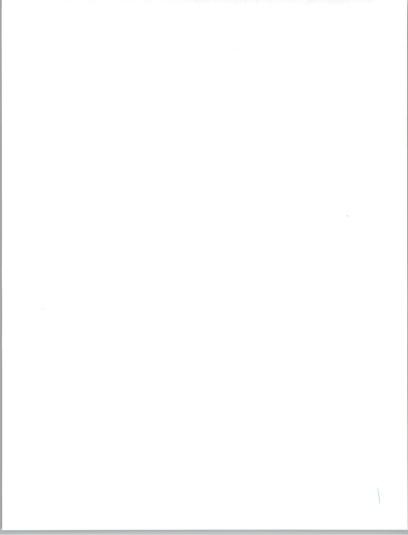
Repositioning the Company for Client/Server Computing

Joanne Masingill

Director, Client/Server Integrated Solutions & Services Digital Equipment Corporation





Making Open Client/Server A Reality

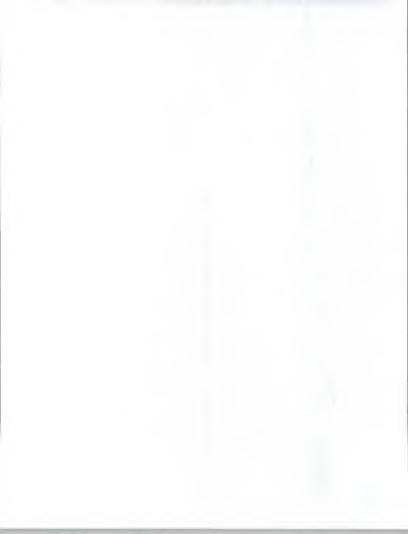
Joanne K. Masingill

Director Client/Server Integrated Solutions Digital Consulting



Client/Server

- Definitions
- Changing Environment
- Client/Server Services Strategy
- Implementing Open Client/Server solutions
- Digital difference



Client/Server Definitions



Client/Server Is . . .

- a) A buzzword
- b) A style of computing
- c) A technology
- d) A legal term
- e) Some of the above
- f) None of the above
- g) All of the above

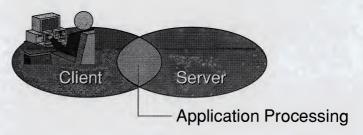


d i g i t a l

Client/Server Definition

Classic 2-Tier Approach

A style of computing in which application processing is shared between client programs, which request specific functions, and server programs, which provide those functions

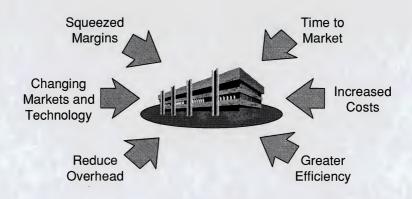




Changing Environment



Business Pressures



This Means Change . . .



Changing Environment digital Integration of Business Global Business and IT Infrastructure Operations Cross-functional Team Integration Business Operations and New Distributed Applications Business Multi **Driven Stage** Functional Team Workgroup Integration and Data Access Technology Driven Stage Workgroup Parsonal People Driven Stage

Change Means All Of The Above



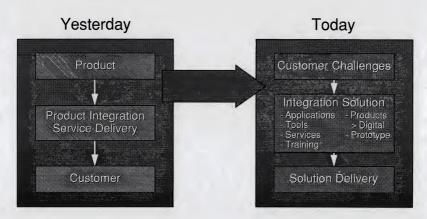


Client/Server Services Strategy



Digital Consulting

Supporting Customer's Transition To Client/Server





Client/Server Integrated Solutions And Services

IT Infrastructure	Business Process Re-Engineering	
	IT Strategic Architectural Services	
New Distributed Applications	Client/Server IT Architectural Services	Digital Consulting Services
	Solution Design & Technology Integration	
Desktop Data Access	Simple, Repeatable Solution Templates	
	Product Support	Multivendor Customer Services



Digital Consulting Integration Services

Application Production Workgroup Network System Integration Integration Systems Solutions and Services Services and Network Migration Managem't Services Client/Server Integrated Solutions and Services



Solutions For The **Changing Environment**

Service Categories

Client-Server Architectural Services

Morkgroup Solution

- Familiarization
- Assessment
- Design
- Pilot
- Implementation

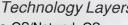
Support

Systems and Network Management Technology Layers

- OS/Network OS
- Database

work in eachion Services

- Development tools
- Middleware
- Groupware
- TP/EDI
- Operational tools





What Customers Ask For:

Familiarization "Help me understand what it means"

Assessment "Help me understand how it would

benefit me"

Design "Help me plan for my immediate and

future needs"

Pilot "Help me get started with a live

evaluation"

Implementation "Help me get all my users up and running"

Support "Help me reduce my cost of ownership"



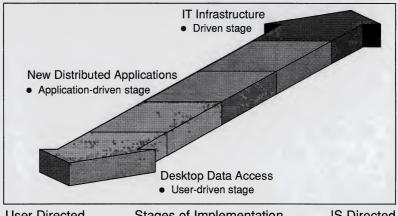
Implementing Open Client/Server Solutions



Build Open Client/Server Systems

To Meet Business Needs

Complexity of Need



User Directed

Stages of Implementation

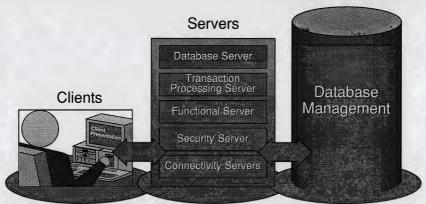
IS Directed



Open Client/Server

Evolving 3-Tier Approach

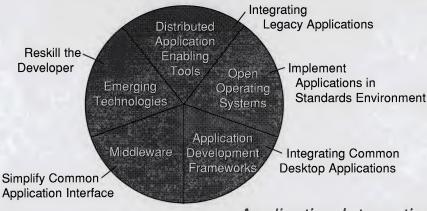
External Data Sources





Reskill Systems People

Adapting To The Client/Server Environment

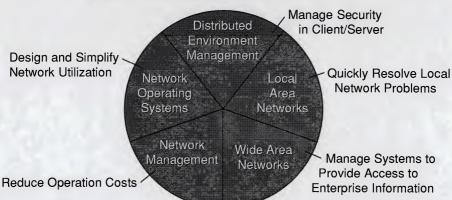


. . . Application Integration



Manage High Performance Operations

Client/Server Environment

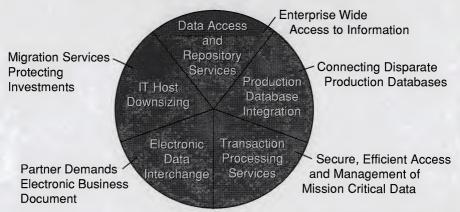


... Network Integration Services



Protect Existing Investments

In The Client/Server Environment

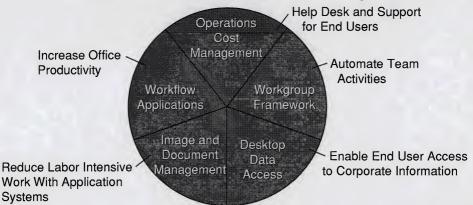


... Production Systems



Reskill End Users

Utilize Client/Server Productivity Tools



... Workgroup Solutions



Maintain High Availability

Systems And Applications In The Client/Server Environment

Maximize Systems Reduction in Operations Utilization and Plan for Future System Capacity and IT Operations Growth Performance Management Management Business Security Protection Services Maintain System Contingency Planning, Security and Inhibit Restart Recovery **Unauthorized Access**

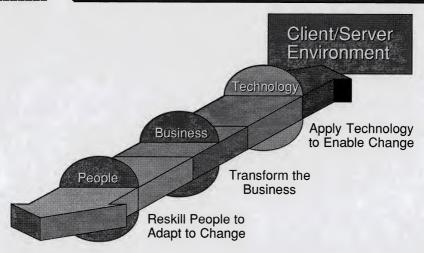
. System And Network Management



Digital Difference



Digital's Comprehensive Approach





Digital Difference

Technical Competencies

- Open Client/Server architecture design
- Network integration and PC LAN integration
- Multivendor fault isolation and support
- Systems/networks management

Core Capabilities

- Multivendor systems integration and solution creation
- Multivendor service engineering and technologies
- People skills development
 - Customer engagement and management

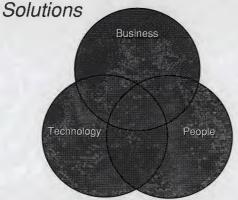
Global Operations

- 2000+ business /technology consultants
- 7000+ Client/Server service specialists
- 2800+ UNIX service specialists
- 700+ CNE in multivendor network operating systems



Digital Difference

... One Stop Open Client/Server



An Integrated Implementation to Take Full Advantage of the Client/Server Solutions



JOANNE K. MASINGILL DIRECTOR, CLIENT/SERVER INTEGRATED SERVICES DIGITAL EQUIPMENT CORPORATION

PROFILE

CAPABILITIES

Ms. Masingill is Director of Client/Server Integrated Services for Digital Equipment Corporation. In this role, Ms. Masingill is responsible for defining, creating, and delivering client/server solutions and services in the U.S. The range of services include solutions in downsizing, workgroup computing, and application migration services. These services focus on customer needs in understanding and effectively taking advantage of client/server technology to meet their business needs in the 1990s.

BACKGROUND

Ms. Masingill joined Digital in 1988 and has held a variety of senior management positions with the company, including Director of Strategic Alliances and Business Development for Digital's Office Information Group, and Director of Business Development, Marketing and Operations for Network Integration Software and Database Systems.

During her career, Ms. Masingill has held numerous international operational, marketing, and management positions at AT&T, Mathematica Consulting division, and Squibb Corporation. She has been recognized as a leader in open systems applications and client/server integration solutions.

EDUCATION

She received a B.A. with honors in Mathematics from Douglass College, Rutgers University, and has completed a number of executive education programs, including INSEAD Business School in Fountainbleau, France.

