonstration. The solution presentation generally outlines the nature of the IT issue being addressed, how the technology presented addresses the issue, how it integrates with legacy systems, and the financial benefits of technology implementation. The demonstration portion is a hands-on operation of a small-scale system to give clients a direct experience understanding of how the IT solution would work in the field.

MicroAge of Sacramento has developed partnerships with key IT vendors who also participate in the MicroAge of Sacramento IT Solution Seminar Series. The following lists is a sample of subject area and the key vendor providers with whom MicroAge of Sacramento has established strategic partnerships:

- Storage Area Networks. SAN technology has become the leading solution for the provision of high-capacity digital storage. As described elsewhere in this bid response, MicroAge of Sacramento has become the premier partner with Compaq representing Compaq's storage solutions known as Storage Works. MicroAge of Sacramento has the only Storage Works demonstration facility in Northern California outside of the Bay Area.

- Computer Telephony. The integration telephone and computer technologies increase the power of both. MicroAge of Sacramento has a key partnership with AltiGen representing that company's computer telephony integration solution.

- Software Licensing. MicroAge of Sacramento is the leading provider of Microsoft and Novell software licenses to state agencies throughout California and Nevada. The expertise in Microsoft Select and Enterprise Agreements and Novell's Master License Agreement is presented in this series.

These and other IT solutions is the subject of repeated Solution Seminars to be held throughout the state by arrangement with MicroAge of Sacramento state store clients and potential clients.

Announcements

Software Licensing News Flashes
State Store Newsletter

MicroAge
SACRAMENTO

Web-Site Announcements. www.microage-ca.com/statestore will become a "favorite" for SLE employees at all levels. In addition to the key features pertaining to electronic catalog requisition and workflow, this web site will have the following functionality:

Technology Solution White Papers
Discussion Groups/Forums
E-mail Messaging
News & Events Window
Customized Agency Catalogs
HumanClick – an advanced help system
Bundles and Templates

Customized Agency Catalogs
We have established the ability to customize a catalog for any agency that would like to have their own standards implemented.

Bundles and Templates
Departments can establish their own bundles of hardware and/or software for ease of ordering.

Advertising

Light Rail
E-Mail: Email announcing MicroAge as new State of California Microcomputer Store Vendor with link to web site.

Marketing Materials

Hard Copy Catalog
Distributed using mailing list, at conferences (GTC May 2001) and magazine racks located at pre-approved locations in state buildings.
Flyers:
Same distribution means as stated above.
Mailers:
Sample: MicroAge NY Mini Brochure
Inserts:
Sample: GTC Magazine Insert.
Post Cards:

Road Show

Mobile State Store:

MicroAge SACRAMENTO

MicroAge feels that bringing the State Store to the customer is a very effective way to retain current customers and recruit new customers and plans to configure a large motor home to demonstrate new products (in-use requirements will be maintained). The road show will include MicroAge staff along my manufacturer representatives and can be reconfigured for specific customer needs. MicroAge will target State, Local and Education Customers throughout the State of California. The State Store Business Development team will contact current and potential customers to schedule an onsite visit to their location. The Mobile State Store will include the following features. The Mobile State Store will also attend events like GTC, Tech Expo and League of Cities.

- Side-by-Side Product comparisons.
- Desktop and Notebook System Units running the Operating Systems offered under this contract.
- File Servers demonstrating the Network Operating Systems offered under this contract.
- 10/100 base-T and Fiber-Optic networking products.
- Peripherals and Accessories will also be demonstrated.
- State Store Web-Site Demonstrations will also be provided.
- State Store Hard Copy catalogs and Catalog on CD will also be available.
- Product literature will be available.

State Store Literature

Features and functions of the On-line catalog.
Events and Seminars
Customer Success Stories

Missions and Objectives

Public agencies serve diverse public needs and, therefore, have diverse end-user and IT infrastructure requirements. The mobility requirements of police agencies stand in contrast to the research and reporting focus of energy agencies such as the California Energy Commission. Agency mission is at the foundation of IT system selection and design.

Relationship Marketing

There is a marketing continuum paradigm describing "client-server" organizational relationships as primarily "transactional" or, at the other end, primarily relationship oriented. The MicroAge of Sacramento model for marketing to non-federal public agencies in California will be dominated by efforts that feature relationships. This means that the marketing campaign

MicroAge SACRAMENTO

elements will strive to be interactive, integrated and process oriented. Interactivity establishes a learning relationship with each client. MicroAge of Sacramento, because of its established client relationships as a CMAS provider and the data mining of incumbent state store provider historical sales, has a major head-start on defining and understanding client organization's legacy IT environments and proclivities to outsource services. Integrated means that the client organizations receive the same message by using more than one marketing medium. Integrated marketing inherently strengthens the message. Process oriented means that the state store marketing campaign is an on-going process that defines and develops relationships with client organizations with the emphasis on problem solving.

Vendor marketing has most often been product focused with vendor field agents representing specific, pre-configured products.

Making Better IT Decisions through Information on Information Technology

MicroAge of Sacramento is highly interested in providing relevant and timely information about IT solutions to State Store clients and potential clients. We know that change is rampant in the IT field and we believe that it is very difficult for client organizations to filter and digest the meaning and significance of new and upgraded technologies in a timely fashion. Making appropriate IT portfolio decisions in this dynamic environment is very difficult. MicroAge of Sacramento will provide IT Information Services through its web site (www.microage-ca.com/statestore) and through IT Symposiums and IT Solution Seminars. The "IT Information Digest" on the web site will provide subject category digests of articles with links to original sources. The proposed subject structure is:

All customer-related activities are inherently processes. Processes generally take time known as "cycle time." A key way to gain and retain clients is through process cycle time reduction. Typical customer-related activities include:

State Store On-Site Client Visits

Typical client visits by "account managers" involves discussions with client procurement agents for the purposes of relationship building and quoting. This is generally useful for establishing relationships with buyers. But, it fails to establish relationships that can usefully assist client organizations in critical IT portfolio decisions. It is limited to creating a relationship wherein competition is based solely on price rather than the more extensive service relationship the DGS is seeking in this RFP.

Accordingly, during the first three months after award, and by appointment only, MicroAge of Sacramento State Store Technical Consultants will visit existing state store clients to survey their organizational mission, goals, legacy IT and IT strategies. The purpose of these meetings is for MicroAge of Sacramento to *learn, understand and document a systematic knowledge base* of information regarding each state store client. This documentation becomes the basis for establishing an on-going productive relationship with these clients. Knowledge development and client understanding are fundamental to MicroAge of Sacramento's strategy to gain and retain SLE organizations as MicroAge of Sacramento State Store clients.

Called a "learning relationship" by leading marketing experts[6], its implementation is a continuous exercise wherein the State Store and its client organizations become closer. The learning relationship is, in this sense, a tie that binds; the understanding that MicroAge of Sacramento State Store will have about each client will be unique and difficult for others to duplicate. Client organizations will not want to take the time to engage in similar learning exercises with competitors. This shared knowledge inherently reduces the "cycle time" for reaching an IT investment decision. In addition, it helps eliminate bad decisions thereby increasing the likelihood of "doing things right the first time." The client relationship is documented in Customer Relationship Management software.

Quotation, Order and Delivery Cycles

Typically, the quotation cycle begins with a quote request delivered either in facsimile or e-mail as an attachment. Depending on the complexity of the quote, the account executive or the assigned customer service representative (CSR) respond with a written quote on a standard MicroAge of Sacramento form. Clarifying questions may be asked by the AE or CSR. Again, depending on the complexity of the quote, turn-around may take as long as two days. Depending on the unusualness of any one of the requested items, a quote turn-around may take longer. It usually takes an extended period of time to establish business relationships with one-time vendors. Once returned to the client, clarifying questions may be asked via telephone. There is usually a wait period while the agency client is deciding on procurement source and a purchase order is prepared. A purchase order is normally sent via facsimile first and then surface mail. Once received, the quotation is converted into a sales order having the exact line item content as the client's official purchase order. The sales order is aggregated with other sales orders received during the last 24-hour period and supplier purchase orders created and called in. Drop ships are sent directly from the supplier warehouse to the client ship to address whereas non-drop ships are all sourced through the local MicroAge of Sacramento warehouse facility. For the latter, products are allocated to customer sales orders upon receipt. When orders are complete, they are shipped and invoiced.

[6] Donald Peppers, Martha Rogers, Ph.D., **Enterprise One-to-One: Tools for Competing in the Interactive Age, Currency-Doubleday, 1997;** Don Peppers, Martha Rogers, Ph.D. and Bob Dorf, The One-to-One Fieldbook. Currency-Doubleday, 1999.

MicroAge
SACRAMENTO

MicroAge of Sacramento has invested in an IT procurement infrastructure that should substantially reduce the quotation and order cycles. This infrastructure allows agency end-users to source IT products through a procurement-approval workflow model tailored to the approval routing of that agency, division or department. End users initiate a requisition by creating an electronic requisition document from the MicroAge of Sacramento State Store catalog. The requisition is automatically routed sequentially via e-mail to each individual responsible for requisition approval. At each stage of approval, the MicroAge of Sacramento account manager is also informed of the requisition pending. The final stage in the requisition process occurs when the requisition becomes a purchase order. During the final approval phases, the MicroAge of Sacramento account manager can order the product pending approval so that, when the purchase order is forwarded to MicroAge of Sacramento, the product can be ready for shipment or on-site installation. The quotation is, therefore, created by the end-user through the auspices of the approved MicroAge of Sacramento State Store catalog. And, more importantly, the order cycle is compressed because of the foreknowledge the account manager has regarding the pending purchase order.

NOTE: This **Marketing Plan has proved to be quite dynamic. The Government Technology Conference originally seemed to be perfectly timed for our announcement as a successful state store vendor. Now, that is not the case.**

We have modified this plan as the date of award has changed. Hopefully, we have been successful in finding all the areas where we have discussed awards, announcements, etc. This includes websites, GTC and other conferences, marketing materials, etc.

Please be assured that we understand all the requirements of this RFP DGS 9014 concerning any announcements by vendors. We intend to comply with these requirements. Any statements to the contrary contained in this Marketing Plan are inadvertent and are a result of the schedule changes.

MicroAge SACRAMENTO

Marketing Exhibits

MicroAge of Sacramento Marketing Materials

Inside Sacramento Brochure
Vendor Fair "Coyote Power" Flyer
"Computer Telephony Integration (CTI)" Seminar Flyer
Open House Invitations
"Willie Wonka" Winter Symposium Flyer
"Governor of the State of California's Executive Order" Invitation
GTC Party Invitation
Holiday Party Invitation
Altigen, HP, and Compaq IT Solution Seminar Flyer

MicroAge Headquarters Marketing Materials Created by Frederick D. Rauch, former Director of State and Local Government

Partners News Article from Sacramento Business Journal
Government Technology Industry Profile
Kansas State Contract Brochure
New York/IBM Contract Brochure
Government Integration Services, New York Contract Mouse Pad

Networld Solutions Marketing Materials Created by Frederick D. Rauch, former Vice President of Public Sector

"Plug and Play" and Profile Brochure
Public Sector Services Brochure

MicroAge SACRAMENTO

Solution Seminars- 2001

DGS RFP 9014

Vendor	Attendees	StartDate	EndDate	Location
Compaq Solutions	Client's	2/26/2001	2/26/2001	Conference Room and Demo Lab
Altigen Solution Seminar	Client's	2/27/2001	2/27/2001	Conference Room
Licensing Solution Seminar	Client's	2/28/2001	2/28/2001	Sacramento
Licensing Solution Seminar	Client's	3/22/2001	3/22/2001	Sacramento Capitol Club
Compaq Solution Seminar	Client's	3/27/2001	3/27/2001	Conference Room
Microsoft 5.1 Solution Seminar	Client's	4/12/2001	4/13/2001	Conference Room
Wireless Solution Seminar	Client's	4/19/2001	4/19/2001	Conference Room
Licensing Solution Seminar	Client's	4/24/2001	4/24/2001	Conference Room
HP Printing Solution Seminar	Client's	4/26/2001	4/26/2001	Conference Room
CTI Solution Seminar	Client's	4/5/2001	4/5/2001	Conference Room
Compa StroageWorks Solution Seminar	Client's	5/1/2001	5/2/2001	Conference Room
Muliple	MA Staff & Client's	5/16/2001	5/16/2001	Downtown
Muliple	Conference Attendee's	5/16/2001	5/19/2001	Downtown
Muliple	Conference Attendee's	4/20/2001	4/23/2001	Santa Clara Convention Center

Contractor: Marketware Technologies
Agreement #: 1-01-70-03
Page 10 of 26

MicroAge SACRAMENTO

PART FOUR Response

A4. Standalone Installation/Setup — Section VI, Part Four, A4

Response:

MicroAge of Sacramento will un-box, configure, setup, connect and test all hardware systems and peripherals included on the purchase order. MicroAge of Sacramento will inspect and verify that all hardware on the purchase order is in proper condition. If the manufacturer or distributor has configured the hardware, MicroAge of Sacramento will double check the configuration to ensure it meets the order specifications. All related hardware is set up in the area specified by the user, then connected to power. The system hardware is powered up to verify that it passes the power-on self-test.

MicroAge of Sacramento will install the system operating software, application software from the same order and device drivers for peripherals in compliance with the device specifications in order to access the physical device. All necessary switches are set for proper communication to take place.

MicroAge of Sacramento will verify the operating system boot by cold starting the system, verify access to peripherals and applications, and will record and correct any errors.

B4. Requirement Deleted

MicroAge
SACRAMENTO

C4. Network Design and Installation

Section VI, Part Four, C4

Response:

a. "Network Planning Questionnaire", "Network Planning Guide", and "Workstation Planning Guide" are offered without fee and are attached.

b. For network designs using the Network Planning Questionnaire, MicroAge of Sacramento will provide a Senior/Advanced System Engineer on site for a fee to consult with your personnel to develop and design your network following Method[M] (see C4e). As a part of this process, the Engineer will work with your personnel directly to determine their needs, requirements and expectations while developing a feasible network plan. Deliverables from this plan include a completed Network Planning Guide, as well as a product list and installation service charges needed to implement your network.

c. MicroAge of Sacramento will install networks and all components as specified in the "Network Planning Guide" documents. Network installation includes installing networking software, hubs, concentrators, switches, repeaters, bridges, routers, gateways, DSU/CSU's, and cabling from the office faceplate to the networked workstations. Component installation also includes network file servers and input/output devices. Installation will be done as described above for each task. Network installation does not include installing the main cabling runs. Installation services for this service include simple, trivial and complex networks.

d. The ranges of network complexity utilized by MicroAge of Sacramento are defined as:

Simple: Consists of physical connectivity within a common workplace and limited to one level or floor of a building. Topologies include bus,

daisy chain, fiber and star. This type of network is limited to file and print sharing. Communication is typically in the low Mbit/sec range.

Trivial: Consists of communication among multiple floors of a single building structure on either Ethernet or Token Ring transmission technologies. The network will employ file sharing and print spooling. It may include: bridges and routers, multiple cabling types and topologies, bridging between wide area sites, dedicated phone lines, common carriers, and voice over IP. It does not however, include multiple networking languages and/or protocols operating on the same network.

Difficult: Same as advanced, but includes: multiple hosts, wide area routing, fiber technologies, gateways and host connectivity, network redundancy (network fault tolerance), and multiple networking languages and/or protocols operating on the same network.

e. MicroAge of Sacramento provides clients with technology-based solutions to business process challenges. MicroAge of Sacramento's undertakings employ a variety of technologies to create solutions that support and enhance client business processes. The business issues that demand these solutions are often complex, spanning multiple people, departments, processes, technologies, disciplines, and geographies. Unmanaged complexity can lead to projects with lost focus, missed goals, cost overruns, and disarray.

To manage complexity, MicroAge of Sacramento has defined processes, created a consulting and implementation structure, and developed support tools. These processes, structures and tools comprise MicroAge of Sacramento's Method^{M} (whitepaper attached).

Method^{M} assures quality and consistency in Information Technology' Solutions. Quality is the condition of being distinguished from others, of a higher rank or position; optimum. Consistency is defined as a steadfast adherence to a body of methods, rules and postulates employed by a discipline, a particular set of procedures, in a specified field.

MicroAge SACRAMENTO

MicroAge of Sacramento's MethodM is true to both definitions. It brings quality to IT solutions via the structured rules, processes, and tools described in the MethodM whitepaper. The structured approach assures an optimized solution that addresses the client business need and ultimately enhances the client organization's business process through the application of Information Technology Solutions.

MethodM provides the MicroAge of Sacramento IT consulting team with a system of rules, principles, procedures and practices that are applied to Information Technology solutions. It provides a logical process to deal with the complexities of business technology solutions. The methodology assures that the complex projects can be completed with:

- High Client Satisfaction
- High Quality Deliverables
- Maximization of Resources
- Predictable Project Cost
- Repeatable Consistency
- Low Risk
- Measurable Results
- Timeliness
- Modular Specialization
- Continuous Improvement

MicroAge of Sacramento Engineers and Project Managers are trained in MethodM and equipped with tools that empower them to effectively apply it.

MethodM stems from field proven best practices and time proven system implementation methodologies. Combined with critical review and LAB testing, these methods create a structure that assures success in an IT solution.

MicroAge SACRAMENTO

D4. Network Upgrades Section VI, Part Four, D4

Response:

After careful analysis of the network and determining upgrade needs, future end-user benefits, management requests, and other technical and business details, MicroAge of Sacramento Engineers will perform the following tasks following the processes as defined in Method[M]:

Server upgrade - based on the network analysis and future needs requirements, most current components of the server (RAM, hard drive, CPU, etc.) will be upgraded or the server will be replaced by a faster and more powerful machine. In order to determine whether to upgrade the server hardware or replace it with another machine, a cost benefit analysis will be performed.

Input/output device upgrades - based on the network analysis and future needs requirements, all necessary input/output devices will be removed from the servers and will be replaced with the appropriate devices.

Network operating system upgrade - based on the network analysis and future needs requirements, MicroAge of Sacramento will provide the necessary technical resources to upgrade the current network operating system of servers to the most current version or install a different network operating system. In addition, according to the new requirements, MicroAge of Sacramento will configure and modify the parameters of the newly installed network operating system.

Application software upgrades - based on the network analysis and future needs requirements, all requested server applications will be upgraded to the most current version or will be replaced with different application software. Furthermore, MicroAge of Sacramento will configure and modify the parameters of the new applications according to the new requirements.

MicroAge SACRAMENTO

E4. **Strategic Design** **Section VI, Part Four, E4**

Response:

Following Method[M], MicroAge of Sacramento's Engineers along with their team of professional Technical Consultants and Project Managers can provide the state, public sector and government agencies with expert resources to meet their strategic design needs. MicroAge of Sacramento's team of professionals have a broad range of experience and expertise in diverse information technology environments, including both distributed and host-based architectures. They can provide expertise in the following areas:

- Technology selection and strategic planning issues, including PC networking technology, host connectivity, wide-area internetworking, advanced hardware and 32-bit operating systems, remote access, and client/server architectures.
- Technology briefings on new and emerging technologies, which can aid in the development of long-range IT planning.
- Systems analysis, including performance enhancement, tuning, network re-design, and integration of new and existing technologies.
- Complete design services, from both a technical perspective, as well as the design of implementation methodologies and project plans.
- Design of support infrastructures, including network administration and management, help desk design, and procurement and asset management processes.

MicroAge of Sacramento's systems planning, both short and long terms, are designed to provide the ordering agency with set of guiding network management and support principles that outline the business strategies, organizational boundaries and technical guidelines for maximizing the delivery of networked technologies, directly to each end user community. MicroAge of Sacramento's cohesive systems planning strategy will facilitate a cognate approach for the agency as follows:

MicroAge SACRAMENTO

- Identifying networks and network management strategies in relationship to the core business objectives.
- Developing detailed architectures in supporting those business objectives.
- Providing evolution planning that can identify timeline, milestones, staff and budgetary issues.

As the natural evolution of the any Enterprise Network progresses, MicroAge of Sacramento believes that several specific performance issues including appropriate protocol usage, file and print service configuration, load balancing and physical network topology should be investigated before further maturing of the network can efficiently take place. MicroAge of Sacramento proposes to perform a Systems Analysis resulting in a comprehensive report that:

- Thoroughly reviews the network
- Identifies existing and potential problem areas
- Provide corrective suggestions in the context of the existing network
- Provide suggestions and a framework for ongoing network capacity expansion

MicroAge of Sacramento's Engineers will provide integration consulting services that focus upon the integration of new and existing computing technologies into existing computing environments. MicroAge of Sacramento's approach to systems consultation is through the utilization of structured systems development methodologies in concert with leveraging the highest levels of team technical experience and expertise. MicroAge of Sacramento can provide the state, public sector and government agencies with both pre-acquisition and post-implementation technology management-consulting services. These services include:

- Strategic and tactical long and short term planning
- Systems analysis and design
- Systems implementation
- Post implementation services
- Capacity planning
- Behavior modeling

MicroAge
SACRAMENTO

- Re-engineering

The result of this effort, are a clear vision and understanding of the current architecture, its stability, scalability and posture against anticipated enabling technologies and emerging standards.

The MicroAge Method™, Network Questionnaire, Network Planning Guide, and Workstation Planning Guide are the last four blue tabs in this binder.

MicroAge
SACRAMENTO

F4. Network Management **Section VI, Part Four, F4**

Response:

MicroAge of Sacramento's technical staff will provide full-scale network management of most LAN's, WAN's and non-networked computing environments. These services focus on providing support to end-users performing tasks such as:

- Adding, deleting, and moving users
- Control space
- Recommendations for system enhancements and improvements
- Operating system troubleshooting
- Tuning and support of computing environment
- Application service and support
- Hardware troubleshooting
- End-user training
- Documentation and auditing
- Universal premises wiring
- Security issues
- Technical resource planning
- Future system needs considering emerging technologies