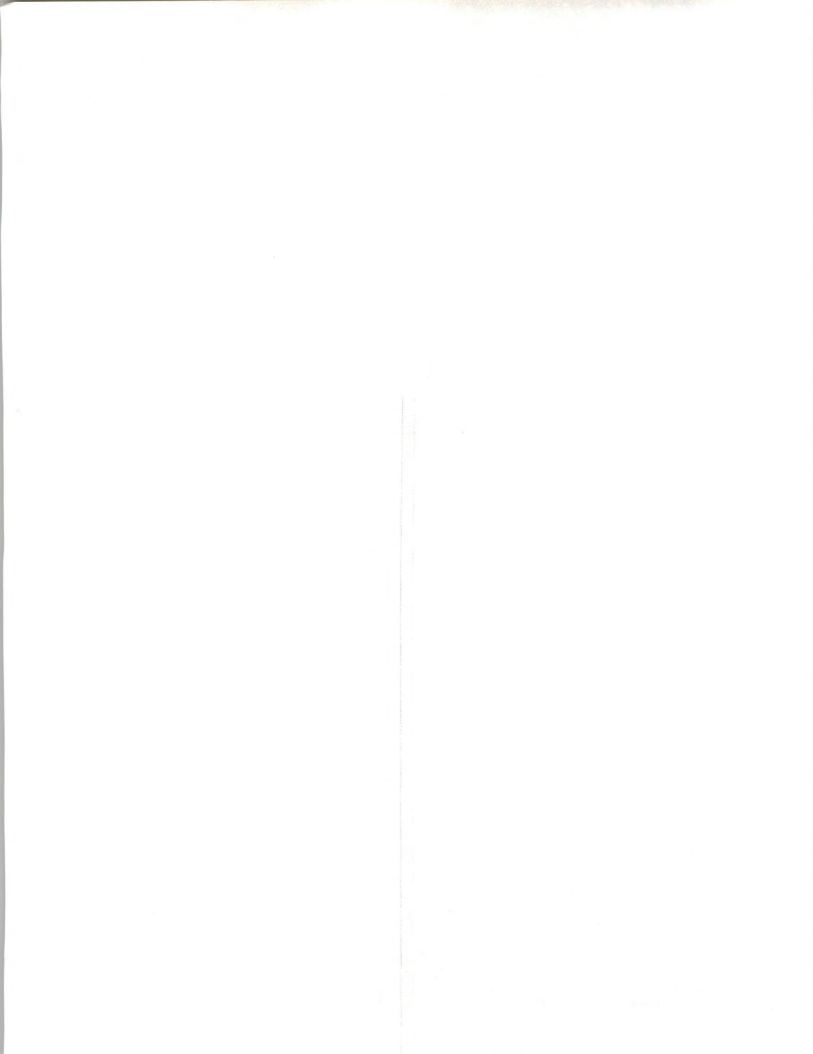


OCTOBER 1988

CUSTOMER SATISFACTION SURVEY

A REPORT FOR
SCITEX EUROPE SA



Abstract

This report was prepared specifically for Scitex to record the results of a customer satisfaction survey conducted during July 1988. One-hundred-and-fifty Scitex users out of a total population of 165 were interviewed by phone in West Germany, the United Kingdom, France, Switzerland, and Austria. The survey covered the areas of applications, customer service response, and hardware field support. Additionally, a broad comparison is made between the results of this survey and those obtained from a mail questionnaire conducted during 1987.



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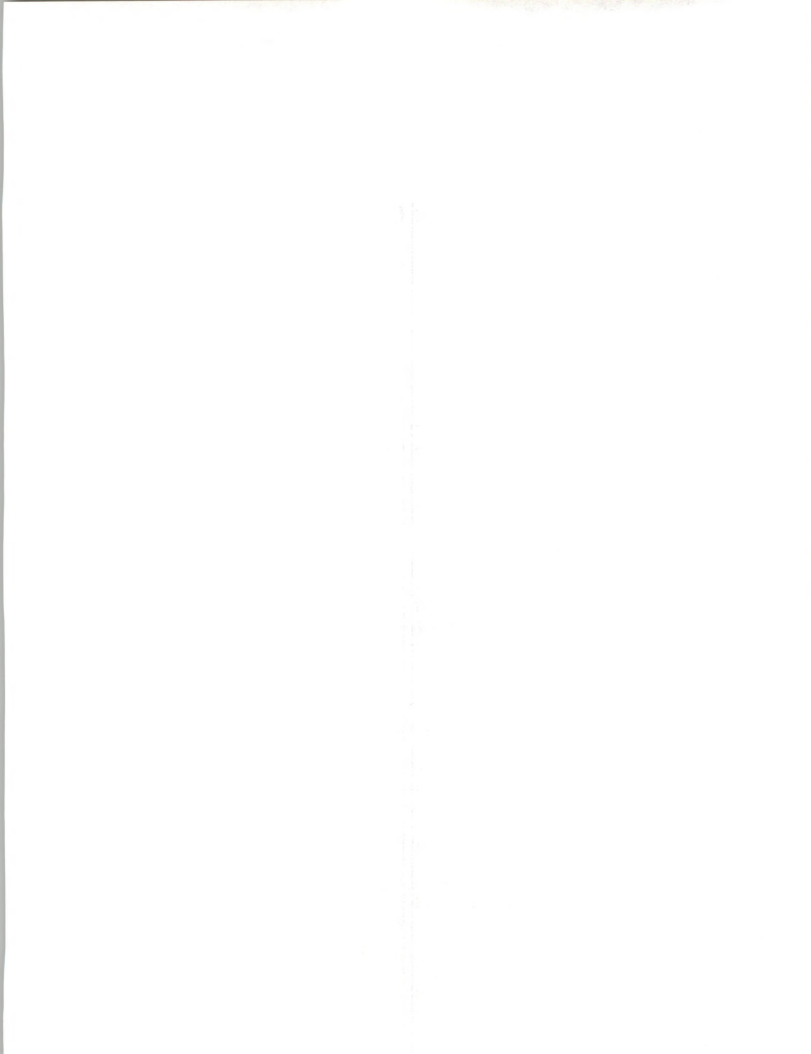
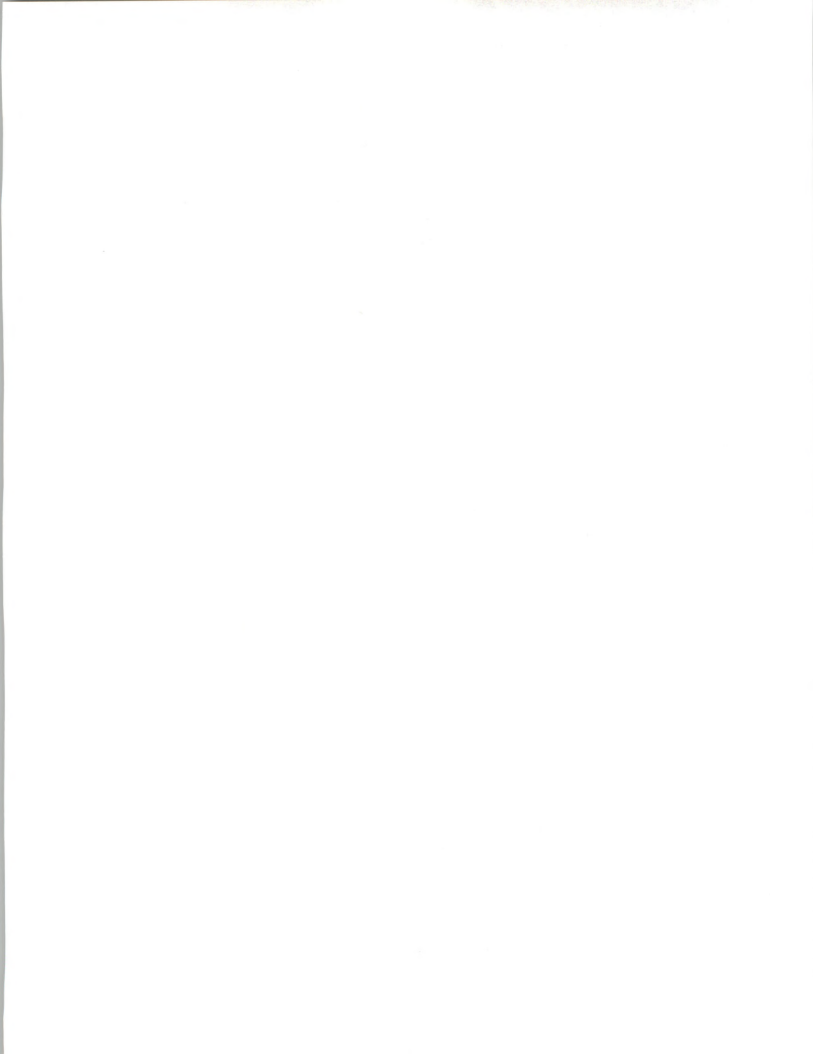


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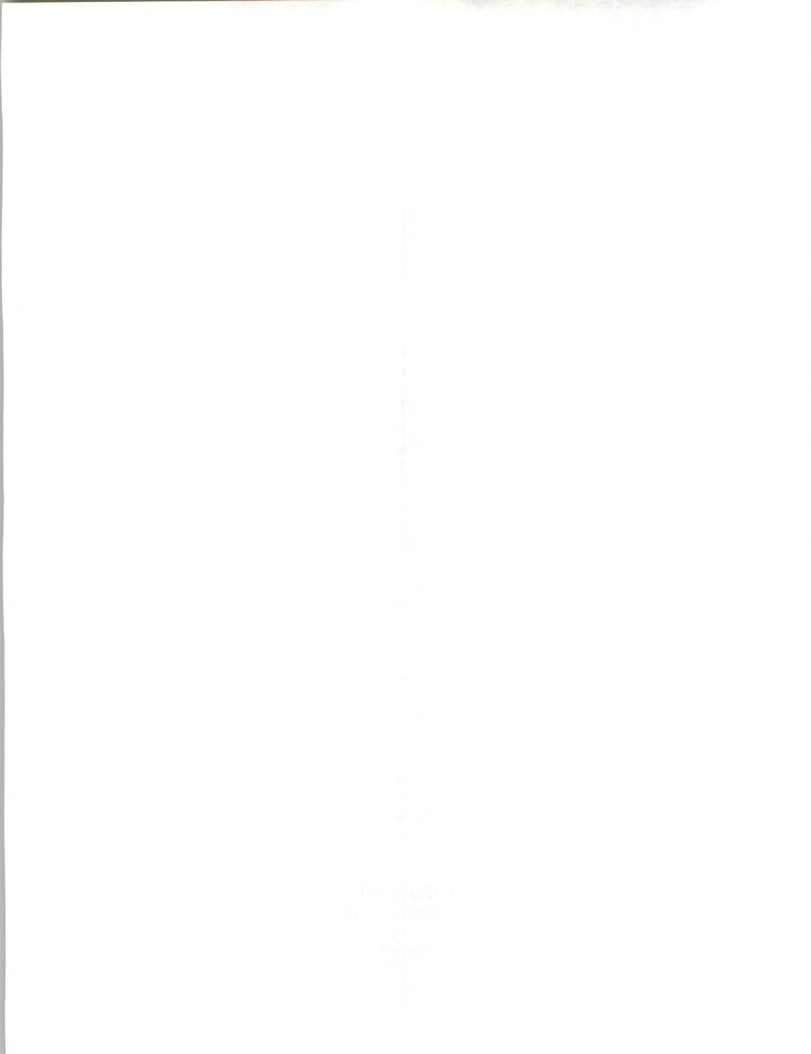


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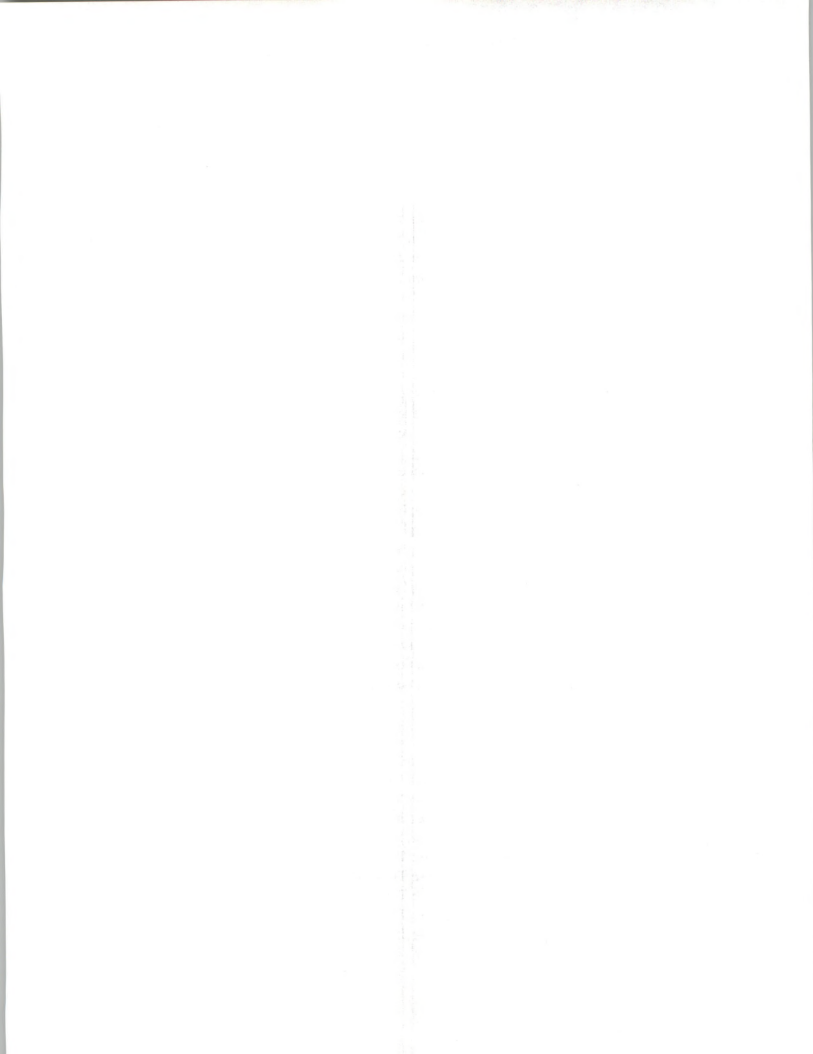


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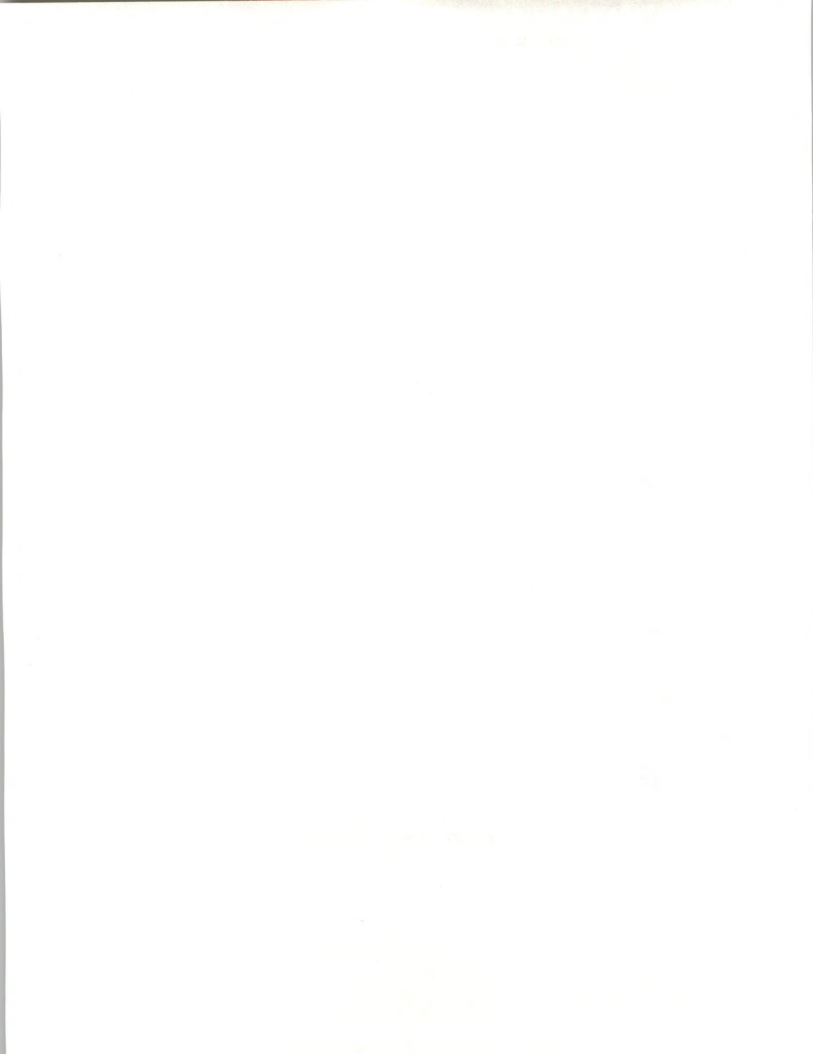
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Introduction





Introduction

A

Objectives

The objectives of this survey were to obtain an assessment of user opinion and experience of Scitex customer services operations in Europe. More specifically they were to assess the opinions, attitudes and experience of Scitex Europe customer services users in the three major areas of:

- Applications
 - Training
 - Operator Manual
 - Software
 - Support
- Response
 - Response Time
- Hardware Field Support
 - Problem Resolution Time
 - Factors that Contribute to Delays
 - Number of Service Calls
 - Helpfulness and Attitude of the Engineer
 - Communication with Scitex Customer Support Management

Generally, it was an objective of the study to gather any comments or suggestions from users that would be helpful to Scitex Europe's customer services management, with regard to improving the field support activity.



B**Scope**

The scope of the study was limited to the Scitex user base within the following country market areas:

- West Germany
- United Kingdom
- France
- Switzerland
- Austria

Exhibit I-1 shows the analysis of the total sample provided and the total number of interviews achieved. The analysis is made on the basis of the country service support area. Consequently:

- The one Austrian user interviewed is included within the totals for Switzerland.
- The two West German users serviced from Switzerland are included within the Swiss total.

EXHIBIT I-1

ANALYSIS OF RESPONDENT SAMPLE

COUNTRY GROUP	TOTAL SAMPLE POPULATION	RESPONDENTS	PERCENT ACHIEVED
West Germany	75	68	91
United Kingdom	41	38	93
France	27	22	81
Switzerland	22	22	100
Total	165	150	91

Additionally Exhibit I-2 shows the respondent analysis by product category for each country area and for the total sample.



EXHIBIT I-2

**PRODUCT CATEGORY
RESPONDENT ANALYSIS**

COUNTRY AREA	RESPONDENT PRODUCT CATEGORY				
	200	280	300	800	Total
West Germany and Austria	-	11	57	-	68
United Kingdom	1	8	21	8	38
France	-	2	19	1	22
Switzerland	3	3	15	1	22
Total	4	24	112	10	150
Percent	2	16	75	7	100

C**Methodology**

A questionnaire was designed by INPUT in accordance with the study aims. The questionnaire was specifically designed for use on the telephone.

Scitex prepared customer lists, and a letter was sent to each customer giving advance notice of the approach to be made by a field researcher. INPUT then conducted the interviews by telephone, the response rate to which is shown in Exhibit I-1.

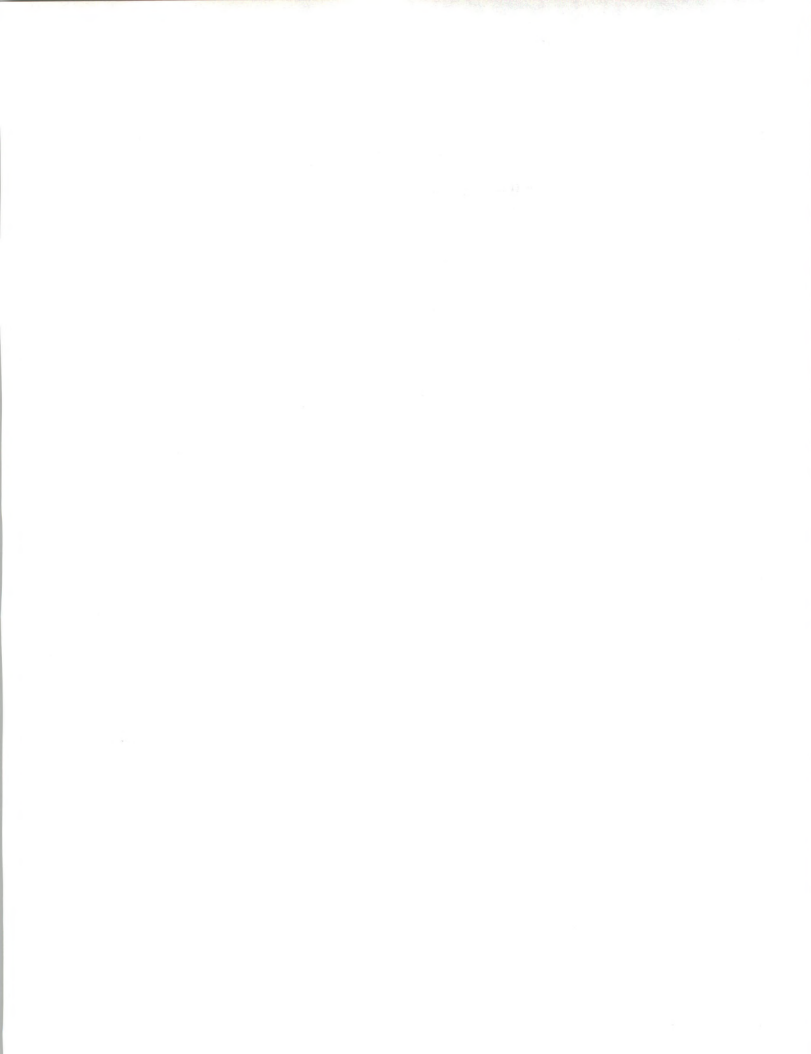
Following completion of the telephone survey, which took place during July 1988, INPUT analysed the research results, which are presented in this report. In addition to this analysis, INPUT compared the data to that obtained from the 1987 customer satisfaction survey carried out by mail questionnaire by Scitex.



D**Report Structure**

The remaining chapters of this report are organised as follows:

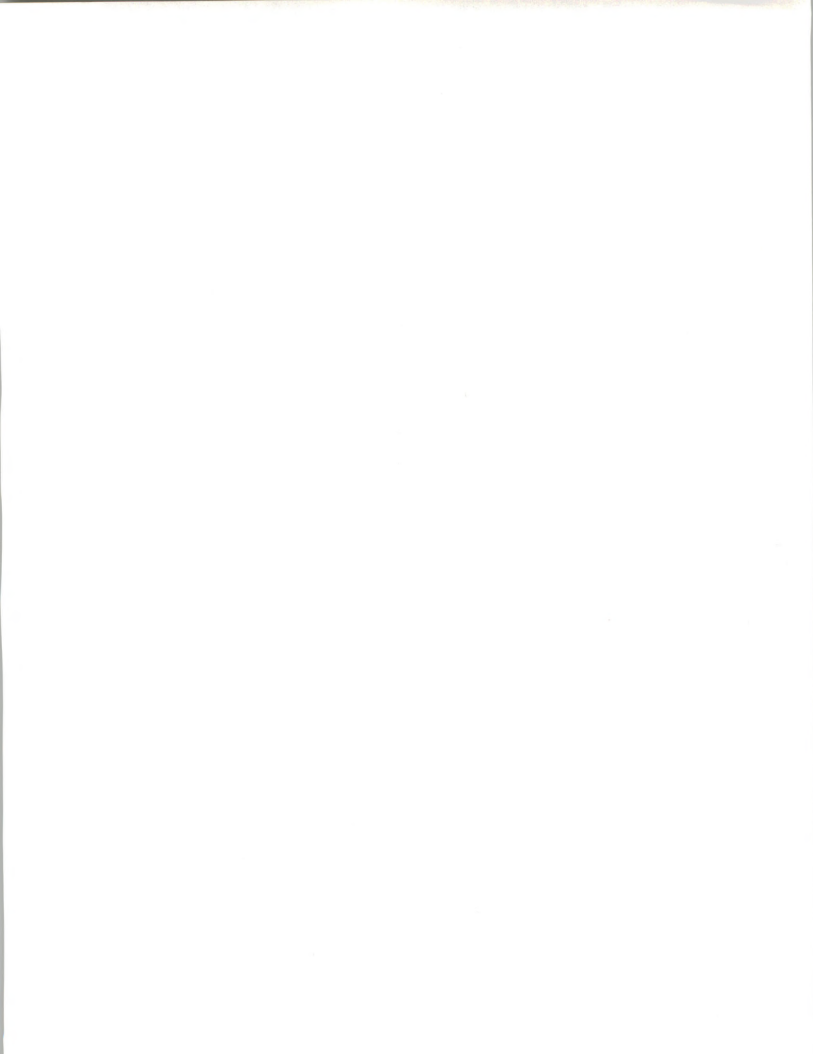
- Chapter II is an Executive Overview providing a brief summary of the major results obtained from the survey.
- Chapter III provides the analysis of the questions posed on applications issues. These consisted of 'user training experience', 'operator manual', 'software performance', and 'applications support'.
- Chapter IV presents the analysis of the questions concerning customer service response—that is, response to customer requests to the dispatch centre and engineer response time.
- Chapter V provides the analysis of hardware field support issues. These included problem resolution, factors that contribute to delays in resolving problems and customers' opinions of their relationship with Scitex customer services.
- Chapter VI lists all comments and suggestions made by respondents concerning possible improvements that Scitex could implement with respect to its field support activity.
- Chapter VII shows the comparison (where possible) between the 1988 survey data and that obtained from the mail surveys in 1987 and 1985.
- The appendixes contain the questionnaire, the proposal, and the customer reference number listings.





Executive Overview







Executive Overview

This chapter of the report provides a brief overview of the principal statistical results of the research survey. It takes the form of a set of exhibits that highlight the important data measurements of user attitude and level of satisfaction compared on a country group basis against the total sample.

Exhibit II-1 shows a country group comparison of four basic customer service elements:

- Service Engineers' Attitude
- Quality of Training
- Quality of Scitex Manual
- Application Engineers' Support

The ratings shown in Exhibit II-1 have been calculated using the scale 1= Poor to 5=Very Good with Satisfactory rated at 2.5. This scale was devised in order to effect as close a comparison as possible between the 1988 survey and those previously conducted. A comparison of survey results appears in Chapter VII.

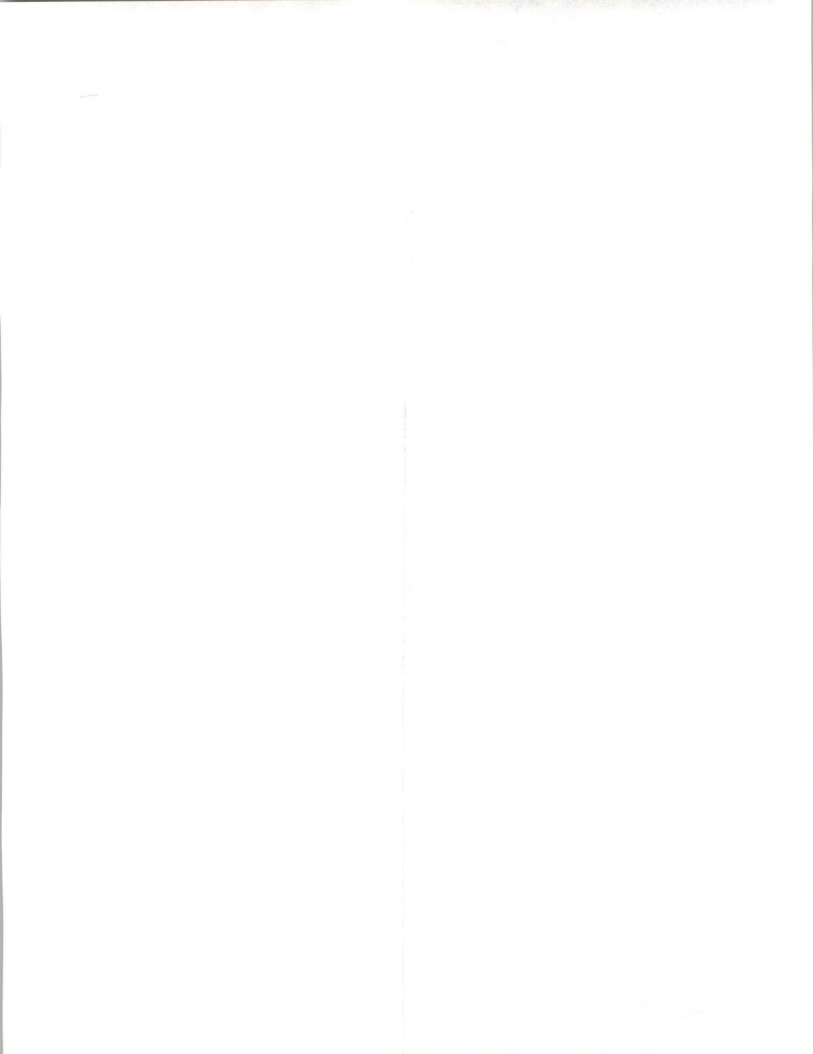


EXHIBIT II-1

COUNTRY GROUP COMPARISON

FACTOR	RATING*				
	Total Sample	West Germany	United Kingdom	France	Switzerland
Service Engineers' Attitude	4.22	4.27	4.0	4.26	4.43
Quality of Training	3.69	3.49	4.02	3.70	3.72
Quality of Scitex Manual	2.22	1.90	2.69	2.17	2.34
Application Engineers' Support	3.21	2.96	3.55	3.19	3.29

*Rating: 1 = Poor, 2.5 = Satisfactory, 4 = Good, 5 = Very Good

The overall comparison to the previous survey results is shown in Exhibit II-2. It can be seen that there is evidence of an improved rating in all the areas shown other than the 'Quality of the Scitex Manual.' It should be pointed out that the 1988 results can be considered virtually the population average, since 90% of the customer base was included. The ratings for 1987 have a sampling error associated with them, which should be borne in mind when making comparative judgements on this data.



EXHIBIT II-2

1987-1988 TREND ANALYSIS

SERVICE ASPECT	RATING*	
	1988	1987
Service Engineers' Attitude	4.22	4.08
Quality of Training	3.69	3.12
Quality of Scitex Manual	2.22	2.62
Application Engineers' Support	3.21	2.8
Sample Size	150	66

*Rating Scale:

1988: 1 = Poor, 2.5 = Satisfactory, 4 = Good,
5 = Very Good

1987: 1 = Poor, 2 = Fair, 3 = Satisfactory,
4 = Good, 5 = Excellent

Exhibit II-3 provides a profile of customer satisfaction with response to the dispatch centre call and the arrival of the engineer on-site.

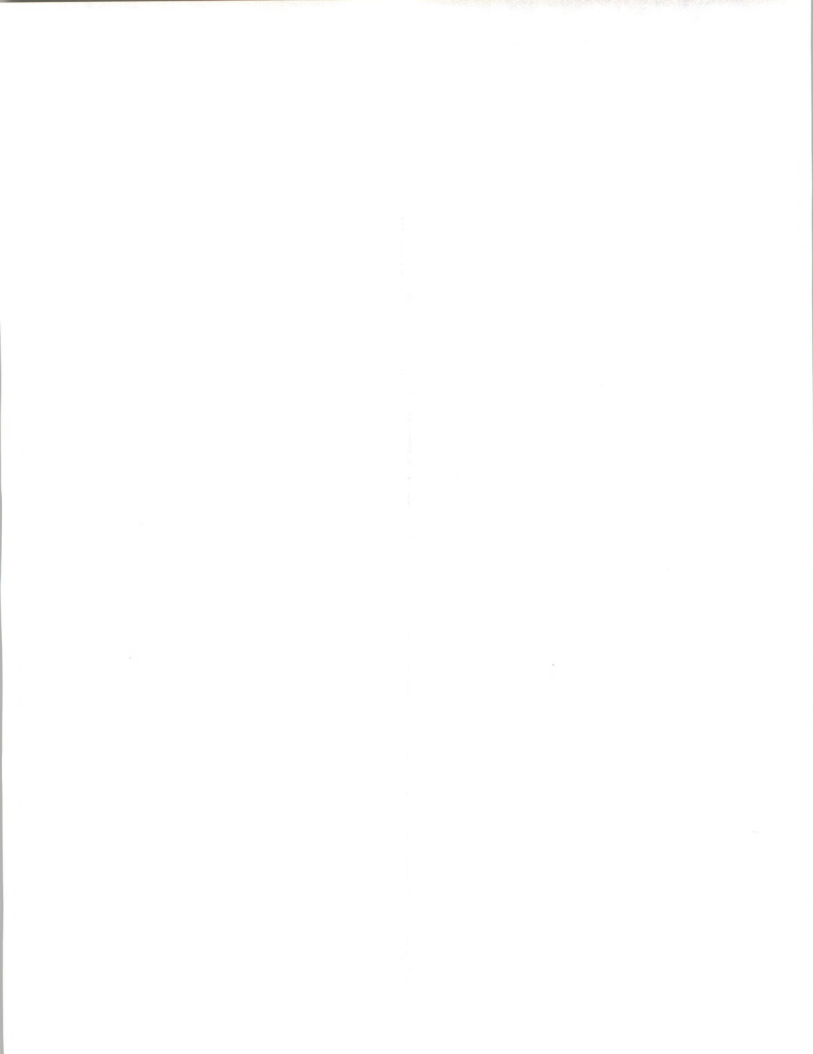


EXHIBIT II-3

CUSTOMER SERVICE RESPONSE

FACTOR	PERCENT SATISFIED				
	Total Sample	West Germany	United Kingdom	France	Switzerland
Response to Dispatch Centre Call	69	63	84	41	82
Arrival of Engineer On-Site	59	59	82	23	73

Exhibit II-4 shows customer assessment of the importance of three factors that can lead to delay in problem resolution—spare parts availability, quality of spare parts, and the engineers' knowledge.



EXHIBIT II-4

**SPARE PARTS AVAILABILITY, QUALITY OF
SPARE PARTS AND
ENGINEERS' KNOWLEDGE**

FACTOR	RATED AS A CRITICAL OR IMPORTANT FACTOR LEADING TO PROBLEM RESOLUTION DELAY (Percent of Sample)				
	Total Sample	West Germany	United Kingdom	France	Switzerland
Spare Parts Availability	61	41	95	73	55
Quality of Spare Parts	29	15	74	14	9
The Engineers' Knowledge	30	7	87	18	14

Exhibit II-5 provides a country group analysis of the customer opinion concerning the length of training courses and Exhibit II-6 customer satisfaction with the availability of applications support.

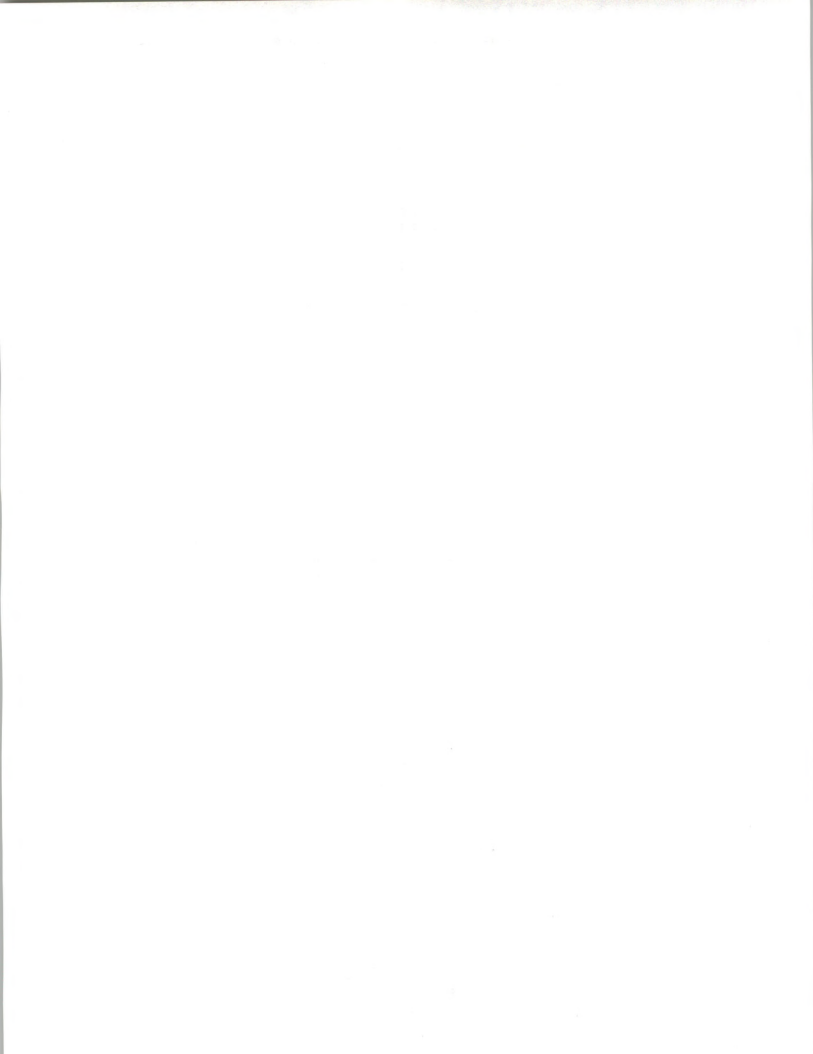


EXHIBIT II-5

**LENGTH OF TRAINING COURSE—
CUSTOMER SATISFACTION**

COUNTRY	COURSE LENGTH				
	Sufficient	Too Long	Too Short	Don't Know	Total
West Germany	46	2	22	2	72
United Kingdom	33	-	2	5	40
France	12	1	9	2	24
Switzerland	18	1	8	-	27
Total	109	4	41	9	163
Percent	67	3	25	5	100



EXHIBIT II-6

**APPLICATIONS SUPPORT—
CUSTOMER SATISFACTION WITH AVAILABILITY**

COUNTRY	AVAILABILITY					Total
	Very Good	Good	Satisfactory	Poor	Not Applicable or Don't Know	
West Germany	8	21	10	17	12	68
United Kingdom	3	25	5	4	1	38
France	2	8	2	4	6	22
Switzerland	3	8	2	4	5	22
Total	16	62	19	29	24	150
Percent	11	41	13	19	16	100

Exhibit II-7 indicates the customer satisfaction profile with Scitex customer support against the three parameters of:

- Engineer Helpfulness
- Engineer Attitude
- Communication with Scitex Customer Support Management

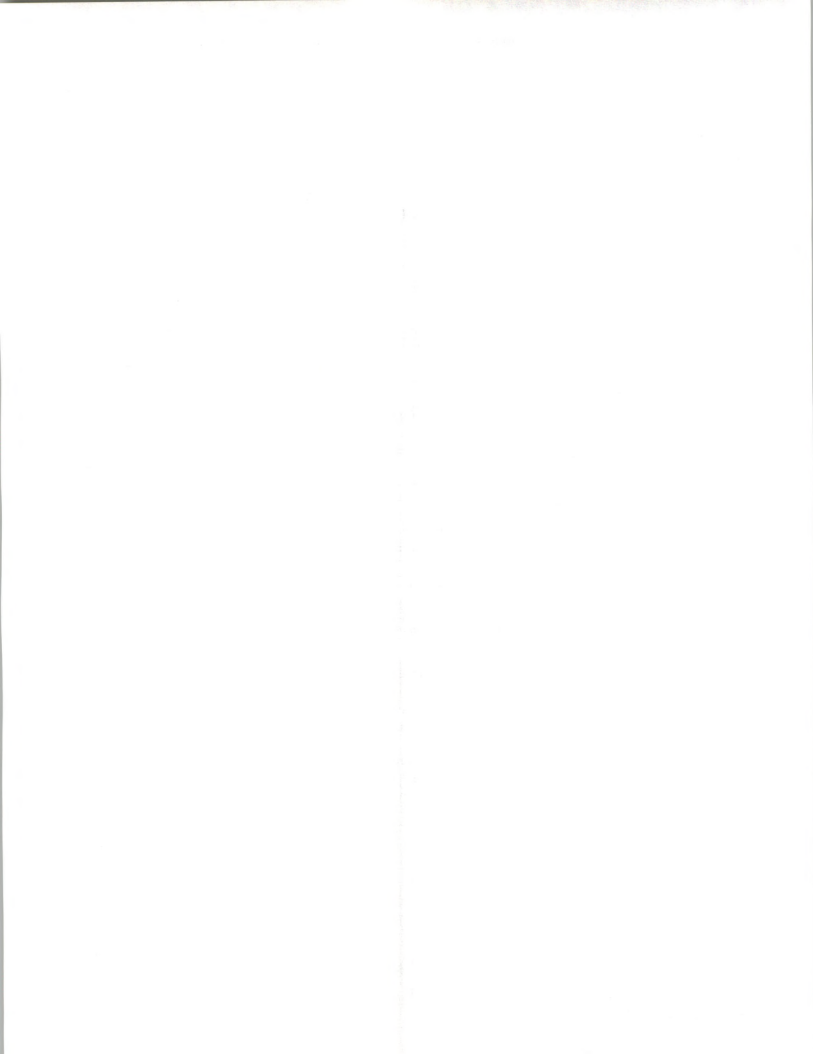
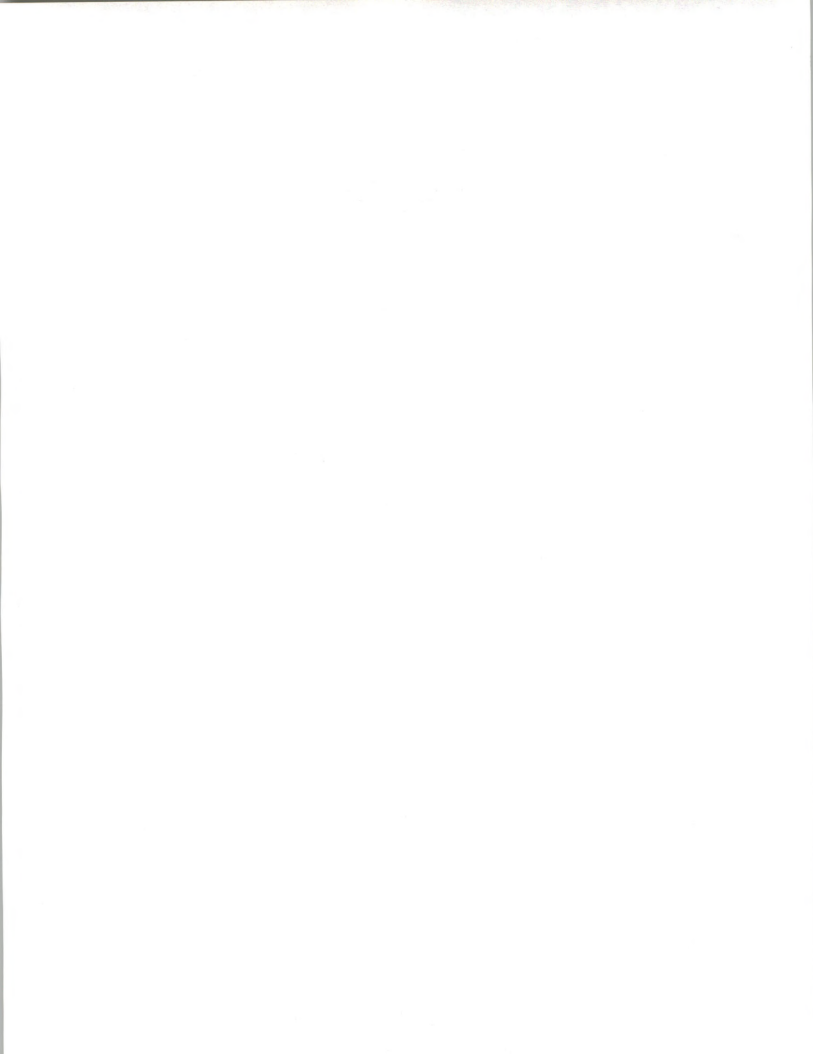


EXHIBIT II-7

**CUSTOMER SATISFACTION—
SCITEX CUSTOMER SUPPORT**

FACTOR	RATING*				
	Total Sample	West Germany	United Kingdom	France	Switzerland
Helpfulness of Engineer in Providing Progress Information on Repair Status	3.76	3.90	3.9	2.7	3.9
General Attitude of the Service Engineer	4.22	4.27	4.0	4.26	4.43
Communication with Scitex Customer Support Management	2.59	2.31	3.14	4.98	3.06

*Rating: 1 = Poor, 2.5 = Satisfactory, 4 = Good, 5 = Very Good





Applications Issues







Applications Issues

This chapter of the report provides the analysis of the Scitex customer base responses to the set of questions relating to applications issues. These covered:

- Training location and course duration
- User opinion relating to the satisfaction with the length of courses
- Overall quality of the training course
- Availability of Scitex instructors on courses, particularly with regard to their availability outside normal working hours
- The quality of the Scitex operator manual
- The overall performance of Scitex software
- The availability and level of satisfaction with Scitex applications support

A

User Training Analysis

User training takes place, for the most part, on the user's site. As can be seen in Exhibit III-1 some 75% of all reported training locations were the customers' own site. Additionally some 16% of training locations were reported as Brussels.

It should be noted that a number of respondents reported more than one training centre used—in total there were some 15 multiple responses. Eleven respondents reported training at sites other than their own or Brussels. One Swiss respondent recorded training at another site in Antwerp, and ten German respondents reported training at Klimsch in Frankfurt, Pro Press in Frankfurt and at IFAG.



EXHIBIT III-1

TRAINING LOCATION

COUNTRY GROUP	TRAINING LOCATION				
	Brussels	On-Site	Other	Don't Know	Total*
West Germany	10	51	10	1	72
United Kingdom	5	32	-	3	40
France	6	18	-	-	24
Switzerland	5	21	1	-	27
Total	26	122	11	4	163
Percent	16	75	7	2	100

*All training locations reported

(Question 1)

Scitex users were questioned concerning the length of the training period and whether they considered this to be too long or too short. Exhibit III-2 shows the sample profile for length of training for each country group and the expressed level of satisfaction with that length of training.



EXHIBIT III-2

SATISFACTION WITH COURSE LENGTH

COUNTRY AREA	LENGTH OF TRAINING PERIOD																
	S	TL	TS	D/K	S	TL	TS	D/K	S	TL	TS	D/K	S	TL	TS	D/K	*
	1-2 Weeks				3-4 Weeks				5-6 Weeks				Other				D/K
West Germany	14				46				13				1				-
	10	1	3	-	28	1	15	2	9		4		1				
United Kingdom	4				16				8				4				8
	4				14		1	1	7		1		3			1	
France	4				15				4				1				-
	2		2		8		6	1	2	1	1					1	
Switzerland	8				13				2				3				1
	4		4		9		4		2				2	1			
Total	30				90				27				9				9
Percent	18				54				16				6				6

*S = Sufficient TL=Too Long TS=Too Short

(Questions 2a/b)

15 Multiple Responses

Additionally Exhibits III-3 through III-7 show the analysis of satisfaction with the length of training period by product type for the total group and for each country area.



EXHIBIT III-3

**SATISFACTION WITH LENGTH OF
TRAINING PERIOD—TOTAL SAMPLE**

PRODUCT CATEGORY	LENGTH OF TRAINING				
	Sufficient	Too Long	Too Short	Don't Know/ Not Applicable	Total
200	5	-	-	-	5
280	16	1	5	2	24
300	80	3	36	5	124
800	8	-	-	2	10
Total	109	4	41	9	163
Percent	67	2	25	6	100

(Question 2b)

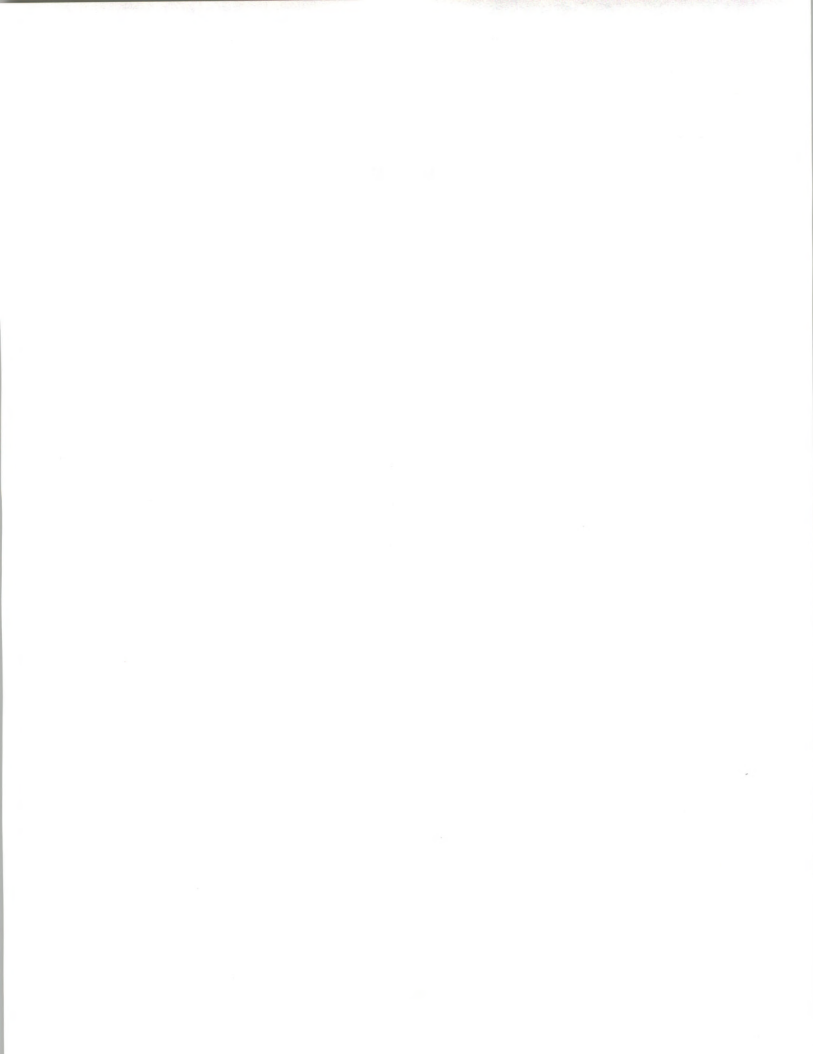


EXHIBIT III-4

SATISFACTION WITH LENGTH OF TRAINING PERIOD—WEST GERMANY

PRODUCT CATEGORY	LENGTH OF TRAINING				
	Sufficient	Too Long	Too Short	Don't Know/ Not Applicable	Total
200	-	-	-	-	-
280	7	1	3	-	11
300	39	1	19	2	61
800	-	-	-	-	-
Total	46	2	22	2	72
Percent	63	3	31	3	100

(Question 2b)



EXHIBIT III-5

SATISFACTION WITH LENGTH OF TRAINING PERIOD—UNITED KINGDOM

PRODUCT CATEGORY	LENGTH OF TRAINING				
	Sufficient	Too Long	Too Short	Don't Know/ Not Applicable	Total
200	1	-	-	-	1
280	7	-	-	1	8
300	19	-	2	2	23
800	6	-	-	2	8
Total	33	-	2	5	40
Percent	83	-	5	12	100

(Question 2b)



EXHIBIT III-6

**SATISFACTION WITH LENGTH OF
TRAINING PERIOD—FRANCE**

PRODUCT CATEGORY	LENGTH OF TRAINING				
	Sufficient	Too Long	Too Short	Don't Know/ Not Applicable	Total
200	-	-	-	-	-
280	1	-	-	1	2
300	10	1	9	1	21
800	1	-	-	-	1
Total	12	1	9	2	24
Percent	50	4	38	8	100

(Question 2b)



EXHIBIT III-7

SATISFACTION WITH LENGTH OF TRAINING PERIOD—SWITZERLAND

PRODUCT CATEGORY	LENGTH OF TRAINING				
	Sufficient	Too Long	Too Short	Don't Know/ Not Applicable	Total
200	4	-	-	-	4
280	1	-	2	-	3
300	12	1	6	-	19
800	1	-	-	-	1
Total	18	1	8	-	27
Percent	67	3	30	-	100

(Question 2b)

Respondents were also requested to express an opinion concerning the overall quality of the training course on a scale of very good, good, satisfactory, or poor. The analysis of responses to this question are shown in Exhibits III-8 through III-12.



EXHIBIT III-8

OVERALL QUALITY OF TRAINING COURSE— TOTAL SAMPLE

PRODUCT CATEGORY	QUALITY OF TRAINING					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	2	3	-	-	-	5
280	5	10	6	1	2	24
300	30	55	17	16	6	124
800	4	3	2	-	1	10
Total	41	71	25	17	9	163
Percent	25	44	15	10	6	100

(Question 3)



EXHIBIT III-9

OVERALL QUALITY OF TRAINING COURSE— WEST GERMANY

PRODUCT CATEGORY	QUALITY OF TRAINING					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	-	-	-	-	-	-
280	-	6	4	1	-	11
300	9	32	9	7	4	61
800	-	-	-	-	-	-
Total	9	38	13	8	4	72
Percent	13	53	18	11	5	100

(Question 3)



EXHIBIT III-10

OVERALL QUALITY OF TRAINING COURSE— UNITED KINGDOM

PRODUCT CATEGORY	QUALITY OF TRAINING					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	1	-	-	-	-	1
280	3	3	1	-	1	8
300	9	8	2	3	1	23
800	3	3	1	-	1	8
Total	16	14	4	3	3	40
Percent	40	35	10	7	7	100

(Question 3)



EXHIBIT III-11

OVERALL QUALITY OF TRAINING COURSE— FRANCE

PRODUCT CATEGORY	QUALITY OF TRAINING					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	-	-	-	-	-	-
280	1	-	-	-	1	2
300	5	9	3	3	1	21
800	1	-	-	-	-	1
Total	7	9	3	3	2	24
Percent	29	37	13	13	8	100

(Question 3)

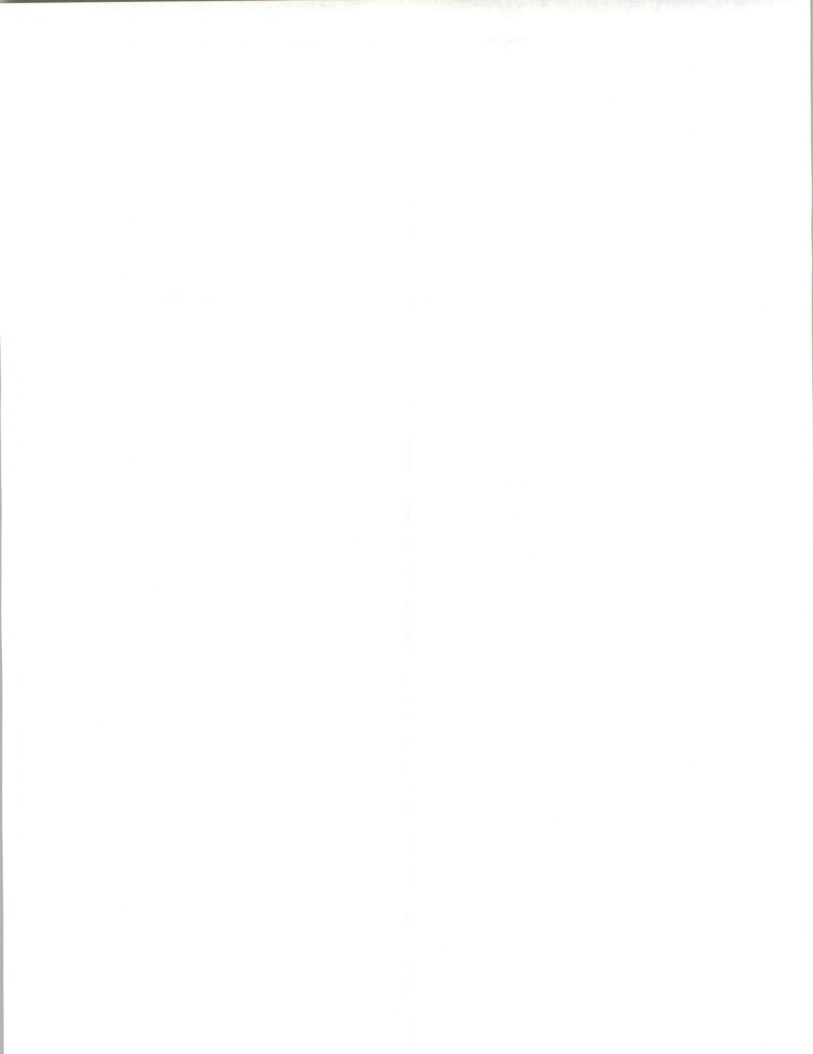


EXHIBIT III-12

OVERALL QUALITY OF TRAINING COURSE— SWITZERLAND

PRODUCT CATEGORY	QUALITY OF TRAINING					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	1	3	-	-	-	4
280	1	1	1	-	-	3
300	7	6	3	3	-	19
800	-	-	1	-	-	1
Total	9	10	5	3	-	27
Percent	33	37	19	11	-	100

Note: Virtually all training is on-site.

(Question 3)

The last question to be asked specifically about training courses concerned the 'availability' of the Scitex instructor to the respondent and staff during the instruction course. The interviewer was requested to probe such points as:

- The availability of the instructor to answer questions
- Helping staff having difficulties
- Preparedness of the instructor to work outside normal working hours with the client staff

This question elicited a considerable number of comments that are difficult to analyse into broad categories but individually represent a rich source of insight into the users' experience with Scitex training. The comments made by respondents are therefore included verbatim in this report and are shown as Exhibits III-13 through III-16 for the four country areas researched. For each country area the comments are grouped under the relevant model number and are indexed by the Scitex customer record number. For convenience and reference Appendix C contains the Scitex customer reference number listings as supplied to INPUT.



EXHIBIT III-13a

**USER COMMENTS ON SCITEX INSTRUCTORS—
WEST GERMANY**280

- #3 • Instructor didn't know quite enough about our individual needs, but very good otherwise.
- #5 • Too much fundamental knowledge assumed by trainers, which we didn't yet have.
- #6 • Can't remember, three years ago.
- #7 • Not adapted to our needs. Some trainers could only speak English.
- #8 • Lack of knowledge about our needs and activities.
- #9 • Too little time, we were left alone in between because trainer was called away—trainer couldn't answer our questions, his knowledge wasn't profound enough.
- #13 • No comments.
- #23 • Didn't personally take part, from what we heard positive, no complaints.
- #37 • Very helpful, very practical.
- #38 • Should have been more applicable, better aimed at our daily needs, lots of unusable theory.
- #61 • Helpful, not quite enough knowledge for our special needs—printing circuits not quite familiar.

300

- #1 • Mr. Wordel and Mr. Timmermanns were very good.
- #4 • Too expensive.

(Question 4)

Continued



EXHIBIT III-13b

USER COMMENTS ON SCITEX INSTRUCTORS— WEST GERMANY

<u>300</u>	
#10	• No comments.
#12	• Availability good, satisfied.
#14	• Very new equipment that the instructors weren't too familiar with.
#15	• Mr. Gral—very good, flexible.
#16	• Not clearly organised from the pedagogical point of view. • No clear idea of progress. • Not familiar with our company's needs. But nice and helpful.
#17	• Klimsch: Mr. Herman stayed longer, flexible but not too good training. • Scitex: Mr. Frank. Flexible and helpful, good training. Open to questions.
#18	• First two weeks Kieshauser: super good, very pedagogical. Peter Funk good, but pedagogically not so sensitive. Both very good though, very satisfied, both very friendly, helpful, good knowledge.
#19	• Packaging demanded instructor familiar with specific needs, but they couldn't find one. Helpful, good availability.
#20	• Depends on trainer, differs.
#21	• Four trainers: better if only one, because their knowledge and helpfulness varied.
#22	• No comments, competent and helpful.
#25	• On-site: availability was insufficient, not enough trainers. In all other respects training was good.

(Question 4)

Continued

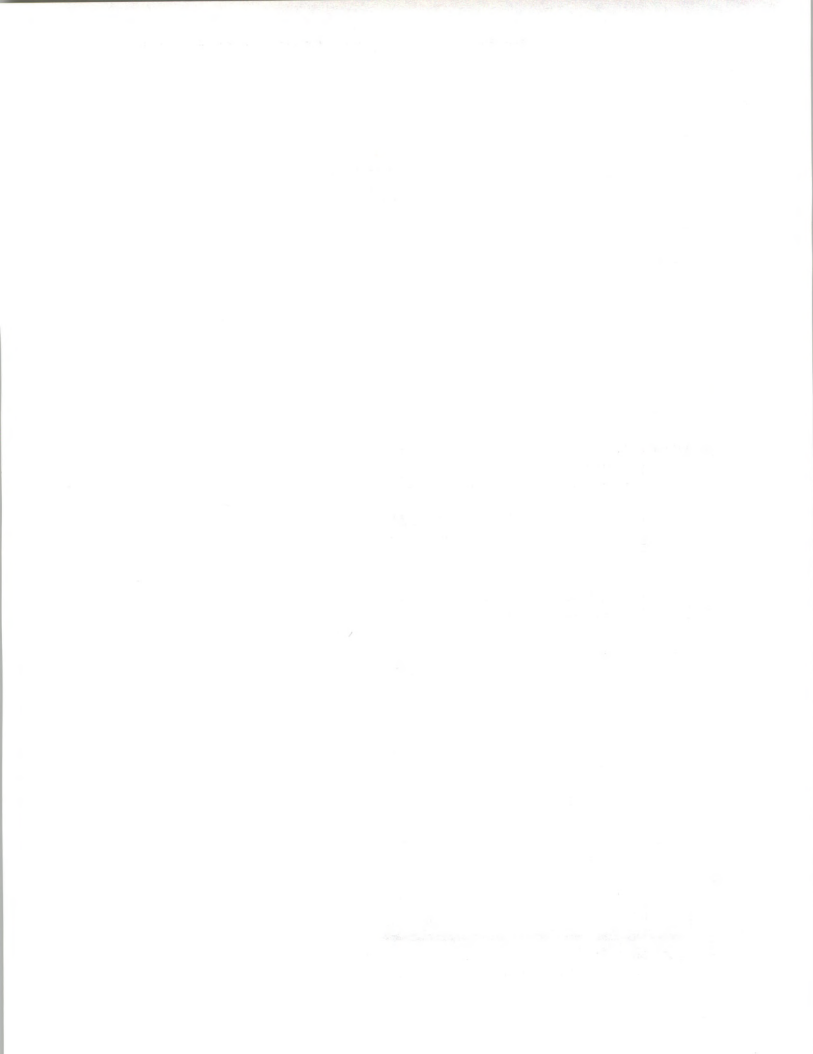


EXHIBIT III-13c

**USER COMMENTS ON SCITEX INSTRUCTORS—
WEST GERMANY**300

- | | |
|-----|---|
| #26 | <ul style="list-style-type: none">• We had innumerable people here who often did not know what they were doing.• Every time somebody else.• They are willing to work extra hours but are often incompetent. |
| #27 | <ul style="list-style-type: none">• A second training session should have followed after less time. The first trainer very good. The second, not enough applications knowledge. |
| #28 | <ul style="list-style-type: none">• They had a circumstantial way to explain things and not yet a profound knowledge. But nice and helpful. Knowledge has improved since. |
| #29 | <ul style="list-style-type: none">• Unsatisfied: with transmission of dates on scanner, not profound knowledge.• Wasn't familiar with negative problems of software. |
| #31 | <ul style="list-style-type: none">• Theoretical, not practical oriented. (Klimsch)• Training in-house by Scitex very good. |
| #32 | <ul style="list-style-type: none">• First one was satisfying but the second trainer criticised the staff a lot, was not helpful and not willing to work overtime. |
| #34 | <ul style="list-style-type: none">• We were trained by Klimsch people. They were nice and helpful, but didn't have quite sufficient knowledge and were a bit theoretical.• For Scitex training: Whom do we have to talk to? Who is responsible? How do we agree upon a certain date? Scitex is not well organised and clear in this. They don't care enough. |
| #35 | <ul style="list-style-type: none">• No specific comment, satisfying, helpful. |
| #36 | <ul style="list-style-type: none">• The quality was bad because we were trained on the wrong software—the old one, but were sold the new. The training on the new one didn't take place. |

(Question 4)

Continued



EXHIBIT III-13d

**USER COMMENTS ON SCITEX INSTRUCTORS—
WEST GERMANY**300

- | | |
|-----|---|
| #40 | • The Scitex people were always available after the installation in our house, night and day, sometimes a whole group came in. But because of our presence in Tel Aviv there was no introductory training. |
| #41 | • Problem at beginning. No German and understanding of our company's individual needs—but that's okay now. |
| #42 | • The trainers are very different and not sufficient. Their knowledge and understanding of our problems is mostly okay, and they are mostly willing to work overtime. |
| #43 | • The first training was unsatisfactory. The instructors lacked any pedagogical knowledge, and these weren't enough, so one was left alone with one's problems.
• Now training is in Brussels and in-house and they are okay. |
| #44 | • Very good, but not enough on new developments concerning software. |
| #45 | • The information was not specific enough—too much information about things we don't need. It should be arranged that before training, the customer explains his specific needs, applications, and wishes and the training is adapted to his specific practical needs.
• Trainers were helpful and good. |
| #46 | • Permanently at our call, no complaints, no comments. |
| #47 | • Good, but it was the IFAG—Frankfurt staff, not Scitex. |
| #48 | • Nice, helpful, willing; but not 'fit enough' in new knowledge. |
| #49 | • Very polite, competent. |
| #50 | • Everything okay. |

(Question 4)

Continued

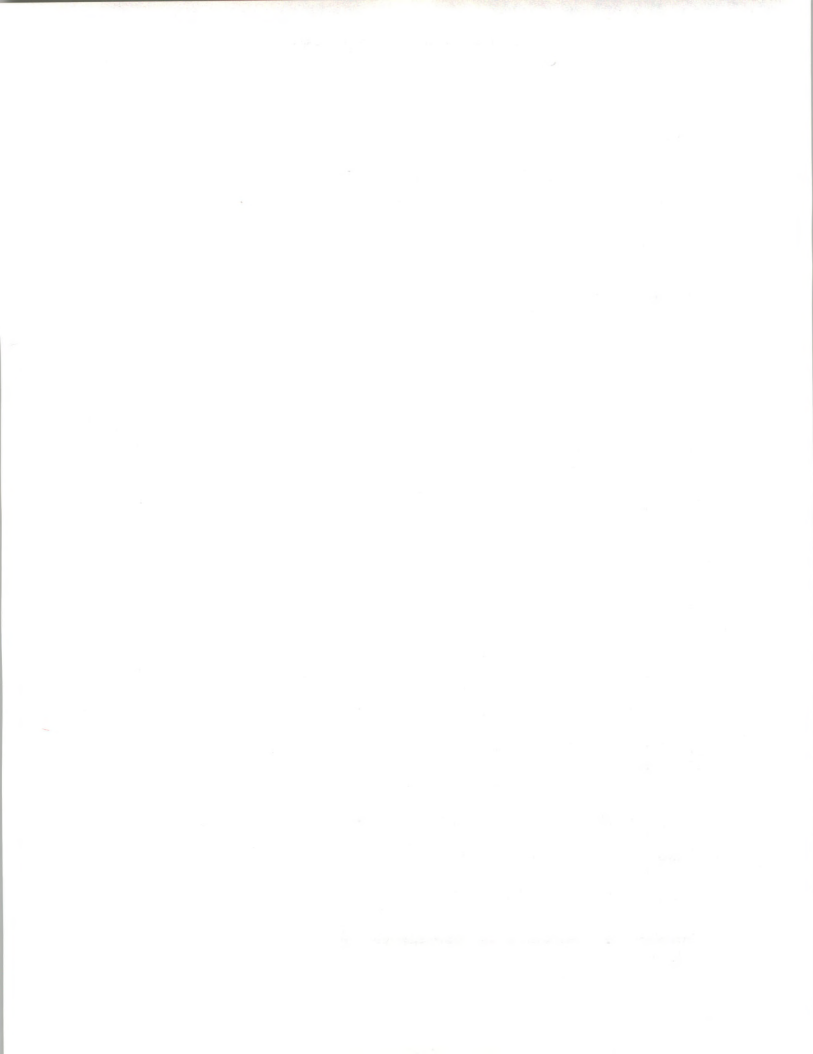


EXHIBIT III-13e

**USER COMMENTS ON SCITEX INSTRUCTORS—
WEST GERMANY**300

- | | |
|-----|--|
| #51 | • Training material in English is a problem, not specific enough for our company's needs, not practice oriented enough. |
| #52 | • Scitex: good quality, good availability. |
| #53 | • Training is a 'future'—didn't yet have a trained employee—employed trained people from other companies. |
| #54 | • Bit too theoretical—only one trainer—should have been two. |
| #55 | • Satisfying first time—software continually changing, but training doesn't keep pace with it, lagging behind, too theoretical. |
| #56 | • We cannot really judge the quality because for our specific needs it was too short.
• The trainer was helpful and good. |
| #57 | • Instuctors had no knowledge of our activity.
• Repro-technique, too theoretical—nice and helpful, but not the talent to make our people understand how to use it in practice.
• We needed one year until we could really deal with it. |
| #58 | • Very good, very polite, flexible. |
| #59 | • Scitex: extremely bad. A fixed arrangement was broken by Scitex—they didn't even give us notice about it. |
| #60 | • The material was so extensive that we spent 12 hours in the company and several hours in the evening at home to work it over. We would have needed twice as much time. |

(Question 4)

Continued



EXHIBIT III-13f

USER COMMENTS ON SCITEX INSTRUCTORS— WEST GERMANY

300

- | | |
|-----|---|
| #61 | <ul style="list-style-type: none"> • We had Mr. Weissmann as instructor—excellent in every respect. • Second training on assembler four months ago by somebody else, less positive, not a lot of knowledge or pedagogical talent. |
| #62 | <ul style="list-style-type: none"> • Mr. Weissmann, excellent. |
| #64 | <ul style="list-style-type: none"> • Operator instructor: no specialists. • Repro-technique: no idea. • Very well motivated, nice, helpful. |
| #66 | <ul style="list-style-type: none"> • Scitex not specialised enough. Mr. Lebowick bad, others good, but not enough practical knowledge in our field of activity. |
| #67 | <ul style="list-style-type: none"> • More German needed—only second company—so not much experience yet, helpful, made an effort. |
| #68 | <ul style="list-style-type: none"> • Not practice oriented enough. |
| #69 | <ul style="list-style-type: none"> • Catastrophe—Mr. Wordel had just finished school and had no idea. the next one was all right. Probably Mr. Wordel knows what he is doing now, he didn't then. Nice, helpful, but ignorant. |
| #70 | <ul style="list-style-type: none"> • No comments, very satisfied. |
| #71 | <ul style="list-style-type: none"> • More practical application knowledge would be good. |
| #72 | <p>First course: lacked sufficient teaching material.
Second training: not practice oriented enough.</p> |
| #73 | <p>Okay, no comments.</p> |
| #74 | <p>No comments, very 'okay'.</p> |
| #75 | <p>First course: three weeks only spent with starting the system, technical difficulties. After that course quality varied with the teachers: Mr. Wordel was very good.</p> |

(Question 4)

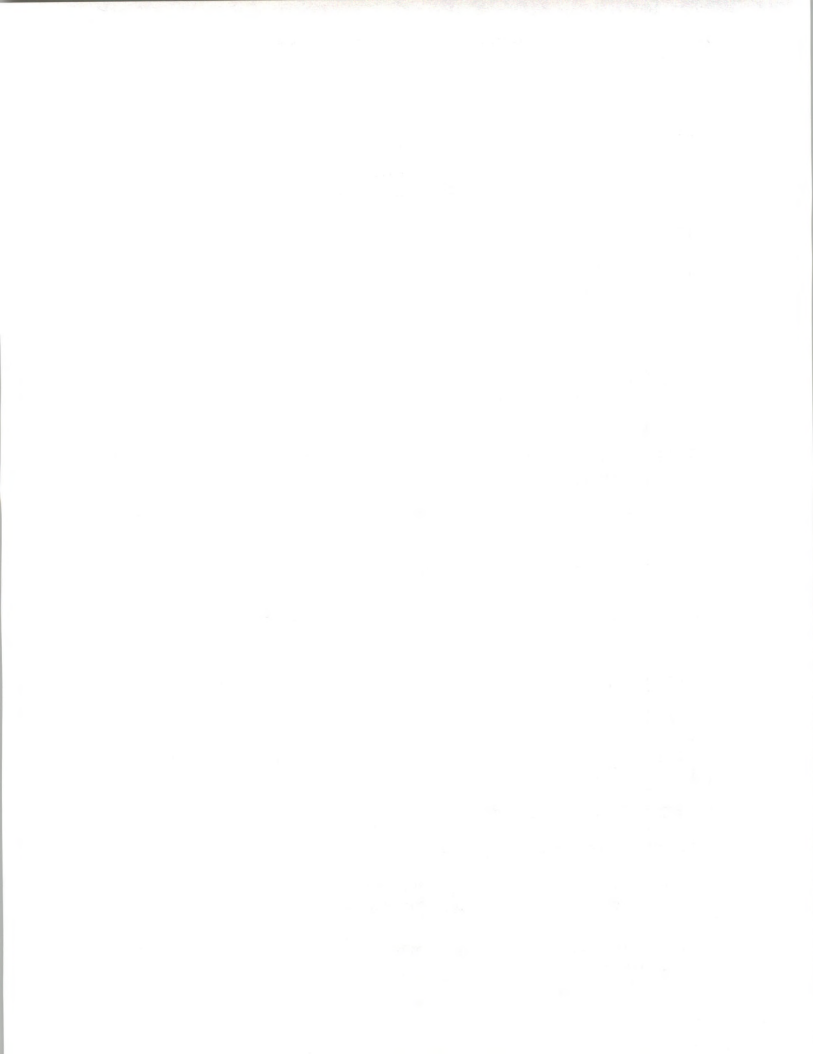


EXHIBIT III-14a

**USER COMMENTS ON SCITEX INSTRUCTORS—
UNITED KINGDOM**200

- #7 • Always available and helpful.

280

- #4 • Very good and very helpful, always ready and available to help.
- #5 • Those who have been, have been very impressed.
- #14 • Instructor very good, always available and amenable.
Main problem was with documentation—training manual was very poor quality.
- #25 • Very good, and helpful.
- #29 • Very amenable.
- #31 • Only complaint was that he had no understanding of the use to which the system was being put—namely cartography.
- #36 • Availability enough, but the instructors sort of learned along with us, because everything was so new. They were not yet familiar with our company's needs either.

300

- #2 • Good, helpful and amenable.
- #3 • Good, here on-site for a month.
- #6 • He was here on-site throughout the course—excellent.
- #10 • Always very helpful and amenable.

(Question 4)

Continued



EXHIBIT III-14b

USER COMMENTS ON SCITEX INSTRUCTORS— UNITED KINGDOM

300

- | | |
|-----|---|
| #12 | • Very good—was there on-site, but also made herself available after finish of course—very helpful. |
| #13 | • Yes, he was always on-site. |
| #17 | • Good—always willing and ready to help. |
| #18 | • Very good. |
| #19 | • Instructor was very good and very helpful. |
| #20 | • Always available—very good. |
| #22 | • N/A |
| #23 | • Always available and helpful. |
| #24 | • They were trained in Repro, and had no idea of our needs. Graphic design—our activity.
• Changing trainers during course—negative. |
| #26 | • Instructor not familiar with software we were using. |
| #27 | • Instructor inexperienced—one not enough for number of people trained.
• Nice and helpful but his knowledge was very insufficient. |
| #28 | • On-site permanently—excellent attitude.
• Had a few problems with hardware, which was giving problems—but was generally very good. |
| #32 | • Very good—always very helpful. |
| #34 | • No problems—very good. |
| #39 | • Not practical enough, was not for total beginners.
• One instructor was not enough. |

(Question 4)

Continued

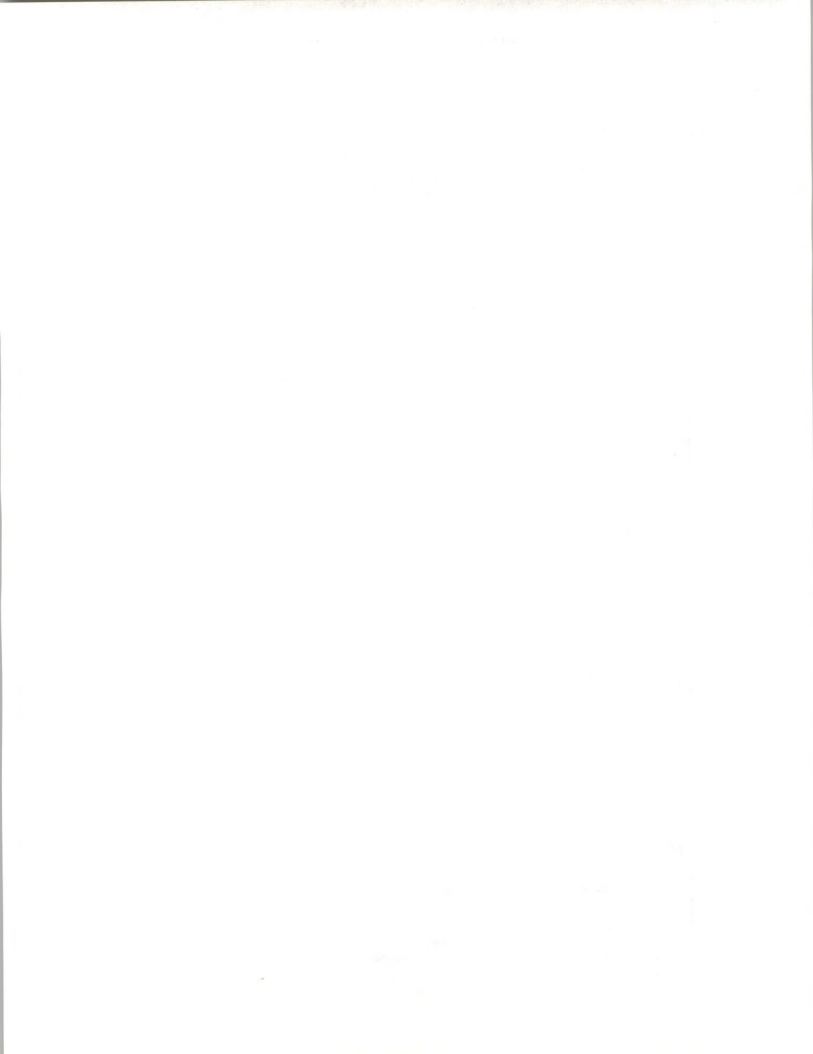


EXHIBIT III-14c

**USER COMMENTS ON SCITEX INSTRUCTORS—
UNITED KINGDOM**300

- #40 • He was here on-site and therefore available at all times.
- #41 • Excellent, helpful, amenable and flexible.

800

- #1 • Very good—always around.
- #8 • Always helpful and amenable.
Present on-site for duration of course.
- #9 • Good. Very helpful and good machine availability.
- #16 • Yes, he was always available and helpful during courses.
- #21 • N/A.
- #30 • Okay.
- #37 • She was very good.
- #38 • Don't know.

(Question 4)

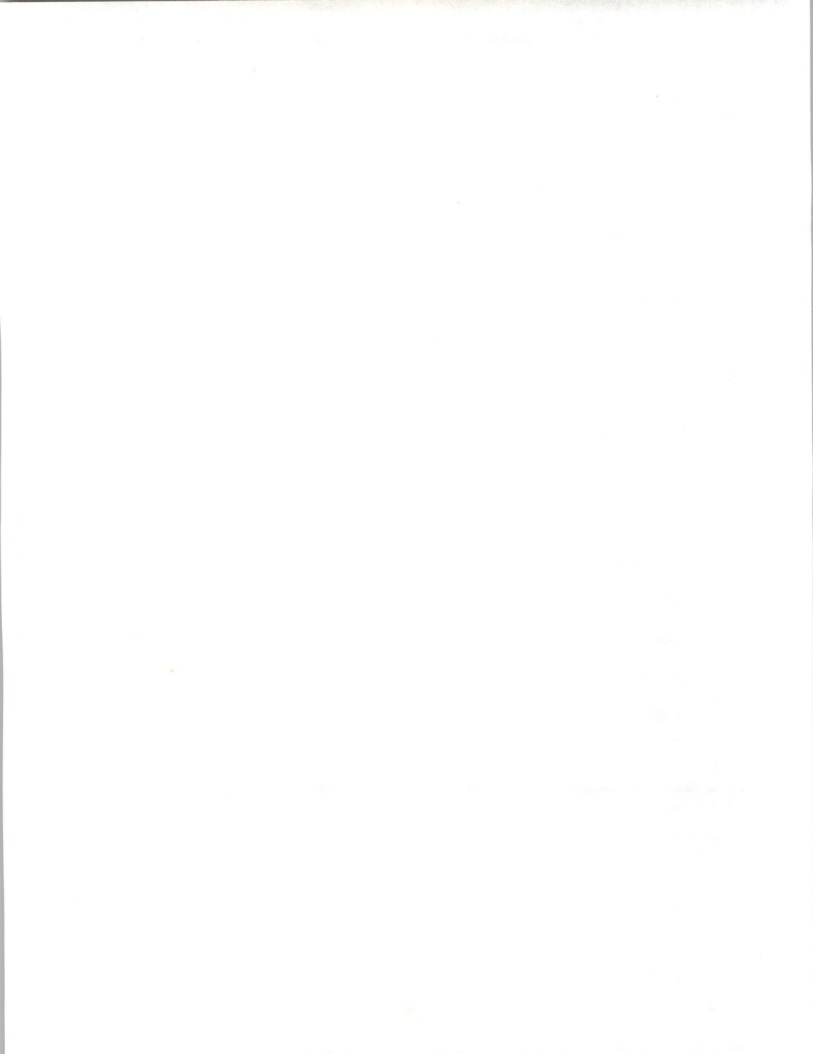


EXHIBIT III-15a

**USER COMMENTS ON SCITEX INSTRUCTORS—
FRANCE**280

- #15 • No comments, very good.
Sat Lamion—Teacher Okay, system out of work most of the time.

300

- #1 • No criticism, good availability.
- #2 • Their knowledge was superficial and the course repetitive.
• We decided to train one of our staff really well who then trained company's staff individually.
- #5 • They were a bit inexperienced but that's understandable because Scitex is very new.
• They had to discover a lot about the software themselves.
• Enough teachers, no availability problem.
- #7 • No comments, availability good.
- #9 • The first training was overall very good, no further comments.
- #11 • Not enough—one instructor for seven people.
• Very bad material and lots of software and hardware problems during course.
- #12 • Instructor okay—but hardware collapsed all the time during training.
- #13 • No scanner, insufficient material. Had heard that the availability was not sufficient, also not practical enough.
• There was a follow-up on-site that was very good and practical by Mr. Alex Weissmann.
- #14 • Availability okay, but language problems. The instructor was an Israeli and spoke hardly any French.

(Question 4)

Continued

EXHIBIT III-15b

**USER COMMENTS ON SCITEX INSTRUCTORS—
FRANCE**300

- #16 • A bit more knowledge in photo-printing (photo-gravure) would have been good, but I had this knowledge before I joined the company and could lead colleagues about it, so no problem.
- Availability and training first time better than second time, first teacher was better.
- #17 • No comments, okay.
- #19 • Availability was not the problem—the instructor discovered the software along with us, which was not really sensible.
- #20 • The instructor, a woman called something like 'Mireille', was incompetent.
- #21 • Training okay, material difficulties.
- First training: instructor not experienced enough.
- #22 • Availability okay, good training, no comment.
- #23 • Everything okay, just too much in such a short time.
- #24 • Much too theoretical. We needed follow-ups to be able to get the connection between training and practical work.
- #25 • Okay, no comments.
- Grapholec - Too many people for images in Brussels, instructor's knowledge dissatisfying.

800

- #10 • Perfect

(Question 4)



EXHIBIT III-16a

USER COMMENTS ON SCITEX INSTRUCTORS— SWITZERLAND

<u>200</u>	
#6	• Availability okay, no other comments.
#8	• Inexperienced teacher, last week of the training we had an additional teacher. Availability enough (8 years ago).
#15	• Availability unsatisfactory, 60% of the time on our own. Instructor not familiar with specific needs of textile industry. Follow-ups—good specific knowledge, availability sufficient.
<u>280</u>	
#3	• (But three or four years ago.) In English—big problem, Mr. Niedshahn. • Some commands didn't work—delays. • Teacher was good and available but his material was bad, software faulty and the instruction not tailored for our needs.
#7	• Not aimed at our needs—Scitex's mistake, not the teacher's. • Availability good. Not specified and aimed at our needs, too general. • Should have been in German.
#10	• Availability good.
<u>300</u>	
#1	• Chaotic, no direction when we had special problems. Instructor had to ask Scitex. Instructor did not have much pedagogical ability. (Mr. Melzer) • No instruction material, in comparison Crossfield much better.
#2	• For the follow-up—the trainer was very badly schooled himself.
#4	• Not practical enough (Antwerp)—availability good and sufficient. • Not structured enough, insufficient Repro knowledge.
#5	• Availability good. Scanner input training not enough knowledge of teacher.
#9	Mr. Melzer—bad—insufficient knowledge, unhelpful, didn't even stay duty hours.
#11	Big disadvantage Brussels—no raster.

(Question 4)

Continued



EXHIBIT III-16b

USER COMMENTS ON SCITEX INSTRUCTORS— SWITZERLAND

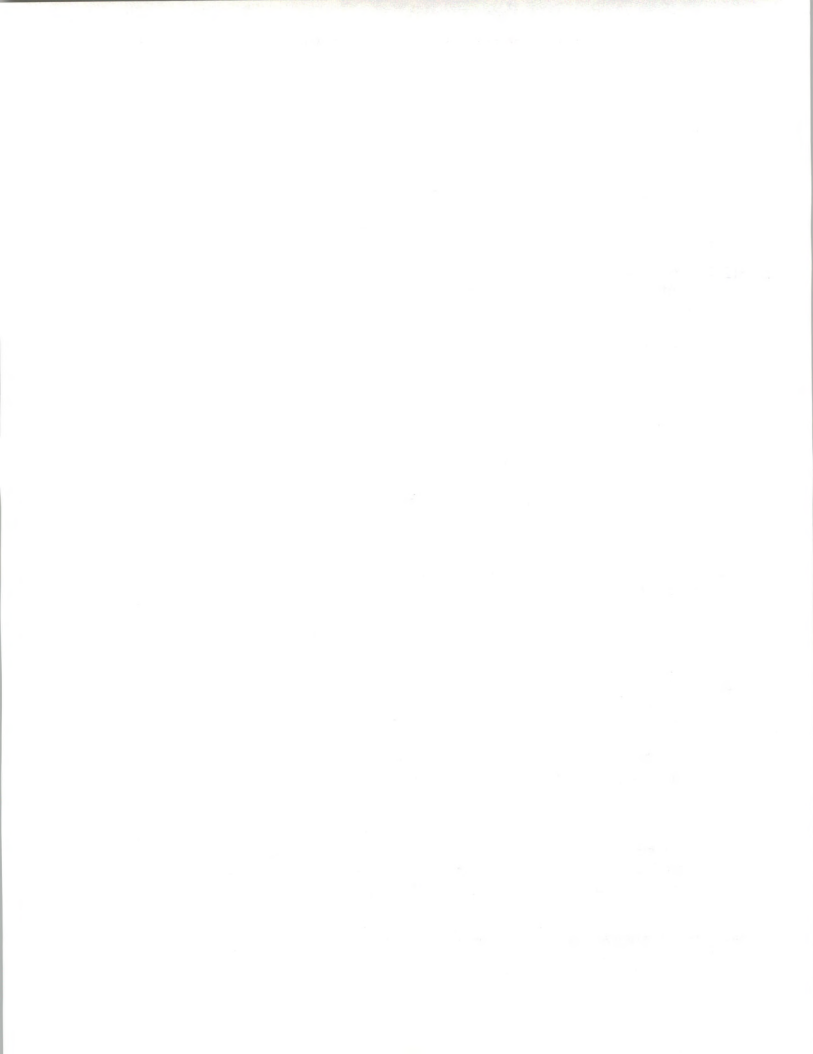
300

- #12 • Very positive instructor—practical. Not quite satisfied—knowledge of software level 8.0 a bit insufficient—know a lot about 7.0 version.
- #13 • Teacher was exchanged during course because of difficulties—first, too little knowledge, unsuited for his task; second okay.
• Availability sufficient.
- #14 • Five years ago, first training, insufficient knowledge. Following training—very satisfying, good availability, no comments.
- #16 • Very good quality and availability.
- #17 • The availability wasn't sufficient—second teacher preferable.
• The pedagogical talent was bad—but that was in 1982 and unimportant now.
- #18 • Too little practical experience with company's needs, availability sufficient.
• For people who have experience already, poor.
- #19 • Doesn't know about training on-site. In Brussels good availability and quality, very practical.
- #20 • Only one console for five people, not sufficient.
• Not sufficient German manuals.
• Too much in too little time—nothing written down.
• Not enough German language knowledge.
- #22 • Change of instructors during course, not practical enough.

800

- #21 • The availability wasn't sufficient. One teacher for eight pupils.
• We were also one of the first clients in the textile field and the knowledge on that might especially have been better.

(Question 4)



B**Operator Manual**

Scitex user ratings of the quality of the operator manual were requested against the reference points of 'very good', 'good', 'satisfactory', and 'poor'. Exhibits III-17 through III-21 provide the analysis for the total sample and for each country group categorised by product type.

EXHIBIT III-17

**SCITEX OPERATOR MANUAL
QUALITY RATING—TOTAL SAMPLE**

PRODUCT CATEGORY	QUALITY OF MANUAL					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	1	-	3	-	-	4
280	-	3	6	14	1	24
300	7	20	29	45	11	112
800	-	-	6	3	1	10
Total	8	23	44	62	13	150
Percent	5	15	30	41	9	100

(Question 5)

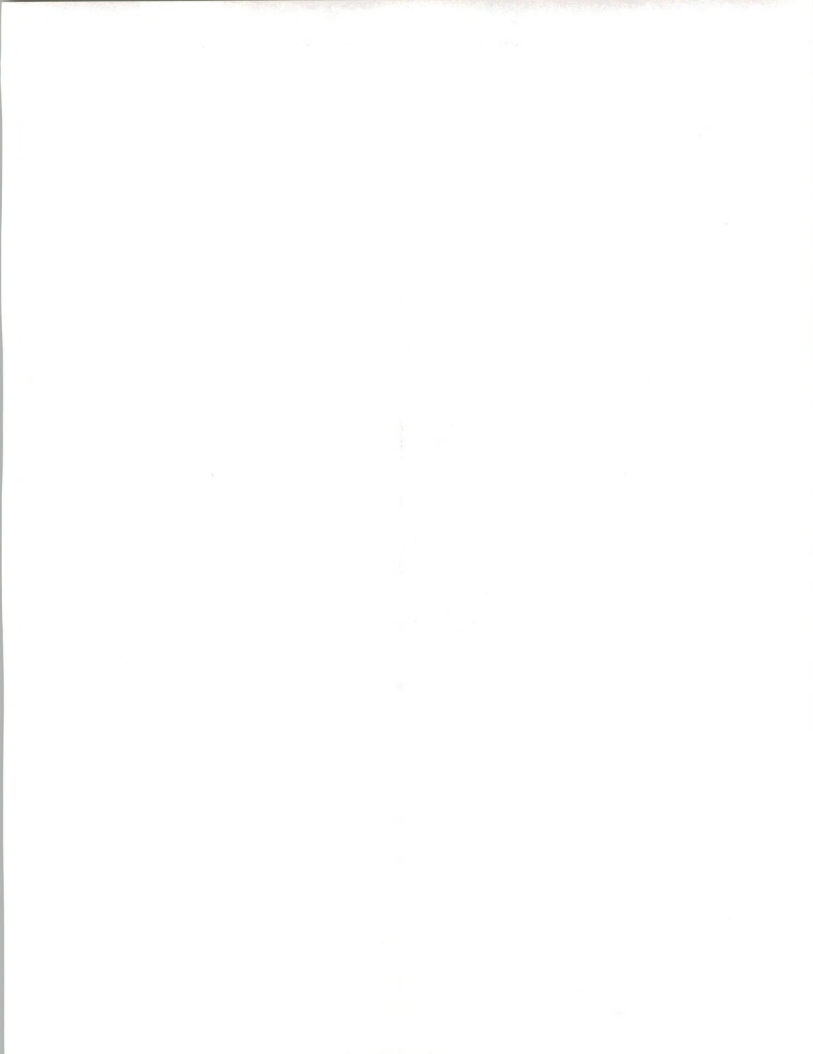


EXHIBIT III-18

**SCITEX OPERATOR MANUAL
QUALITY RATING—WEST GERMANY**

PRODUCT CATEGORY	QUALITY OF MANUAL					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	-	-	-	-	-	-
280	-	2	3	6	-	11
300	1	7	13	29	7	57
800	-	-	-	-	-	-
Total	1	9	16	35	7	68
Percent	1	13	24	52	10	100

(Question 5)

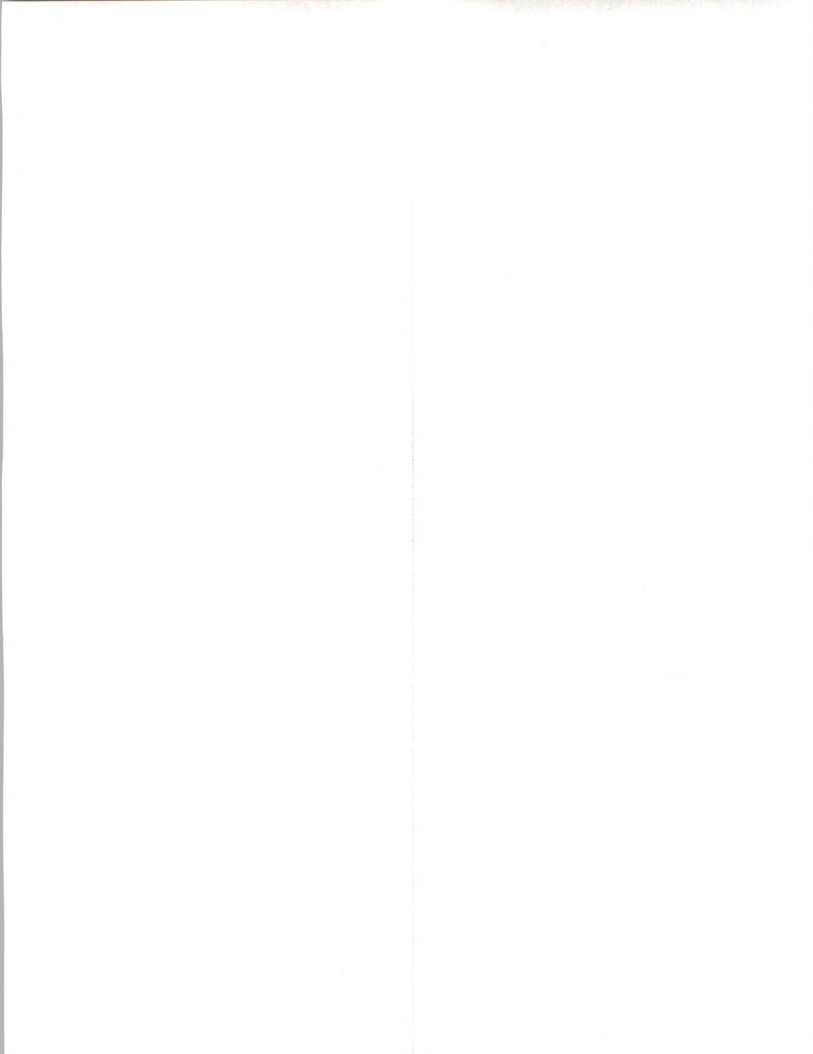


EXHIBIT III-19

**SCITEX OPERATOR MANUAL
QUALITY RATING—UNITED KINGDOM**

PRODUCT CATEGORY	QUALITY OF MANUAL					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	1	-	-	-	-	1
280	-	1	3	4	-	8
300	3	7	6	5	-	21
800	-	-	6	1	1	8
Total	4	8	15	10	1	38
Percent	11	21	39	26	3	100

(Question 5)

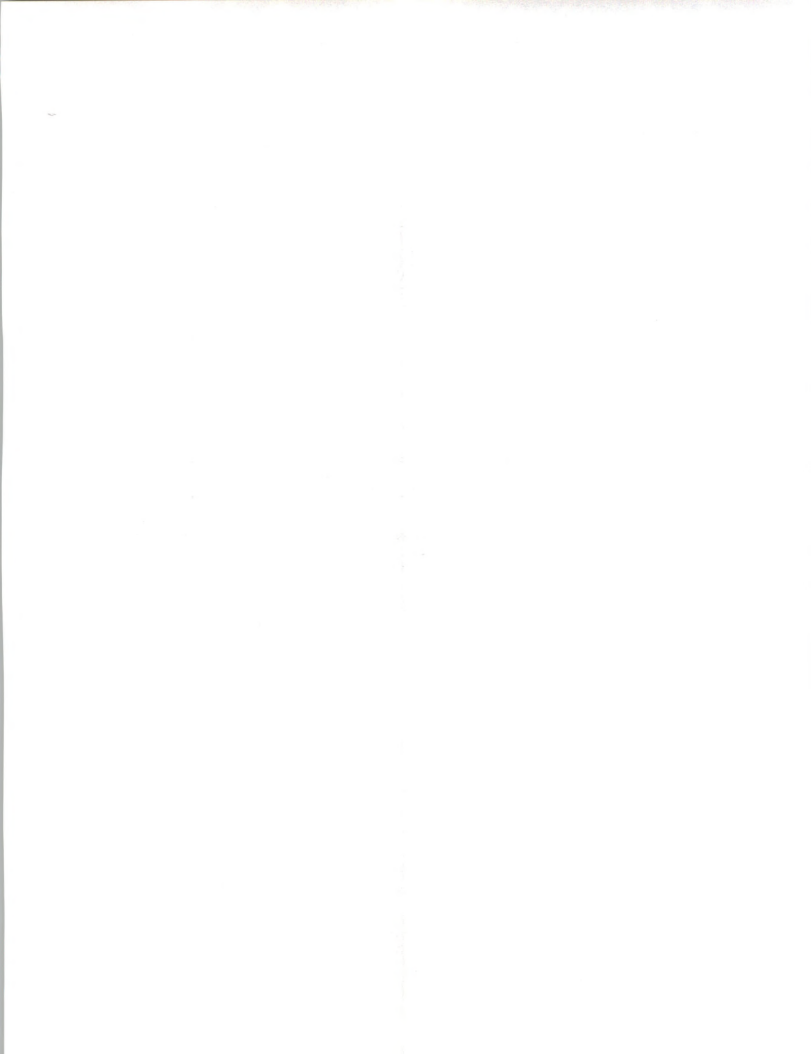


EXHIBIT III-20

SCITEX OPERATOR MANUAL QUALITY RATING—FRANCE

PRODUCT CATEGORY	QUALITY OF MANUAL					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	-	-	-	-	-	-
280	-	-	-	1	1	2
300	2	3	2	8	4	19
800	-	-	-	1	-	1
Total	2	3	2	10	5	22
Percent	9	14	9	45	23	100

(Question 5)



EXHIBIT III-21

SCITEX OPERATOR MANUAL QUALITY RATING—SWITZERLAND

PRODUCT CATEGORY	QUALITY OF MANUAL					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	-	-	3	-	-	3
280	-	-	-	3	-	3
300	1	3	8	3	-	15
800	-	-	-	1	-	1
Total	1	3	11	7	-	22
Percent	5	13	50	32	-	100

(Question 5)

C

Software Performance A rating by the respondent was requested for the overall performance of Scitex software. Again the requested rating was against the standard reference points of 'very good', 'good', 'satisfactory', and 'poor'. The analysis of responses is provided in Exhibits III-22 through III-26 for the total sample and for each country group categorised by product type.

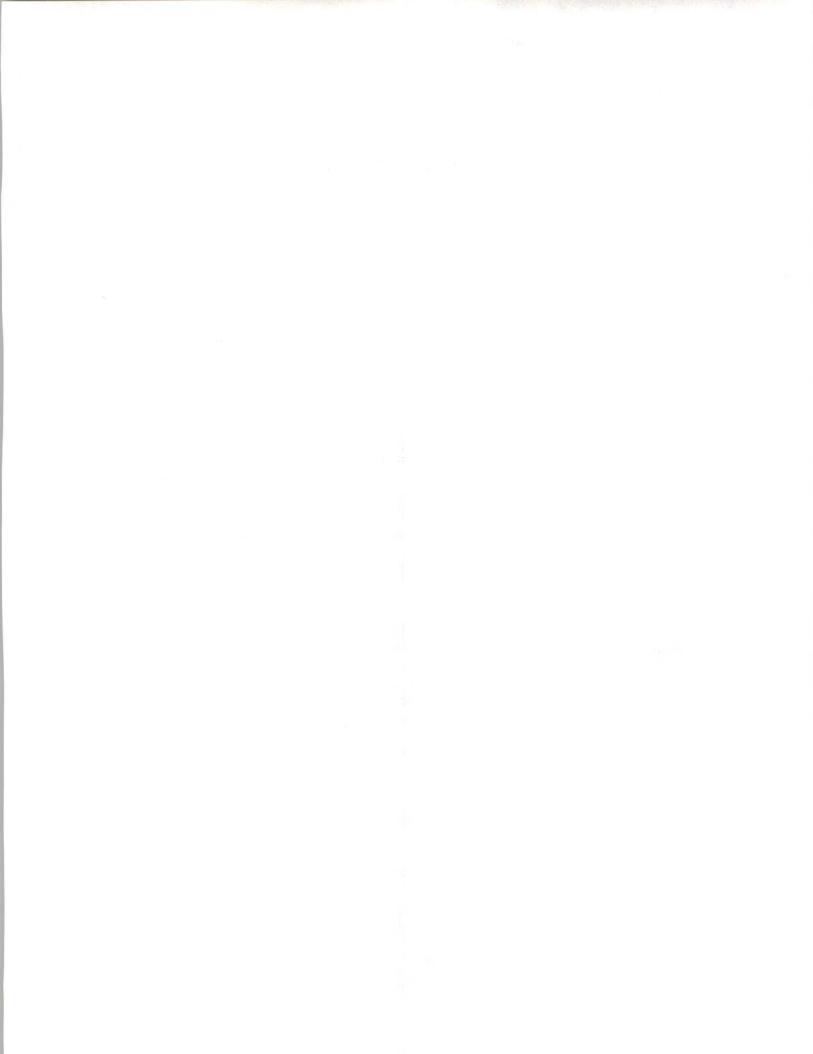


EXHIBIT III-22

OVERALL PERFORMANCE OF SCITEX SOFTWARE—TOTAL SAMPLE

PRODUCT CATEGORY	SOFTWARE PERFORMANCE					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	-	3	-	1	-	4
280	1	3	14	5	1	24
300	17	39	35	17	4	112
800	-	3	5	1	1	10
Total	18	48	54	24	6	150
Percent	12	32	36	16	4	100

(Question 6)

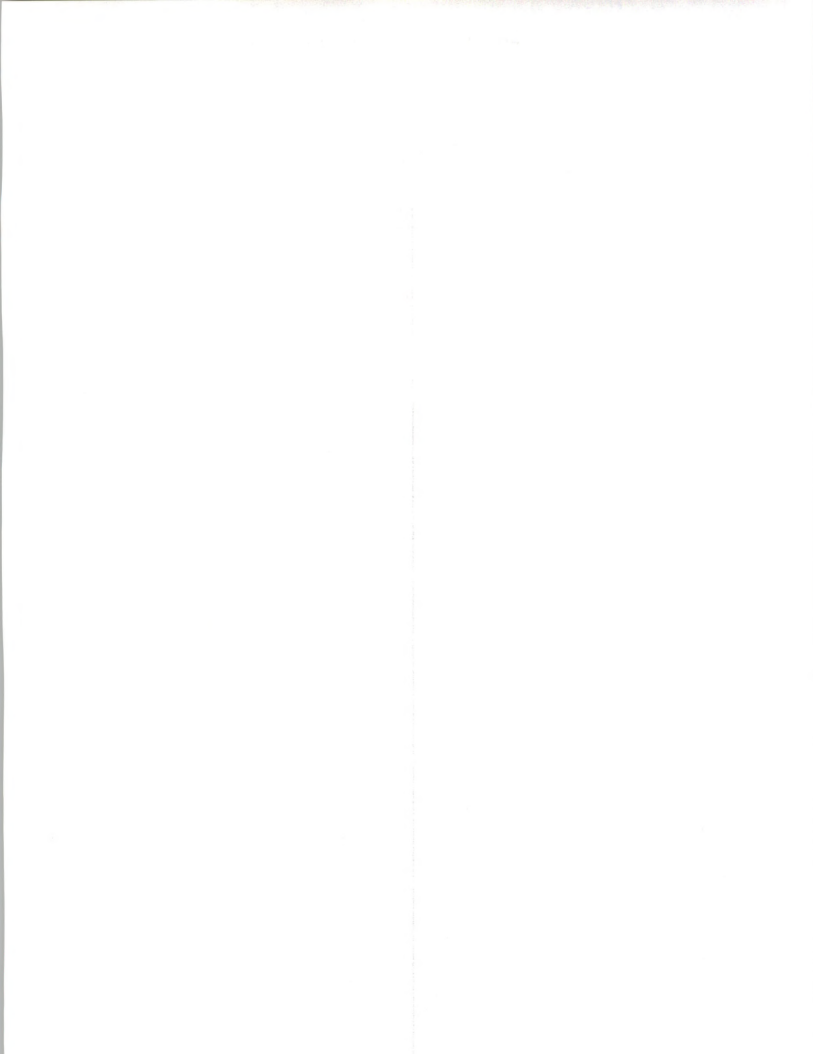


EXHIBIT III-23

OVERALL PERFORMANCE OF SCITEX SOFTWARE—WEST GERMANY

PRODUCT CATEGORY	SOFTWARE PERFORMANCE					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	-	-	-	-	-	-
280	1	-	6	4	-	11
300	6	17	19	11	4	57
800	-	-	-	-	-	-
Total	7	17	25	15	4	68
Percent	10	25	37	22	6	100

(Question 6)

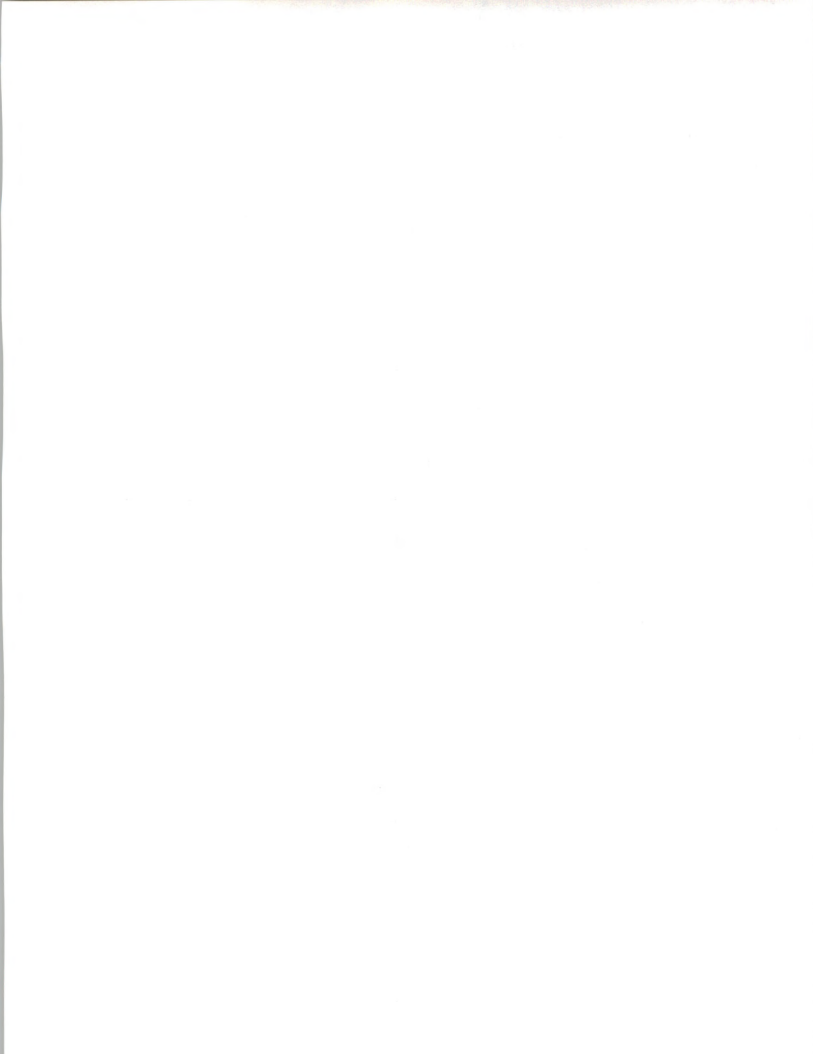


EXHIBIT III-24

OVERALL PERFORMANCE OF SCITEX SOFTWARE—UNITED KINGDOM

PRODUCT CATEGORY	SOFTWARE PERFORMANCE					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	-	1	-	-	-	1
280	-	3	4	1	-	8
300	7	5	7	2	-	21
800	-	3	3	1	1	8
Total	7	12	14	4	1	38
Percent	18	32	37	11	2	100

(Question 6)

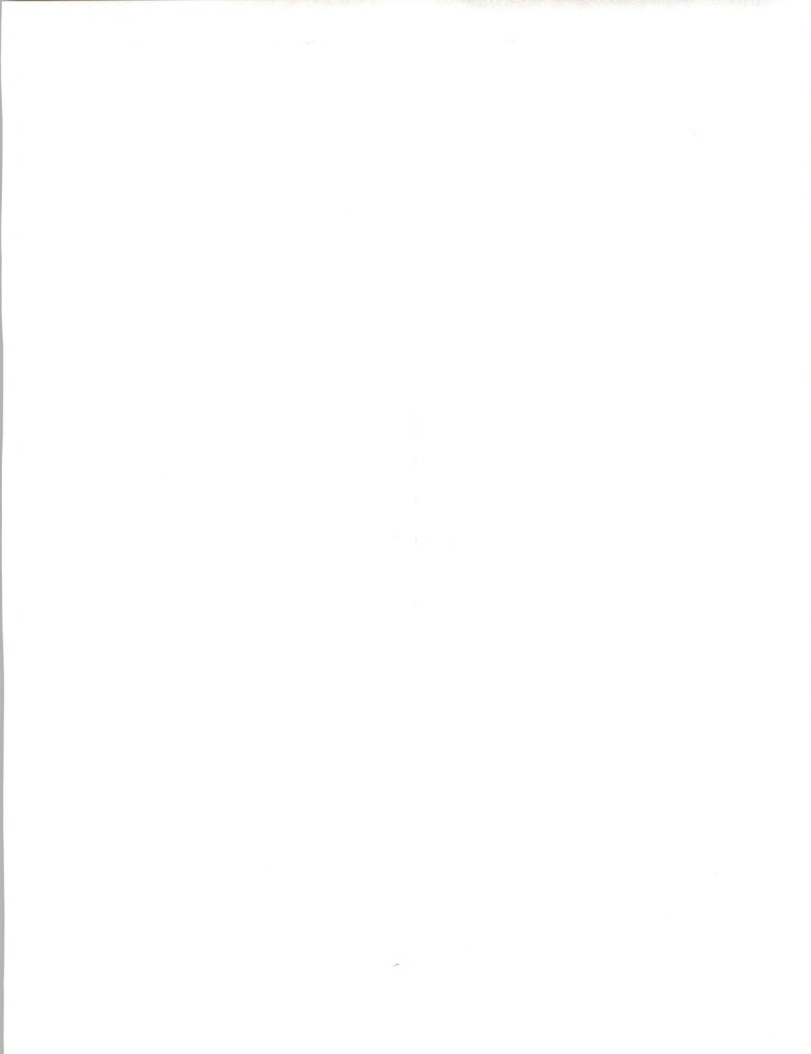


EXHIBIT III-25

OVERALL PERFORMANCE OF SCITEX SOFTWARE—FRANCE

PRODUCT CATEGORY	SOFTWARE PERFORMANCE					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	-	-	-	-	-	-
280	-	-	1	-	1	2
300	2	11	4	2	-	19
800	-	-	1	-	-	1
Total	2	11	6	2	1	22
Percent	9	50	27	9	5	100

(Question 6)

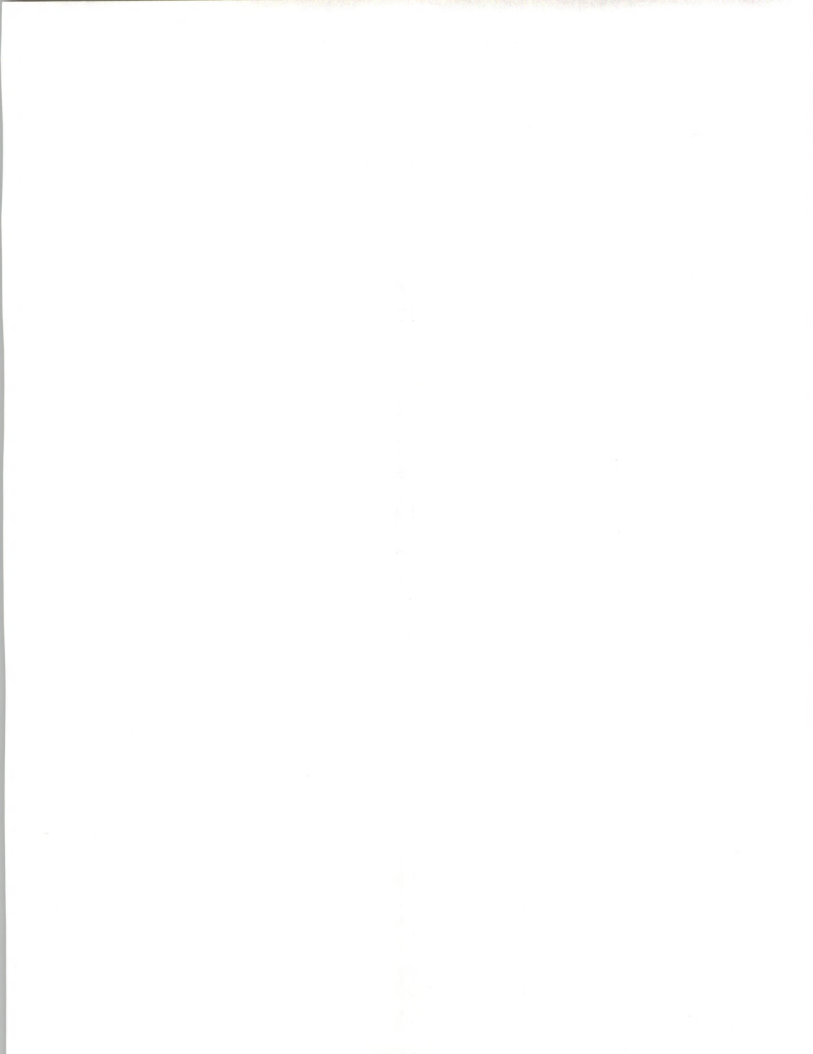


EXHIBIT III-26

OVERALL PERFORMANCE OF SCITEX SOFTWARE—SWITZERLAND

PRODUCT CATEGORY	SOFTWARE PERFORMANCE					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	-	2	-	1	-	3
280	-	-	3	-	-	3
300	2	6	5	2	-	15
800	-	-	1	-	-	1
Total	2	8	9	3	-	22
Percent	9	36	41	14	-	100

(Question 6)

D**Applications Support**

Respondents were questioned about the applications support that they received from Scitex—first whether the support they received was sufficient or whether it was too much or too little. Second, respondents were requested to indicate their overall rating of the applications support they received from Scitex. The standard reference points of 'very good', 'good', 'satisfactory', and 'poor' were again used.

Exhibits III-27 through III-31 show the analysis of replies concerning the quantity of training. Exhibits III-32 through III-36 show the analysis of the replies concerning the quality of training.

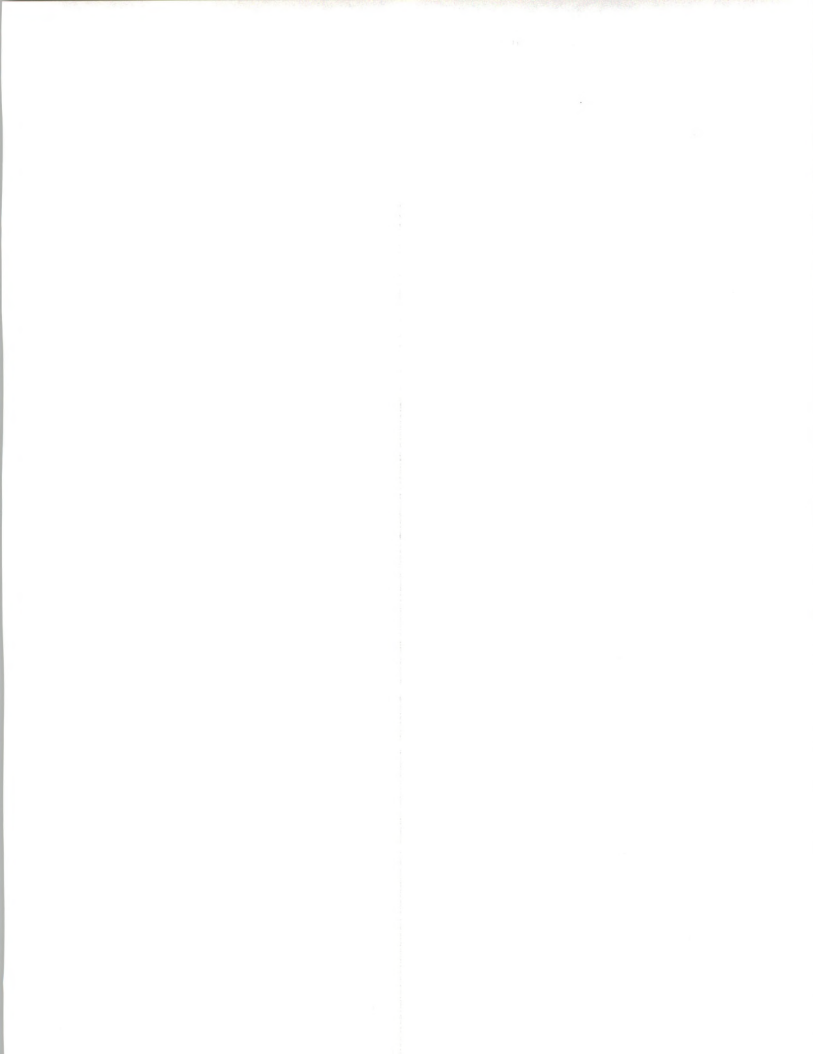


EXHIBIT III-27

AVAILABILITY OF APPLICATIONS SUPPORT—TOTAL SAMPLE

PRODUCT CATEGORY	SUPPORT AVAILABILITY				
	Too Much	Sufficient	Too Little	Don't Know/ Not Applicable	Total
200	-	1	3	-	4
280	2	6	16	-	24
300	27	18	63	4	112
800	-	5	4	1	10
Total	29	30	86	5	150
Percent	19	20	58	3	100

(Question 7a)

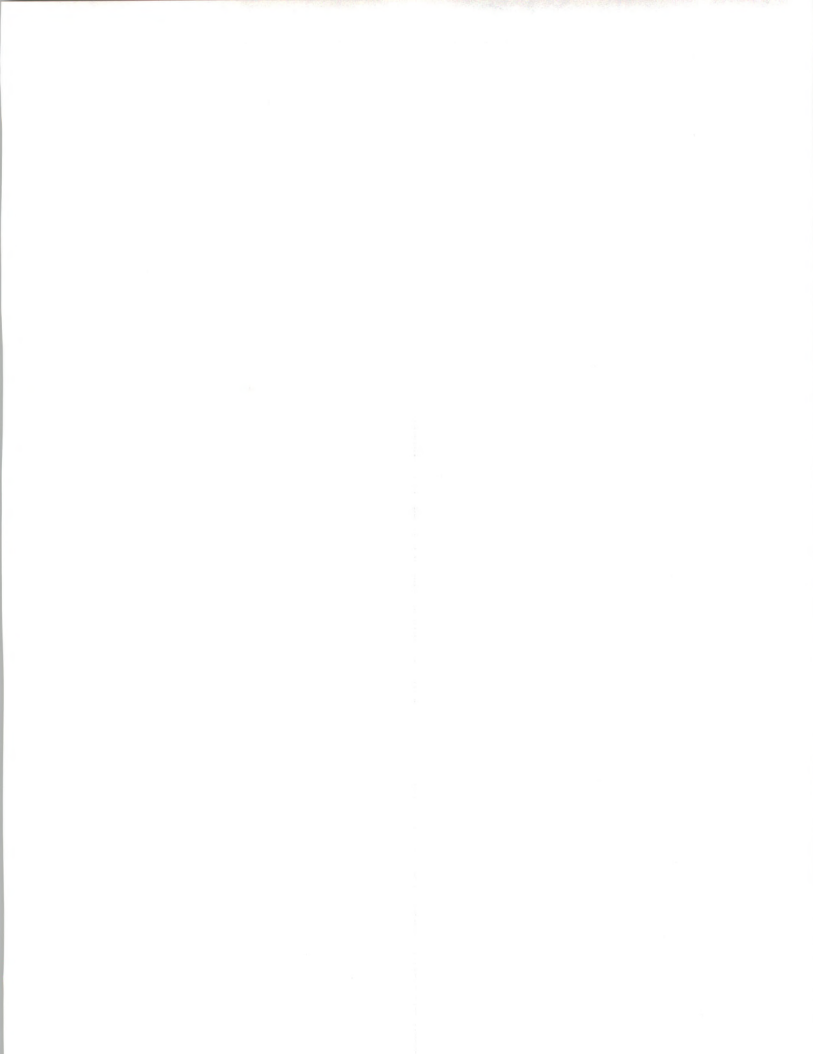


EXHIBIT III-28

AVAILABILITY OF APPLICATIONS SUPPORT—WEST GERMANY

PRODUCT CATEGORY	SUPPORT AVAILABILITY				
	Too Much	Sufficient	Too Little	Don't Know/ Not Applicable	Total
200	-	-	-	-	-
280	2	-	9	-	11
300	16	-	39	2	57
800	-	-	-	-	-
Total	18	-	48	2	68
Percent	26	-	71	3	100

(Question 7a)

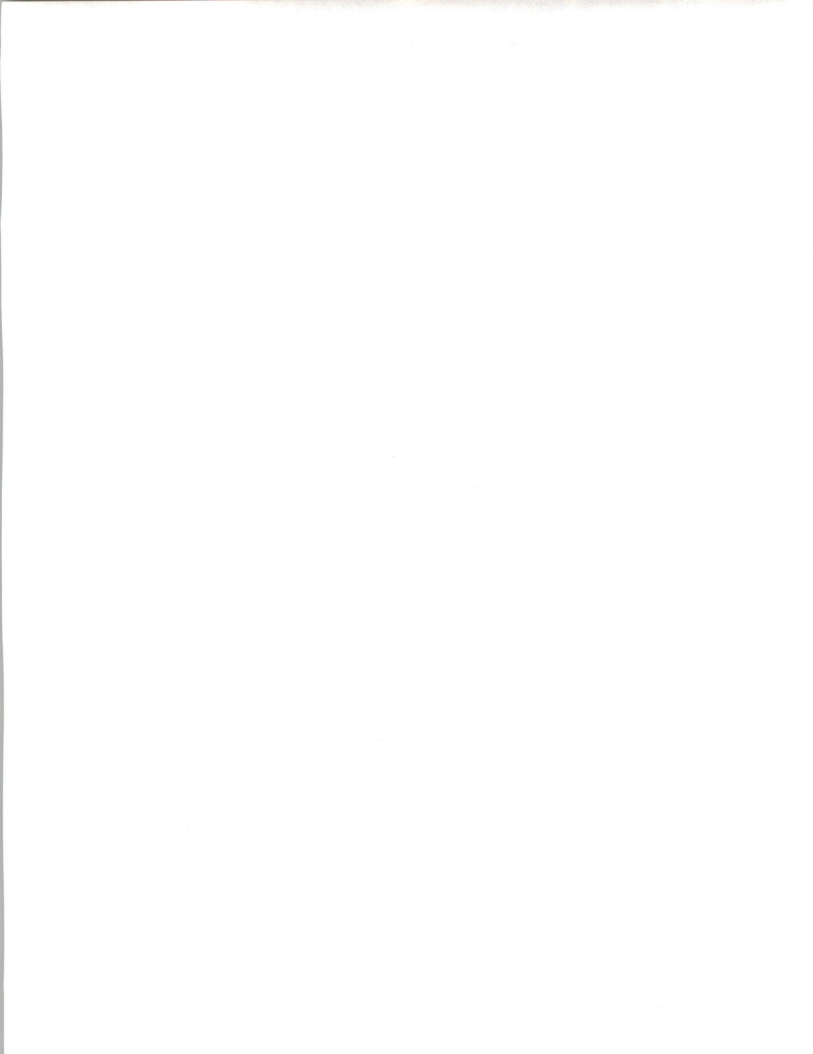


EXHIBIT III-29

AVAILABILITY OF APPLICATIONS SUPPORT—UNITED KINGDOM

PRODUCT CATEGORY	SUPPORT AVAILABILITY				
	Too Much	Sufficient	Too Little	Don't Know/ Not Applicable	Total
200	-	1	-	-	1
280	-	6	2	-	8
300	-	17	4	-	21
800	-	5	2	1	8
Total	-	29	8	1	38
Percent	-	76	21	3	100

(Question 7a)



EXHIBIT III-30

AVAILABILITY OF APPLICATIONS SUPPORT—FRANCE

PRODUCT CATEGORY	SUPPORT AVAILABILITY				
	Too Much	Sufficient	Too Little	Don't Know/ Not Applicable	Total
200	-	-	-	-	-
280	-	-	2	-	2
300	7	-	12	-	19
800	-	-	1	-	1
Total	7	-	15	-	22
Percent	32	-	68	-	100

(Question 7a)

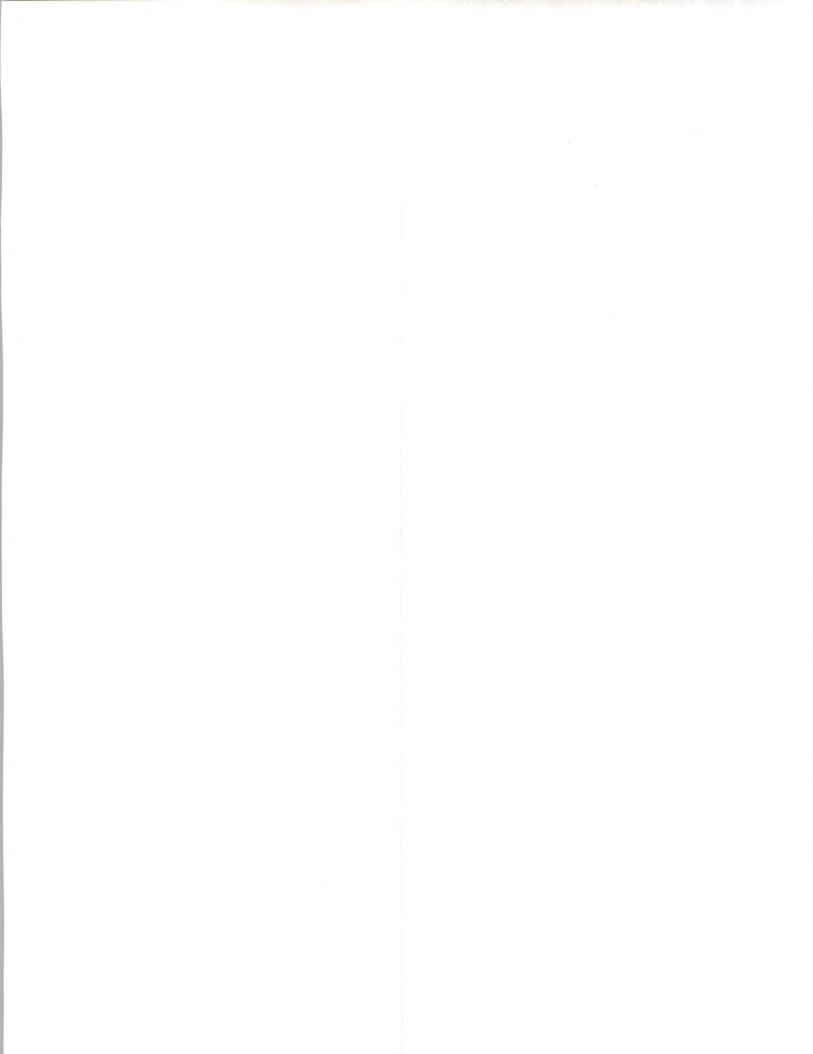


EXHIBIT III-31

**AVAILABILITY OF APPLICATIONS
SUPPORT—SWITZERLAND**

PRODUCT CATEGORY	SUPPORT AVAILABILITY				
	Too Much	Sufficient	Too Little	Don't Know/ Not Applicable	Total
200	-	-	3	-	3
280	-	-	3	-	3
300	4	1	8	2	15
800	-	-	1	-	1
Total	4	1	15	2	22
Percent	18	5	68	9	100

(Question 7a)

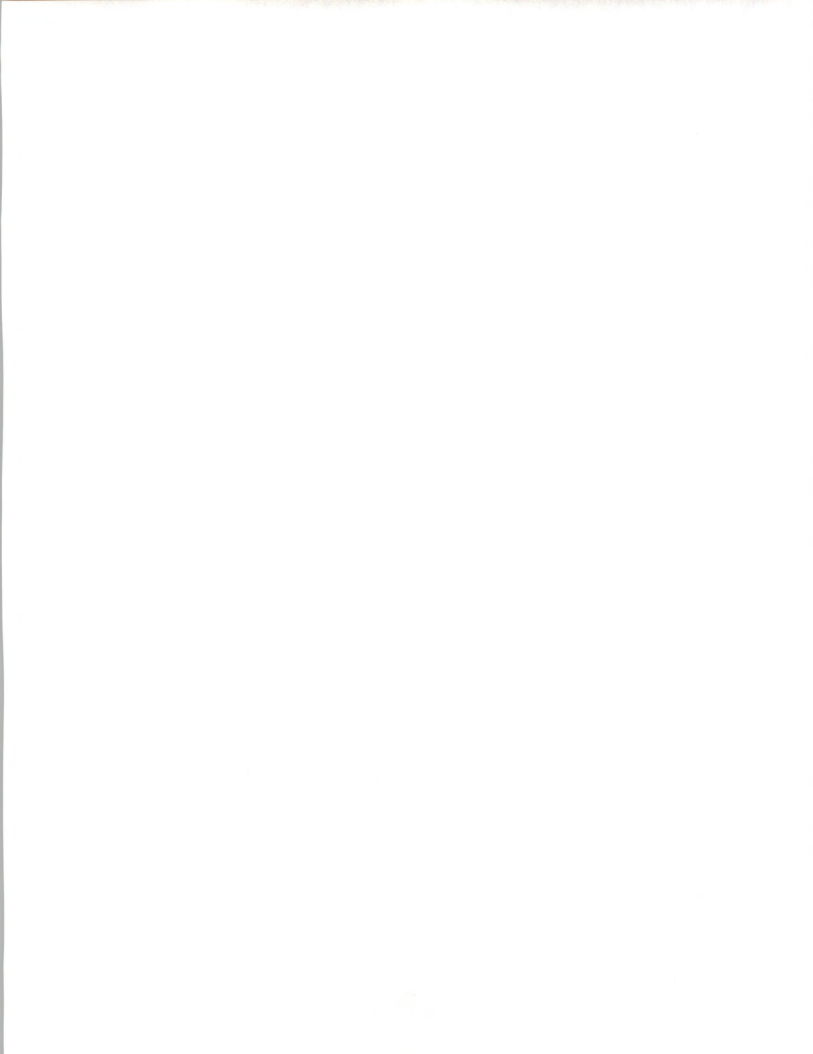


EXHIBIT III-32

QUALITY OF APPLICATIONS SUPPORT— TOTAL SAMPLE

PRODUCT CATEGORY	QUALITY OF SUPPORT					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	1	1	-	-	2	4
280	3	6	9	5	1	24
300	12	50	10	22	18	112
800	-	5	-	2	3	10
Total	16	62	19	29	24	150
Percent	11	41	13	19	16	100

(Question 7b)

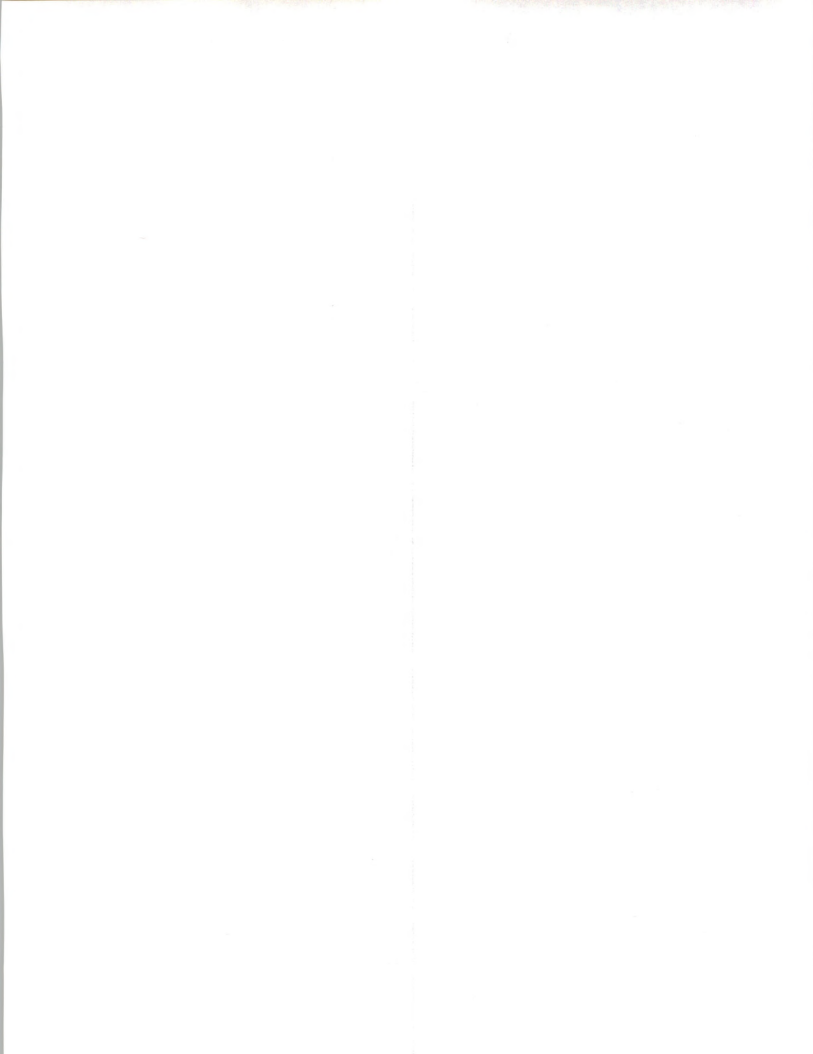


EXHIBIT III-33

QUALITY OF APPLICATIONS SUPPORT— WEST GERMANY

PRODUCT CATEGORY	QUALITY OF SUPPORT					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	-	-	-	-	-	-
280	2	-	5	4	-	11
300	6	21	5	13	12	57
800	-	-	-	-	-	-
Total	8	21	10	17	12	68
Percent	12	31	15	25	17	100

(Question 7b)

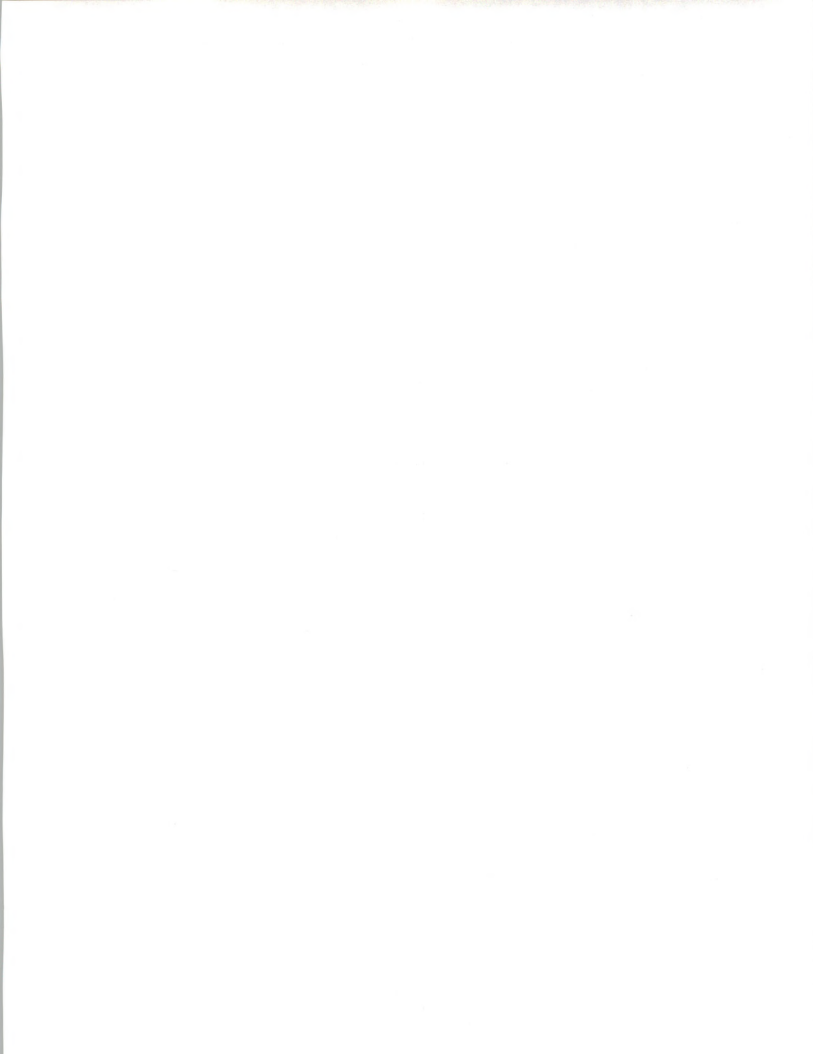


EXHIBIT III-34

QUALITY OF APPLICATIONS SUPPORT— UNITED KINGDOM

PRODUCT CATEGORY	QUALITY OF SUPPORT					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	1	-	-	-	-	1
280	1	4	3	-	-	8
300	1	16	2	2	-	21
800	-	5	-	2	1	8
Total	3	25	5	4	1	38
Percent	8	66	13	11	2	100

(Question 7b)

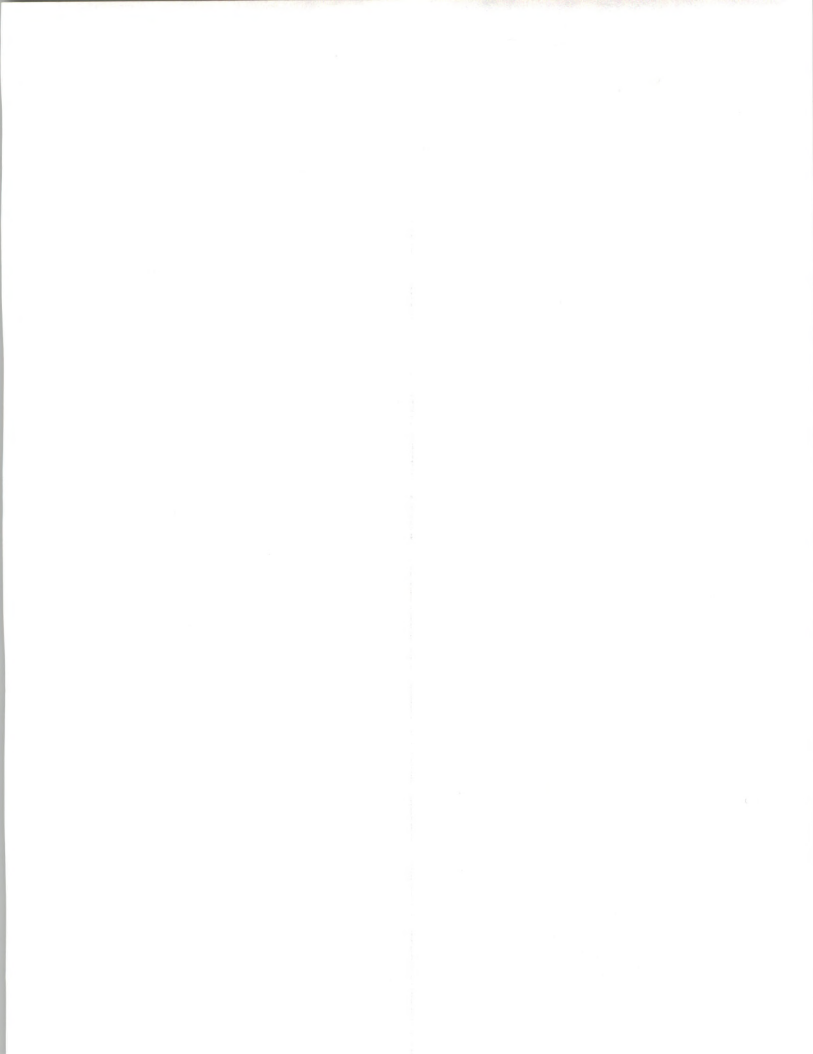


EXHIBIT III-35

QUALITY OF APPLICATIONS SUPPORT— FRANCE

PRODUCT CATEGORY	QUALITY OF SUPPORT					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	-	-	-	-	-	-
280	-	-	1	-	1	2
300	2	8	1	4	4	19
800	-	-	-	0	1	1
Total	2	8	2	4	6	22
Percent	9	37	9	18	27	100

(Question 7b)

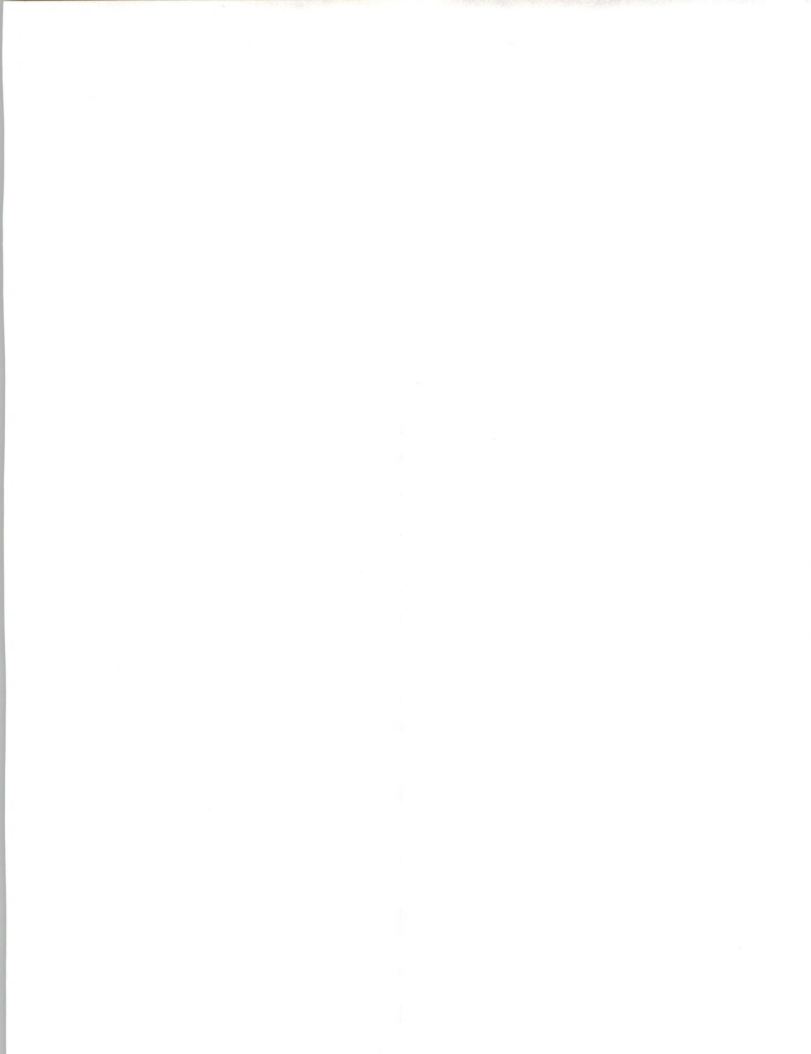
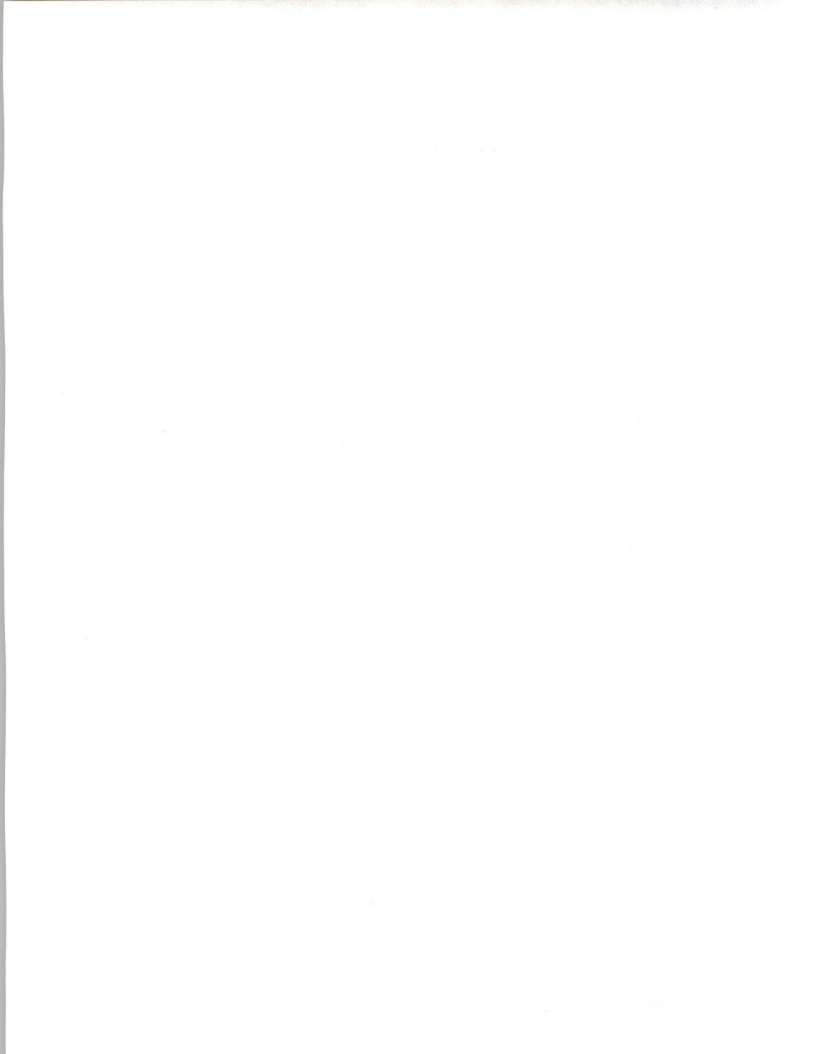


EXHIBIT III-36

QUALITY OF APPLICATIONS SUPPORT— SWITZERLAND

PRODUCT CATEGORY	QUALITY OF SUPPORT					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	-	1	-	0	2	3
280	-	2	-	1	-	3
300	3	5	2	3	2	15
800	-	-	-	-	1	1
Total	3	8	2	4	5	22
Percent	14	36	9	18	23	100

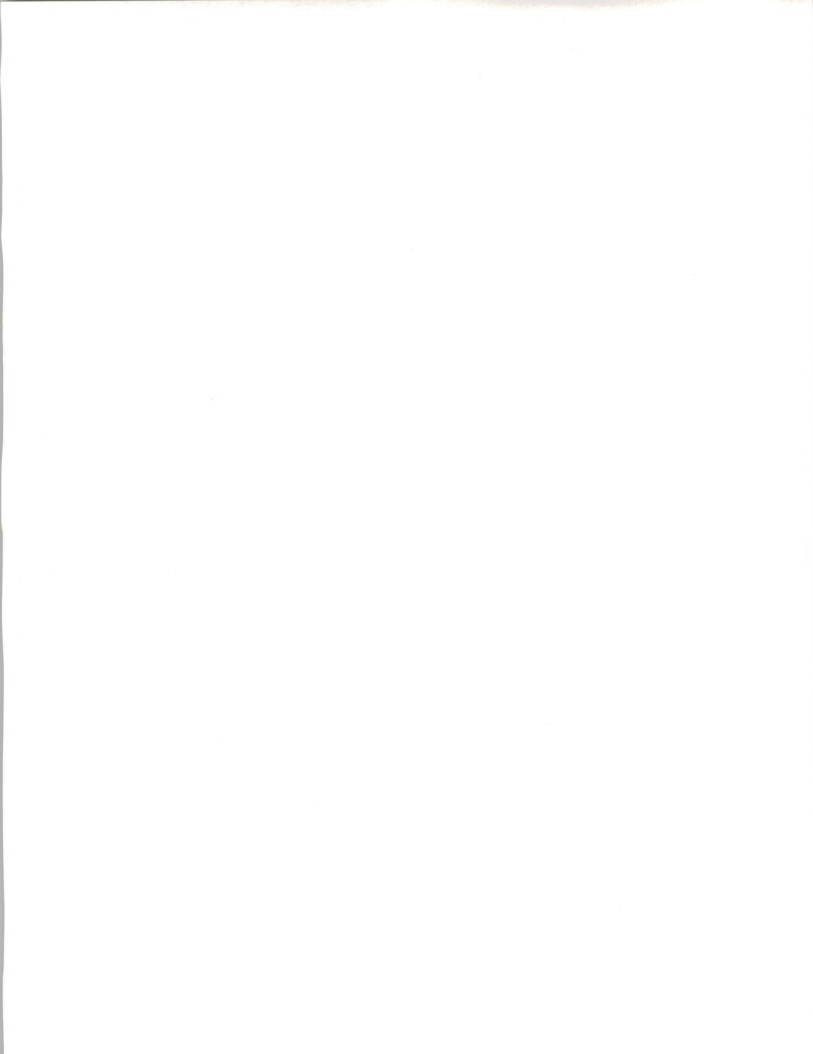
(Question 7b)





Customer Service Response







Customer Service Response

Response to a client when a problem occurs with his system is an important aspect of customer service. Three aspects of service response were researched, and two of them are covered in this chapter: response to the initial dispatch centre call and the engineer response time when required to make a site visit. The third aspect, the time taken to actually resolve the problem, is discussed in Chapter V.

A

The Dispatch Centre

A new communications channel for clients called the 'dispatch centre' was implemented during 1987 for most areas of Scitex operations. *Telephone response time* was defined as the elapsed time between the customer calling the dispatch centre to alert Scitex that a problem had occurred and the telephone call of the Scitex engineer calling in response to that request.

The respondent was requested to estimate the typical length of this response time and to indicate whether that elapsed time was considered by them to be satisfactory or not.

Exhibits IV-1 through IV-5 show the analysis of respondents' replies for the total sample and each individual country group. These exhibits show the profile of 'experienced' response time for each product type and indicate the number of users that considered the response time to be unsatisfactory.



EXHIBIT IV-1

RESPONSE TO DISPATCH CENTRE—TOTAL SAMPLE

RESPONSE TIME (HOURS)	200		280		300		800	
	No. of Users	Not Satis- factory	No. of Users	Not Satis- factory	No. of Users	Not Satis- factory	No. of Users	Not Satis- factory
0-1/2	-	-	2	-	12	-	4	-
≤ 1	2	-	5	-	17	3	2	-
≤ 2	-	-	2	1	23	4	-	-
≤ 3	-	-	7	1	15	7	1	-
≤ 4	-	-	2	-	12	7	-	-
≤ 5	-	-	1	1	4	2	-	-
≤ 6	-	-	-	-	2	1	-	-
≤ 8	-	-	1	-	3	3	-	-
> 8	-	-	3	2	8	5	1	1
Variable or Unpredictable	-	-	-	-	10	8	-	-

- Typical length of time elapsed between request for service to "dispatch centre" and Scitex customer engineer calling to service that request (Q8a)
- Response time satisfactory (Q8b)



EXHIBIT IV-2

RESPONSE TO DISPATCH CENTRE—WEST GERMANY

RESPONSE TIME (HOURS)	200		280		300		800	
	No. of Users	Not Satis- factory	No. of Users	Not Satis- factory	No. of Users	Not Satis- factory	No. of Users	Not Satis- factory
0-1/2	-	-	-	-	3	-	-	-
≤ 1	-	-	2	-	13	1	-	-
≤ 2	-	-	1	1	12	2	-	-
≤ 3	-	-	6	1	9	6	-	-
≤ 4	-	-	1	-	6	5	-	-
≤ 5	-	-	-	-	2	1	-	-
≤ 6	-	-	-	-	1	1	-	-
≤ 8	-	-	-	-	2	2	-	-
> 8	-	-	1	1	3	3	-	-
Variable or Unpredictable	-	-	-	-	3	1	-	-

- Typical length of time elapsed between request for service to "dispatch centre" and Scitex customer engineer calling to service that request (Q8a)
- Response time satisfactory (Q8b)

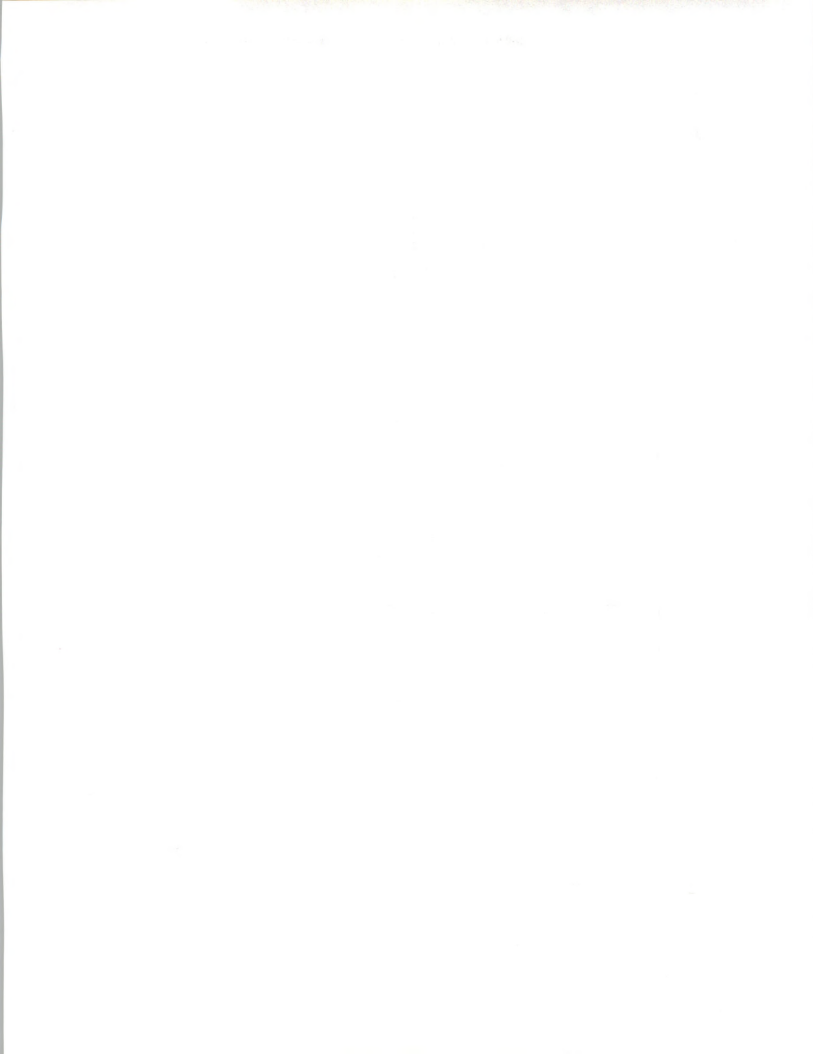


EXHIBIT IV-3

RESPONSE TO DISPATCH CENTRE—UNITED KINGDOM

RESPONSE TIME (HOURS)	200		280		300		800	
	No. of Users	Not Satis- factory	No. of Users	Not Satis- factory	No. of Users	Not Satis- factory	No. of Users	Not Satis- factory
0-1/2	-	-	1	-	8	-	4	-
≤ 1	1	-	3	-	2	2	2	-
≤ 2	-	-	1	-	6	-	-	-
≤ 3	-	-	-	-	-	-	-	-
≤ 4	-	-	1	-	1	1	-	-
≤ 5	-	-	-	-	1	1	-	-
≤ 6	-	-	-	-	-	-	-	-
≤ 8	-	-	1	-	-	-	1	1
> 8	-	-	1	1	1	-	-	-
Variable or Unpredictable	-	-	-	-	-	-	-	-

- Typical length of time elapsed between request for service to "dispatch centre" and Scitex customer engineer calling to service that request (Q8a)
- Response time satisfactory (Q8b)

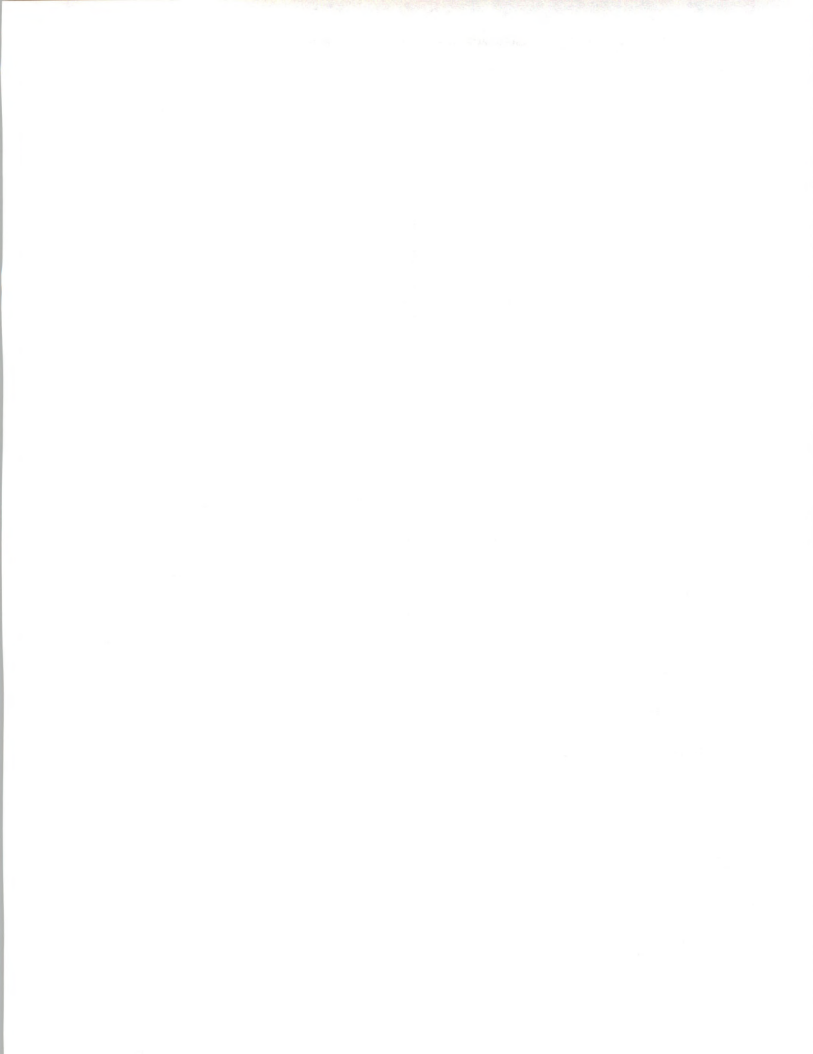


EXHIBIT IV-4

RESPONSE TO DISPATCH CENTRE—FRANCE

RESPONSE TIME (HOURS)	200		280		300		800	
	No. of Users	Not Satis- factory	No. of Users	Not Satis- factory	No. of Users	Not Satis- factory	No. of Users	Not Satis- factory
0–1/2	-	-	-	-	1	-		
≤ 1	-	-	-	-	-	-		
≤ 2	-	-	1	-	3	2		
≤ 3	-	-	-	-	3	2		
≤ 4	-	-	-	-	3	1	Inconsistent Answer	
≤ 5	-	-	-	-	-	-		
≤ 6	-	-	-	-	-	-		
≤ 8	-	-	-	-	1	1		
> 8	-	-	1	-	3	2		
Variable or Unpredictable	-	-	-	-	5	5		

- Typical length of time elapsed between request for service to "dispatch centre" and Scitex customer engineer calling to service that request (Q8a)
- Response time satisfactory (Q8b)

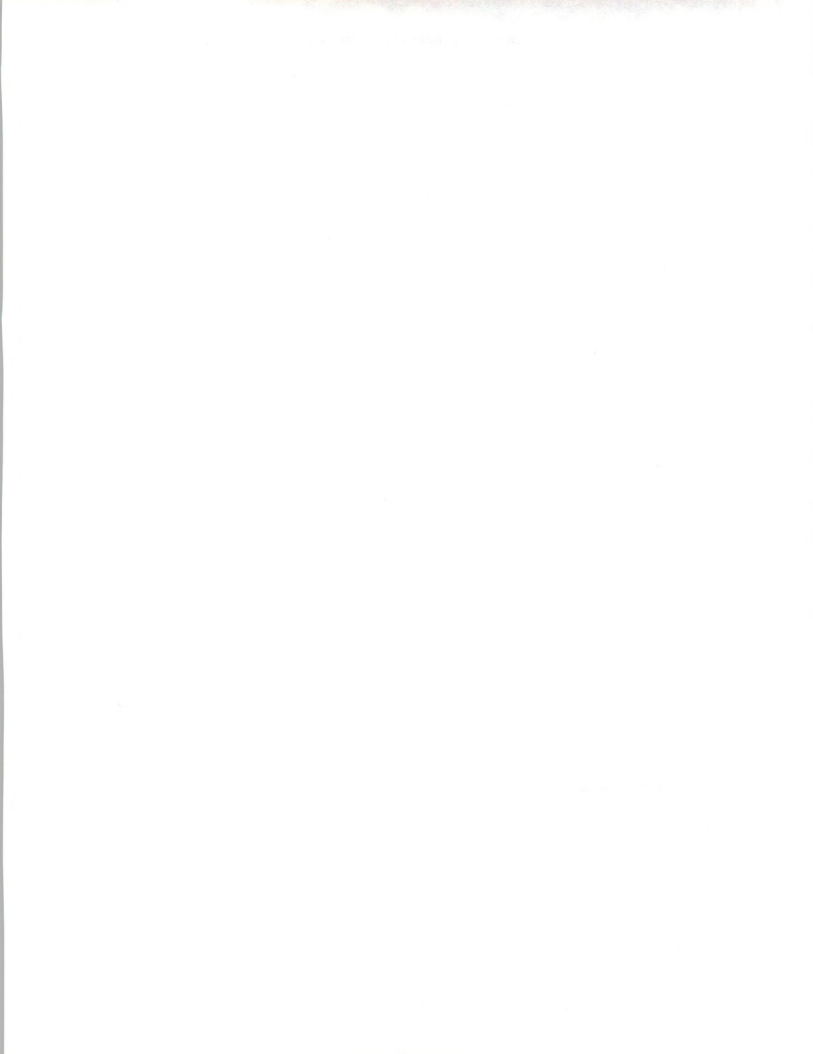


EXHIBIT IV-5

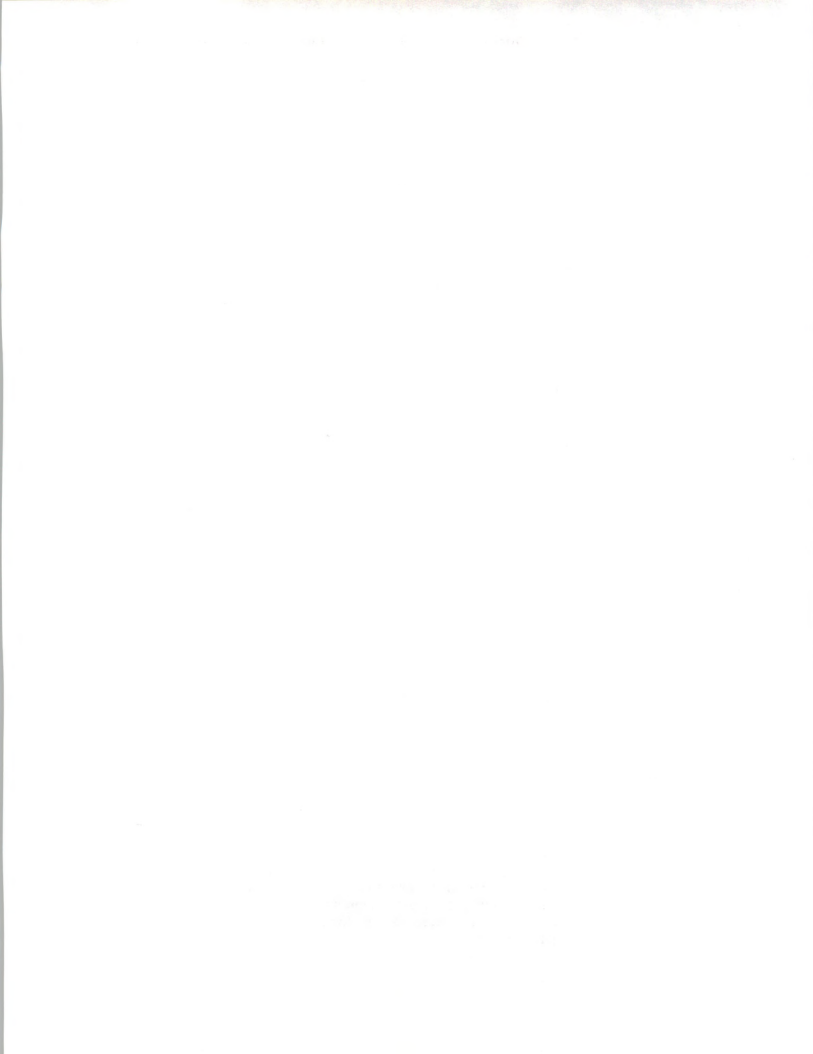
RESPONSE TO DISPATCH CENTRE—SWITZERLAND

RESPONSE TIME (HOURS)	200		280		300		800	
	No. of Users	Not Satis- factory	No. of Users	Not Satis- factory	No. of Users	Not Satis- factory	No. of Users	Not Satis- factory
0-1/2	-	-	1	-	-	-	-	-
≤ 1	1	-	-	-	2	-	-	-
≤ 2	-	-	-	-	2	-	-	-
≤ 3	-	-	1	-	4	-	1	-
≤ 4	-	-	-	-	2	-	-	-
≤ 5	-	-	1	1	1	-	-	-
≤ 6	1	1	-	-	-	-	-	-
≤ 8	-	-	-	-	1	-	-	-
> 8	-	-	-	-	-	-	-	-
Variable or Unpredictable	-	-	-	-	2	2	-	-

- Typical length of time elapsed between request for service to "dispatch centre" and Scitex customer engineer calling to service that request (Q8a)
- Response time satisfactory (Q8b)

B**Engineer Response
Time**

An additional response time occurs where it is necessary for the Scitex engineer to visit the site in order to resolve a problem. Respondents were requested to estimate the typical elapsed time before the arrival of the engineer and again to express an opinion as to whether that time was satisfactory or not.



Exhibits IV-6 through IV-10 show the profile of response time together with the number of respondents considering their typical experienced level to be unsatisfactory, for the total sample and the individual country groups. In each case the analysis is shown by product group.

EXHIBIT IV-6

ENGINEER RESPONSE TIME—TOTAL SAMPLE

RESPONSE TIME	200		280		300		800	
	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory
0–1 Hour	-	-	-	-	2	-	1	-
≤ 2 Hours	-	-	1	-	7	1	2	-
≤ 4 Hours	1	-	1	-	26	8	1	-
≤ 6 Hours	-	-	1	-	10	4	-	-
≤ 8 Hours	-	-	1	-	6	5	2	-
Same Day	-	-	9	2	15	6	2	1
≤ 1 Day	1	-	8	1	20	13	1	1
≤ 2 Days	1	1	2	1	15	13	1	1
> 2 Days	-	-	-	-	1	1	1	1
Variable or Unpredictable	-	-	-	-	5	1	-	-

- Typical elapsed time between initial request for service and the arrival of the engineer on-site (Q9a)
- Response time satisfactory (Q9b)

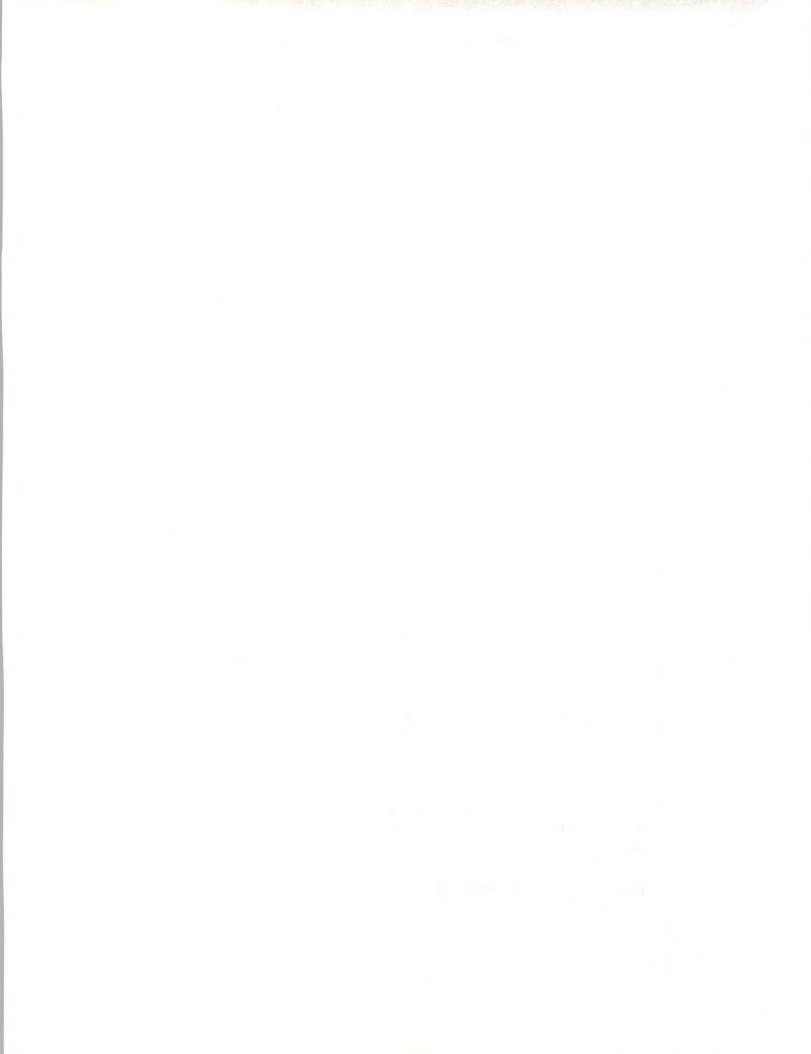


EXHIBIT IV-7

ENGINEER RESPONSE TIME—WEST GERMANY

RESPONSE TIME	200		280		300		800	
	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory
0–1 Hour	-	-	-	-	1	-	-	-
≤ 2 Hours	-	-	1	-	3	1	-	-
≤ 4 Hours	-	-	-	-	13	2	-	-
≤ 6 Hours	-	-	1	-	6	2	-	-
≤ 8 Hours	-	-	1	-	6	5	-	-
Same Day	-	-	3	2	6	4	-	-
≤ 1 Day	-	-	4	-	10	7	-	-
≤ 2 Days	-	-	1	1	9	7	-	-
> 2 Days	-	-	-	-	-	-	-	-
Variable or Unpredictable	-	-	-	-	1	-	-	-

- Typical elapsed time between initial request for service and the arrival of the engineer on-site (Q9a)
- Response time satisfactory (Q9b)



EXHIBIT IV-8

ENGINEER RESPONSE TIME—UNITED KINGDOM

RESPONSE TIME	200		280		300		800	
	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory
0–1 Hour	-	-	-	-	1	-	1	-
≤ 2 Hours	-	-	-	-	3	-	2	-
≤ 4 Hours	-	-	1	-	9	5	1	-
≤ 6 Hours	-	-	-	-	2	-	-	-
≤ 8 Hours	-	-	-	-	-	-	-	-
Same Day	-	-	5	-	4	-	2	-
≤ 1 Day	1	-	2	1	2	-	2	1
≤ 2 Days	-	-	-	-	-	-	-	-
> 2 Days	-	-	-	-	-	-	-	-
Variable or Unpredictable	-	-	-	-	-	-	-	-

- Typical elapsed time between initial request for service and the arrival of the engineer on-site (Q9a)
- Response time satisfactory (Q9b)

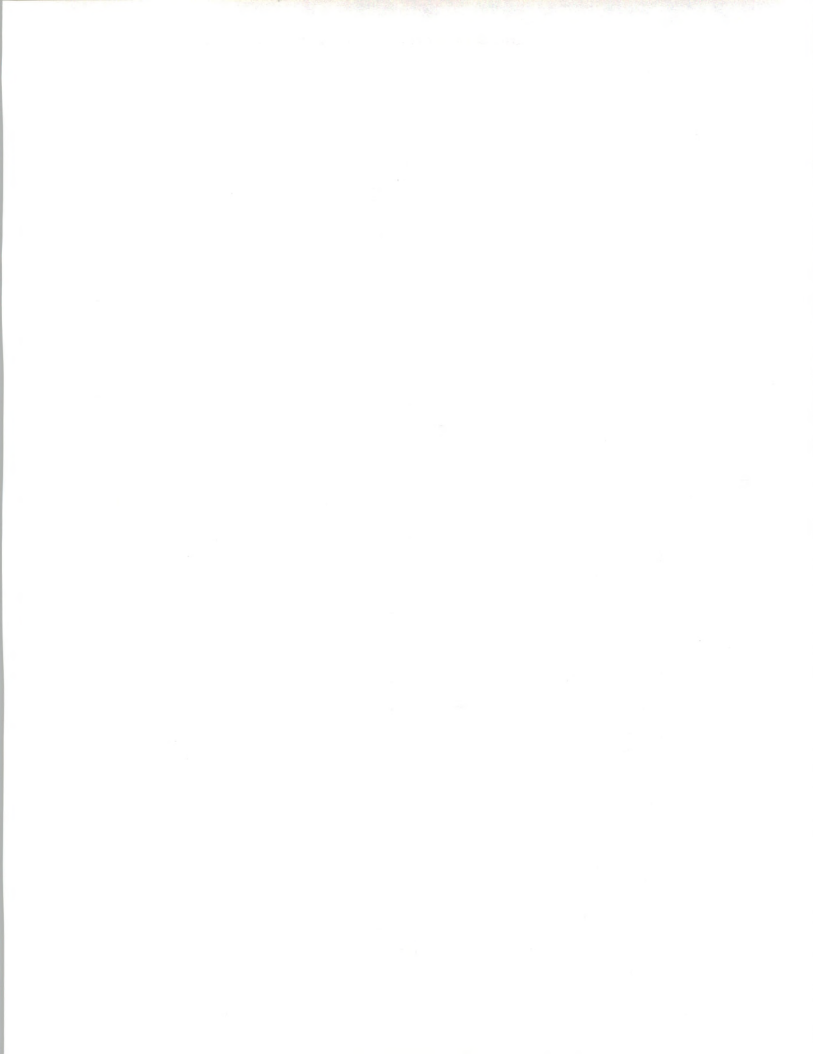


EXHIBIT IV-9

ENGINEER RESPONSE TIME—FRANCE

RESPONSE TIME	200		280		300		800	
	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory
0–1 Hour	-	-	-	-	-	-	-	-
≤ 2 Hours	-	-	-	-	-	-	-	-
≤ 4 Hours	-	-	-	-	1	1	-	-
≤ 6 Hours	-	-	-	-	2	2	-	-
≤ 8 Hours	-	-	-	-	-	-	-	-
Same Day	-	-	-	-	-	-	-	-
≤ 1 Day	-	-	1	-	6	5	-	-
≤ 2 Days	-	-	-	-	5	5	-	-
> 2 Days	-	-	-	-	1	1	1	2
Variable or Unpredictable	-	-	-	-	2	1	-	-

- Typical elapsed time between initial request for service and the arrival of the engineer on-site (Q9a)
- Response time satisfactory (Q9b)

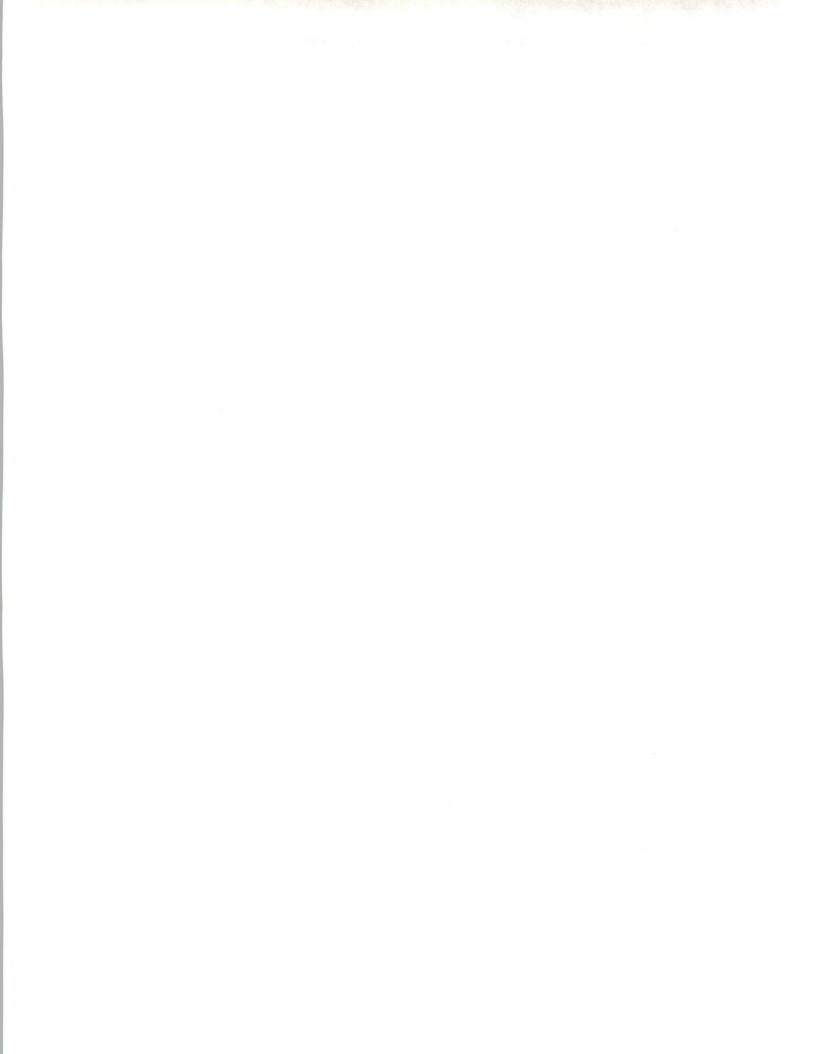


EXHIBIT IV-10

ENGINEER RESPONSE TIME—SWITZERLAND

RESPONSE TIME	200		280		300		800	
	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory
0–1 Hour	-	-	-	-	-	-	-	-
≤ 2 Hours	-	-	-	-	1	-	-	-
≤ 4 Hours	1	-	-	-	3	-	-	-
≤ 6 Hours	-	-	-	-	-	-	-	-
≤ 8 Hours	-	-	-	-	-	-	-	-
Same Day	-	-	1	-	5	2	-	-
≤ 1 Day	-	-	1	(1)	2	1	-	-
≤ 2 Days	1	1	1	(1)	1	1	1	1
> 2 Days	-	-	-	-	-	-	-	-
Variable or Unpredictable	-	-	-	-	2	-	-	-

- Typical elapsed time between initial request for service and the arrival of the engineer on-site (Q9a)
- Response time satisfactory (Q9b)

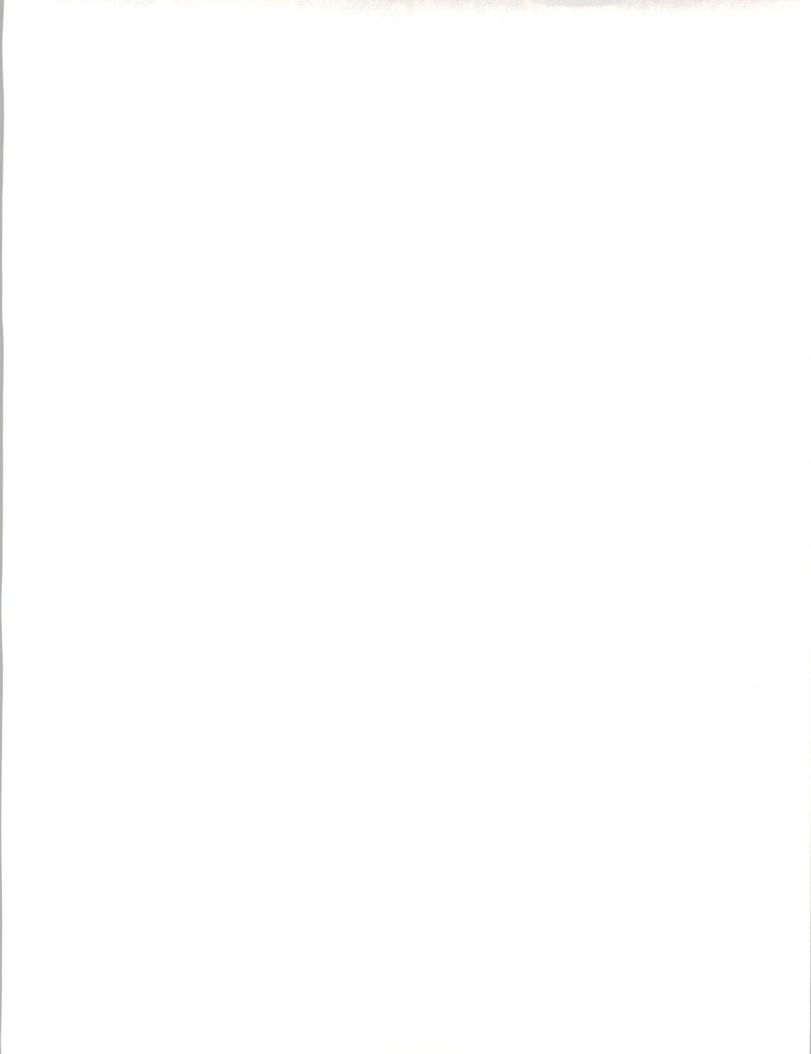






Hardware Field Support







Hardware Field Support

A number of questions were put to respondents with respect to Scitex field support. These questions concerned the time taken to resolve hardware problems and the relative importance of factors that might contribute to delays in their resolution. Additionally three questions concerning the customers' general view of Scitex engineers and Scitex customer support management were posed.

A

Problem Resolution

Analogous to the response time aspects analysed in the previous chapter, respondents were requested to give their opinion concerning the typical time taken by the engineer to resolve a problem. Additionally they were requested to state whether in their opinion that response time was satisfactory or not.

Exhibits V-1 through V-5 show the analysis of respondents' reported experience with this particular service aspect for the total sample and each major country group.

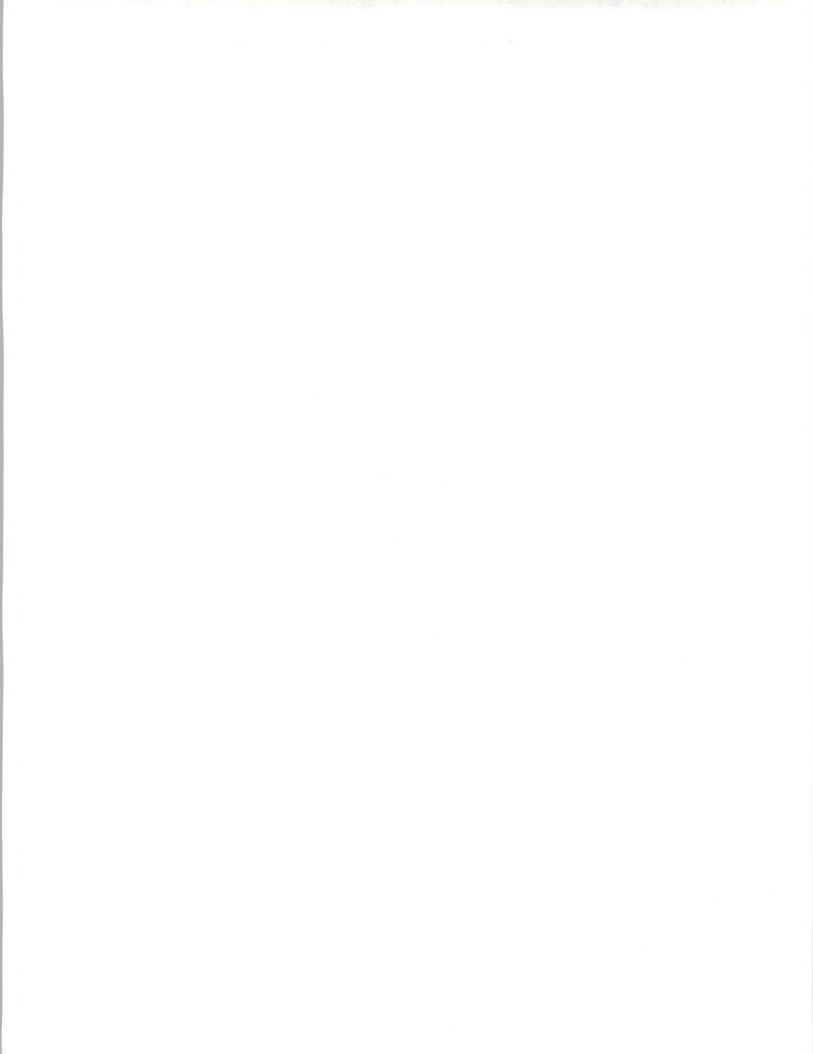


EXHIBIT V-1

PROBLEM RESOLUTION TIME—TOTAL SAMPLE

RESPONSE TIME	200		280		300		800	
	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory
0–1 Hour	-	-	-	-	2	-	-	-
≤ 2 Hours	1	-	2	-	13	-	-	-
≤ 4 Hours	-	-	3	-	21	1	-	-
≤ 6 Hours	-	-	2	-	6	2	-	-
≤ 8 Hours	-	-	-	-	-	-	-	-
Same Day	-	-	7	-	15	3	7	-
≤ 1 Day	-	-	3	-	8	1	-	-
≤ 2 Days	-	-	-	-	3	1	-	-
> 2 Days	-	-	1	-	6	4	1	1
Variable or Unpredictable	2	1	5	1	22	11	1	1

- Typical time taken by engineer to resolve problem (Q10a)
- Resolution time satisfactory (Q10b)

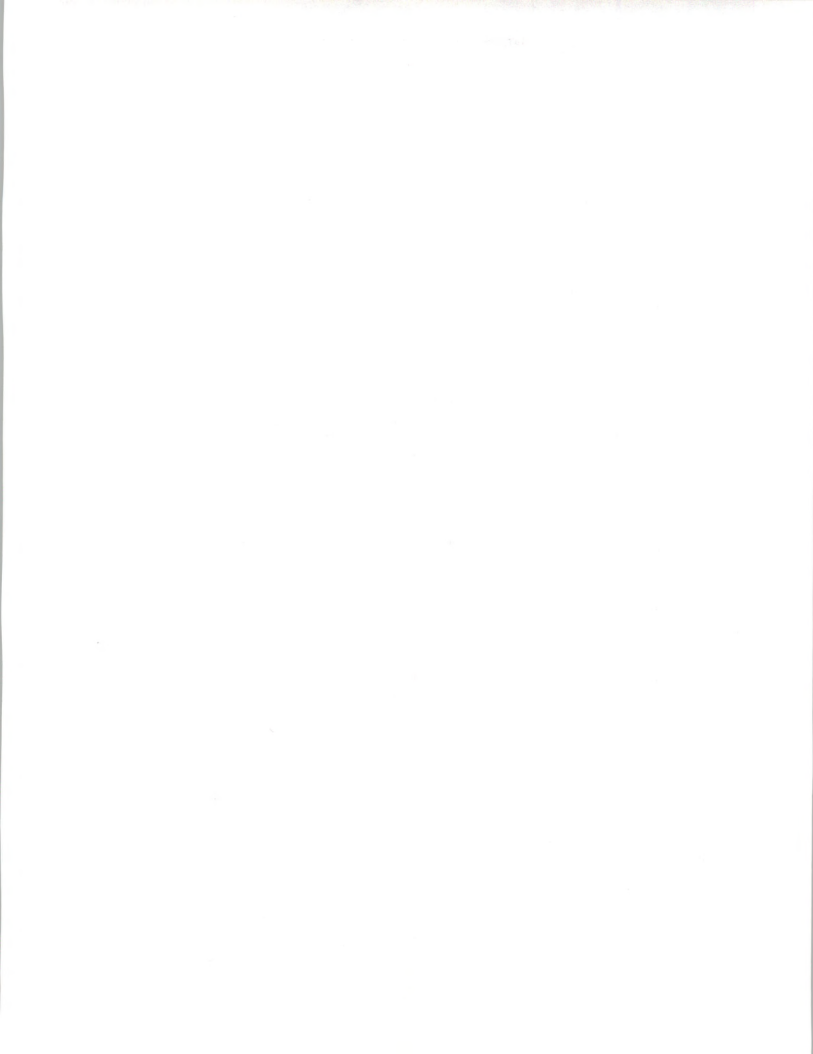


EXHIBIT V-2

PROBLEM RESOLUTION TIME—WEST GERMANY

RESPONSE TIME	200		280		300		800	
	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory
0–1 Hour	-	-	-	-	1	-	-	-
≤ 2 Hours	-	-	1	-	9	-	-	-
≤ 4 Hours	-	-	3	-	10	1	-	-
≤ 6 Hours	-	-	2	-	5	2	-	-
≤ 8 Hours	-	-	-	-	-	-	-	-
Same Day	-	-	2	-	5	2	-	-
≤ 1 Day	-	-	-	-	2	-	-	-
≤ 2 Days	-	-	-	-	2	-	-	-
> 2 Days	-	-	-	-	4	3	-	-
Variable or Unpredictable	-	-	3	-	11	4	-	-

- Typical time taken by engineer to resolve problem (Q10a)
- Resolution time satisfactory (Q10b)

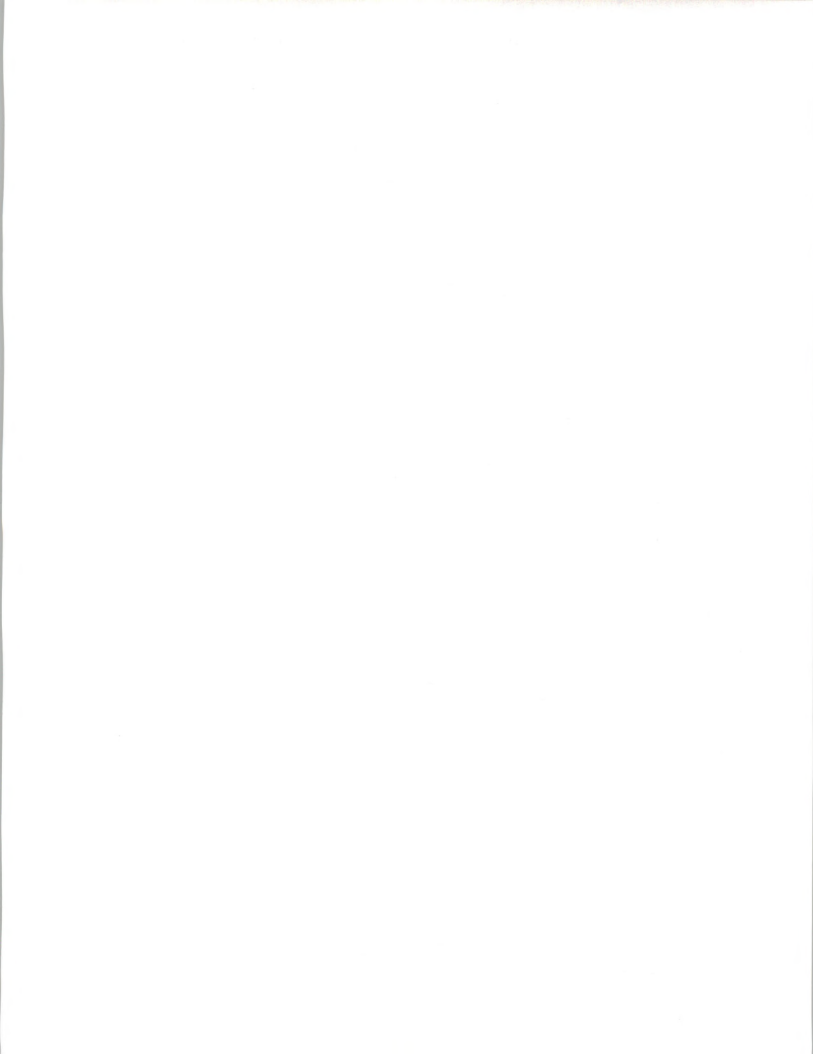


EXHIBIT V-3

PROBLEM RESOLUTION TIME—UNITED KINGDOM

RESPONSE TIME	200		280		300		800	
	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory
0–1 Hour	-	-	-	-	1	-	-	-
≤ 2 Hours	1	-	-	-	3	-	-	-
≤ 4 Hours	-	-	-	-	4	-	-	-
≤ 6 Hours	-	-	-	-	-	-	-	-
≤ 8 Hours	-	-	-	-	-	-	-	-
Same Day	-	-	4	-	9	1	6	-
≤ 1 Day	-	-	3	-	3	-	-	-
≤ 2 Days	-	-	-	-	-	-	-	-
> 2 Days	-	-	1	-	-	-	1	1
Variable or Unpredictable	-	-	-	-	-	-	-	-

- Typical time taken by engineer to resolve problem (Q10a)
- Resolution time satisfactory (Q10b)

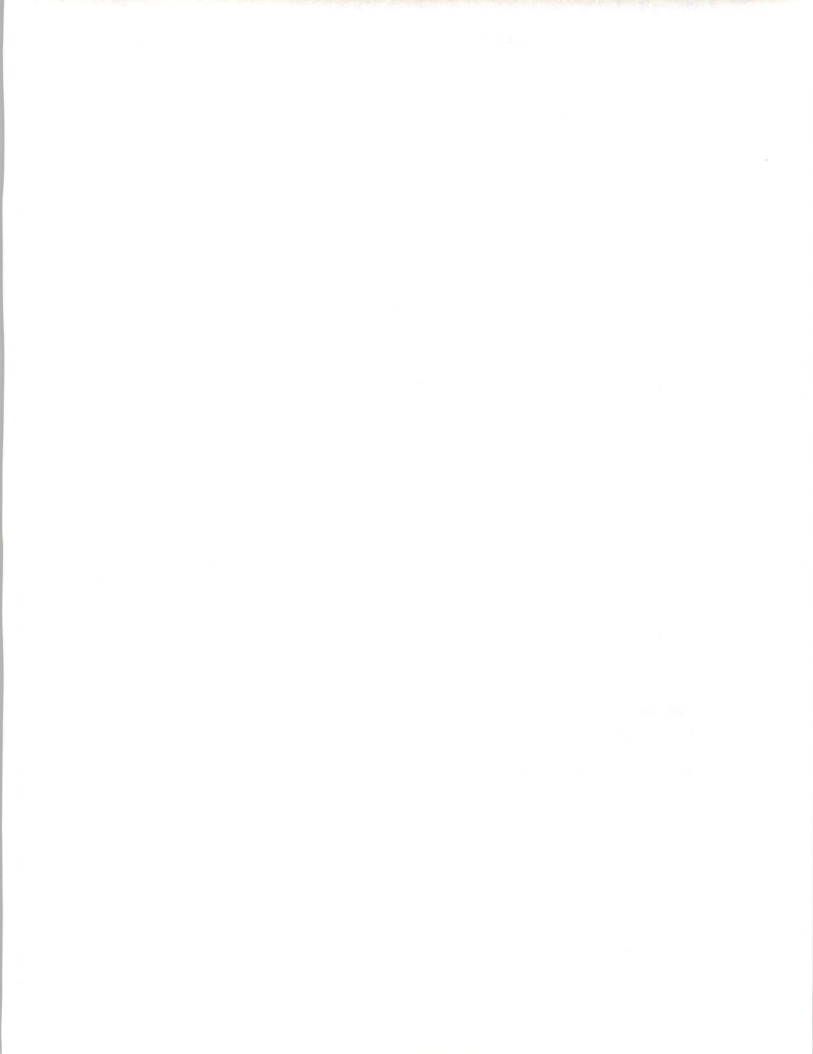


EXHIBIT V-4

PROBLEM RESOLUTION TIME—FRANCE

RESPONSE TIME	200		280		300		800	
	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory
0–1 Hour	-	-	-	-	-	-	-	-
≤ 2 Hours	-	-	-	-	-	-	-	-
≤ 4 Hours	-	-	-	-	4	-	-	-
≤ 6 Hours	-	-	-	-	-	-	-	-
≤ 8 Hours	-	-	-	-	-	-	-	-
Same Day	-	-	-	-	-	-	-	-
≤ 1 Day	-	-	-	-	3	1	-	-
≤ 2 Days	-	-	-	-	1	1	-	-
> 2 Days	-	-	1	1	1	-	-	-
Variable or Unpredictable	-	-	1	1	6	6	1	1

- Typical time taken by engineer to resolve problem (Q10a)
- Resolution time satisfactory (Q10b)

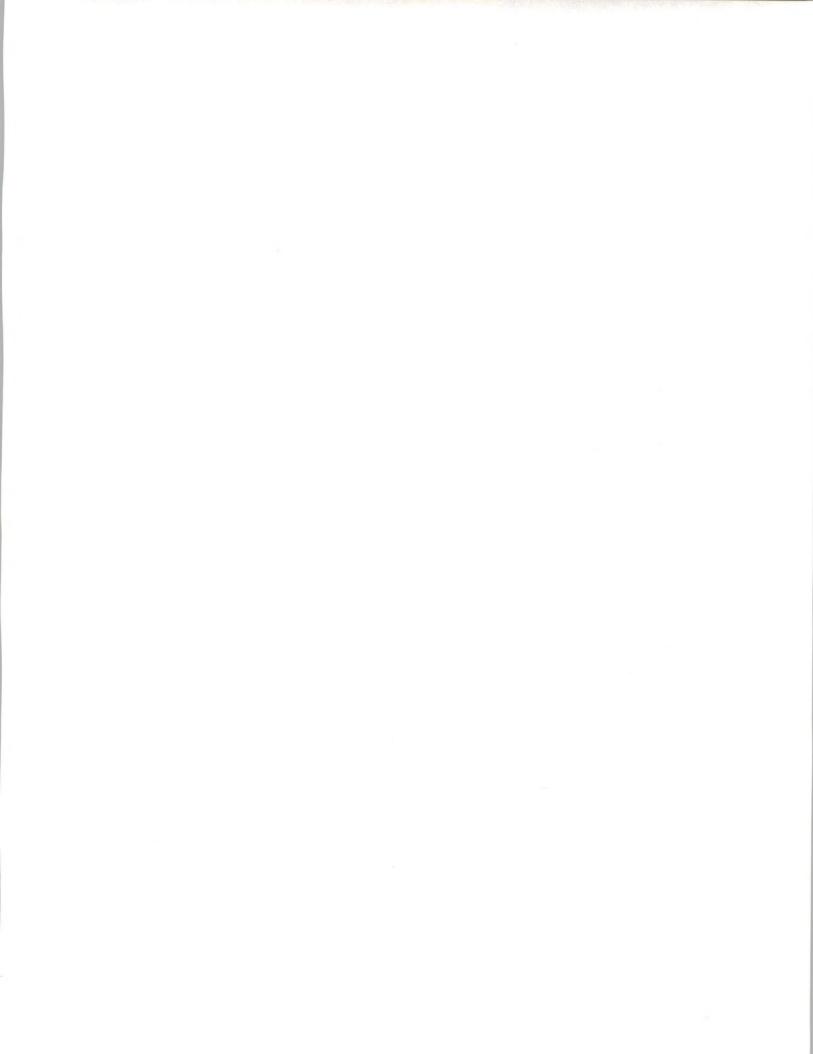


EXHIBIT V-5

PROBLEM RESOLUTION TIME—SWITZERLAND

RESPONSE TIME	200		280		300		800	
	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory	No. of Users	Not Satisfactory
0–1 Hour	-	-	-	-	-	-	-	-
≤ 2 Hours	-	-	1	-	1	-	-	-
≤ 4 Hours	-	-	-	-	3	-	-	-
≤ 6 Hours	1	-	-	-	-	-	-	-
≤ 8 Hours	-	-	-	-	-	-	-	-
Same Day	-	-	1	-	1	-	1	-
≤ 1 Day	-	-	-	-	-	-	-	-
≤ 2 Days	-	-	-	-	-	-	-	-
> 2 Days	-	-	-	-	1	1	-	-
Variable or Unpredictable	2	1	1	-	5	1	1	-

- Typical time taken by engineer to resolve problem (Q10a)
- Resolution time satisfactory (Q10b)

Additionally respondents were requested to state whether it had been their experience that most problems were resolved by one service call, and if not, the number of calls generally taken to resolve the problem. The analysis of respondents' replies to this aspect is provided in Exhibits V-6 through V-10.

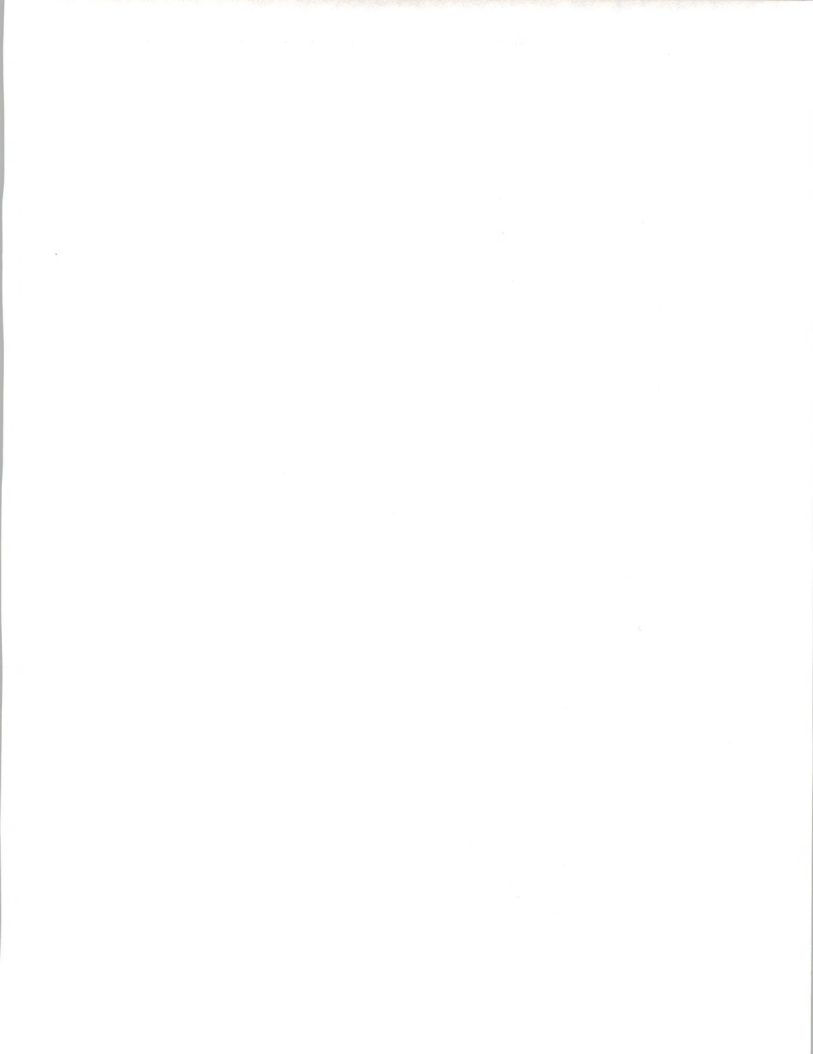


EXHIBIT V-6

**ANALYSIS OF NUMBER OF SERVICE CALLS—
TOTAL SAMPLE**

PRODUCT CATEGORY	PROBLEMS SOLVED IN ONE CALL	MORE THAN ONE CALL REQUIRED	NUMBER OF CALLS	DON'T KNOW	RESPONDENT TOTAL
200	2	1	Many	-	3
280	20	3	2-3	-	23
300	72	35	2-3	4	111
800	8	1	2	1	10
Total	102	40	-	5	147
Percent	70	27	-	3	100

(Question 12)

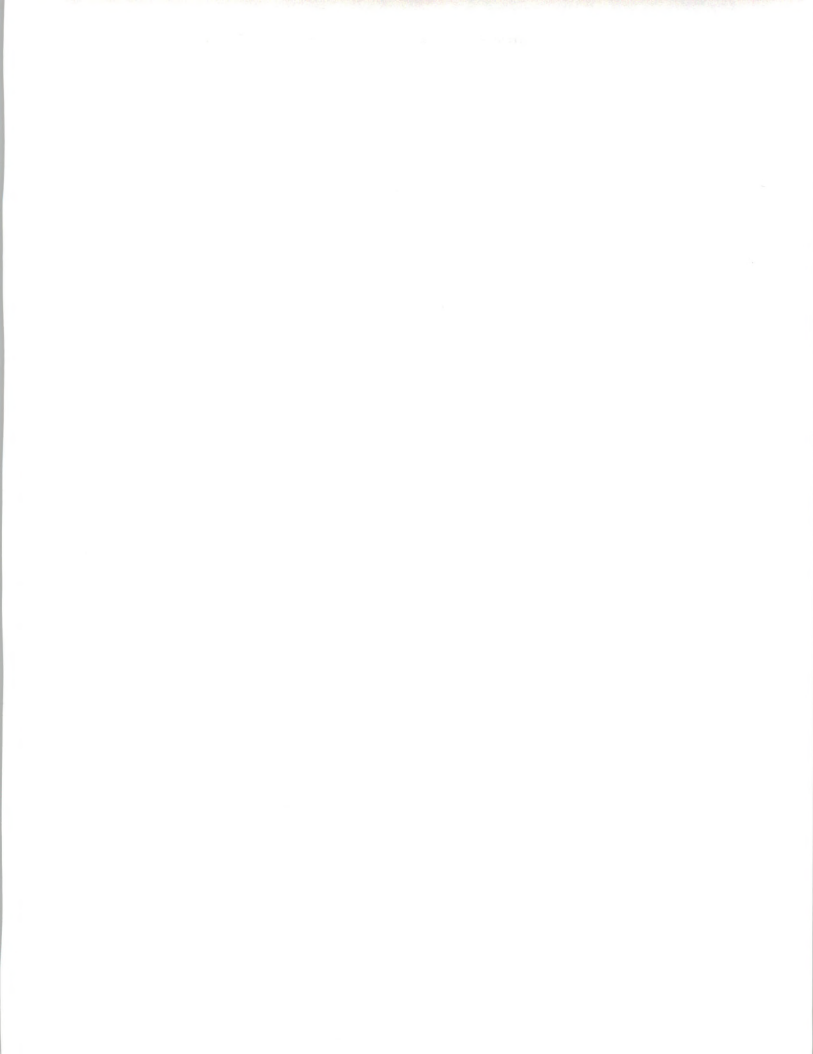


EXHIBIT V-7

**ANALYSIS OF NUMBER OF SERVICE CALLS—
WEST GERMANY**

PRODUCT CATEGORY	PROBLEMS SOLVED IN ONE CALL	MORE THAN ONE CALL REQUIRED	NUMBER OF CALLS	DON'T KNOW	RESPONDENT TOTAL
200	-	-	-	-	-
280	10	1	2-3	-	11
300	32	23	2-3	2	57
800	-	-	-	-	-
Total	42	24	-	2	68
Percent	62	35	-	3	100

(Question 12)

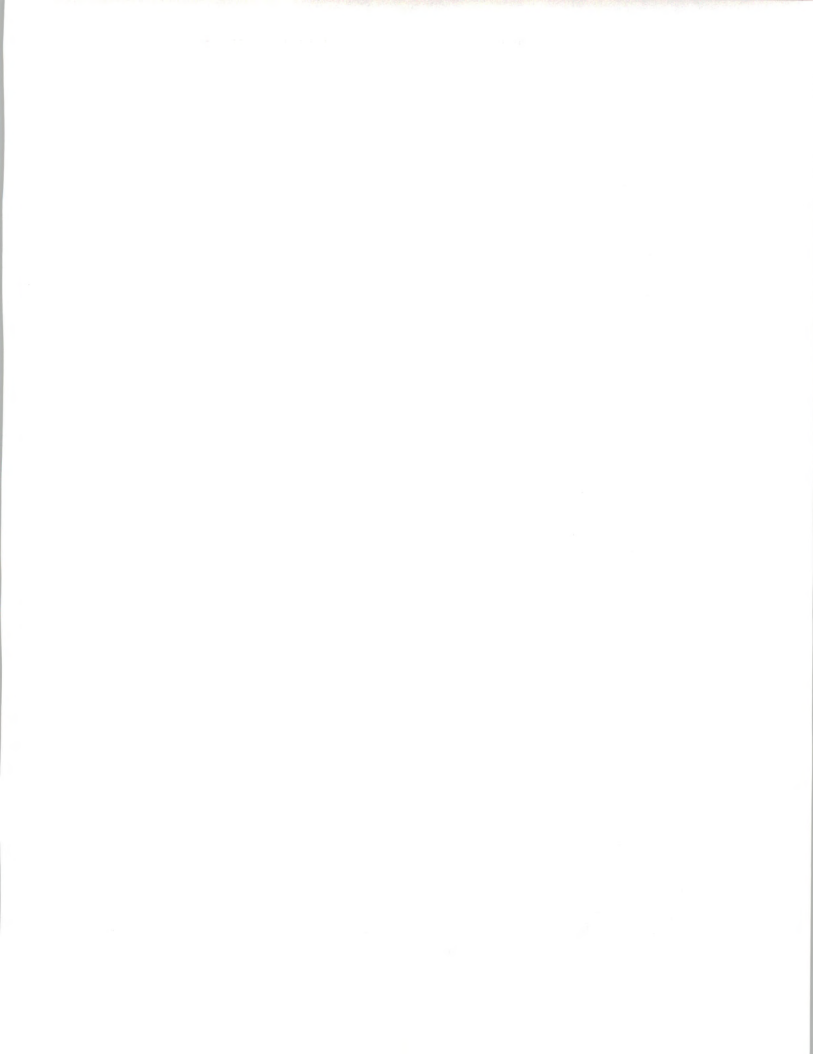


EXHIBIT V-8

**ANALYSIS OF NUMBER OF SERVICE CALLS—
UNITED KINGDOM**

PRODUCT CATEGORY	PROBLEMS SOLVED IN ONE CALL	MORE THAN ONE CALL REQUIRED	NUMBER OF CALLS	DON'T KNOW	RESPONDENT TOTAL
200	1	-	-	-	1
280	7	1	2	-	8
300	21	-	-	-	21
800	6	1	2	1	8
Total	35	2	-	1	38
Percent	92	5	-	3	100

(Question 12)

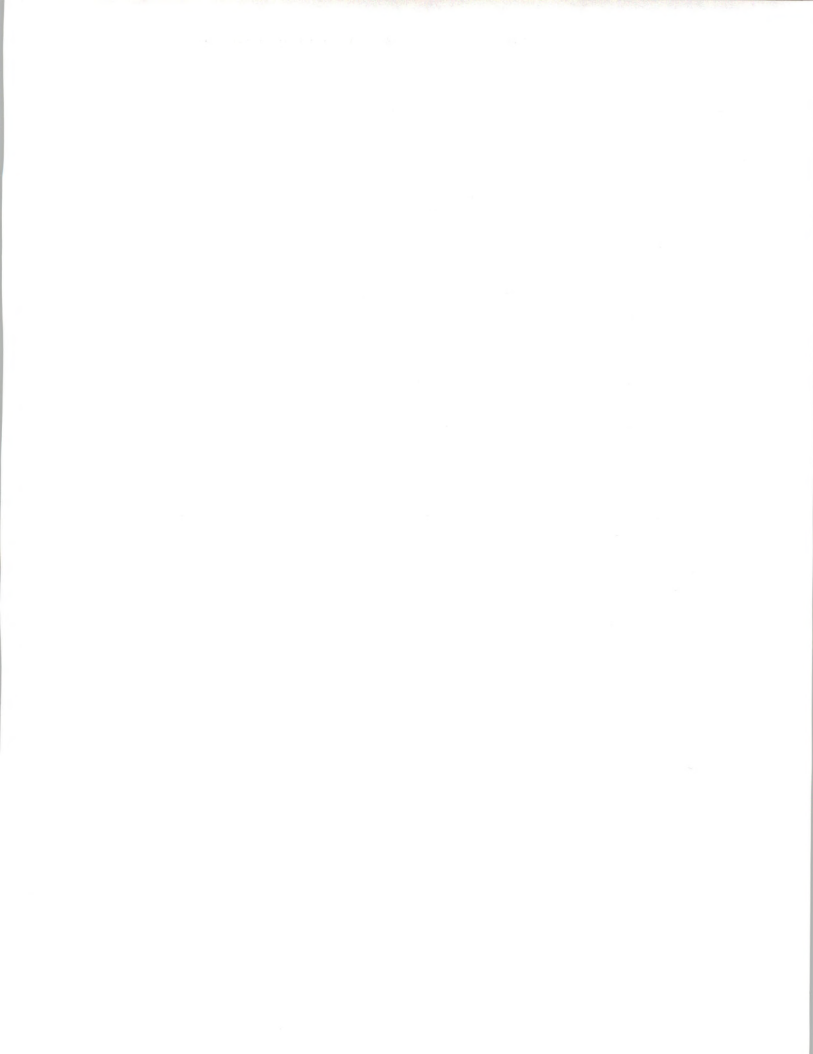


EXHIBIT V-9

**ANALYSIS OF NUMBER OF SERVICE CALLS—
FRANCE**

PRODUCT CATEGORY	PROBLEMS SOLVED IN ONE CALL	MORE THAN ONE CALL REQUIRED	NUMBER OF CALLS	DON'T KNOW	RESPONDENT TOTAL
200	-	-	-	-	-
280	-	2	D/K	-	2
300	10	8	2+	1	19
800	1	-	-	-	1
Total	11	10	-	1	22
Percent	50	45	-	5	100

(Question 12)

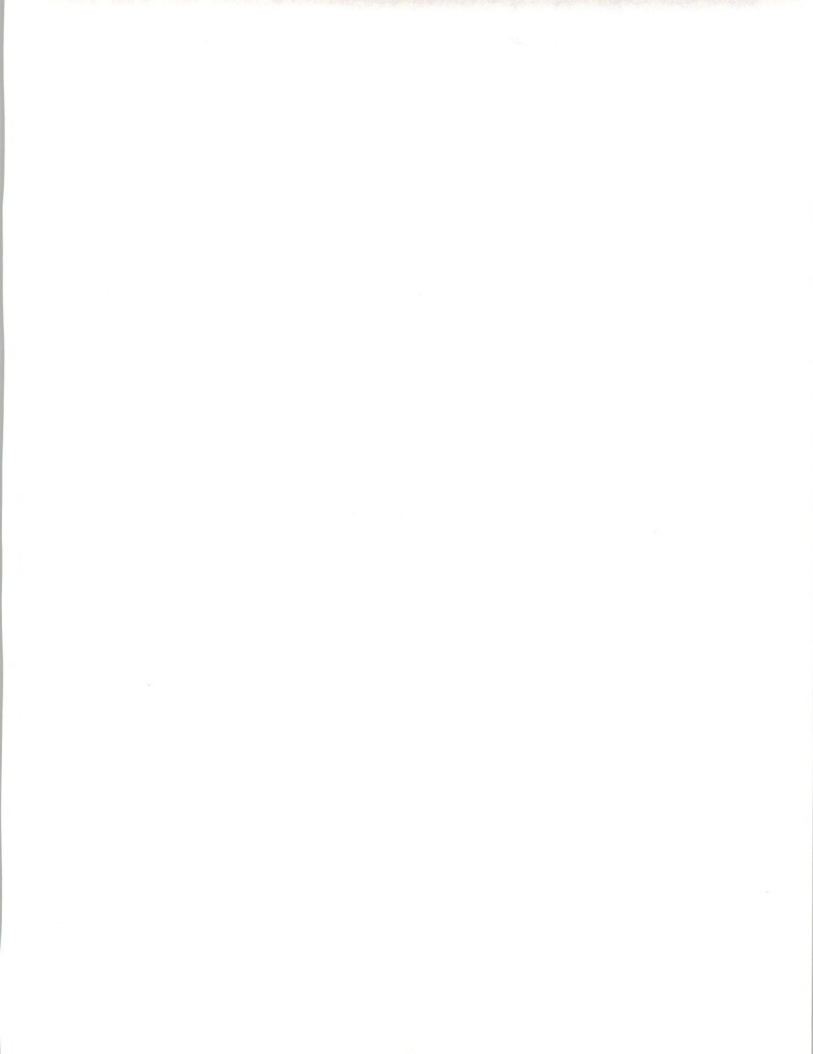


EXHIBIT V-10

ANALYSIS OF NUMBER OF SERVICE CALLS— SWITZERLAND

PRODUCT CATEGORY	PROBLEMS SOLVED IN ONE CALL	MORE THAN ONE CALL REQUIRED	NUMBER OF CALLS	DON'T KNOW	RESPONDENT TOTAL
200	2	1	Many	-	3
280	3	-	-	-	3
300	10	4	2+	1	15
800	1	-	-	-	1
Total	16	5	-	1	22
Percent	72	23	-	5	100

(Question 12)

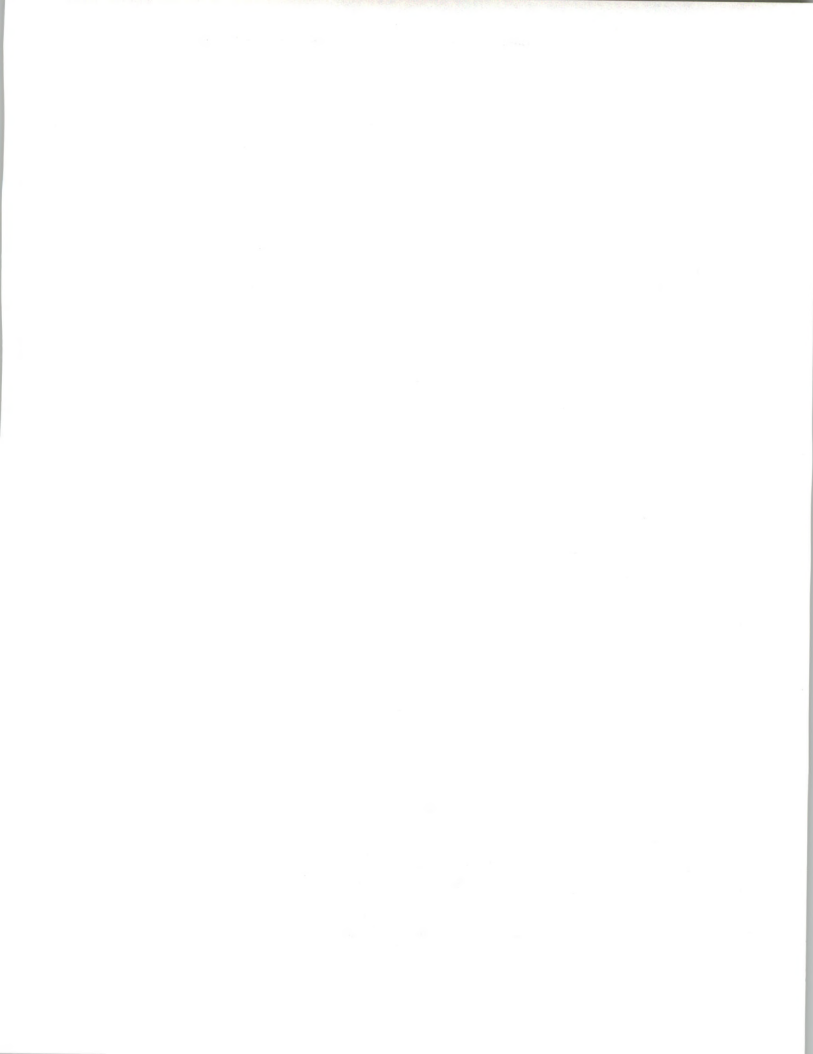
B**Delay Factors**

One of the areas of interest researched in this study was the relative importance, in the view of Scitex customers, of various aspects that would have an impact on problem resolution. Three specific factors were posed to users:

- Spare Parts Availability
- Quality of Spare Parts
- The Engineers' Knowledge

In each case respondents were requested to state whether they considered the factor in question to be 'critical', 'important', 'of some importance', or 'not important' in causing a delay in problem resolution.

Exhibits V-11 through V-15 show the analysis of respondents' evaluation of spare parts availability as a factor in problem resolution today. Exhib-



its V-16 through V-20 show the analysis of 'quality of spare parts' as a factor, and Exhibits V-20 through V-25 the evaluation of 'engineers' knowledge' as a factor.

EXHIBIT V-11

**SPARE PARTS AVAILABILITY—
TOTAL SAMPLE**

PRODUCT CATEGORY	IMPORTANCE OF FACTORS THAT CONTRIBUTE TO DELAYS IN SOLVING PROBLEMS				
	Critical	Important	Some Importance	Not Important	Don't Know
200	3	-	-	-	1
280	5	9	6	3	-
300	36	31	15	19	11
800	2	8	-	-	-
Total	46	48	21	22	12
Percent	31	32	14	15	8

(Question 11)



EXHIBIT V-12

SPARE PARTS AVAILABILITY— WEST GERMANY

PRODUCT CATEGORY	IMPORTANCE OF FACTORS THAT CONTRIBUTE TO DELAYS IN SOLVING PROBLEMS				
	Critical	Important	Some Importance	Not Important	Don't Know
200	-	-	-	-	-
280	2	1	5	3	-
300	15	10	13	11	8
800	-	-	-	-	-
Total	17	11	18	14	8
Percent	25	16	26	21	12

(Question 11)



EXHIBIT V-13

SPARE PARTS AVAILABILITY— UNITED KINGDOM

PRODUCT CATEGORY	IMPORTANCE OF FACTORS THAT CONTRIBUTE TO DELAYS IN SOLVING PROBLEMS				
	Critical	Important	Some Importance	Not Important	Don't Know
200	1	-	-	-	-
280	1	6	1	-	-
300	3	17	-	1	-
800	-	8	-	-	-
Total	5	31	1	1	-
Percent	14	82	2	2	-

(Question 11)

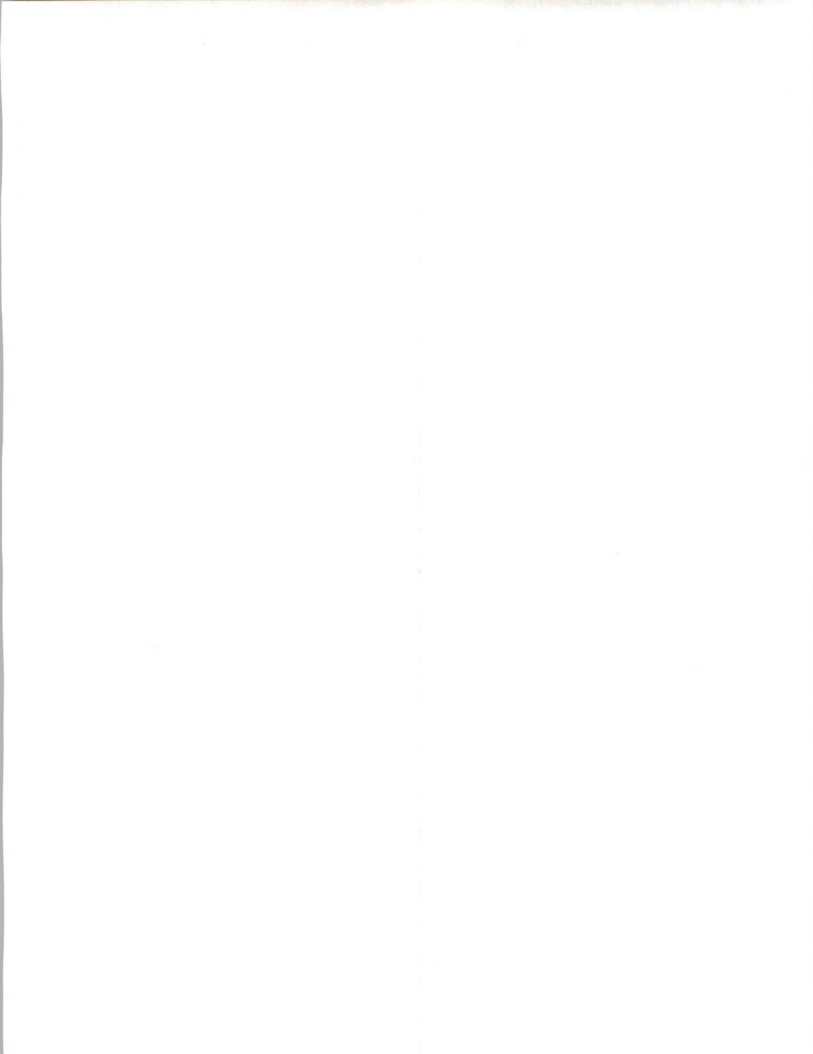


EXHIBIT V-14

SPARE PARTS AVAILABILITY— FRANCE

PRODUCT CATEGORY	IMPORTANCE OF FACTORS THAT CONTRIBUTE TO DELAYS IN SOLVING PROBLEMS				
	Critical	Important	Some Importance	Not Important	Don't Know
200	-	-	-	-	-
280	1	-	1	-	-
300	13	2	-	4	-
800	1	-	-	-	-
Total	15	2	1	4	-
Percent	68	10	5	17	-

(Question 11)

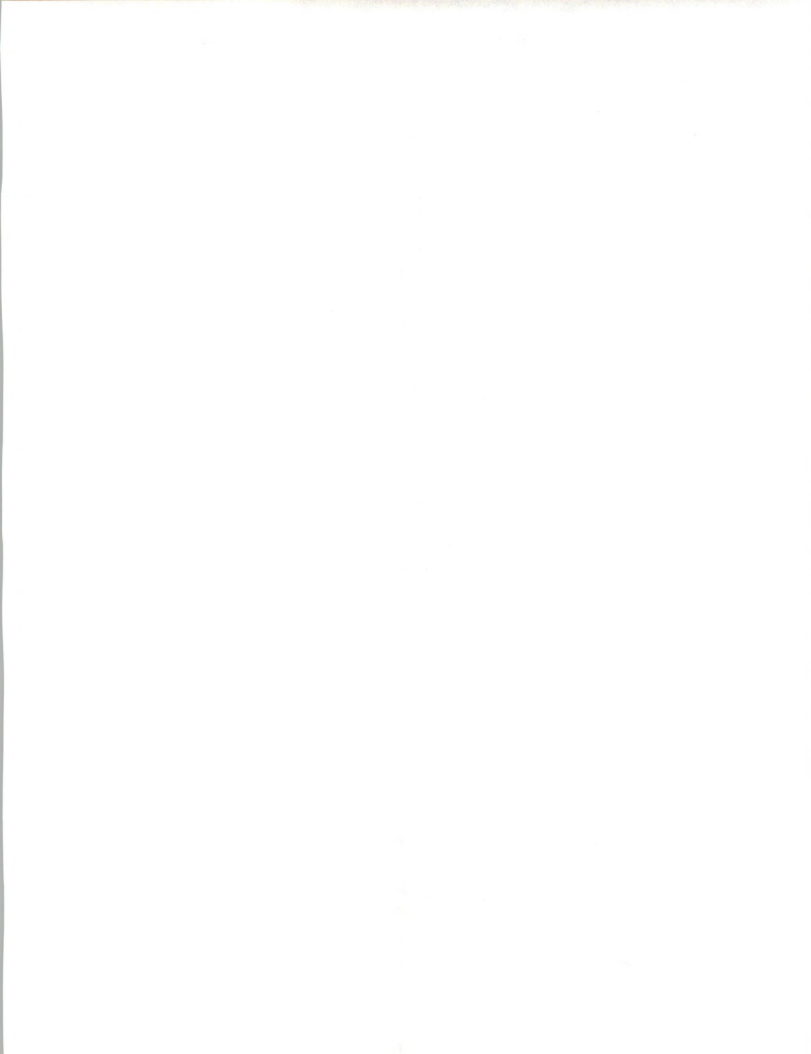


EXHIBIT V-15

SPARE PARTS AVAILABILITY— SWITZERLAND

PRODUCT CATEGORY	IMPORTANCE OF FACTORS THAT CONTRIBUTE TO DELAYS IN SOLVING PROBLEMS				
	Critical	Important	Some Importance	Not Important	Don't Know
200	2	-	-	-	1
280	1	2	-	-	-
300	5	2	2	3	3
800	1	-	-	-	-
Total	9	4	2	3	4
Percent	41	18	9	14	18

(Question 11)

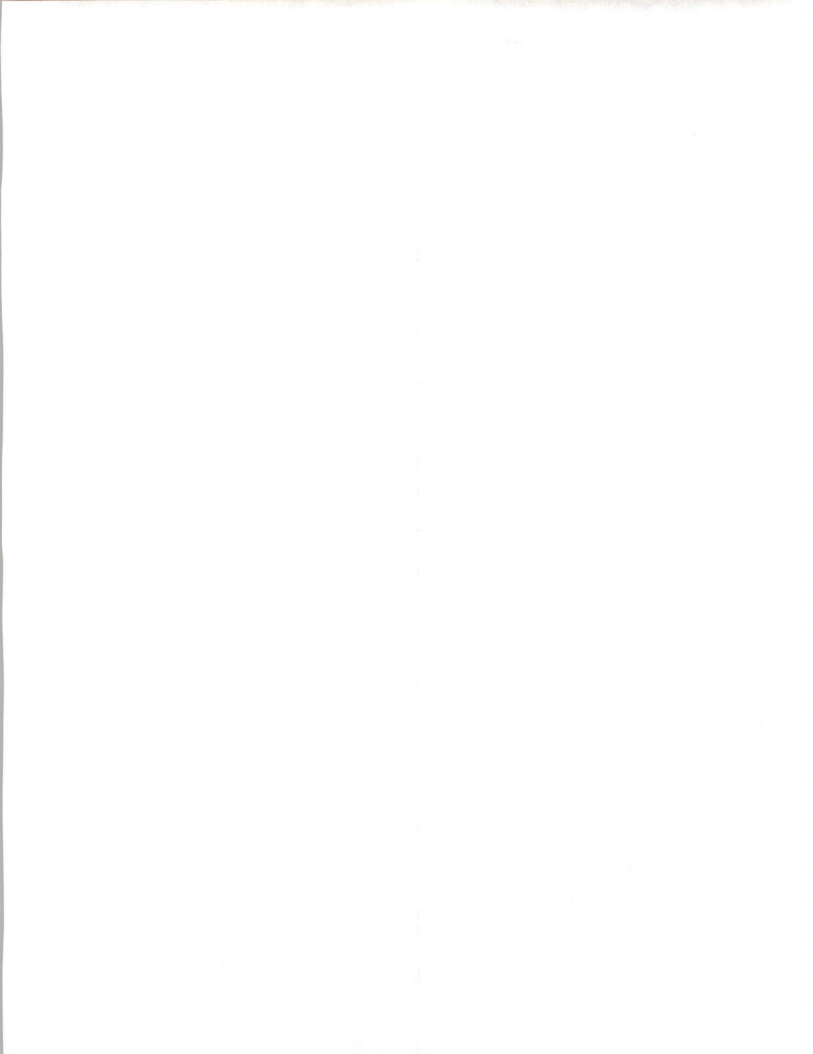


EXHIBIT V-16

QUALITY OF SPARE PARTS— TOTAL SAMPLE

PRODUCT CATEGORY	IMPORTANCE OF FACTORS THAT CONTRIBUTE TO DELAYS IN SOLVING PROBLEMS				
	Critical	Important	Some Importance	Not Important	Don't Know
200	1	-	-	2	1
280	-	7	3	13	1
300	7	23	14	42	22
800	-	5	-	2	3
Total	8	35	17	59	27
Percent	5	24	12	41	18

(Question 11)



EXHIBIT V-17

QUALITY OF SPARE PARTS— WEST GERMANY

PRODUCT CATEGORY	IMPORTANCE OF FACTORS THAT CONTRIBUTE TO DELAYS IN SOLVING PROBLEMS				
	Critical	Important	Some Importance	Not Important	Don't Know
200	-	-	-	-	-
280	-	1	2	8	-
300	4	5	7	25	12
800	-	-	-	-	-
Total	4	6	9	33	12
Percent	6	9	14	52	19

(Question 11)

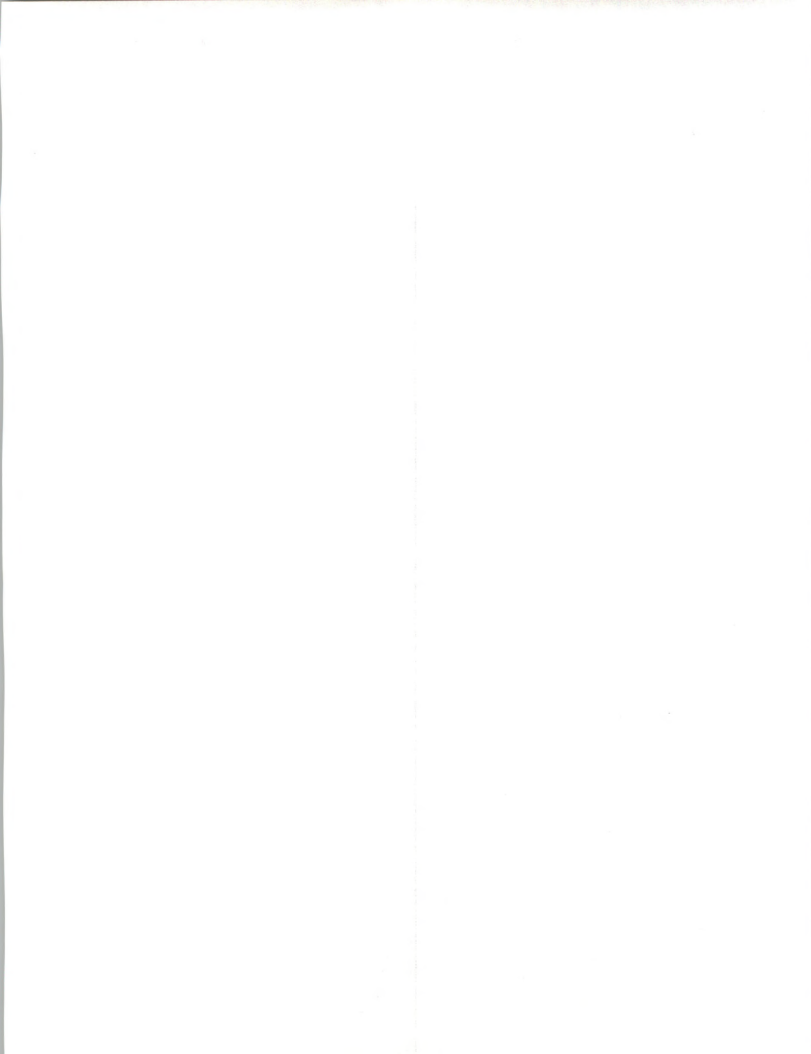


EXHIBIT V-18

QUALITY OF SPARE PARTS— UNITED KINGDOM

PRODUCT CATEGORY	IMPORTANCE OF FACTORS THAT CONTRIBUTE TO DELAYS IN SOLVING PROBLEMS				
	Critical	Important	Some Importance	Not Important	Don't Know
200	1	-	-	-	-
280	-	5	-	2	1
300	2	15	1	2	1
800	-	5	-	-	3
Total	3	25	1	4	5
Percent	8	66	3	10	13

(Question 11)

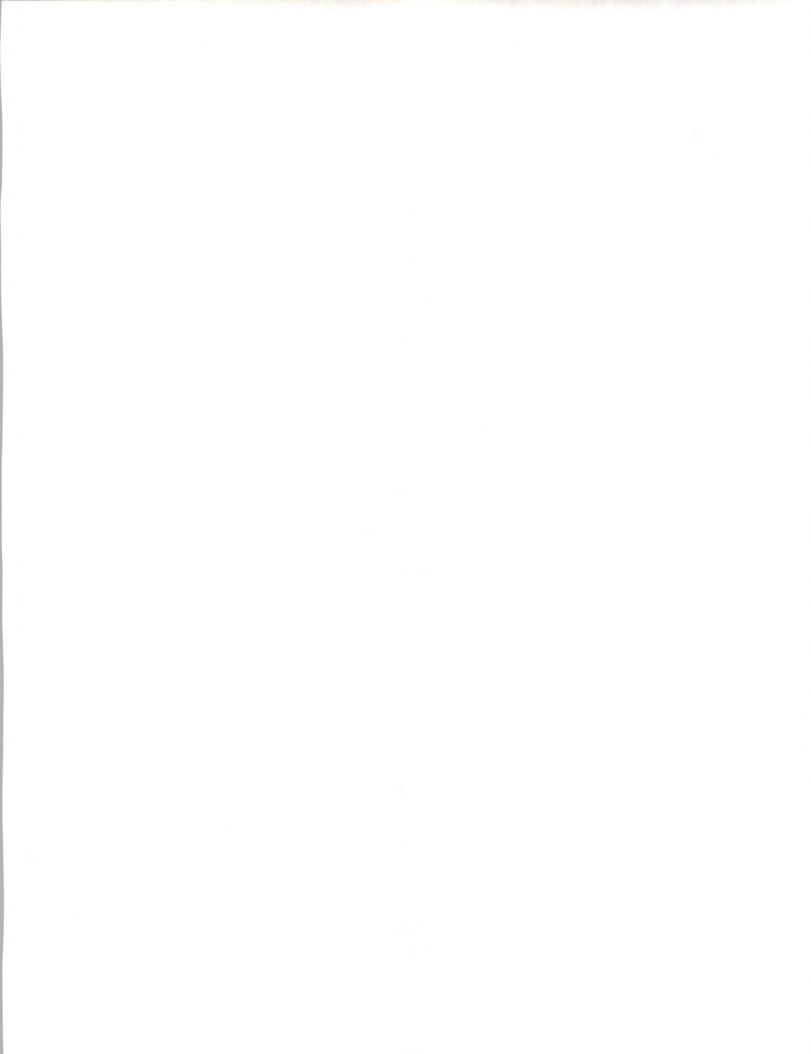


EXHIBIT V-19

QUALITY OF SPARE PARTS— FRANCE

PRODUCT CATEGORY	IMPORTANCE OF FACTORS THAT CONTRIBUTE TO DELAYS IN SOLVING PROBLEMS				
	Critical	Important	Some Importance	Not Important	Don't Know
200	-	-	-	-	-
280	-	-	-	2	-
300	1	2	3	9	4
800	-	-	-	1	-
Total	1	2	3	12	4
Percent	4	9	14	55	18

(Question 11)

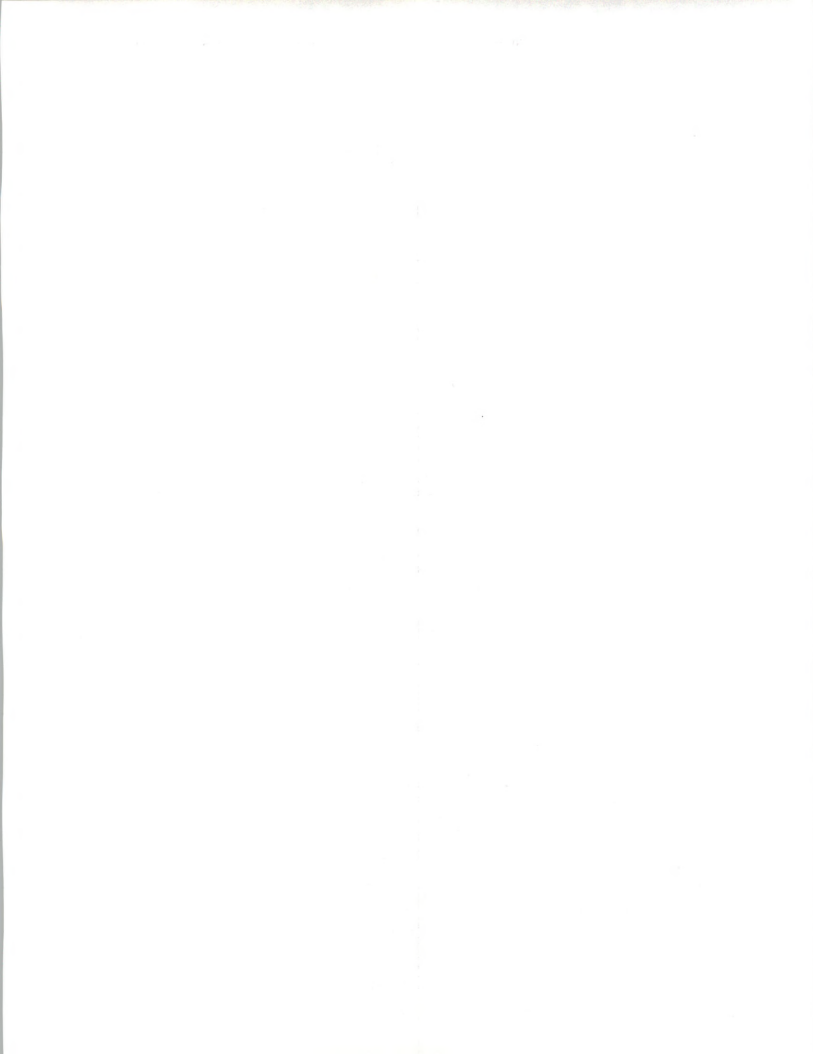


EXHIBIT V-20

QUALITY OF SPARE PARTS— SWITZERLAND

PRODUCT CATEGORY	IMPORTANCE OF FACTORS THAT CONTRIBUTE TO DELAYS IN SOLVING PROBLEMS				
	Critical	Important	Some Importance	Not Important	Don't Know
200	-	-	-	2	1
280	-	1	1	1	-
300	-	1	3	6	5
800	-	-	-	1	-
Total	-	2	4	10	6
Percent	-	9	18	46	27

(Question 11)

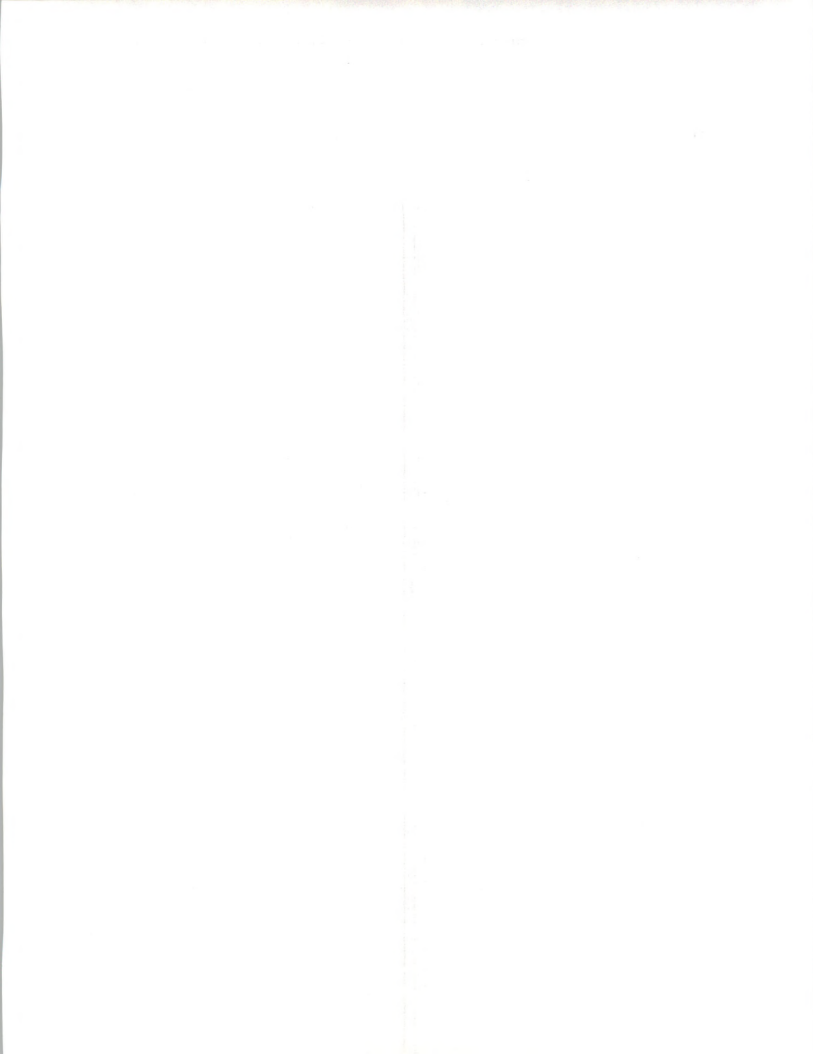


EXHIBIT V-21

**THE ENGINEERS' KNOWLEDGE—
TOTAL SAMPLE**

PRODUCT CATEGORY	IMPORTANCE OF FACTORS THAT CONTRIBUTE TO DELAYS IN SOLVING PROBLEMS				
	Critical	Important	Some Importance	Not Important	Don't Know
200	1	-	-	2	1
280	2	6	4	11	1
300	6	23	14	50	19
800	-	8	1	1	-
Total	9	37	19	64	21
Percent	6	24	13	43	14

(Question 11)

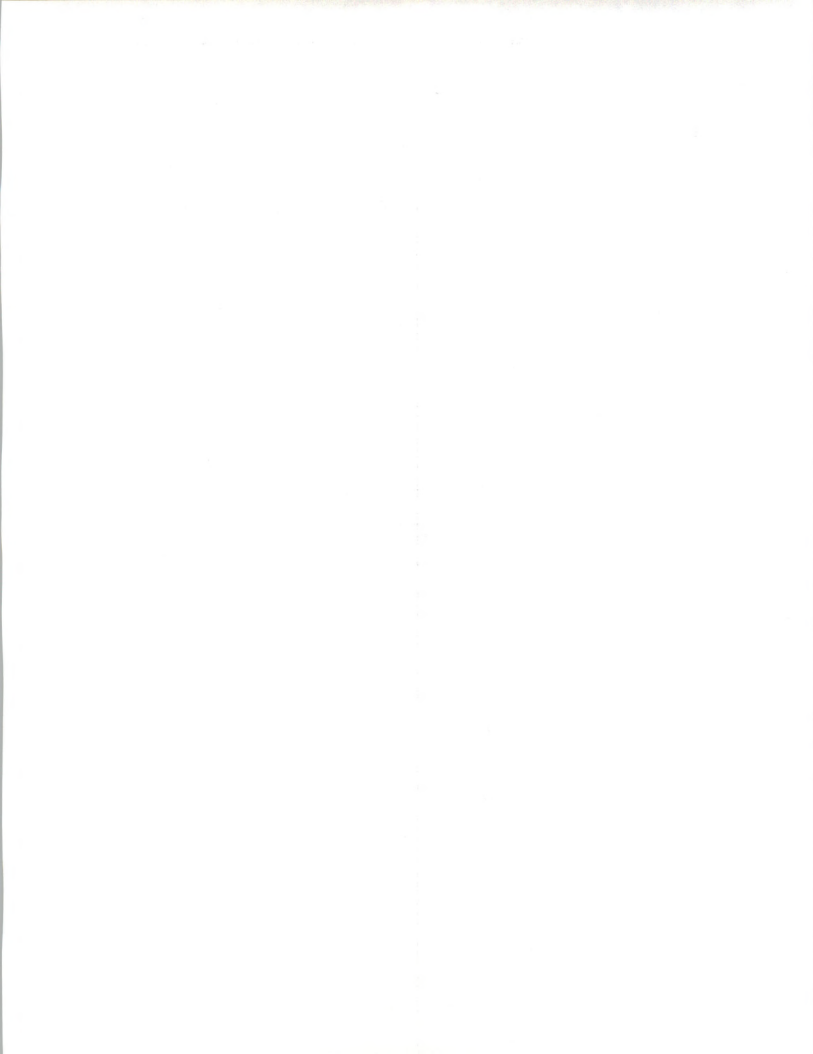


EXHIBIT V-22

THE ENGINEERS' KNOWLEDGE— WEST GERMANY

PRODUCT CATEGORY	IMPORTANCE OF FACTORS THAT CONTRIBUTE TO DELAYS IN SOLVING PROBLEMS				
	Critical	Important	Some Importance	Not Important	Don't Know
200	-	-	-	-	-
280	-	-	2	8	1
300	2	3	9	30	13
800	-	-	-	-	-
Total	2	3	11	38	14
Percent	3	4	16	56	21

(Question 11)



EXHIBIT V-23

THE ENGINEERS' KNOWLEDGE— UNITED KINGDOM

PRODUCT CATEGORY	IMPORTANCE OF FACTORS THAT CONTRIBUTE TO DELAYS IN SOLVING PROBLEMS				
	Critical	Important	Some Importance	Not Important	Don't Know
200	1	-	-	-	-
280	-	6	2	-	-
300	1	17	1	2	-
800	-	8	-	-	-
Total	2	31	3	2	-
Percent	5	82	8	5	-

(Question 11)



EXHIBIT V-24

THE ENGINEERS' KNOWLEDGE— FRANCE

PRODUCT CATEGORY	IMPORTANCE OF FACTORS THAT CONTRIBUTE TO DELAYS IN SOLVING PROBLEMS				
	Critical	Important	Some Importance	Not Important	Don't Know
200	-	-	-	-	-
280	1	-	-	1	-
300	2	2	2	11	2
800	-	-	1	-	-
Total	3	2	3	12	2
Percent	14	9	14	54	9

(Question 11)



EXHIBIT V-25

THE ENGINEERS' KNOWLEDGE— SWITZERLAND

PRODUCT CATEGORY	IMPORTANCE OF FACTORS THAT CONTRIBUTE TO DELAYS IN SOLVING PROBLEMS				
	Critical	Important	Some Importance	Not Important	Don't Know
200	-	-	-	2	1
280	1	-	-	2	-
300	1	1	2	7	4
800	-	-	-	1	-
Total	2	1	2	12	5
Percent	9	5	9	55	22

(Question 11)

C

Scitex Customer Relations

Two aspects of customer relations researched concerned the service engineer—his helpfulness in providing the customer with progress information on the status of a repair and his general attitude towards the customer.

In each case views were expressed against the range 'very good', 'good', 'satisfactory', and 'poor'. They are analysed for each country group and by product type.

The analysis of respondents' replies to these questions is shown as follows. Exhibits V-26 through V-30 show the analysis of the question on the helpfulness of the engineer, Exhibits V-31 through V-35 the analysis of the question concerning the general attitude of the service engineer.



EXHIBIT V-26

HELPLEFULNESS OF ENGINEER IN PROVIDING PROGRESS INFORMATION ON REPAIR STATUS—TOTAL SAMPLE

PRODUCT CATEGORY	HELPLEFULNESS OF ENGINEER					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	3	-	-	1	-	4
280	9	13	1	-	1	24
300	24	50	15	14	9	112
800	1	8	1	-	-	10
Total	37	71	17	15	10	150
Percent	25	47	11	10	7	100

(Question 13)



EXHIBIT V-27

HELPFULNESS OF ENGINEER IN PROVIDING PROGRESS INFORMATION ON REPAIR STATUS—WEST GERMANY

PRODUCT CATEGORY	HELPFULNESS OF ENGINEER					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	-	-	-	-	-	-
280	4	7	-	-	-	11
300	18	22	7	6	4	57
800	-	-	-	-	-	-
Total	22	29	7	6	4	68
Percent	32	43	10	9	6	100

(Question 13)

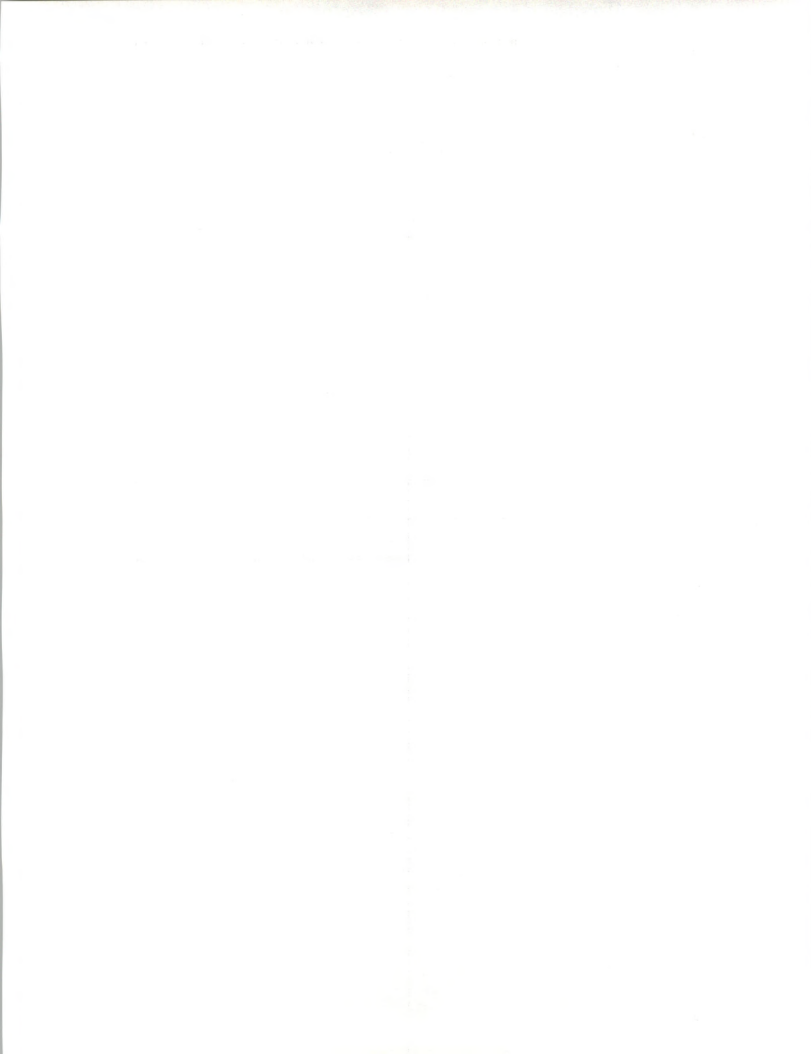


EXHIBIT V-28

HELPFULNESS OF ENGINEER IN PROVIDING PROGRESS INFORMATION ON REPAIR STATUS—UNITED KINGDOM

PRODUCT CATEGORY	HELPFULNESS OF ENGINEER					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	1	-	-	-	-	1
280	2	5	1	-	-	8
300	3	14	3	1	-	21
800	1	6	1	-	-	8
Total	7	25	5	1	-	38
Percent	18	66	13	3		100

(Question 13)



EXHIBIT V-29

**HELPLEFULNESS OF ENGINEER IN
PROVIDING PROGRESS INFORMATION ON
REPAIR STATUS—FRANCE**

PRODUCT CATEGORY	HELPLEFULNESS OF ENGINEER					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	-	-	-	-	-	-
280	1	-	-	-	1	2
300	-	6	5	6	2	19
800	-	1	-	-	-	1
Total	1	7	5	6	3	22
Percent	5	31	23	27	14	100

(Question 13)



EXHIBIT V-30

HELPLEFULNESS OF ENGINEER IN PROVIDING PROGRESS INFORMATION ON REPAIR STATUS—SWITZERLAND

PRODUCT CATEGORY	HELPLEFULNESS OF ENGINEER					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	2	-	-	1	-	3
280	2	1	-	-	-	3
300	3	8	-	2	2	15
800	-	1	-	-	-	1
Total	7	10	-	3	2	22
Percent	32	45	-	14	9	100

(Question 13)



EXHIBIT V-31

GENERAL ATTITUDE OF THE SERVICE ENGINEER—TOTAL SAMPLE

PRODUCT CATEGORY	ENGINEER'S ATTITUDE					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	3	1	-	-	-	4
280	10	13	1	-	-	24
300	41	59	6	3	3	112
800	1	7	2	-	-	10
Total	55	80	9	3	3	150
Percent	37	53	6	2	2	100

(Question 14)



EXHIBIT V-32

GENERAL ATTITUDE OF THE SERVICE ENGINEER—WEST GERMANY

PRODUCT CATEGORY	ENGINEER'S ATTITUDE					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	-	-	-	-	-	-
280	4	7	-	-	-	11
300	25	27	3	2	-	57
800	-	-	-	-	-	-
Total	29	34	3	2	-	68
Percent	43	50	4	3	-	100

(Question 14)

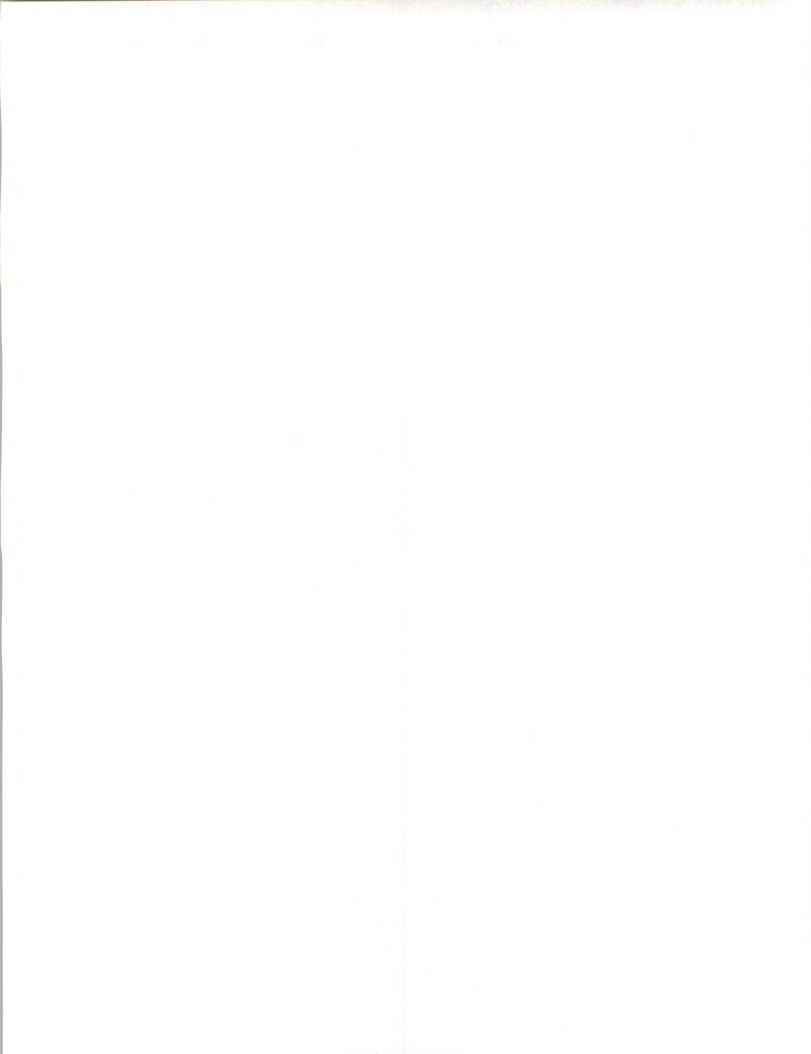


EXHIBIT V-33

GENERAL ATTITUDE OF THE SERVICE ENGINEER—UNITED KINGDOM

PRODUCT CATEGORY	ENGINEER'S ATTITUDE					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	1	-	-	-	-	1
280	3	4	1	-	-	8
300	4	14	2	1	-	21
800	1	6	1	-	-	8
Total	9	24	4	1	-	38
Percent	24	63	10	3	-	100

(Question 14)



EXHIBIT V-34

GENERAL ATTITUDE OF THE SERVICE ENGINEER—FRANCE

PRODUCT CATEGORY	ENGINEER'S ATTITUDE					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	-	-	-	-	-	-
280	1	1	-	-	-	2
300	6	11	1	-	1	19
800	-	1	-	-	-	1
Total	7	13	1	-	1	22
Percent	32	58	5	-	5	100

(Question 14)



EXHIBIT V-35

GENERAL ATTITUDE OF THE SERVICE ENGINEER—SWITZERLAND

PRODUCT CATEGORY	ENGINEER'S ATTITUDE					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	2	1	-	-	-	3
280	2	1	-	-	-	3
300	6	7	-	-	2	15
800	-	-	1	-	-	1
Total	10	9	1	-	2	22
Percent	45	41	5	-	9	100

(Question 14)

Additionally, respondents were requested to express an opinion concerning their overall communication with Scitex customer support management. The resulting analysis is shown in Exhibits V-36 through V-40.



EXHIBIT V-36

**COMMUNICATION WITH SCITEX
CUSTOMER SUPPORT MANAGEMENT—
TOTAL SAMPLE**

PRODUCT CATEGORY	COMMUNICATION RATING					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	1	-	1	1	1	4
280	2	10	5	7	-	24
300	9	25	23	41	14	112
800	-	4	4	2	-	10
Total	12	39	33	51	15	150
Percent	8	26	22	34	10	100

(Question 15)



EXHIBIT V-37

**COMMUNICATION WITH SCITEX
CUSTOMER SUPPORT MANAGEMENT—
WEST GERMANY**

PRODUCT CATEGORY	COMMUNICATION RATING					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	-	-	-	-	-	-
280	2	4	-	5	-	11
300	3	11	9	26	8	57
800	-	-	-	-	-	-
Total	5	15	9	31	8	68
Percent	7	22	13	46	12	100

(Question 15)



EXHIBIT V-38

**COMMUNICATION WITH SCITEX
CUSTOMER SUPPORT MANAGEMENT—
WEST GERMANY**

PRODUCT CATEGORY	COMMUNICATION RATING					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	-	-	-	-	-	-
280	2	4	-	5	-	11
300	3	11	9	26	8	57
800	-	-	-	-	-	-
Total	5	15	9	31	8	68
Percent	7	22	13	46	12	100

(Question 15)

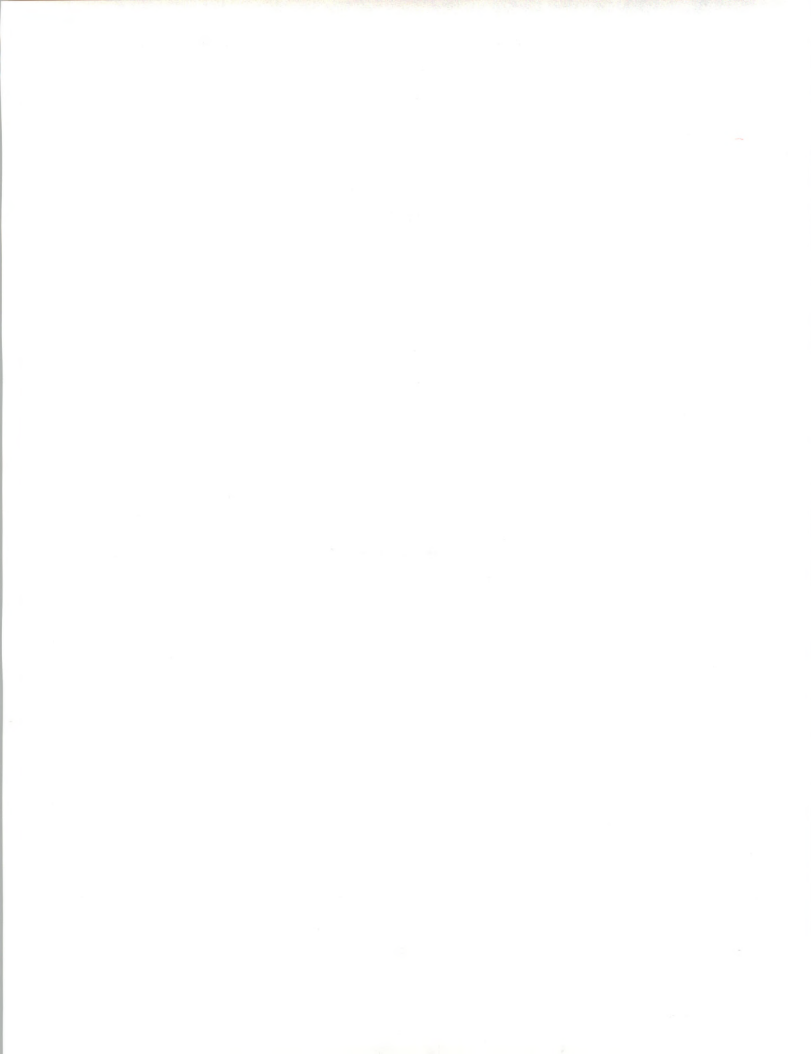


EXHIBIT V-39

**COMMUNICATION WITH SCITEX
CUSTOMER SUPPORT MANAGEMENT—
FRANCE**

PRODUCT CATEGORY	COMMUNICATION RATING					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	-	-	-	-	-	-
280	-	1	-	1	-	2
300	-	3	3	11	2	19
800	-	1	-	-	-	1
Total	-	5	3	12	2	22
Percent	-	23	13	55	9	100

(Question 15)

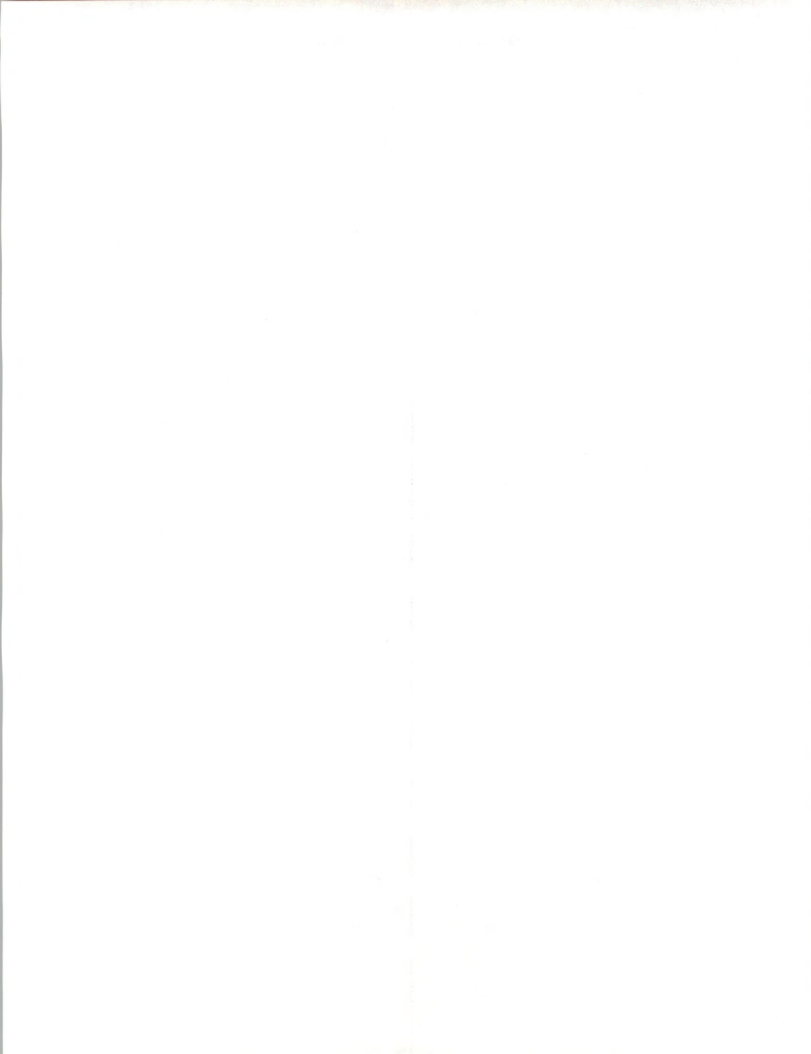
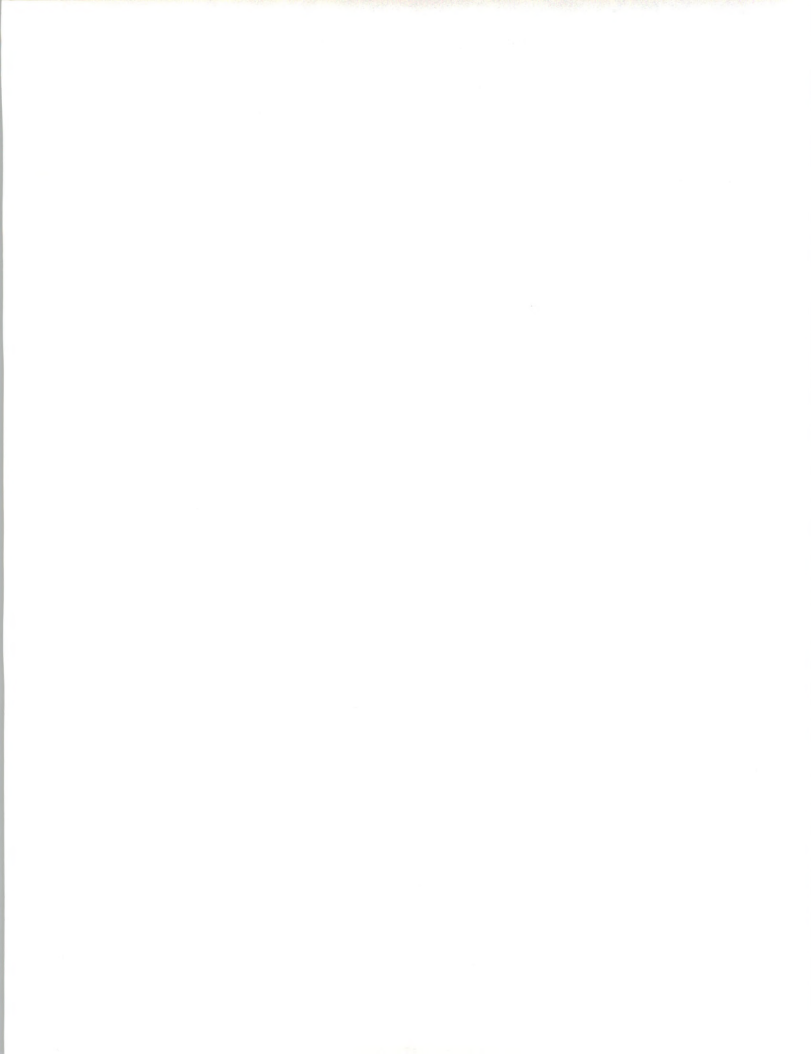


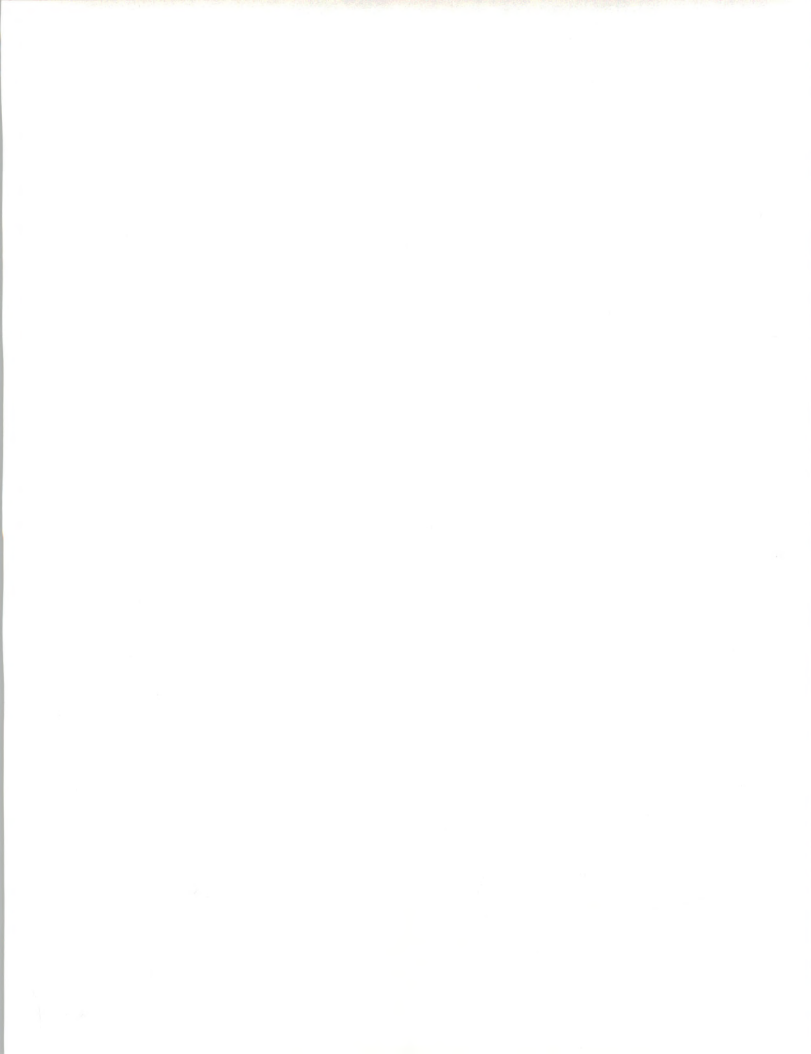
EXHIBIT V-40

**COMMUNICATION WITH SCITEX
CUSTOMER SUPPORT MANAGEMENT—
SWITZERLAND**

PRODUCT CATEGORY	COMMUNICATION RATING					
	Very Good	Good	Satis- factory	Poor	Don't Know/ Not Applicable	Total
200	-	-	1	1	1	3
280	-	2	1	-	-	3
300	2	3	4	2	4	15
800	-	1	-	-	-	1
Total	2	6	6	3	5	22
Percent	9	27	27	14	23	100

(Question 15)







User Comments and Suggestions







User Comments and Suggestions

The final question put to respondents was to request that they make any suggestions or provide comments relating to the improvement of Scitex field support activity.

Exhibits VI-1 through VI-4 provide listings of the verbatim answers to this question for each of the four country groups. Each individual comment is annotated with the customer reference number listed in Appendix C for reference.

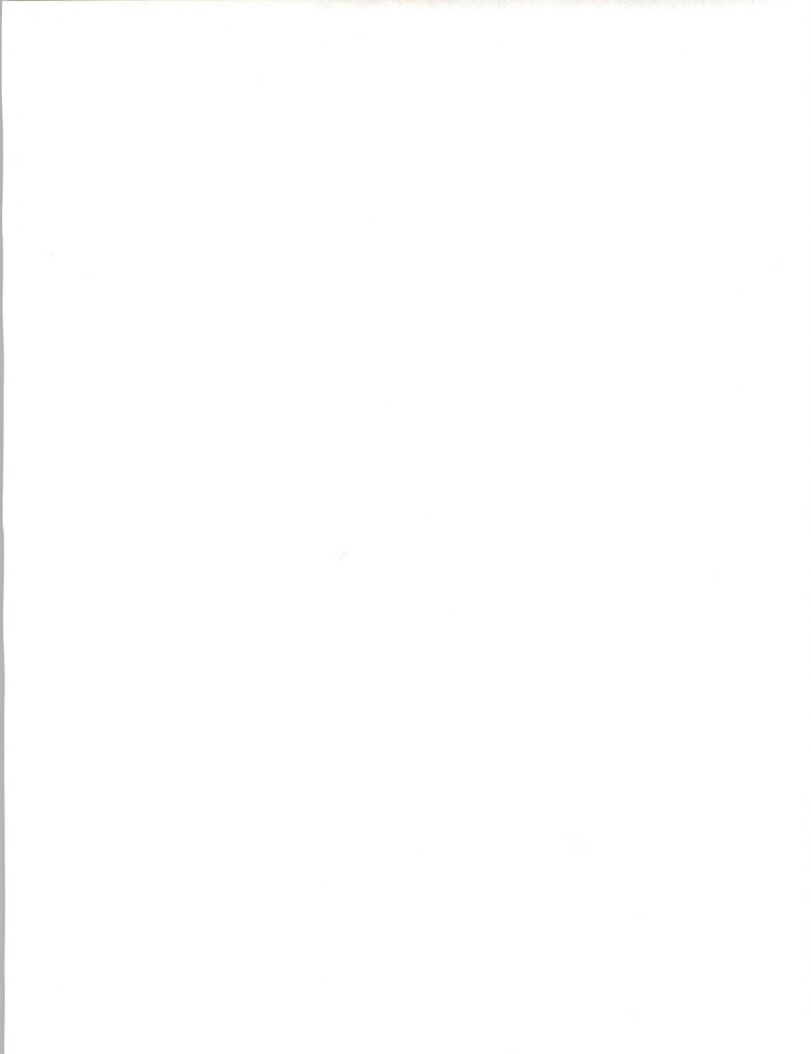


EXHIBIT VI-1a

USER COMMENTS AND SUGGESTIONS— WEST GERMANY

280

- | | |
|----|---|
| #3 | <ul style="list-style-type: none"> • Better textbooks, especially when we get new software. • Detailed description of several orders and functions. |
| #5 | <ul style="list-style-type: none"> • More visits from Brussels where we can discuss our specific problems in detail. • More information about up-to-date hardware that might be useful for our company. |
| #6 | <ul style="list-style-type: none"> • Innovation information should come automatically. |
| #7 | <ul style="list-style-type: none"> • Better documentation of detailed profound application knowledge with plausible examples. • More complicated since we have to go through dispatch centre Dusseldorf, before it was better, when we could call directly the technician near our company. • Software must be tested before it is sold. • There should be an equivalent to the technician for software—a software supporter in our area who speaks German well and can be reached quickly. • Information when precisely new software is ready—last time we had to call them and it seemed as if the company didn't exist anymore—nobody could be reached and there was no response. |
| #8 | <ul style="list-style-type: none"> • Partner to talk to about software needed. • Faster repair service—if there is a lack of manpower. • Too complicated—Dusseldorf (dispatch—centre) solution. |
| #9 | <ul style="list-style-type: none"> • Initiative and information about new hardware and software. • Application—support software—no partner to talk to. • If we get something new, there is nobody who introduces us to it and it lies around for a long time for that reason. • The software must get much faster. • It must be possible to plot and convert and do several functions parallel, otherwise it is an awful loss of time. |

(Question 16)

Continued



EXHIBIT VI-1b

USER COMMENTS AND SUGGESTIONS— WEST GERMANY

280

- | | |
|-----|---|
| #13 | <ul style="list-style-type: none"> • German contact person missing for software application problems and advice. |
| #23 | <ul style="list-style-type: none"> • Faulty software. • Installation "Whisper"—catastrophic. • No application support, no information, no back-call concerning software training agreement—dead, <u>absolutely</u> negative, thought about throwing the whole thing out. |
| #37 | <ul style="list-style-type: none"> • Mr. Schendzielorz does not seem to care that much. • Availability of technician and engineers. • Competitive company HELL <u>ten</u> times faster. It is absolutely necessary that there is an emergency service around-the-clock, (We would be willing to pay extra money if they have to come outside normal working hours), otherwise production stops and there are big losses. At HELL they have technicians on the phone so that some problems can be solved even more quickly. |
| #38 | <ul style="list-style-type: none"> • Software—we do not know whom to talk to if we have got problems. It seems to be a lack of communication between Brussels and Dusseldorf. We need an advisor responsible for our area. |
| #61 | <ul style="list-style-type: none"> • Software—improvements needed—too slow in developments. |

300

- | | |
|----|---|
| #1 | <ul style="list-style-type: none"> • Much quicker removal of problems, no delay because of spare parts. • Partly better engineers. • Only thoroughly tested software should be sold. • Weekend service and evening service should be established. |
|----|---|

(Question 16)

Continued



EXHIBIT VI-1c

USER COMMENTS AND SUGGESTIONS— WEST GERMANY

300

- | | |
|-----|---|
| #4 | <ul style="list-style-type: none"> • Quicker, less expensive, do not make an effort to inform us and give more application advice. • Mr. Beck says there are a lot of difficulties with repair service—takes much too long and company suffers losses. • Operator says hardly any repairs in last 1, 5 years, no problems. • Mr. Beck very angry about bill for recent repair—one hour's work—2,700 DM—because the technicians came from Munich instead of Stuttgart. |
| #10 | <ul style="list-style-type: none"> • Question 15—not important—we don't miss management contact, but an easily reachable person responsible for software problems. As person was named to us, but his knowledge is insufficient, he is no help (customer does not want to give the name of the man). |
| #12 | <ul style="list-style-type: none"> • Dependable person to talk to in Brussels. |
| #14 | <ul style="list-style-type: none"> • New things—keep datelines. |
| #15 | <ul style="list-style-type: none"> • Technician should not speak in Hebrew when talking to a colleague on the phone from our company to Dusseldorf or Brussels—gives a very bad impression. • Concerning management—should keep promises and deadlines. • The service—contract—system is a form of blackmail competitors do not have. |
| #16 | <ul style="list-style-type: none"> • Emergency service crucial (also at weekends). • Hardware—quality of plat sheets (Platinen). • Calculator—time unsatisfying, takes too long. |
| #17 | <ul style="list-style-type: none"> • Tested software. • Information too vague about innovations. • More people like Mr. Khol or the Dutch "Supertechnician" (name not known). • Isar—meetings—usually present—as people to talk to about application questions. |

(Question 16)

Continued

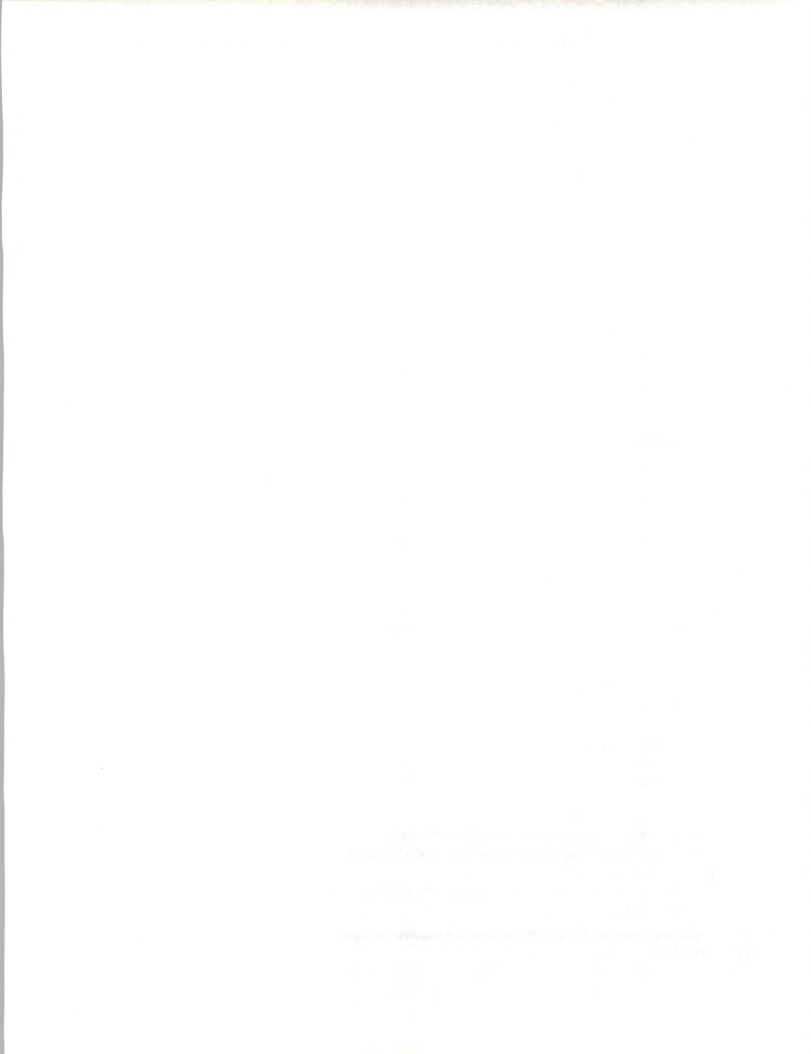


EXHIBIT VI-1d

USER COMMENTS AND SUGGESTIONS— WEST GERMANY

<u>300</u>	
#18	• More information about: market developments, new hardware and software, new projects, application possibilities etc.
#19	• Constant partner to talk to about problems, especially software. Plotter—more and better trained people. • The only information we get comes from the systems' technicians and on expositions. • Replies on letters, telexes, etc.
#20	• For 1, 5 years—third software—improvements not good enough. (8:01A presently). • Speed not sufficient—too slow, not flexible enough. • Quicker repair service.
#21	• Software—must be modernised and should be less complicated. • Retouch—working with autotype has to improve.
#22	• Quicker service needed.
#25	• More frequent visits by salespeople informing us about the latest on the market. • Service must be much quicker. • Software support by trained people. • Better tested software before sale.
#26	• Both the "thing" itself as the training of the staff has to be greatly improved.
#27	• Weekend service. • Reaction time should be shorter. • No answer-machine, only technician. • High time there was better software. • Competitors in the meantime should be much further and better. • More information about market—nobody knows about new things brought out and we have to go to trade fairs to inform ourselves—bad PR. • Contracts: hardware and software should be clearly separated. • Transparent price list urgently needed.

(Question 16)

Continued

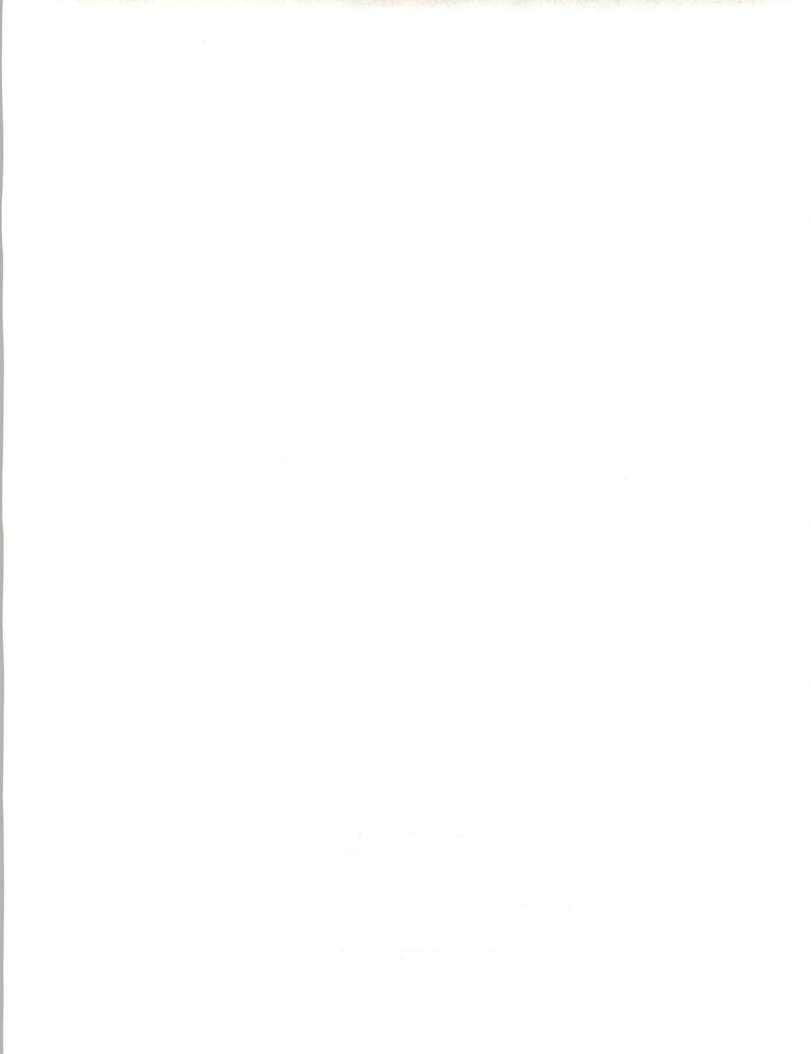


EXHIBIT VI-1e

**USER COMMENTS AND SUGGESTIONS—
WEST GERMANY**300

- | | |
|-----|--|
| #28 | <ul style="list-style-type: none">• Critical: Better and quicker supply of spare parts.• We miss written information about new developments and news from Scitex.• There should be a well-organised handbook and one should not have to order it—it should be a matter of course that you get it automatically. |
| #29 | <ul style="list-style-type: none">• Additional advice and training should be available.• When new software is introduced, it should be a matter of course that a Scitex man introduces us to its possibilities and problems. |
| #31 | <ul style="list-style-type: none">• We want information concerning mainly software: What new functions are being developed? What mistakes do we have to expect and deal with, etc. |
| #33 | <ul style="list-style-type: none">• The foundation training was okay, but what is missing are good and detailed trainings after that, to really show us how to apply the software to our company's problems and make us familiar with its possibilities.• The software in general has to be completely worked over. |
| #34 | <ul style="list-style-type: none">• Fast reply on dispatcher, a well-trained specialist is needed in the dispatch-centre—often a telephone response could solve our problem.• Scitex sell themselves very badly. The customers have to go a long way to get information about new developments. It should be the other way around.• The technical information is extremely bad.• Raystar is a huge problem. |

(Question 16)

Continued

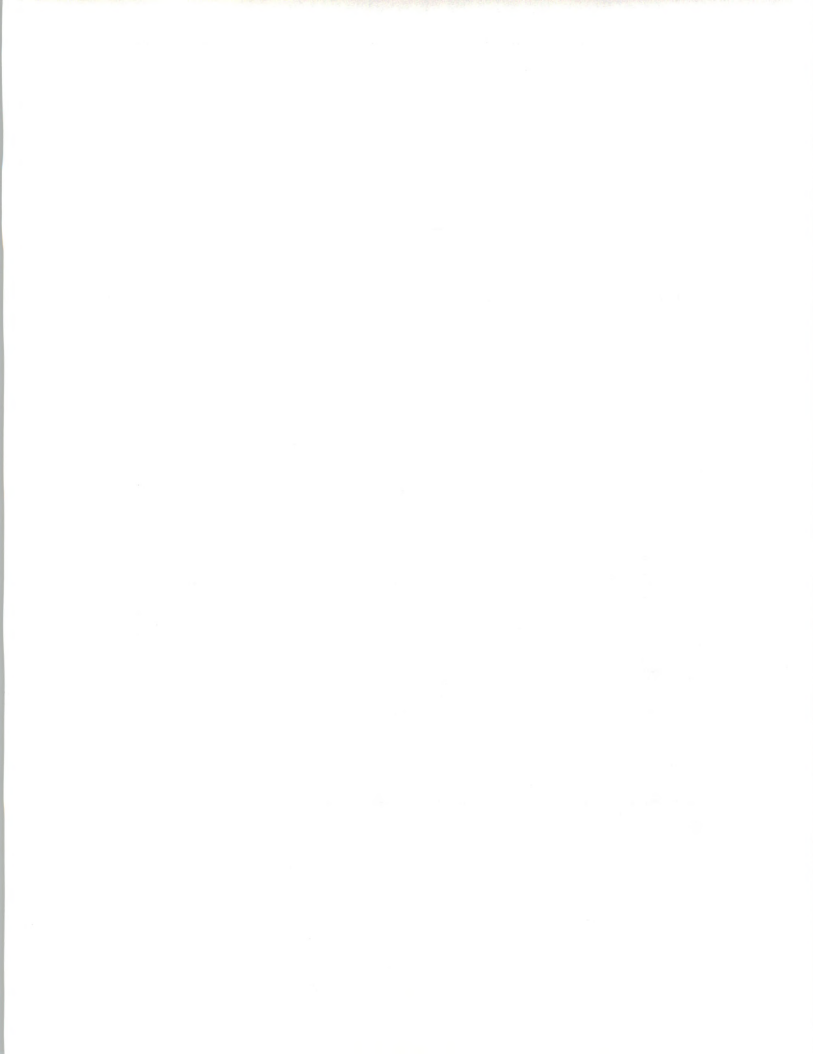


EXHIBIT VI-11

USER COMMENTS AND SUGGESTIONS— WEST GERMANY

300	
#35	• The head of Scitex customer service never set a foot in our company. He does not seem to care about contact to his customers—very negative. Mr. Dan Hofer met him at a users' conference in Munich four months ago. He got a <u>firm promise</u> to get help about a certain problem, but never heard anything again. • Also very important—weekend service <u>has to be</u> improved.
#36	• In Dusseldorf, an insider is needed who knows the Scitex equipment. • When we call Brussels, there is either nobody there or we have language problems. • All application support we get, we get from Klimsch (who are very helpful, and willing to work our times—unlike Scitex). • The time it takes for an engineer to arrive is much too long. They should provide a service like other companies where there is an engineer and a technician on the phone who can help you either on the spot or is with us within two to three hours. It is unbelievable that you cannot reach anyone at Dusseldorf before 9:00 a.m. • Mr. Schendeloh excuses the lack of any application support or help with software with the fact that there is no software contract between Scitex and company. This is extremely expensive and the customer was promised application support when he bought the machine from Scitex.
#40	• There is nothing left to be wished for because we have very good and long personal contacts with Scitex staff. I have heard that things have not been as smooth for other companies, but the knowledge and availability etc. of the Scitex people is outstanding and excellent.
#41	• More information initiative should go out from Scitex, at the moment it is we that have to make the effort.

(Question 16)

Continued

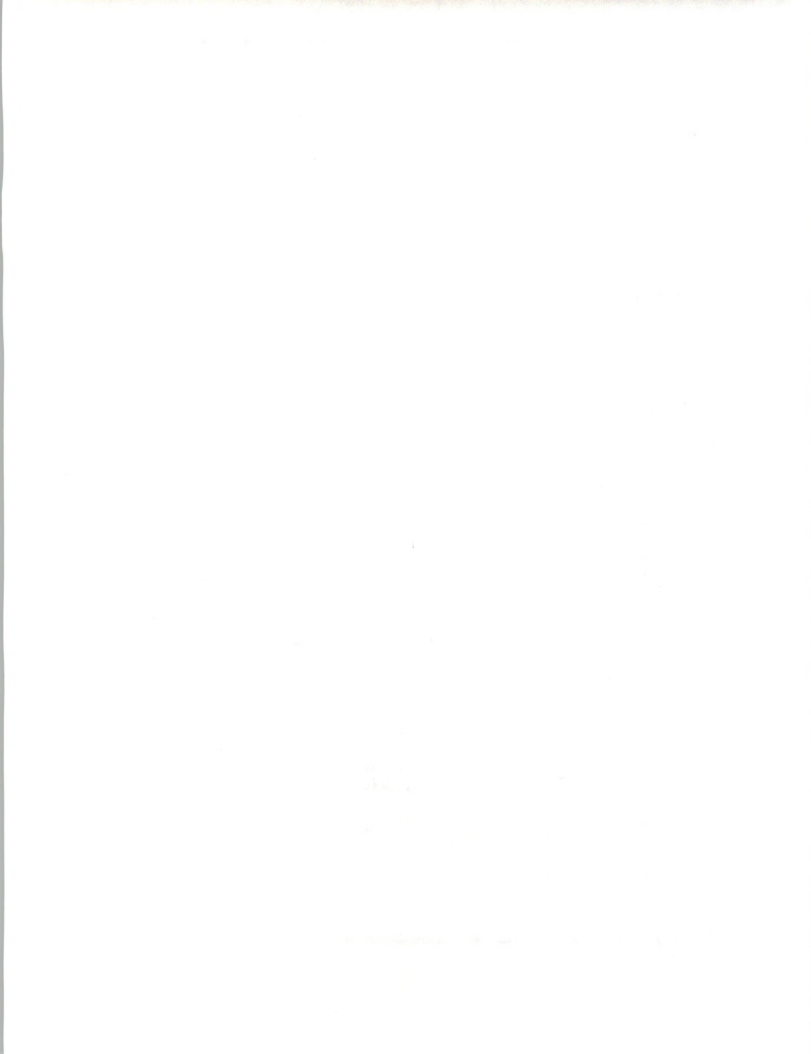


EXHIBIT VI-1g

USER COMMENTS AND SUGGESTIONS— WEST GERMANY

300

- | | |
|-----|--|
| #42 | <ul style="list-style-type: none"> • We have to go out to get information about new Scitex developments. Instead they should naturally inform us. • At the moment we have a technician working for us for a special Scitex application—he only speaks English which is a big problem. • There is a decisive lack of technicians. When we have difficulties with the machine, it should not take more than 45 minutes from our call to the technician's arrival. Otherwise it means huge losses for us, it means at the moment a standstill of production of half a day or more. |
| #43 | <ul style="list-style-type: none"> • There should be a 24-hour repair service, to include weekends. • Technicians should arrive much faster. |
| #44 | <ul style="list-style-type: none"> • Have to order spare parts from Brussels, which takes far too long. • 8.0—Fehlerhaft—The software version 8.0 has too many mistakes after they have been reported. An 8.0.1—version is developed—which naturally takes ages. The software should be tested more often and more thoroughly before it is sold. |
| #45 | <ul style="list-style-type: none"> • New software—no information on changes. • Scitex software problems—there should be someone you can talk to; however, there is nobody available. |
| #46 | <ul style="list-style-type: none"> • The system to call engineers is too complicated and wastes time. We in Hamburg have to call the centre in Dusseldorf, and they then call the engineers in Hamburg. Direct contact from us to the Hamburg engineers is preferable. • Spare parts should be available on the spot. |
| #47 | <ul style="list-style-type: none"> • No comments—satisfied. |
| #48 | <ul style="list-style-type: none"> • Software—some mistakes, but we were promised new version in the near future. |

(Question 16)

Continued



EXHIBIT VI-1h

USER COMMENTS AND SUGGESTIONS— WEST GERMANY

<u>300</u>	
#49	• Software—they should keep track of faults and defects in order to improve in the right place.
#50	• We hope for improvements to 8.0 software version, but we understand it will be available shortly.
#51	• Calculator—time too long. • Filling very complicated. • Equipment not flexible and diversified enough. Range of functions should be widened in order to become more economical. • Very urgent—cooperation and support. Too few people with top knowledge. • There should be a possibility to find out whether certain problems are due to hardware, software or wrong ways to work with it or operators mistake.
#52	• More understanding for the time—pressure we have to deal with. • Service at all hours and as quick as with competitors. • Complete updated handbook in German. • New software—instructor should come and introduce us in detail about faults, problems, possibilities. There should be people available to talk to about specialised software.
#53	• No comments so far.
#54	• Equipment should be established for the technician in Hamburg, so that he can check the functions of our equipment from there without having to come to us.
#55	• Software—if we report some difficulty with the software, two months should be sufficient to take care of it. However, we have reported several problems and they have been ignored and we have had no response. • The new software functions should be documented.

(Question 16)

Continued



EXHIBIT VI-1f

USER COMMENTS AND SUGGESTIONS— WEST GERMANY

300

- | | |
|-----|--|
| #55 | <ul style="list-style-type: none"> • When we call up the company because of software difficulties, we get the response that it is all "preliminary". However, it stays preliminary for two to three years without the mistakes being removed and new functions being explained. More than half a year cannot be accepted as preliminary. • On users' meetings, Scitex is increasingly passive but seems to expect action, information, initiative etc. from the customers, which is in my opinion a strange attitude. • Hardware—mainframes are outdated (Hewlett-Packard) screens. • A circulating letter should be given to tell us how long spare parts will still be available and repair possible and when is the latest day to acquire new hardware. |
| #56 | <ul style="list-style-type: none"> • There does not seem to be a person of responsibility in Dusseldorf. To call Brussels is too complicated. • The Scitex software for the Hewlett-Packard mainframe is awful—very bad image on screen. We heard that the new software Scitex developed for INTEL is much better, but ours has to be worked over and Scitex seems to take too long for that. • No information received about the INTEL software. |
| #57 | <ul style="list-style-type: none"> • New software version takes too long. • We always have to run after information and help from Scitex, which normally should be the other way around. • They have very few qualified German staff. • There is a decisive delay factor at the dispatch centre. |
| #58 | <ul style="list-style-type: none"> • New things are recommended on exhibitions that are not matured and tested enough. • Software—slow, not adapted to up-to-date instructions and knowledge. • Contract—terms very difficult, displays an oriental mentality, not correct clear and dependable. • Prices much too high for software, spare parts and service—not competitive anymore. |

(Question 16)

Continued

EXHIBIT VI-1j

USER COMMENTS AND SUGGESTIONS— WEST GERMANY

<u>300</u>	
#59	• Customer service should be as quick as HELL—we have high financial losses because of Scitex's lack of manpower. • Spare parts are much too expensive. One gets the feeling that they built in defective spare parts on purpose in order to make money. • The management in Brussels gives the impression of indifference. • The software is unstable. • Log book is needed.
#60	• Mainframe takes too long—calculating time a problem. • Retouche—problems. • Clearer handbook needed.
#62	• Always get empty promises of help in Brussels. • Faultless hardware needed, with more active information. • Users' experience exchange should be documented in a users' magazine published by Scitex.
#63	• Visits needed for software support and application support. • There is too much initiative expected from our side, none from Scitex Management. • We would like to know more details about how to work more rationally and what more possibilities of application there are.
#64	• No coordination Brussels/Dusseldorf. • No voluntary support, if you need support it takes a lot of time and effort to get it. • People in responsible positions change all the time, so that nobody knows who is responsible for our problems and requests. • Lack of well-trained specialists you can talk to—Mr. Heibisch is good.
#66	• Munich Manpower—need a bit more information about future plans and developments.

(Question 16)

Continued

EXHIBIT VI-1k

USER COMMENTS AND SUGGESTIONS— WEST GERMANY

300

- #67
 - Quicker repair service.
 - New software support needed very urgently (8.21).
- #68
 - Problems—quicker advice needed.
 - Efficient removal of defects should be quicker.
 - Software application support.
 - ELP—problem for one year—nobody knows if hardware or software problem. Support in that aspect needed.
 - More information about new developments—less laziness from Scitex PR.
- #69
 - Scitex—Mr. Bauer, sales manager for Southern Germany shows no initiative, he has to be pestered a lot before he does anything.
 - The software application support is unbelievably bad. Customer has complained many times without any result and was hard to persuade to give an interview.
- #70
 - Clarify who is the person responsible for us—formerly we had Mr. Neugarten. However, he left some time ago and we have not been informed of his successor.
- #71
 - Software improvements need to be more thoroughly tested.
 - Brussels—superfluous, redundant, what they do in Dusseldorf besides dispatch centre I don't know. The only Scitex support and information we get is from their technicians, not from Scitex management or people especially responsible for software support.
- #72
 - No one is ever available, they do not call back, and they take too much time.
 - Before the dispatch centre in Dusseldorf it was better.
 - New software information is not satisfactory.

(Question 16)

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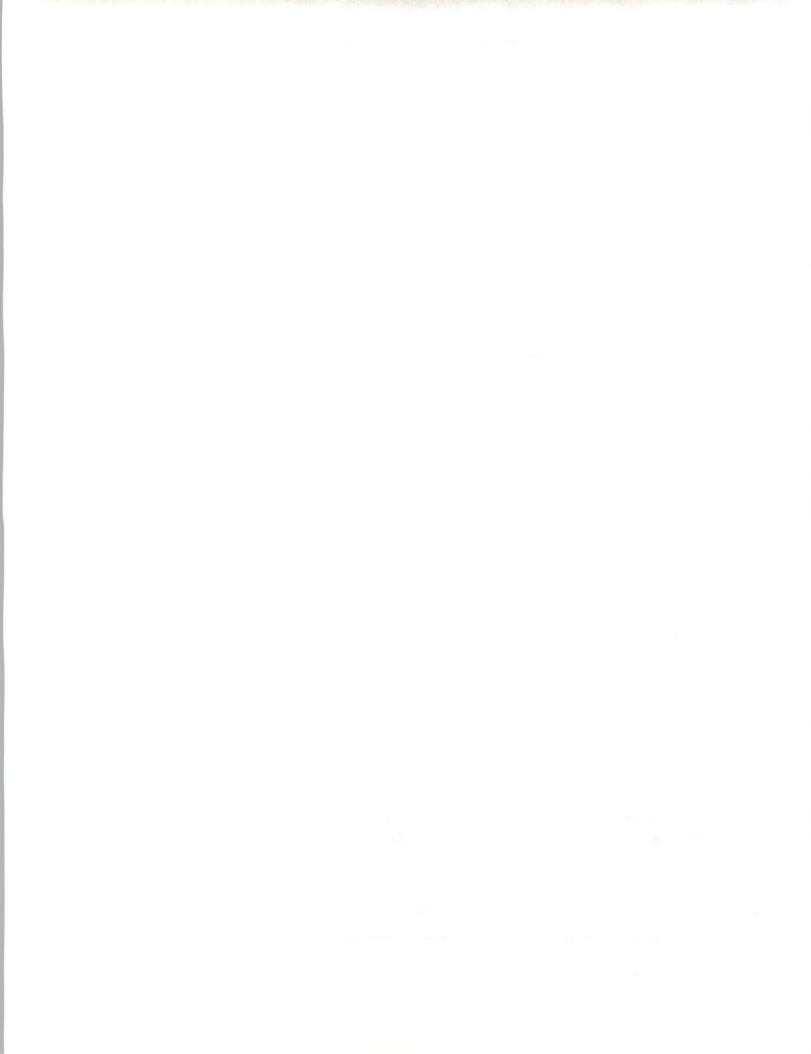


EXHIBIT VI-11

**USER COMMENTS AND SUGGESTIONS—
WEST GERMANY**300

#73

- Handbook needs updating.
- Software should be tested sufficiently.
- Quicker repair service needed.
- Better availability of spare parts.

#74

- Quicker reaction needed.
- More information needed.
- More application support on software needed.

#75

- Response call time too long, more hours availability in Munich.

(Question 16)



EXHIBIT VI-2a

**USER COMMENTS AND SUGGESTIONS—
UNITED KINGDOM**200

- #7
- Have a greater and more comprehensive parts service in this country.
 - Respondent mentioned that they now have a stock of parts themselves.

280

- #4
- Improve their support on interfacing between Scitex and foreign systems.
 - Respondent has had problems with communications between their IBM and Scitex.
- #5
- Buying new system—very poor communication between us and Scitex—seems to be poor interdivisional communication.
 - New system crosses 200 and 300 series boundaries, no communication between the two areas.
 - Lack of systems support.
- #14
- More applications specialists in U.K. (especially cartographic applications).
- #25
- Documentation—(specifically for cartographic applications)
 - Software support is too isolated—they should visit more regularly.
 - There should be more liaison on bugs—development of interfaces with other equipment.
 - Support on post-script.
- #29
- Availability of application engineers should be improved.
 - More documentation and details of new software—advantages/disadvantages. Sometimes you can spend a lot of time getting the system/software working; then when new software arrives you lose some functions.

(Question 16)

Continued

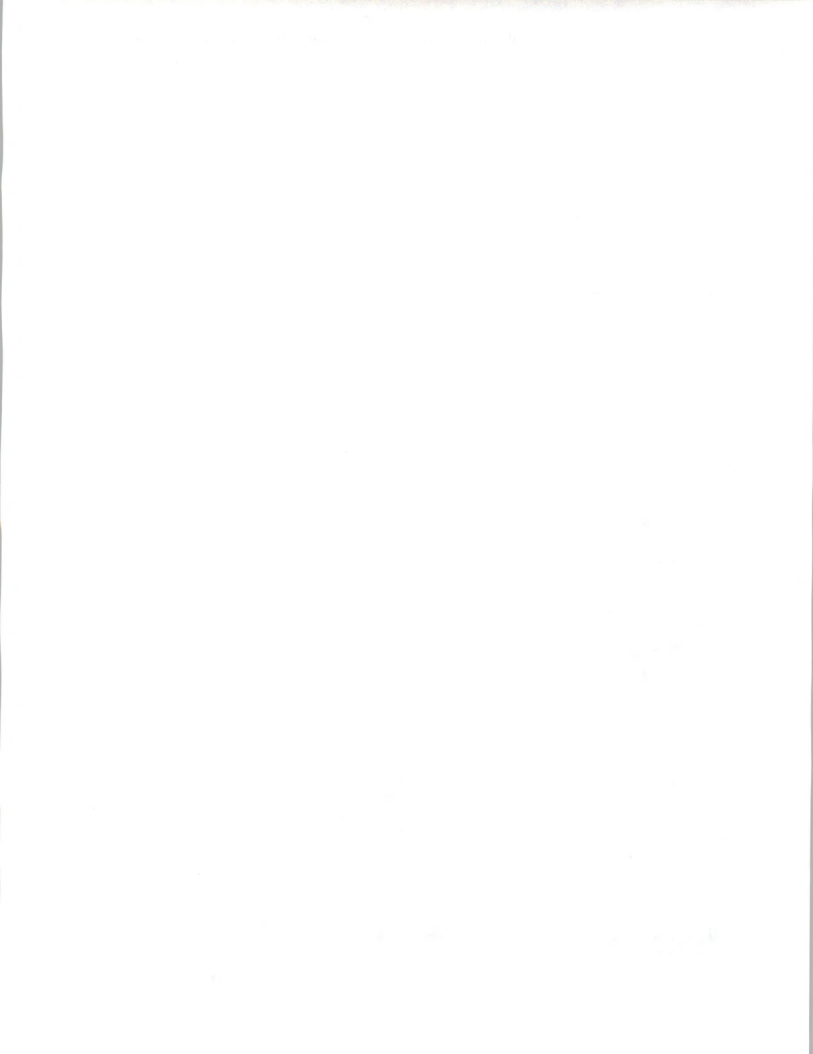


EXHIBIT VI-2b

USER COMMENTS AND SUGGESTIONS— UNITED KINGDOM

280

- #31 • Application support—need more resources.
- Manuals and documentation generally could be improved.
- Well known, long standing, bugs in software; user group composing list—must be solved.
- Marketing Aspect—cartographic 280 system should be modernised to run on more modern computer drive.
- Marketing Aspect—there are problems with interfacing, should be made more compatible with more modern equipment, upgrade editing station.

- #33 • Optical support quicker.

- #36 • Better software.

300

- #2 • Availability of test-kit.
- Engineer communication.
- #3 • Depot in North (at the moment spare parts are sent by train from London), service would be greatly improved if there was a depot in the North.
- Hours of availability of engineering service.
- #6 • Software and applications support.
- #10 • Provide a service out of normal hours—tried once before, but cost was prohibitive (in fact unaffordable).
- Applications—every three to four months a specialist should come in and spend a few days seeing our specific problems and requirement, so that he can give some constructive and comprehensive advice as to how to get the best out of our system. This would also mean we could point out ideas for software development etc.

(Question 16)

Continued

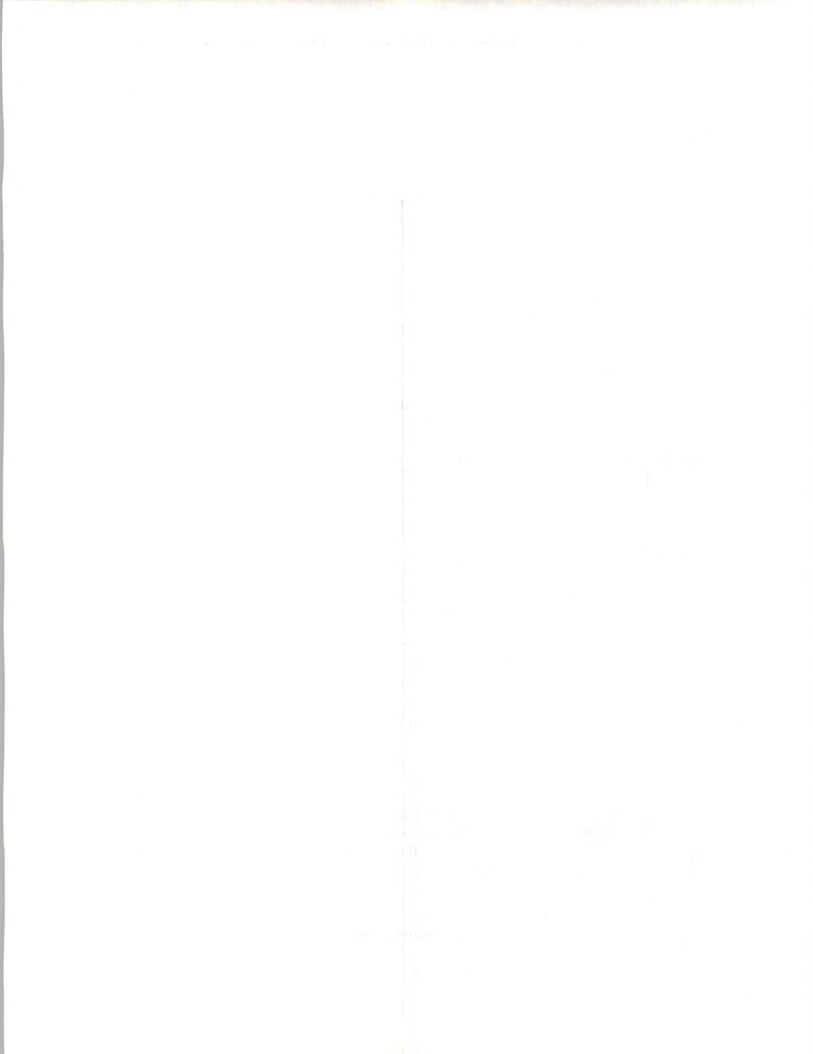


EXHIBIT VI-2c

USER COMMENTS AND SUGGESTIONS— UNITED KINGDOM

300

- | | |
|-----|--|
| #12 | <ul style="list-style-type: none"> • Generally okay so far (but I believe that some parts must come from either Brussels or even Japan—which is a little worrying). |
| #13 | <ul style="list-style-type: none"> • Better response time from engineers—better system of call-out (technical support); currently very long winded—i.e., we ring dispatch, they ring the engineer, he rings us etc. |
| #17 | <ul style="list-style-type: none"> • Respondent replied that he was generally happy, the only improvement he suggested was that, as last time they required an optical engineer, he came from abroad. There should be a London-based optical engineer section (but he also assumed that this was already being done). |
| #18 | <ul style="list-style-type: none"> • Greater coverage by engineers—we run 24 hours so cannot afford so large a gap in coverage. • More realistic pricing of replacement parts—e.g., tape drive on open market (off shelf) costs £7,000, we were quoted £28,000, which after negotiation we got down to £14,250. Same with disc drive—mark up far too large. Generally, however, service has improved. |
| #19 | <ul style="list-style-type: none"> • Engineers seem to do everything—act as application specialists, even as reps! • Had difficulty communicating with Scitex sales and communication within Scitex (sales—technical support—servicing)—e.g., found it quite difficult to arrange service contract, once it had been arranged with Scitex Sales Dept., but when we got in touch with the service dept. they didn't know anything about it. |
| #20 | <ul style="list-style-type: none"> • No complaints or suggestions really. At the moment we are negotiating a deal on vista, hoped it would save time and money at the printing end, but it doesn't. Main use as design aid. It's an excellent system, but very expensive—I'm not sure we get value for money. (Bit like having a Rolls-Royce when one could make do with a Volvo, I'm not sure we can justify the expense). |

(Question 16)

Continued



EXHIBIT VI-2d

USER COMMENTS AND SUGGESTIONS— UNITED KINGDOM

<u>300</u>	
#22	• Respondent said that expansion of their system was planned in the near future and that they were interested in any new technology or software bought out by Scitex but they had received no visits or literature about any Scitex developments. • He also mentioned that he had had requests for literature on Scitex equipment.
#23	• Nothing comes to mind—no real problems as yet. Very happy and satisfied with Scitex service.
#24	• More people who need to know about very specific problems both of software and hardware of our branch—in this case it takes too long to get in touch with the right person. • Development hardware and software for our needs—graphic design—is in danger of slowly becoming out of date. Fears that no innovation by Scitex because not enough customers in that field.
#26	• Engineers section (especially optical engineers) response—totally unacceptable. All sorts of promises made about software and hardware and then seem to be forgotten. If you ring London it is impossible for them to feel any urgency—there is either no one there or they promise to contact you and then do not. We write to them and get no reply (communication between customer and Scitex appalling). • When you are buying they are very good. Once you have bought, the follow-up support is disgusting. • Generally a very unhappy customer. He also mentioned that if he was buying again he would definitely not buy Scitex or recommend it.
#27	• Comparison with competitors—Scitex good, but a bit complacent. • Availability of spare parts problematic (E-ray). • Response time not longer than one hour.

(Question 16)

Continued



EXHIBIT VI-2e

USER COMMENTS AND SUGGESTIONS— UNITED KINGDOM

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- | | |
|-----|---|
| #28 | <ul style="list-style-type: none"> • Level of spare parts carried locally. • Regular dialogue with software specialists so that we can suggest amendments, etc.—it would be better if someone from Scitex called in regularly to discuss our specific requirements. • Remote diagnostics should be available 24 hours—or at least an engineer on the phone, as quite often the problem can be solved on the phone. |
| #32 | <ul style="list-style-type: none"> • Provide an emergency service—i.e., make a plotter available for use by clients whose machinery is "down". |
| #34 | <ul style="list-style-type: none"> • Better cover from engineers—lunch break—night (5 p.m.–8 a.m.) or at least an emergency number. • Improve availability of optical engineers. • Application specialist and salespeople should make regular personal visits, so that both Scitex and we can keep up-to-date with any problems or suggestions of ours, and any developments or new technology developed by Scitex (e.g., we are interested in hand-shake, and developments of linkups between Scitex and Apple Macintosh); but have not been informed of anything by Scitex and have found difficulty getting any details. It is usually the case that we find out about developments from magazines first and then have to press Scitex for details, which is not a very satisfactory state of affairs. • It would be very useful if Scitex could produce a Newsletter. |
| #39 | <ul style="list-style-type: none"> • Faster reaction—engineer's arrival should take two hours maximum. • Development of new software should be quicker. |
| #40 | <ul style="list-style-type: none"> • Quite happy with their service, could not think of any problems. • Only complaint is that respondent rang London to arrange some training, was told they would have to contact Brussels—still have heard nothing three weeks later. |

(Question 16)

Continued

REPORT

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EXHIBIT VI-2f

USER COMMENTS AND SUGGESTIONS— UNITED KINGDOM

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#41

- Improve their stock of spare parts—should be fully covered in U.K.
- Listen but don't seem to act on suggestions and criticisms from us.
- Deterioration of engineers experience and training.
- Used to produce company "family tree"—therefore if there were any problems, we could find the person (+ Tel. No.) we should get in touch with (e.g., if we have an applications problem, who do we ring?)
- Communication of any new innovations and improvements.
- We have three machines, which is a big investment, plus all the extras and service contract. Seems to me that once they (Scitex) have sold you the equipment they lose interest in you, which is not good enough, when you spend that much money, you expect a better service.

800

#1

- More effort in software development—they seem to be lagging behind others in the same field.
- Listen more to their customers—suggestions have been made to Scitex after user meetings but seem to have been ignored and developments one might have expected to be happening are not.

#8

- The only problem we have had recently was when we needed an optical engineer who had to be sent from the South. Suggested training the standard engineers in optical problems.

#9

- Big lack of information on equipment—circuit diagrams.
- Lack of general literature on non-Scitex extras—e.g., Hewlett Packard PC.
- A 24-hour call-out service needed.

(Question 16)

Continued

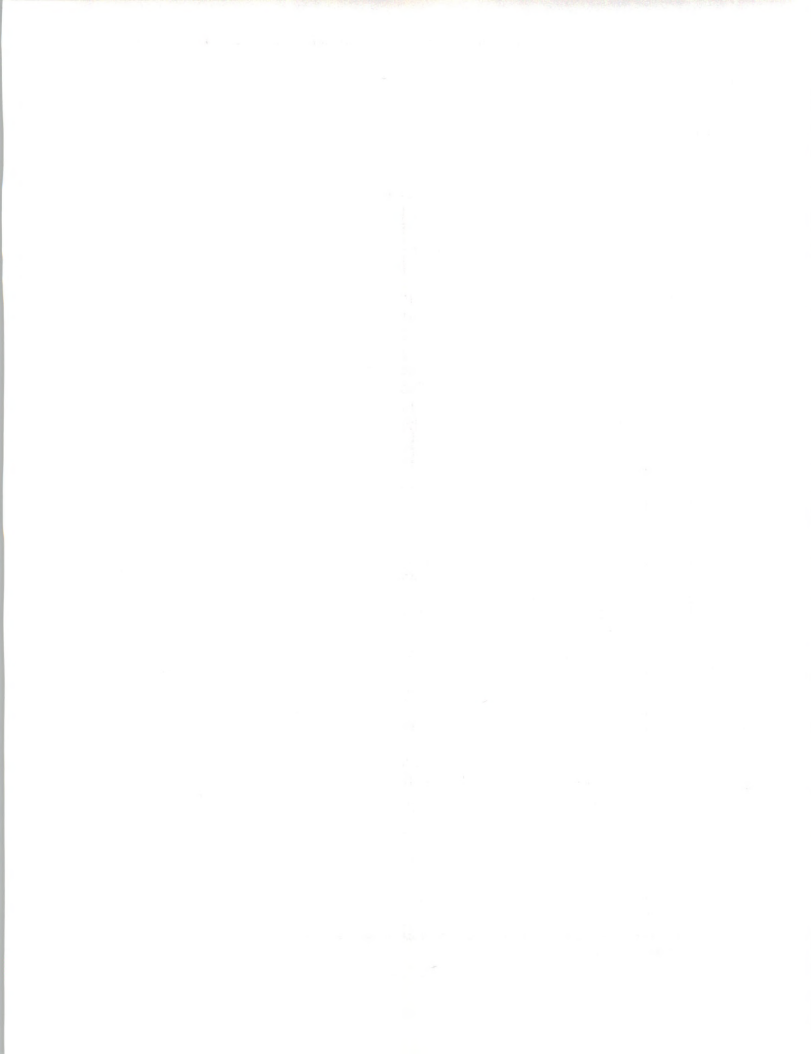


EXHIBIT VI-2g

**USER COMMENTS AND SUGGESTIONS—
UNITED KINGDOM**800

- | | |
|-----|---|
| #16 | <ul style="list-style-type: none">• Respondent replied that his main criticism was of the manuals and that when one invests large amounts in machinery, one should expect the manuals to be of much better quality—the presentation and content are very bad and it is difficult to find what you want. Also he mentioned that they (Deminex) had already had a meeting with Scitex about the manuals, during which changes were promised but never occurred.• Respondent also had strong opinion on the availability of spare parts. He said that it was ridiculous that one had to send to Brussels for parts and that there should be a complete stock of parts in the U.K.• Finally he also commented that the standard of the service engineers, although usually very high, had a few weak individuals. |
| #21 | <ul style="list-style-type: none">• Ensure the quality of training of the service engineers. |
| #30 | <ul style="list-style-type: none">• Could not think of anything, quite happy generally. |
| #37 | <ul style="list-style-type: none">• Improved communication.• Better software support.• Help with calibration. |
| #38 | <ul style="list-style-type: none">• Scitex has best record of support activity compared to others in the same field. (Very happy with the system.) |

(Question 16)

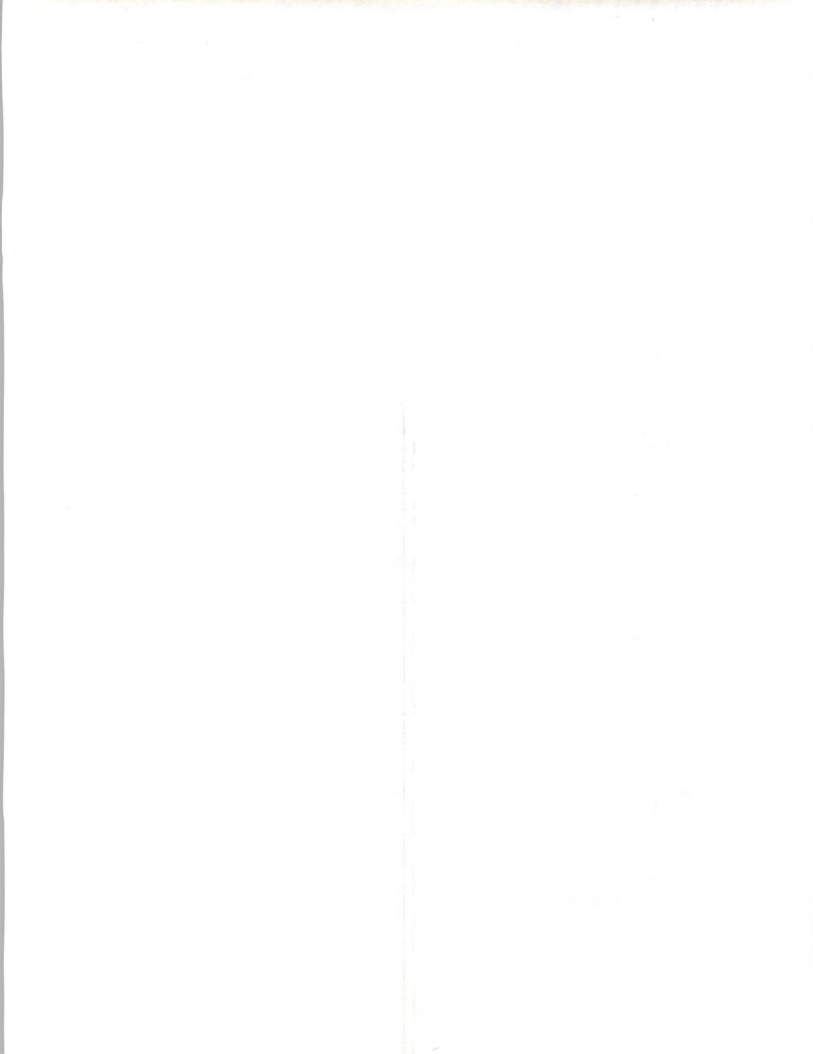


EXHIBIT VI-3a

USER COMMENTS AND SUGGESTIONS— FRANCE

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- #15
- Our material is old and although Scitex has new material, they do not provide us with it.
 - They do not develop either hardware or software in our field of activity (cartography).
 - The capacity of Scitex is insufficient for our needs and we feel that Scitex stopped any activity concerning cartography because there are not enough clients. At first Scitex compared to other companies very well. However, we feel it is now becoming outdated.
- Sat Lamion:
- Better-trained engineers, not always changing
 - Reduce delays (repair).

300

- #1
- Technical information should be better.
 - Better software and hardware maintenance.
 - Assembler—more systems development.
- #2
- It is very important that there is a competent engineer in Bordeaux.
 - The spare parts availability should be more organised.
 - More competent people available to answer questions about software.
- #5
- They always send the same engineers.
 - Spare parts should always be available.
- #7
- The interest of Scitex for the customer should not depend entirely on contract. We feel let down.
 - The contract is too expensive.
 - The maintenance and help of both software and hardware should be better, even without contract.
- #9
- Service after sale must be improved.
 - Faster on-site after breakdown.
 - Follow-up training for new software.

(Question 16)

Continued

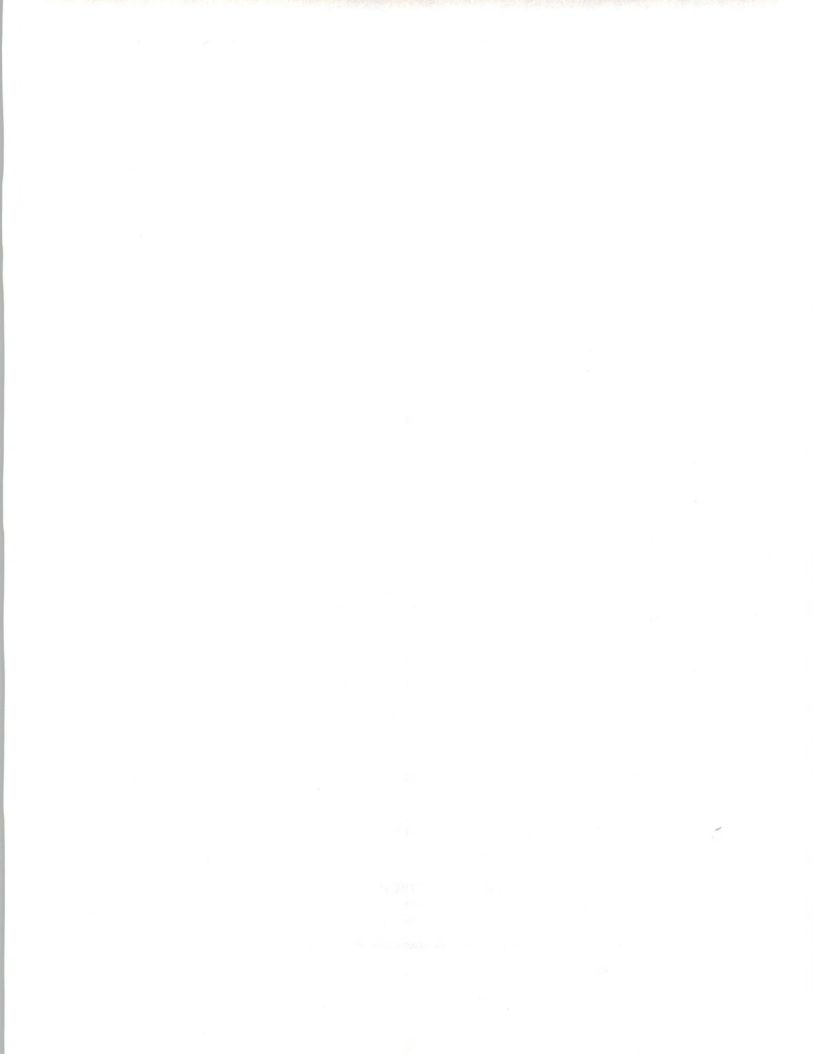


EXHIBIT VI-3b

**USER COMMENTS AND SUGGESTIONS—
FRANCE**300

- #11
- We don't receive enough information about new development projects.
 - An evening repair service is most important with fast arrival on-site and more manpower for the service.
 - There should be more contact with people who know about the latest innovations.
- #12
- Customer is extremely furious. Cannot work properly with Scitex since they received the equipment, and the communication does not seem to work at all.
 - No fast delivery of spare parts.
 - Faulty hardware.
 - Unreliable dateline software.
- #13
- Cannot think of anything that needs improving other than better-working, faster, correct software.
 - Also a software instructor nearby would be useful.
- #14
- They should change the management, good relations with the technical staff, but lots of disagreements with management, especially over financial matters.
 - The salespeople's service should be better—information on market, projects, developments etc.
- #16
- All activities go out from us instead of Scitex. No information etc. from sales department. When new software is installed, we should receive proper information about faults and possibilities. The sales department is not reliable enough, sometimes they do not call back when they are needed.
- #17
- They should keep promises and deadlines.
 - There should be faster working software.
 - There should be a much faster repair service.

(Question 16)

Continued

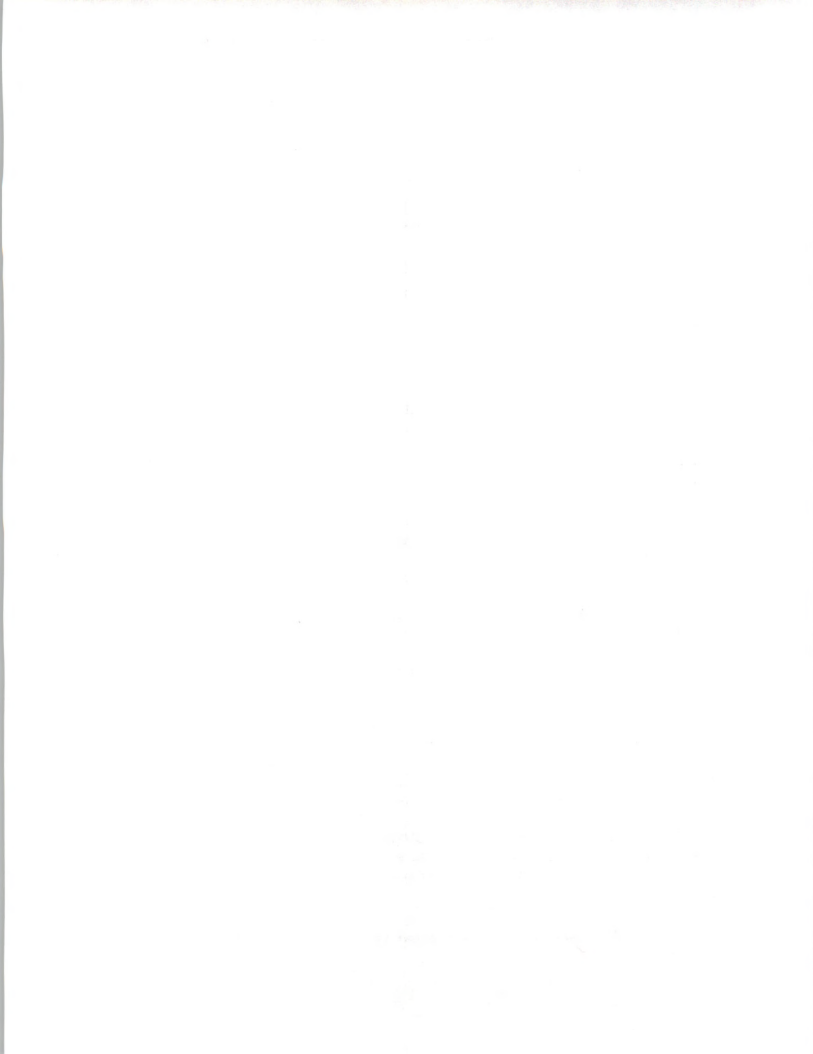


EXHIBIT VI-3c

USER COMMENTS AND SUGGESTIONS— FRANCE

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- | | |
|-----|--|
| #19 | <ul style="list-style-type: none"> • There should be a working communication between sales department and hardware and software technicians, so that the salespeople know which of their products are problematic. • The sales department should get in contact every two weeks (on the phone). We would like more technical information. • When we get new software, we should get more support. • <u>Very</u> important—customer service (technicians) should be available outside normal working hours. |
| #20 | <ul style="list-style-type: none"> • Dispatch centre—bad solution and waste of time. We have to talk to a technician on the telephone. • Not enough manpower in the sales department—they are completely over-worked, and therefore not able to get in contact after the sale. • Competent people to teach us in case new software is needed. • Availability of software advisors if there are questions and problems that need answering. • The same technician should look after the same clients, otherwise it is a waste of time because everyone has to become familiar with the problems again. |
| #21 | <ul style="list-style-type: none"> • There are no replies to letters sent. • Salespeople only come to sell and not to listen to any problems or inform or support us. They also do not contact us often enough. • At exhibitions they are badly represented and in general bad information is given by the management. • Slow repair services. • There is nobody in software applications support. |
| #22 | <ul style="list-style-type: none"> • Should be a sales representative in Paris. • Should have a faster service. • The service is too complicated. The call sequence is company-centre-Brussels-engineer-company. |

(Question 16)

Continued



EXHIBIT VI-3d

USER COMMENTS AND SUGGESTIONS— FRANCE

300

#23

- Extremely bad customer service.
- Lack of manpower.
- Service contract much too expensive.
- Lack of structure in Scitex management. If you call Brussels nobody knows who is responsible for what.
- The dispatch-centre works badly.
- We are not informed by Scitex about innovations and developments.

#24

- There is a general lack of interest from Scitex once they have sold the equipment. Written questions are ignored.
- There is an overall lack of well-trained technicians and support for both hardware and software.
- Both hardware and software are not tested enough before a sale.

#25

- Unreliable—do not keep deadlines or promises, often do not answer letters and deliveries are sometimes incomplete.
- Better maintenance service is needed that is faster and with spare parts at hand.
- A salesperson should be established in France.
- Grapholec
- Better service after sale. Quicker arrival of engineers, better spare parts availability, better availability of application advisor.
- Software—more information, better-tested software.

800

#10

- Availability of software support.
- Better knowledge of our field of activities, especially concerning the graphical side.
- Better spare parts availability.
- An engineer should be much faster on-site.

(Question 16)

Continued



EXHIBIT VI-4a

USER COMMENTS AND SUGGESTIONS— SWITZERLAND

200

- #6
- Once Scitex has sold, they do not care anymore.
 - There is no development, although it is urgently needed and we have demanded it for years. The market is probably too small, so that they stopped any innovation in our field.
 - The competent and responsible people in Scitex change all the time, constant change of personnel.
 - Letters and telexes are not answered and there seem to be no salespeople.
 - The lack of knowledge of technicians is a serious problem.
 - (Customer is extremely dissatisfied and already possesses some equipment of the competitor).

- #8
- More personal contact and support with new software.

- #15
- More information about possibilities of application.
 - More help with problems.
 - Calculator too slow.
 - Information about new software. Scitex seems to have stopped any innovation on textile sector because it isn't worthwhile, not enough customers—big problem for Rhomberg Textile.

280

- #3
- We wait for Scitex decision—they cannot make up their mind if they develop very necessary innovations in our field of activity (cartography—DTH) or if it is not worth the effort so that we do not know if we have to look out for another company or not.
 - We need a Scitex-support person with very profound software knowledge who is available and speaks German.

- #7
- Support printed circuits urgently needed.
 - Software outdated since a long time innovation is needed.
 - Plotting too slow, rasters not precise.
 - Information—none. Did not even appear on "Produktionika".
 - Scanning: Data should be transformable into vector-data.
 - Competitors have up to 1000 symbols, Scitex under 100—insufficient. This is an important problem for the customer.

(Question 16)

Continued

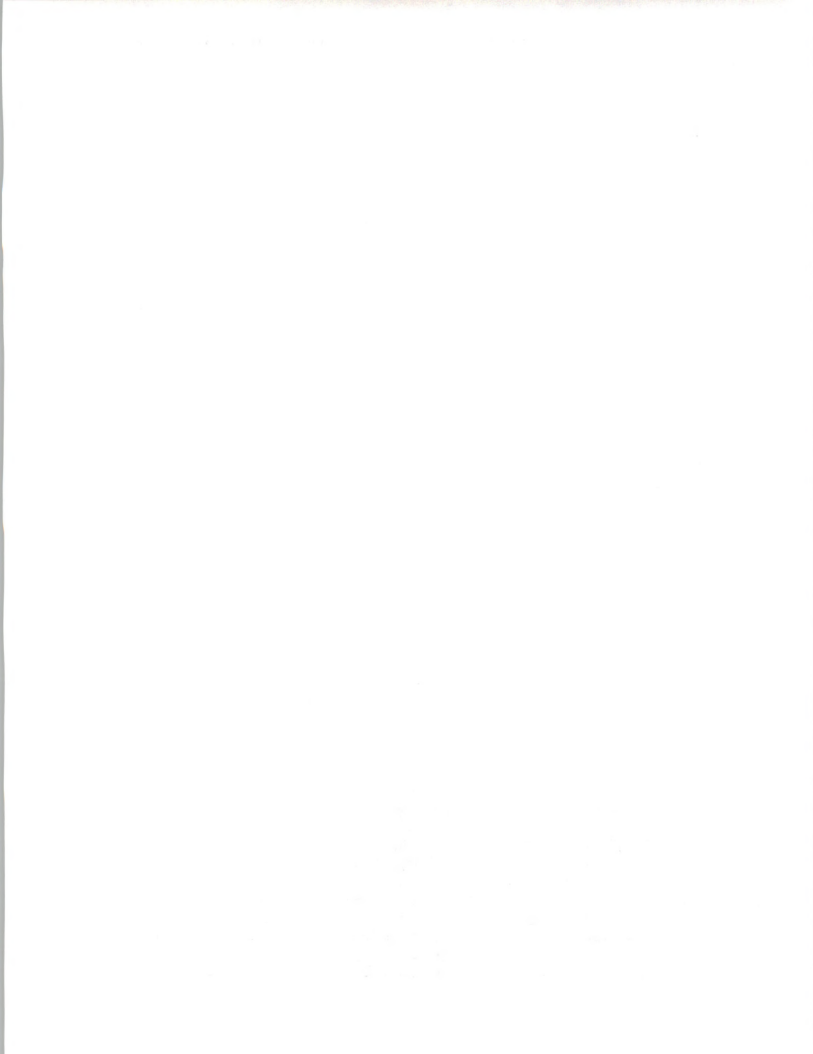


EXHIBIT VI-4b

**USER COMMENTS AND SUGGESTIONS—
SWITZERLAND**280

- #10
- Software intensely supported, developed, updated.
 - Customer service—better knowledge, engineers that are sent frequently have to ask for advice.
 - Hardware—development very important—must be updated.

300

- #1
- Branch in Switzerland needed.
 - More advice on application possibilities software.
 - When we get new software, we lose a lot of time finding out mistakes that Scitex knows already. When we are sold new software, we should be shown and explained problems and possibilities.
 - Raystar—spare part ordered in October 1986—reminded Scitex several times—have not received it yet.
- #2
- Very fast availability of new software version. I cannot say anything else yet, too new.
- #4
- Better equipped in Zurich, more manpower.
 - Software—better feedback if we have problems, demands, suggestions for innovation.
 - Software functions need to be more dependable, especially background processing.
- #5
- Two and a half months—too new to say.
- #9
- More information—software planning, development.
- #11
- There should be Raystar available in Brussels.

(Question 16)

Continued

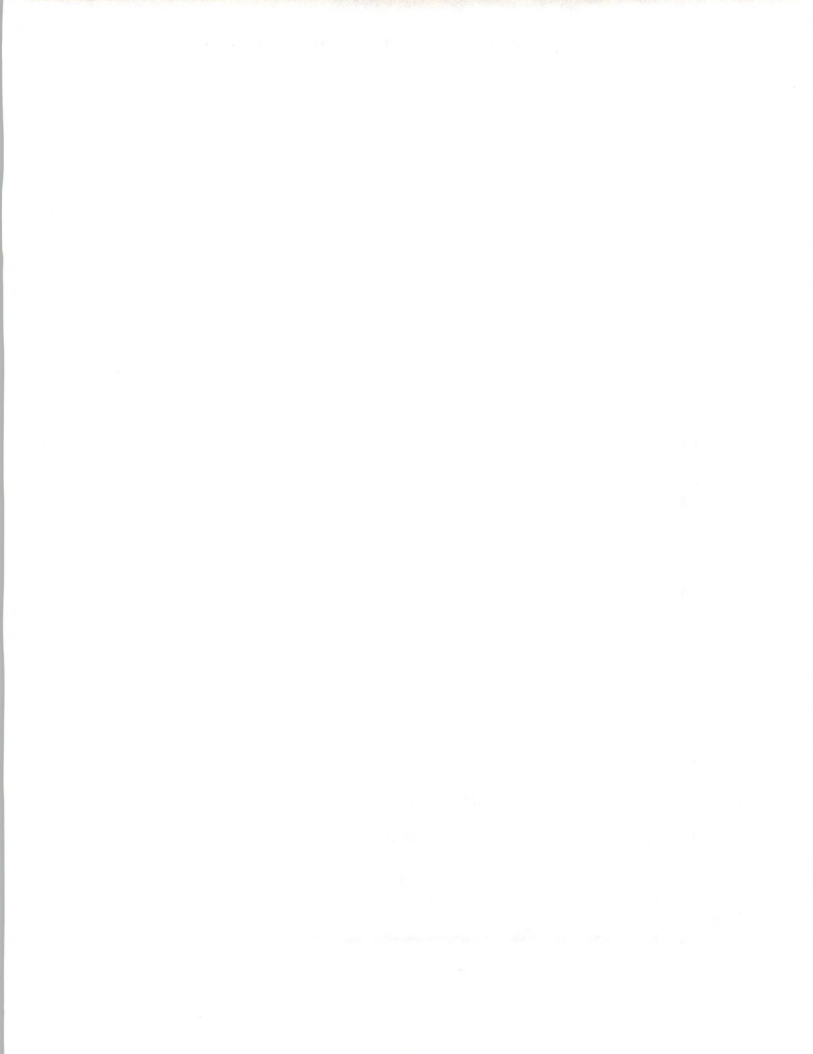


EXHIBIT VI-4c

USER COMMENTS AND SUGGESTIONS— SWITZERLAND

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- | | |
|-----|--|
| #12 | <ul style="list-style-type: none"> • If help is needed, customer has to call number in Switzerland, Switzerland calls Dusseldorf, Dusseldorf calls Mr. Kaiser in Switzerland and Mr. Kaiser calls customer to find out what precisely is the problem. This way is unnecessarily complicated and long. • More technicians available in Switzerland. • More information about future developments and datelines when innovations will be available. |
| #13 | <ul style="list-style-type: none"> • Before I can say anything, I must have the chance to work properly—at the moment I can only say I need new software urgently. |
| #14 | <ul style="list-style-type: none"> • Regular visits from Scitex instructor giving us application support and information. • Updated German manual. |
| #16 | <ul style="list-style-type: none"> • Availability of spare parts. • More information. • Quicker on-site. • Maybe—more people with detailed software knowledge. |
| #17 | <ul style="list-style-type: none"> • Better availability spare parts. • Specialists nearer (optical engineers). • Answers on our letters would be nice (concerns management). |
| #18 | <ul style="list-style-type: none"> • Quicker solutions of software problems (faster innovation). More support and people with application knowledge in Brussels. • If we found and reported a mistake it should not be necessary to test it for another six months to see if this fault exists or not. • When we get software and Scitex already knows problems, they should inform us about those aspects. |

(Question 16)

Continued

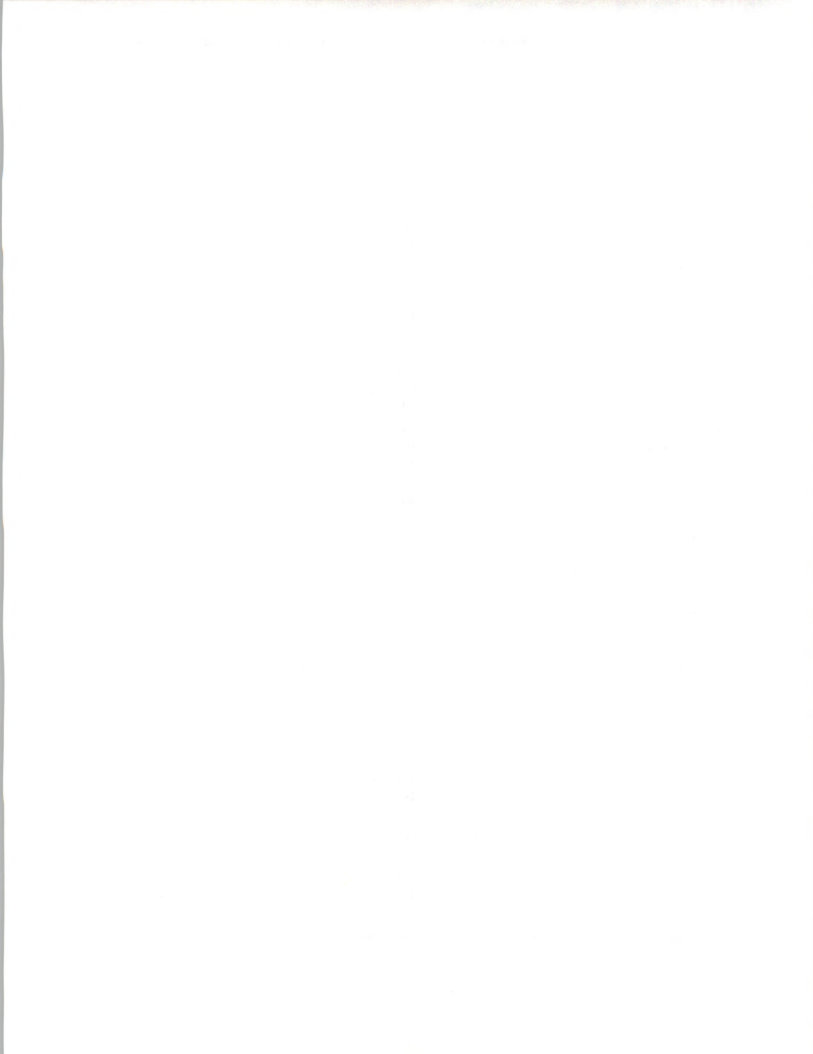


EXHIBIT VI-4d

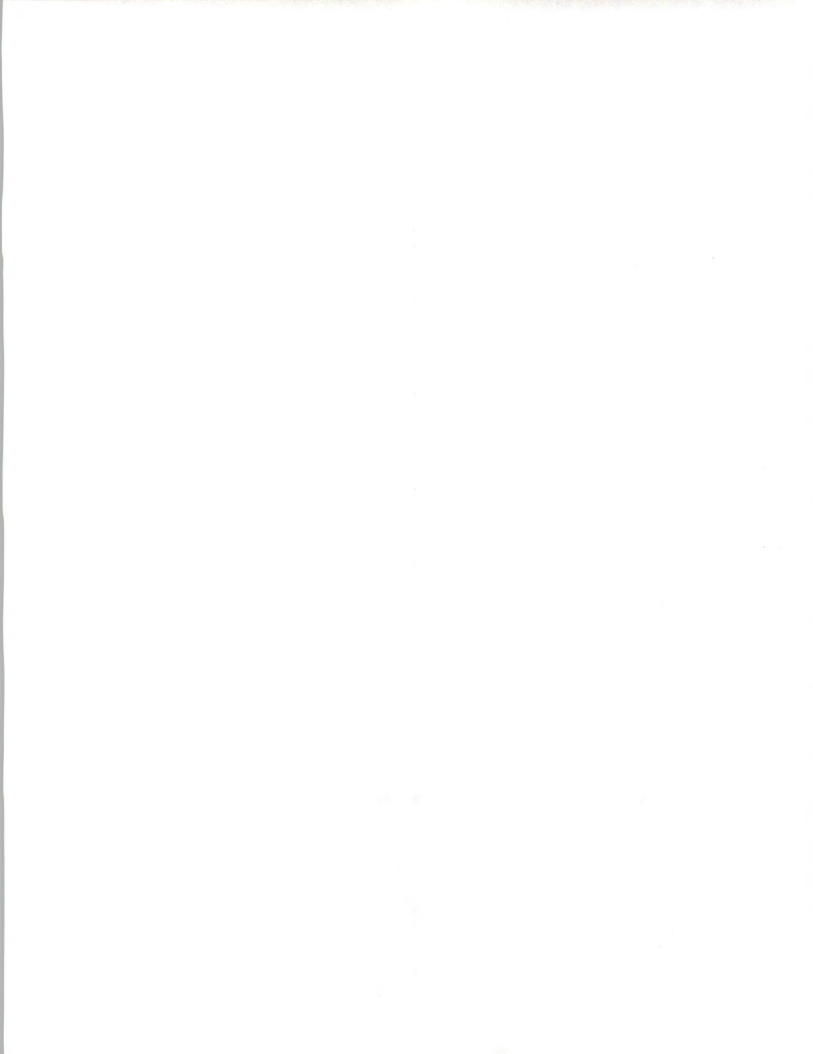
**USER COMMENTS AND SUGGESTIONS—
SWITZERLAND**300

- #19
- Different solution to dispatch centre, Dusseldorf—complicated and waste of time.
 - Information about new software—projects, possibilities, dateline of availability.
- #20
- Availability of engineers—faster on-site.
 - Spare parts availability.
 - Have to call sometimes several times until response.
 - E-ray—technician needed in Zurich.
- #22
- Acceptable service contract needed—we cannot make as much money with the entire equipment as the contract costs.
 - Respondent former Klimsch salesman—says that he was ashamed of Scitex.
 - Extremely unreliable deliveries, often only threats to withdraw contract made Scitex deliver their things, but often incompletely.

800

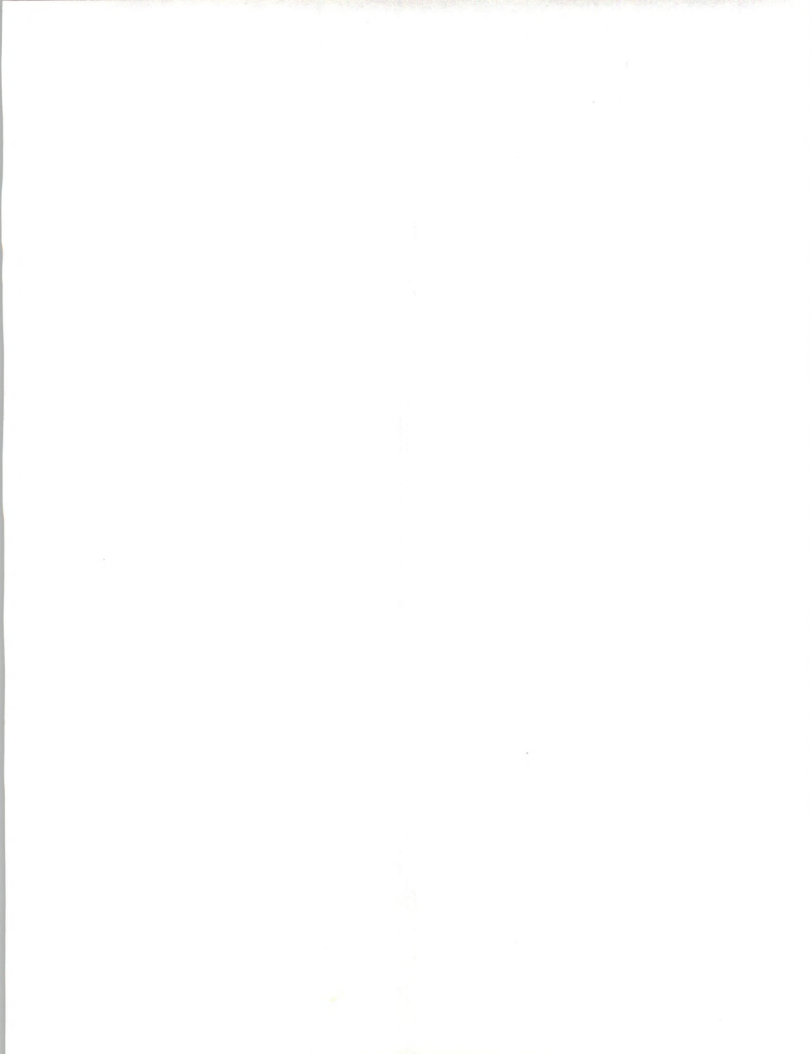
- #21
- More contact searched by Scitex.
 - More innovation and research in our area (textile).
 - More functions possible (software).
 - Faster repair service.

(Question 16)





1987-1988 Survey Comparisons



VII

1987-1988 Survey Comparisons

An important aspect of any continuous assessment of customer service is the analysis of trends. This chapter of the report addresses this issue. In the past Scitex has conducted a number of mail questionnaires, the most recently available being the survey carried out during 1987. The analysis of this survey has been made available to INPUT for comparative purposes.

Direct comparison between these two surveys is not a straightforward matter since they were designed along different lines (one on an easy-to-fill-in form to be returned by mail, the other to be conducted in conversational format over the phone). In particular direct comparison is not possible for every survey item, since these differed between the two respective questionnaires. A further factor to be taken into account is the different survey coverage between the two sets of survey data.

Exhibit VII-1 lists the performance aspects researched in the 1987 survey. Only some of these bear direct comparison with the current survey, and these are listed below with an indication of the 1988 questionnaire number as appropriate:

- Service Engineers' Attitude (Question 14)
- Service Engineers' Availability (Response Time) (Question 9b)
- Response to Telephone Enquiries (Question 8b/9b)
- Quality of Training (Question 3)
- Quality of Manuals (Question 5)
- Applications Engineer Support (Question 7b)

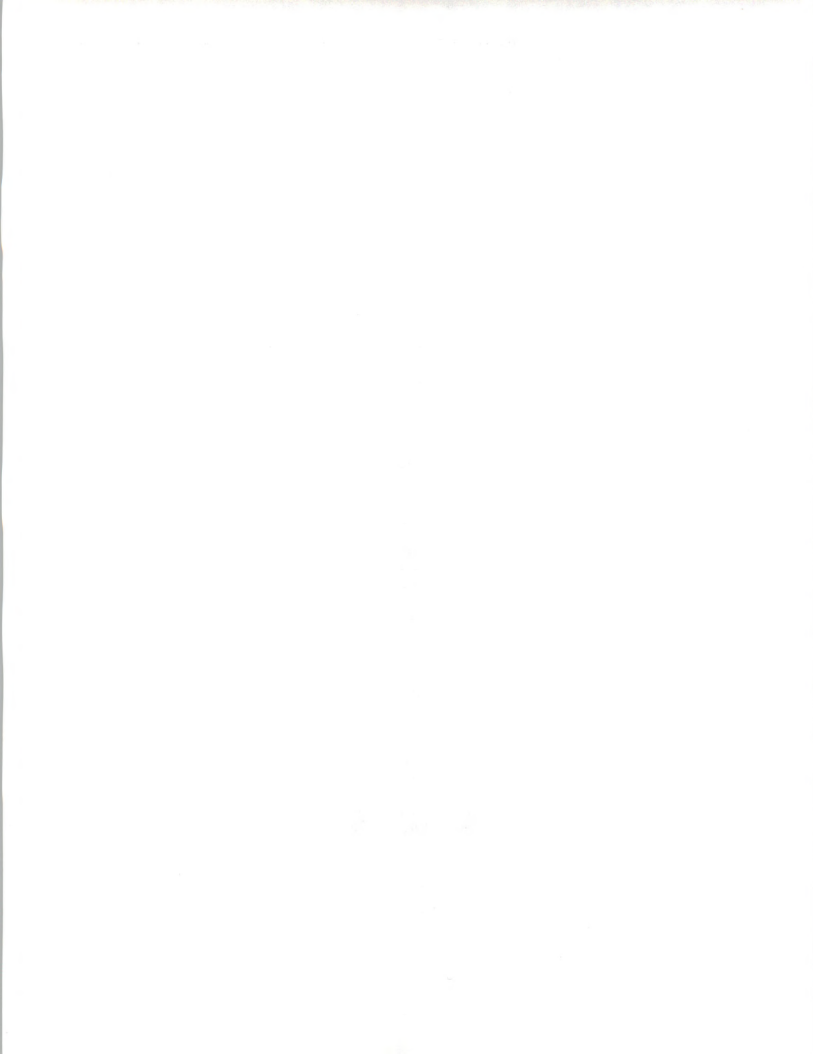


EXHIBIT VII-1

1987 SURVEY TOPIC COVERAGE

- Overall Performance of the System
- System Availability (Uptime)
- Service Engineers' Attitude
- Service Engineers' Availability (Response Time)
- Service Engineers' Competence
- Response to Telephone Enquiries
- Spare Parts Availability
- Quality of Training
- Quality of Manuals
- Applications Engineer Support
- Overall Performance of Service
- Scitex Service Compared to Others

In order to normalise the comparison between the two surveys the following ratings have been applied. It is important that this approach is fully appreciated when interpreting the trend information indicated by the comparison.

The 1987 survey used a rating scale of:

- 1 = Poor
- 2 = Fair
- 3 = Satisfactory
- 4 = Good
- 5 = Excellent

In contrast the 1988 survey used the scale of:

- Poor
- Satisfactory
- Good
- Very Good

For the purposes of comparison the following values have been attributed to the 1988 data:

- 1 = Poor
- 2.5 = Satisfactory
- 4 = Good
- 5 = Very Good

This comparative analysis can be applied to the following service elements:

- Service Engineers' Attitude (Question 14)
- Quality of Training (Question 3)
- Quality of Manuals (Question 5)
- Applications Engineer Support (Question 7b)

The analysis for these four items is shown in Exhibit VII-2.

EXHIBIT VII-2

1987-1988 TREND ANALYSIS

SERVICE ASPECT	RATING*		
	1988	1987	1985
Service Engineers' Attitude	4.22	4.08	3.96
Quality of Training	3.69	3.12	3.08
Quality of Manual	2.22	2.62	2.88
Application Engineers' Support	3.21	2.8	2.75
Sample Size	150	66	25

*Rating Scale:

1988: 1 = Poor, 2.5 = Satisfactory, 4 = Good,
5 = Very Good

1987/1985: 1 = Poor, 2 = Fair, 3 = Satisfactory,
4 = Good, 5 = Excellent

In the case of the 'service engineers' availability' and 'response to telephone enquiries', both of these aspects can only be analysed from the 1988 data on a scale of 'satisfactory' or 'not satisfactory'. Two questions were posed concerning the response time for the Scitex engineer to respond to a customer request:

- Firstly (Q8b), satisfaction with the time taken between the call to the dispatch centre and the Scitex customer engineer calling on the phone to service that request
- Secondly (Q9b), satisfaction with the time taken for the Scitex customer engineer to arrive on-site when that is necessary

The available comparative data is shown in Exhibit VII-3.

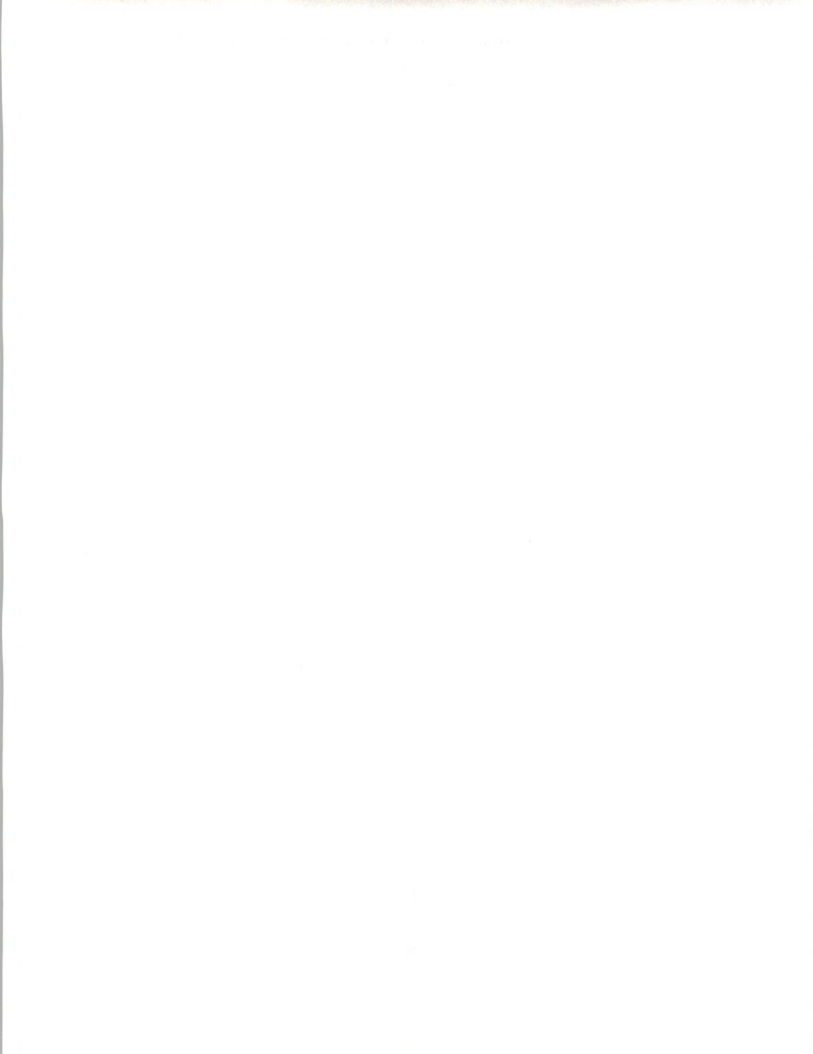


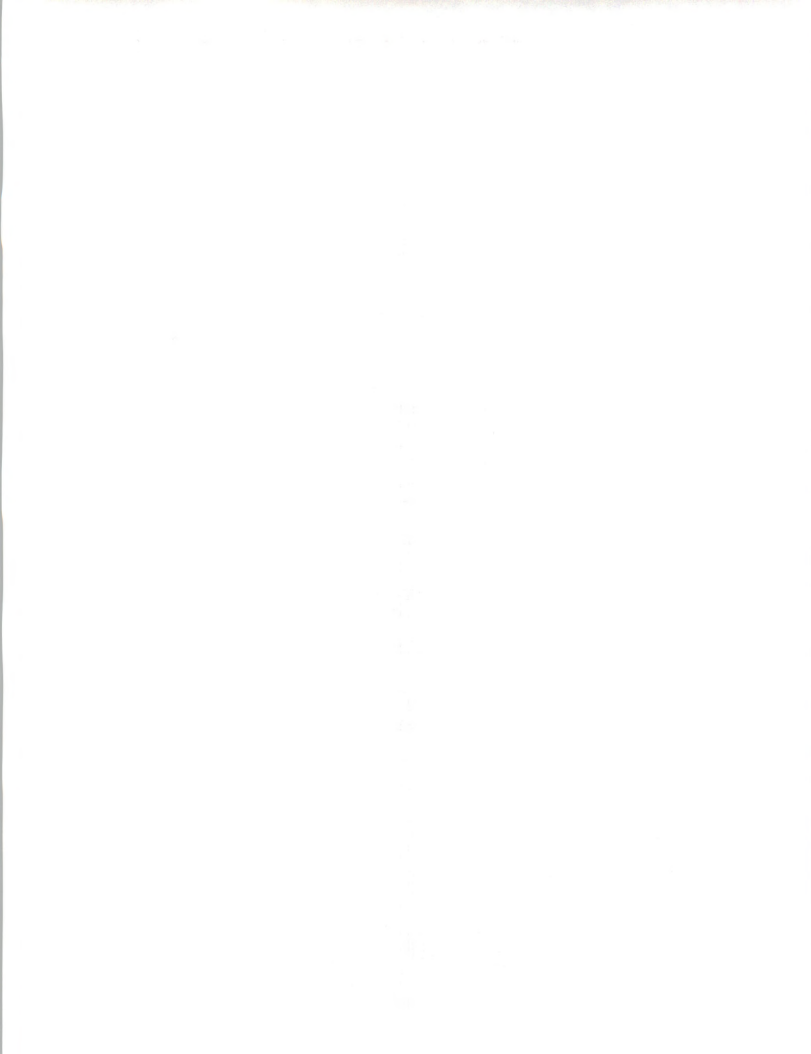
EXHIBIT VII-3

**ENGINEER RESPONSE TIME—
COMPARATIVE SURVEY DATA**

1988 SURVEY	USER RATING			
	Satis- factory	Not Satis- factory	Don't Know	Total
Response to Dispatch Centre Call (Q8b)	96	51	3	150
Percent	64	34	2	100
Arrival of Engineer On-Site (Q9b)	81	62	7	150
Percent	54	41	5	100

1987/1985 SURVEYS	USER RATING*	
	1987	1985
Service Engineer Availability (Response Time)	3.3	3.46
Response to Telephone Enquiries	3.15	3.13

*Scale: 1 = Poor, 2 = Fair, 3 = Satisfactory, 4 = Good,
5 = Excellent



In addition to the above it is possible to make some indirect comparisons on two of the remaining service aspects covered in the 1987 survey. These are:

- Service Engineers' Competence
- Spare Parts Availability

Question 11 requested that the respondent rate the importance of certain factors that contribute to delays in problem resolution. Two of these factors were 'the engineers' knowledge' and 'spare parts availability'.

The comparison of this 1988 data against that from 1987/1985 needs careful analysis. The greater the engineers' knowledge or competence the least likely is it to be a critical or important factor in causing a delay in resolving a problem. Similarly for the availability of spare parts, the greater their availability, the less likely they are to be the cause of delay in problem resolution. Exhibit VII-4 provides the relevant available data for comparison.

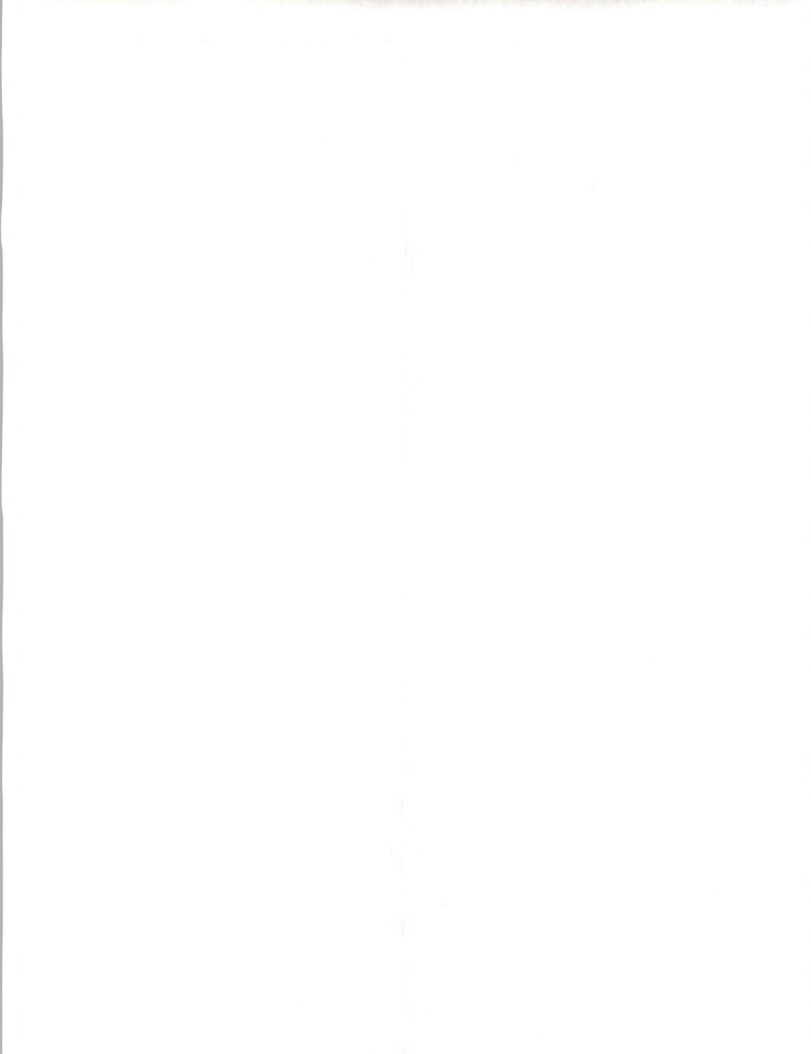


EXHIBIT VII-4

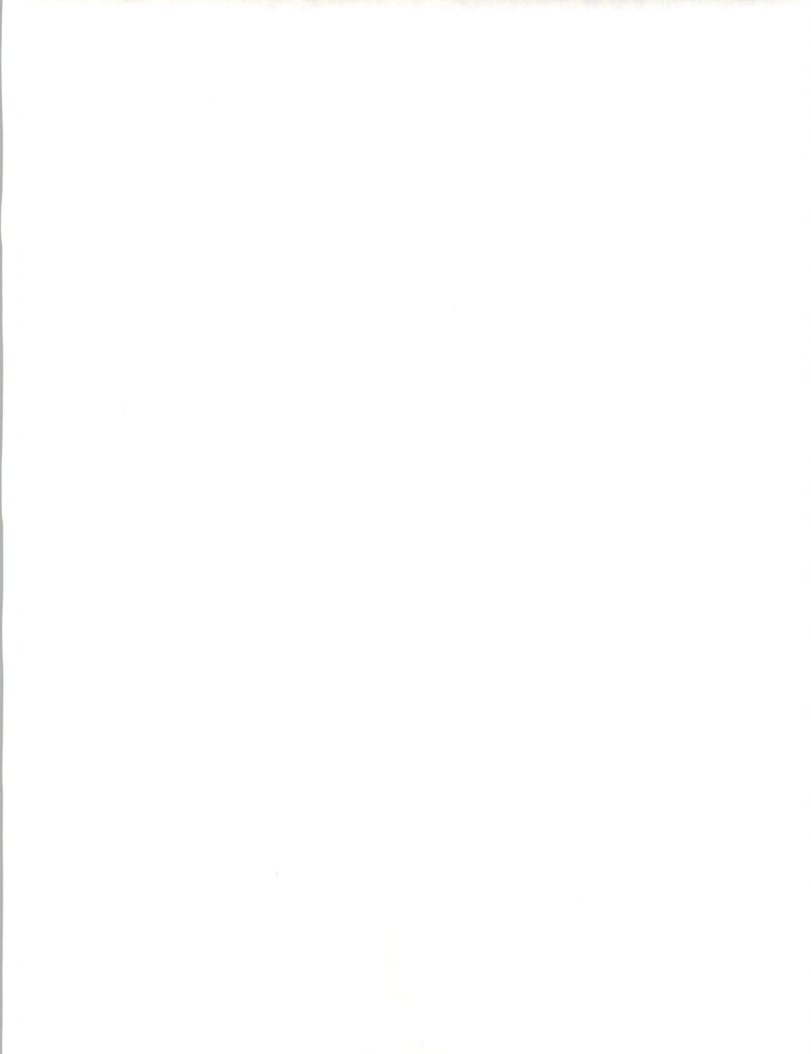
**SPARE PARTS AVAILABILITY AND
ENGINEERS' KNOWLEDGE—
COMPARATIVE SURVEY DATA**

	USER RATING					
	Critical	Important	Some Importance	Not Important	Don't Know	Total
Spare Parts Availability	46	48	22	22	12	150
Percent	31	32	15	15	7	100
The Engineers' Knowledge	9	37	19	64	21	150
Percent	6	24	13	43	14	100

1987/1985 SURVEYS	USER RATING*	
	1987	1985
Spare Parts Availability	2.42	2.25
Service Engineers' Competence	3.58	3.63

*Scale: 1 = Poor, 2 = Fair, 3 = Satisfactory,
4 = Good, 5 = Excellent







Appendix: Questionnaire





Appendix: Questionnaire

Application Section

QU: 1 Firstly can I ask you, when you first purchased the SCITEX installation where did your staff receive their training?

- ☐ Brussels
☐ On-Site
☐ Don't Know

QU: 2a How long was this period of training?

- ☐ 1-2 Weeks
☐ 3-4 Weeks
☐ 5-6 Weeks
☐ Other (please state) _____

QU: 2b Did you consider this length of training to be sufficient, too long or too short?

- ☐ Sufficient
☐ Too Long
☐ Too Short

QU: 3 What was your opinion of the overall quality of the training course?

(Interviewer Note: Site as Identified in Q1)

	Very Good	Good	Satisfactory	Poor
Brussels	_____	_____	_____	_____
On-Site	_____	_____	_____	_____
Don't Know	_____	_____	_____	_____

QU: 4 Could you please give me a specific comment on the 'availability' of the SCITEX instructor to you and your staff personally during the instruction course?

(Interviewer Note: Probe on such points as; availability of instructor to answer questions, help staff having difficulties, preparedness to work outside normal working hours with client staff, etc.)

QU: 5 How would you rate the quality of the SCITEX operator manual?

	Very Good	Good	Satisfactory	Poor
Operator Manual Quality	_____	_____	_____	_____

QU: 6 And how would you rate the overall performance of Scitex software?

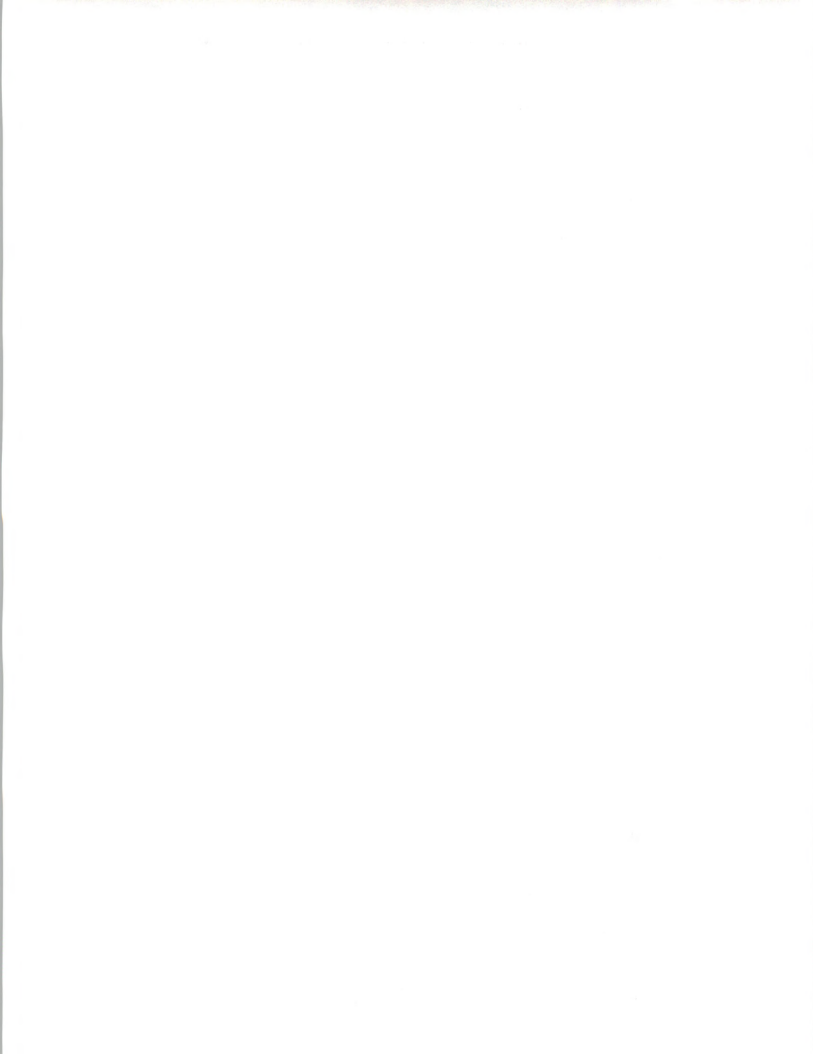
	Very Good	Good	Satisfactory	Poor
Software Performance	_____	_____	_____	_____

QU: 7a Now turning to the question of the applications support that you get from Scitex, how available is that to you, do you get sufficient support or too much or too little?

____ Sufficient
 ____ Too Much
 ____ Too Little

QU: 7b What is your rating of the overall quality of that applications support?

	Very Good	Good	Satisfactory	Poor
Applications Support Quality	_____	_____	_____	_____



RESPONSE SECTION

(Interviewer Note: Scitex have implemented during 1987 a new communications channel for customer service requests called the 'dispatch centre'. Telephone response time is defined as the elapsed time between the customer calling the dispatch centre and the Scitex engineer calling the site to service the request.)

- QU: 8a Now turning to the subject of engineer response time, what in your estimation is the typical length of time that elapses between your request for service and the Scitex customer engineer calling on the phone to service that request?

_____ Hours

- QU: 8b In your opinion is that response time satisfactory or not?

___ Yes
___ No
___ Don't Know

- QU: 9a When it is necessary for the Scitex engineer to come on-site to resolve a problem, what in your estimation is the typical time that elapses between your initial request for service and the arrival of the engineer on-site?

_____ Hours

- QU: 9b In your opinion is that response time satisfactory or not?

___ Yes
___ No
___ Don't Know

HARDWARE FIELD SUPPORT SECTION

- QU: 10a With respect to the actual report, in your opinion what is the typical time taken by the engineer to resolve a problem?

_____ Hours

- QU: 10b In your opinion is that time satisfactory or not?

___ Yes
___ No
___ Don't Know



QU: 11 Where there appears to be a delay in solving a systems problem how would you rate the importance of the factors that contribute to that delay?

	Critical	Important	Some Importance	Not Important	Don't Know
Spare Parts Availability	_____	_____	_____	_____	_____
Quality of Spare Parts	_____	_____	_____	_____	_____
The Engineers Knowledge	_____	_____	_____	_____	_____
Other (Please State)	_____	_____	_____	_____	_____

QU: 12a Has it been your experience that most problems are solved by one service call?

_____ Yes
 _____ No
 _____ Don't Know

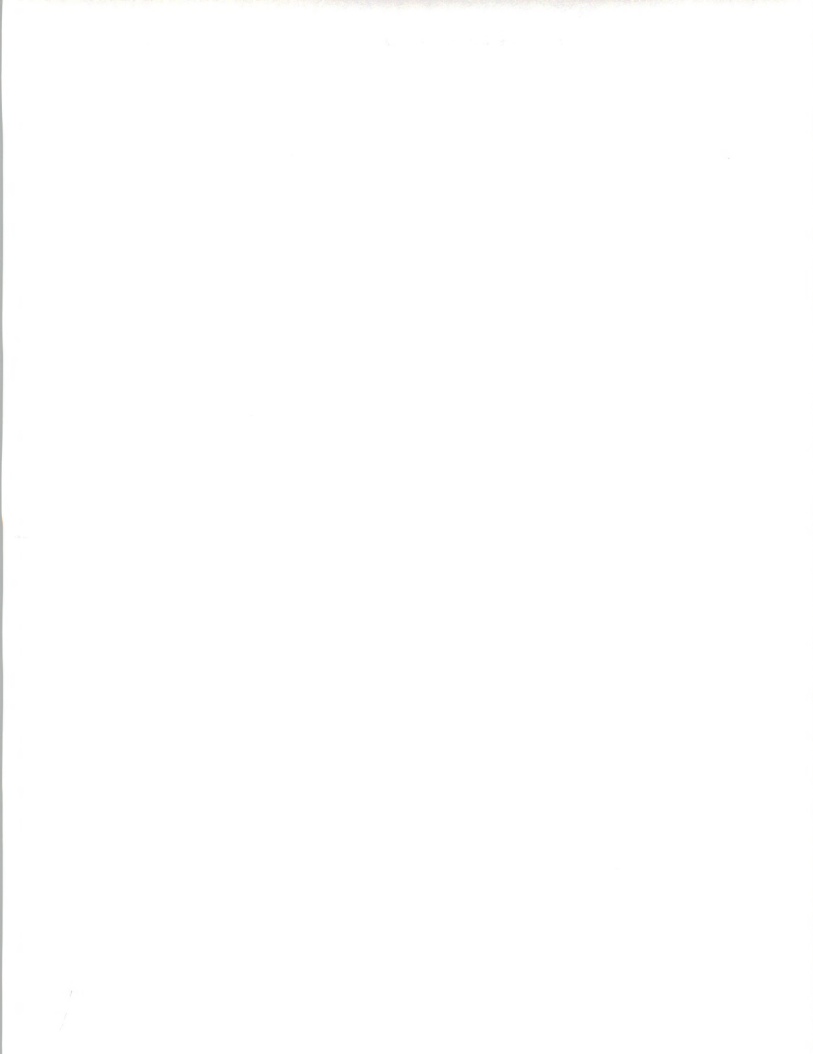
QU: 12b (Only ask if answer is NOT one call)
How many calls does it generally take? _____

QU: 13 How would you rate the helpfulness of the engineer in providing you with progress information on the status of a repair at your site?

_____ Very Good
 _____ Good
 _____ Satisfactory
 _____ Poor

QU: 14 What is your opinion concerning the general attitude of the service engineer?

_____ Very Good
 _____ Good
 _____ Satisfactory
 _____ Poor

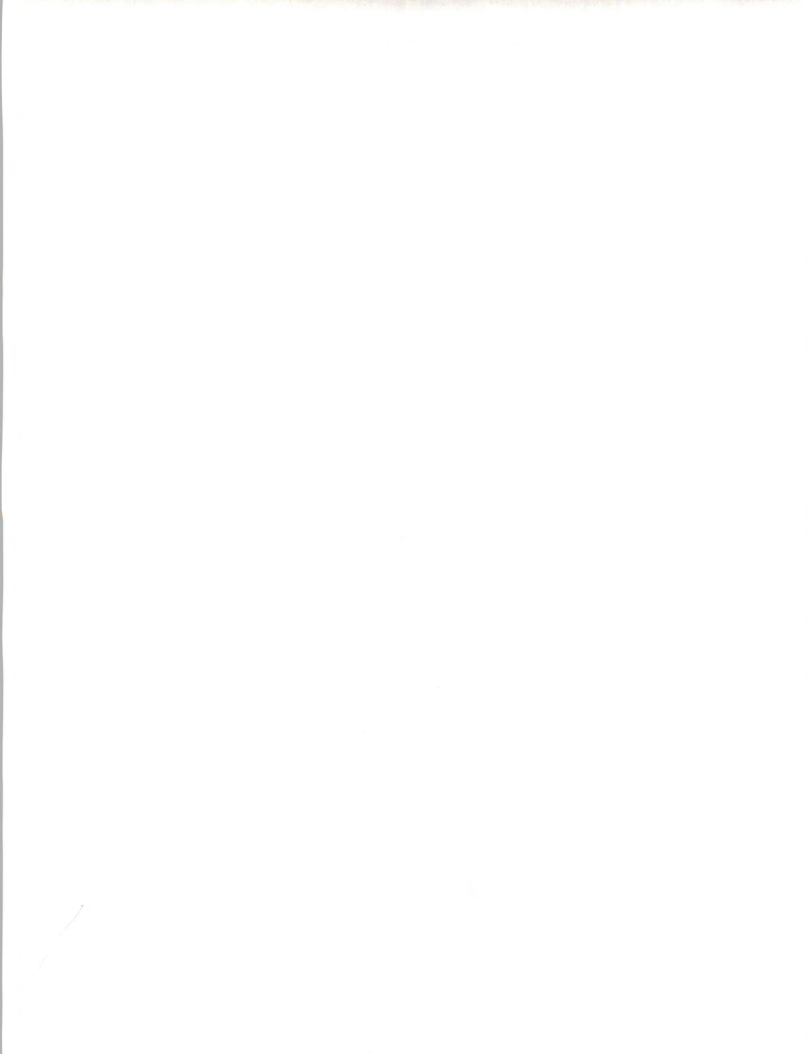


QU: 15 How would you rate your overall communication with Scitex customer support management?

- ☐ Very Good
☐ Good
☐ Satisfactory
☐ Poor

QU: 16 Finally I would like to ask you to provide me with any comments or suggestions that you might have on how Scitex could improve their field support activity?

THANK YOU VERY MUCH FOR YOUR TIME.

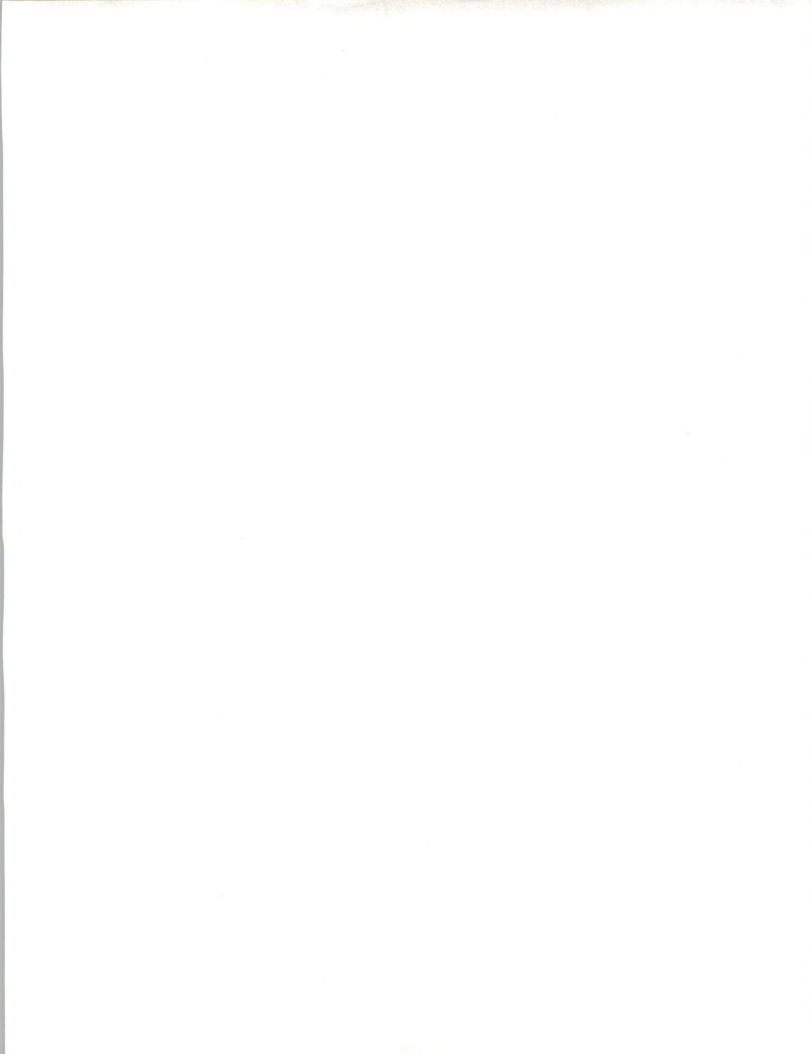






Appendix: Proposal







Appendix: Proposal

Study Objectives

1. a. To telephone survey at least 80% of the 165 Scitex users in three major European countries to establish their satisfaction with Scitex customer services.
- b. To analyse the results, compare with previous Scitex satisfaction surveys, and report and present the findings.

2. Scope of the Study

The users are spread in Europe as follows:

80 Western Germany
50 U.K.
35 France

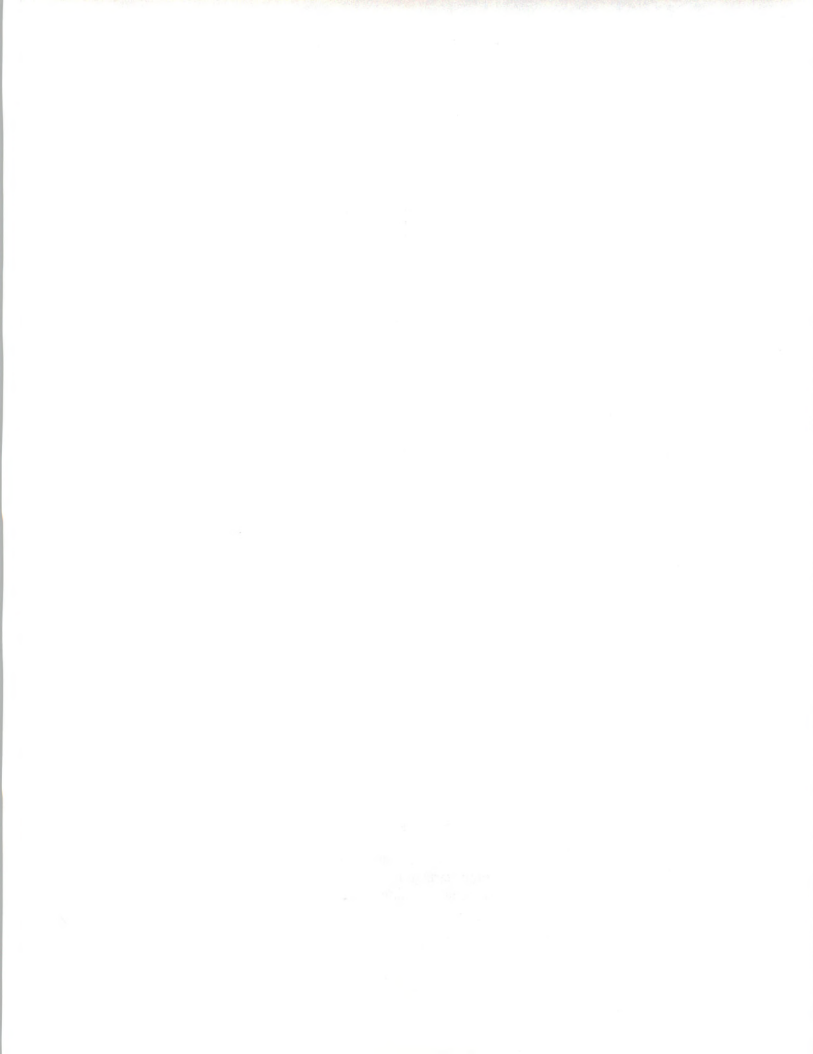
165

3. Methodology

Scitex users will be telephoned using a questionnaire jointly prepared by Scitex and INPUT. A copy of the draft questionnaire is attached to this proposal.

Scitex will translate the questionnaire into German and French.

A letter will be sent by Scitex to all their users a week before the survey starts to introduce the study and let users know that INPUT will be telephoning them.



4. Deliverables

- a. A report will be prepared that will analyse the results and compare them as far as possible with the 1987 study that Scitex carried out. Scitex will make available to INPUT the analysis of the 1987 results in tabular form. The report will provide commentary on the analysis and draw conclusions and recommendations as appropriate.
- b. A presentation of the results to Scitex.

Schedule

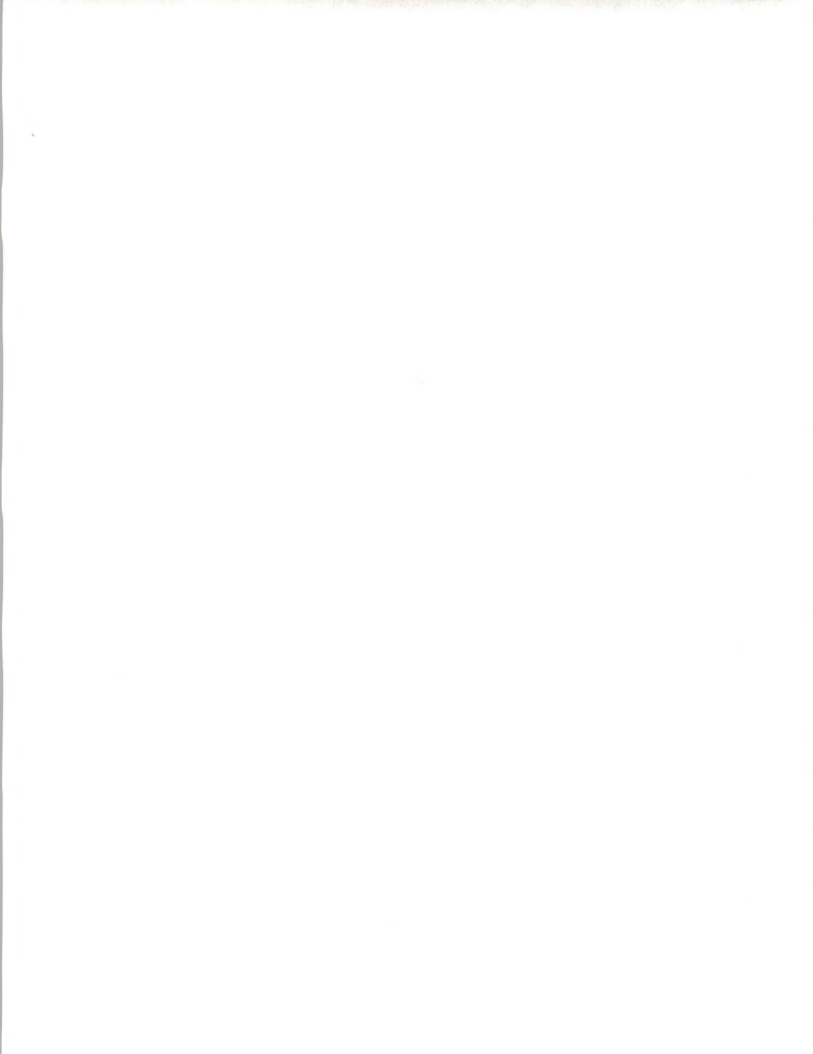
This will be jointly approved by Scitex and INPUT.

5. Fees

The fee for the project—including an estimated £660 expenses will be:

- a. £11,860—where 132 interviews are completed (80% of user base).
- b. £12,685—where 165 interviews are completed.

Forty percent of the fee will be payable on authorisation, 40% on completion and 20% 30 days after completion.





Appendix: Customer Reference Number Listings



EXHIBIT C-1a

CUSTOMER REFERENCE LIST—WEST GERMANY

RECORD NUMBER	CUSTOMER	SYSTEM
1	BRENDAMOUR	300
2	Z. G. REPRODUCTION	300
3	SCHOELLER	280
4	BERGER	300
5	GRUELE	280
6	BOSCH	280
7	HEWLETT-PACKARD	280
8	REPROTECHNIK STARING	280
9	ANT	280
10	FESTO	300
11	NOKIA	280
12	FHD	300
13	WUERTH	280
14	FREIDRICH KREUTER	300
15	KITTEL	300
16	BUESCHER	300
17	REPRODUKT	300
18	STICHNOTE	300
19	THOMAS KURZBERG	300
20	SCHMALBALCH LUBECA	300
21	D AND D REPRO	300
22	KORENFELD	300
23	PRINTZ AND SCHULTZ	280
24	L.V.A.	283
25	SAURESSIG	300

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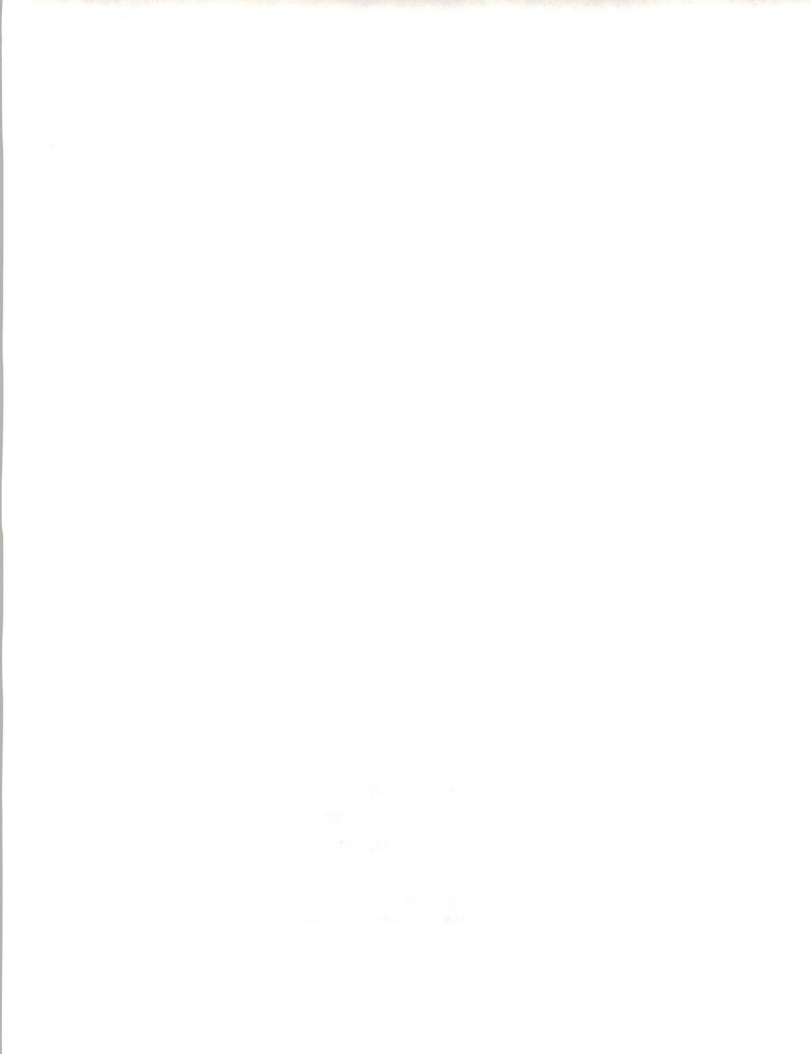


EXHIBIT C-1b

CUSTOMER REFERENCE LIST—WEST GERMANY

RECORD NUMBER	CUSTOMER	SYSTEM
26	CITY REPROTECHNIK	300
27	ORT	300
28	SCANTECHNIK REPRO	300
29	BUSSE	300
30	BAUER DRUEK KOELN	300
31	REPROSTUDIO ANGERMUN	300
32	OPITZ	300
33	MELCHERT	300
34	MIRGEL AND SCHNEIDER	300
35	DANNHOFER	300
36	FISCHER AND SCHMIDT	300
37	NEMELA AND LENZEN	300
38	STAT DUSSELDORF	280
39	REPRO MEDIA	280
40	BAUER JOHANNES	300
41	BROSCHEK	300
42	REPRO 68	300
43	HIRTE	300
44	REPROSTUDIO BECKMAN	300
45	WISSENBERGER	300
46	OTTO VERSAND	300
47	IFAG	300
48	TYPE AND LITHO	300
49	BAUER ALDERT	300

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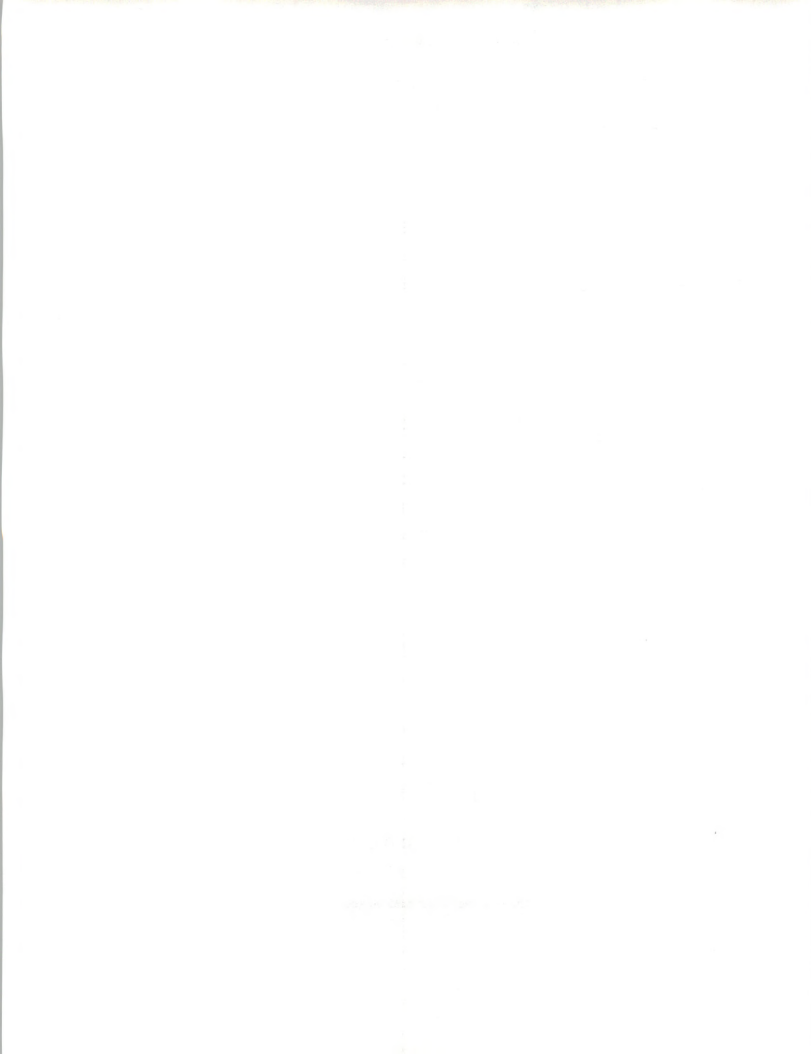


EXHIBIT C-1c

CUSTOMER REFERENCE LIST—WEST GERMANY

RECORD NUMBER	CUSTOMER	SYSTEM
50	REPROTECHNIK UWE	300
51	HENNIG OFFSET	300
52	OT REPRO	300
53	GASS HELMUT	300
54	S AND T SCAN	300
55	IFAC	300
56	REPRO AND DRUEK	300
57	WITTEMAN AND KUPPERS	300
58	BESSER	300
59	SAASE AND HALER	300
60	DAS STUDIO	300
61	SCHOELER ELEKTRONIK	280
62	LITHO ART	300
63	HELD	300
64	COLORTECHNIK	300
65	4P VERPACKUNGEN	300
66	HUEK	300
67	NAK STOFFE	300
68	ATEGRA	300
69	WEISSENBERGER	300
70	4P NICAULAU	300
71	EBV 2000	300
72	EUROPACK REPRO	300
73	MT COLOR	300
74	STARK ALBAN	300
75	REPRO UNION	300

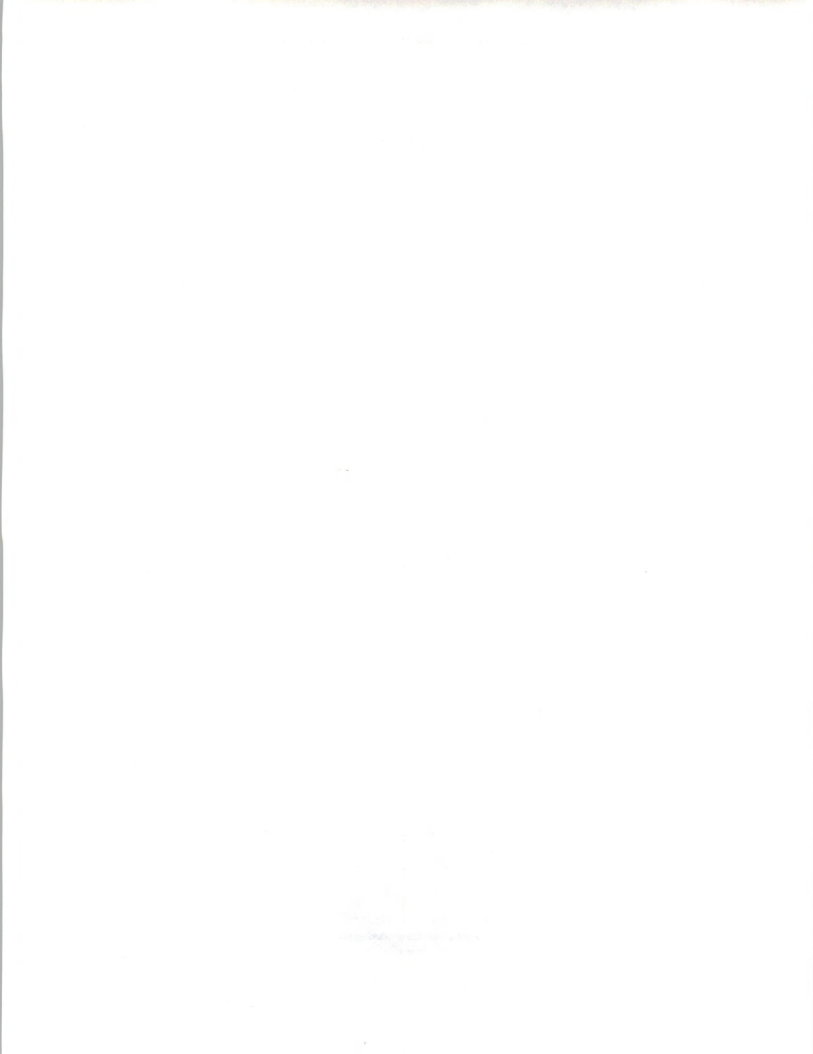


EXHIBIT C-2a

CUSTOMER REFERENCE LIST—UNITED KINGDOM

RECORD NUMBER	CUSTOMER	SYSTEM
1	AMOCO EUROPE & WEST AFRICA INC.	800
4	AUTOMOBILE ASSOCIATION	280
5	BARCREST LTD.	280
7	BRINTONS LTD.	200
8	BRITOIL PLC (ELP)	800
9	C.G.G. UK	800
11	CHATSWORTH KNITWEAR LTD.	200
14	COLOURMAP SCANNING LTD.	280
16	DEMINEX UK LTD.	800
21	G.S. GEOCENTRE (LONDON) LTD.	800
25	JOHN BARTHOLEMEW & SON LTD.	280
29	MARCONI SECURE RADIO SYSTEMS	280
30	NOPEC UK LTD.	800
31	ORDNANCE SURVEY	280
33	PRESTWICK CIRCUITS LTD.	280
36	SARAT UK	280
37	SEISSMOGRAPH SERVICES	800
38	SPECTRUM ENERGY	800

Continued



EXHIBIT C-2b

CUSTOMER REFERENCE LIST—UNITED KINGDOM

RECORD NUMBER	CUSTOMER	SYSTEM
2	APEX GRAPHICS	300
3	APG PHOTOLITHO	300
6	BLACKBURN PRINT LTD.	300
10	CATALYST COLOUR REPRODUCTIONS	300
12	CLYDESCAN LTD.	300
13	COLOUR SOLUTIONS	300
15	D.R.G.	300
17	ELECTRA GRAPHIC SYSTEMS	300
18	F.E. BURMAN LTD.	300
19	FIELD SONS & COMPANY LTD.	300
20	FREEMANS LTD.	300
22	GRAPHIC RESPONSE LTD.	300
23	HOISTMUIR	300
24	IMAGE WORKSHOP	300
26	K.N.P.	300
27	LATENT IMAGE	300
28	LITHO PREPRINT SERVICES LTD.	300
32	PINEPOINT	300
34	RAPIDAGRAPHS LTD.	300
35	RESEND LIMITED	300
39	STUDIO 10	300
40	T. BAILLEY FORMAN	300
41	TRADEMASTERS LTD.	300



EXHIBIT C-3

CUSTOMER REFERENCE LIST—FRANCE

RECORD NUMBER	CUSTOMER	SYSTEM
1	ANPHO COLOR	300
2	ARRIGO	300
3	ASTER	300
4	BDP SCAN	300
5	BERGHONE	300
6	CGG	800
7	COLORTECH	300
8	CPA	300
9	DIGAMA	300
10	ELF AQUIT.	800
11	G.P.S.	300
12	GOUSTARD	300
13	GRAPHI 4	300
14	GRAPHIQUE 13	300
15	I.G.N.	280
16	IMAGE	300
17	P.S.C.	300
18	PERENCHIO	300
19	QUADRI LASER	300
20	S.E.P.G.	300
21	S.N.P.	300
22	SAT PARIS	300
23	SCAN WEST	300
24	SCANWAY	300
25	SERPAL	300

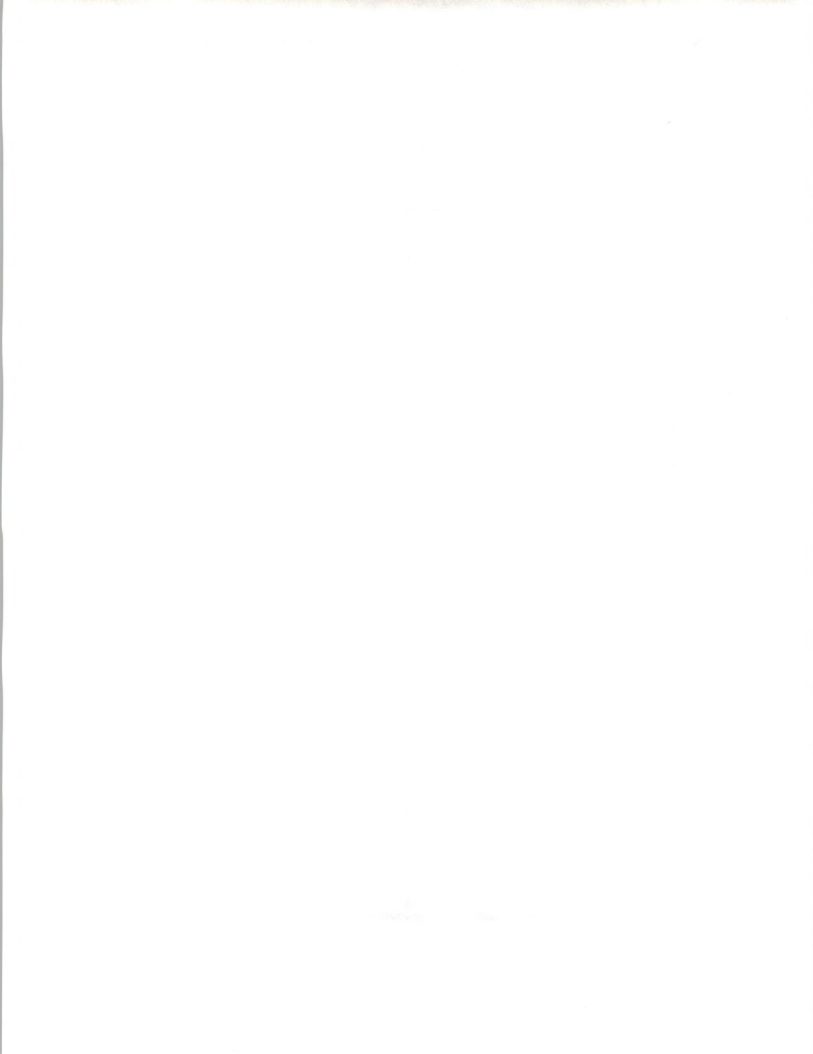


EXHIBIT C-4

CUSTOMER REFERENCE LIST—SWITZERLAND

RECORD NUMBER	CUSTOMER	SYSTEM
1	AARGAUER	300
2	ALOHA SCAN	300
3	BUNDESMAT	280
4	CLICHE LITHO	300
5	DENZ	300
6	GRAVIT	200
7	HASLER	280
8	HEBERLIN	200
9	KREINBUHL	300
10	KUMMERLEY AND FREI	280
11	LITH ART	300
12	NIEVEGELT	300
13	REPRO SINGER	300
14	REPROLITHO	300
15	RHOMBERG TEXTIL	200
16	SAA	300
17	SCHWITTER	300
18	STUTZ	300
19	SUGRAVO	300
20	TAGESANZEIGER	300
21	TEXUNION	800
22	WHERLE	300



