

CONTACT REPORT

p 1 of 3

Non Client/Prospect File: Media Financial Other _____INPUT Staff: Init. TOP Init. _____ INPUT office Client Office Other _____Contact Date: 1/28/97Date Written: 2/3/97

Company	<u>CSC</u>			DISTRIBUTION:	Prog./Proj. ID
Name	<u>Mary Chery</u>	Action	Info.	By When	Describe Action-F/U
Title		<u>TBF/P</u>	<u>PL</u>	<u>← Feb</u>	
Address			<u>PAC</u>	<u>10 (#2)</u>	
			<u>WH</u>		
Phone: () -					
Fax: () -					

Traded calls until 1/28 (from PAC mty 1/14)

① Renewed substance of my 1/20 memo. She is basically sales-driven & had ^{not} thought through the math. Once she realized that competitors weren't growing internal accounts at 20-30% a year, she lost interest

② She still has an interest in INPUT making presentations to CSC clients/prospects, but has to do more work on what the contract's scope will be

Note: TOP sick on 1/29 + Dr appts on 1/30 + 1/31

Mail List Change Order Update Correction Deletion Addition* Serial Number _____

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2. LEVEL Executive Manager Analyst Acquisition International Other
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EUROPE CSPR MAAP MSSP MVPP BIPR OSPR U.S.A. Other

* No names will be added without a completed change order and program manager approval. Program Manager Authorization _____

CONTACT REPORT Company _____

Continuation

Name _____

INPUT

400 Frank Burr Blvd
Teaneck, NJ 07666

F A X C O V E R S H E E T

DATE: January 20, 1997 **TIME:**
TO: Peter Lines, Paul **PHONE:**
Connally, Wilson **FAX:**
FROM: Tom O'Flaherty **PHONE:** 201-801-0050
INPUT **FAX:** 201-801-0441
RE: Attached CSC Query/Lead (Point 2 on Contact Report)
CC:

Number of pages including cover sheet: 4

Message

Do EDS and IBM "Grow their (existing) accounts 20-30% a year?" Before I respond, I want to make sure I have consensus within INPUT on the reply.

1. On its face, this number can't be right:
 - EDS only hit 25% growth (overall) once in the 1990s
 - EDS' GM business has shown 10-12% growth annually at best
 - Allowing a reasonable growth rate from new accounts makes overall growth unreasonably high.
2. In part, this is a definitional issue: What is an "account"? In IBM's case, virtually every piece of business they get is from existing accounts. An "account" can also be defined so narrowly as to count a lot of additive business as new business. In discussions with EDS and IBM that touched on this issue, I got the impression that they couldn't count this very easily (and weren't that interested in doing so). I worked closely with Litton 2 years ago on this subject: They wanted very much to get an accurate number, but were unable to do so (they couldn't agree on a definition internally and their records were poor).
3. I have made a broadbrush model based on two assumptions:
 - Half of additive business is follow-on and the other half is new (including business developed in a different part of an existing account. (This is based on data I have seen and firms I have talked to.)
 - Some existing accounts grow; others shrink. For the better firms, there are more of the former than the latter.



BUSINESS GROWTH MODEL

By Source of Business

SOURCE OF BUSINESS	PROPORTION OF ACCOUNTS	ANNUAL GROWTH	NET INCREMENT TO BUSINESS
Existing Accounts	.30	+30%	+.09
Existing Accounts	.50	+10%	+.05
Existing Accounts	.20	-20%	-.04
Existing Accounts	1.00		+.10
New Accounts		+10% (a)	+.10
Total			+.20

(a) On business base

This model says that about half of a respectable overall 20% growth rate comes from a minority of fast-growing accounts. This is only a model, of course, and can accommodate better information.

4. I plan on calling CSC Tuesday afternoon, so please give me any comments by then.



To Alexis/Peter L (1) cc Tom

INPUT

CONFIDENTIAL—Property of INPUT
CONTACT REPORT MAIL LIST - SEE BACKNon Client/Prospect File: Media Financial Other _____INPUT Staff: Init. TOP Init. _____ INPUT office Client Office Other _____

Contact Date: 1/28/97

Date Written: 2/3/97

Company	DISTRIBUTION:			Prog./Proj. ID Describe Action+AU
	Action	Info.	By When	
CSC	TBF/PL	PL	c Feb	
Name Mary Cherry		PAC	10 (A2)	
Title		MM		
Address				
Phone: ()				
Fax: ()				

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① Revised substance of my 1/20 memo. She is basically sales-driven or had ^{not} thought through the Omaha Once she realized that competitors weren't giving internal accounts of 20-30% a year, she lost interest

② She still has an interest in INPUT making presentations to CSC clients/prospects, but ~~how to do more~~ work on what the contract's scope will be

Note: TOP such on 1/29 + Dr appts on 1/30 + 1/31

Please make sure Peter C is copied on this. I will throw away the copy received in CL.

Tom - FYI Peter went early to Ill. yesterday!

Pat

 Continued over

The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry should be supported by a valid receipt or invoice. This ensures transparency and allows for easy verification of the data.

In the second section, the author outlines the various methods used to collect and analyze the data. This includes both primary and secondary data collection techniques. The primary data was gathered through direct observation and interviews with key stakeholders. Secondary data was obtained from existing reports and databases.

The analysis phase involved using statistical software to identify trends and correlations within the data. The results show a clear upward trend in the number of transactions over the period studied. This is attributed to several factors, including increased market activity and improved infrastructure.

Finally, the document concludes with a series of recommendations for future research and implementation. It suggests that further studies should be conducted to explore the long-term effects of the observed trends. Additionally, it recommends that the current findings be used to inform policy decisions and strategic planning.

CONTACT REPORT

Non Client/Prospect File: Media Financial Other _____

Contact Date: 1/14/97

INPUT
Staff: Init. pkc Init. _____ INPUT office Client Office Other _____

Date Written: 1/15/97

CSC Computer Sciences Corporation Technology Management Group Mary L. Cherry Director, Strategic Business Operations 3160 Fairview Park Drive Falls Church, Virginia 22042 703.876.1124 Fax 703.876.9681	DISTRIBUTION:		Prog./Proj. ID _____
	Action	Info.	Describe Action-F/U
		By When	

pkc - send CSO info.

pkc - follow up with Mary

pkc - send CSO info.

CSC Computer Sciences Corporation Technology Management Group Thomas C. Robinson President 3160 Fairview Park Drive Falls Church, Virginia 22042 703.876.1400 Fax 703.876.9681	Tom's group has about 6000 people. Will be responsible for all the infrastructure operation for CSC in April This is confidential. Learn it that the Du Pont contract demands it.
--	--

Tom's group has ~~about~~
6000 people. Will be responsible
for all the infrastructure
operation for CSC in April
This is confidential. Learn
it that the Du Pont contract
demands it.

Both Mary and Tom come from Federal. Tom Madison
group does marketing for them.

Several areas of opportunity. One is helping them with
Marketing - we must talk with Tom about this. There are
two groups of ~~about~~ prospects they are having little success?
penetrating. Thought is to have us participate in a seminar for
Executives from companies in these groups. They could use
their internal group but that is not as "independent".

Second area would be for them. They have been told that EDS &
IBM grow their accounts 20% to 30% per year. CSC doesn't
it. They would like to check this and to determine how it
is done. They do all the things like account management.
I said we could do that in US and Europe. We must contact
Mary on this.

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CONTACT REPORT Company _____

Continuation

Name _____

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 'lot of discussion on security. Tom thinks (links)-up will be slow. Even as JP Morgan they do not want to spend money on it. CSC "breaks" systems to demonstrate.



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CSC

Computer Sciences Corporation
 Technology Management Group

Mary L. Chery
 Director, Strategic Business Operations

3160 Fairview Park Drive
 Falls Church, Virginia 22042
 703.876.1124 Fax 703.876.9681

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Ask Tom Of - follow up with Mary

pls. send CSC info.

CSC

Computer Sciences Corporation
 Technology Management Group

Thomas C. Robinson
 President

3160 Fairview Park Drive
 Falls Church, Virginia 22042
 703.876.1400 Fax 703.876.9681

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② Second area would be for them. They have been told that EDS + IBM grow their accounts 20% to 30% per year. CSC doesn't do it. They would like to check this and to determine how it is done. They do all the things like account management. I said we could do that in US and Europe. We must contact Mary in the _____.

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Teaneck, NJ 07666

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Computer Sciences Corporation
Technology Management Group

Mary L. Cherry
Director, Strategic Business Operations

3160 Fairview Park Drive
Falls Church, Virginia 22042
703.876.1124 Fax 703.876.9681

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Action	Info.	By When	Describe Action-FAU
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			Eds - send CSC info.



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Technology Management Group

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President

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Continuation

Name _____ ?

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*** ACTIVITY REPORT ***

TRANSMISSION OK

TX/RX NO.	8849
CONNECTION TEL	011441753577311
CONNECTION ID	LONDON
START TIME	01/20 17:20
USAGE TIME	02'22
PAGES	4
RESULT	OK



*** ACTIVITY REPORT ***

TRANSMISSION OK

TX/RX NO.	8848
CONNECTION TEL	1 415 961 3966
CONNECTION ID	MT VIEW
START TIME	01/20 17:17
USAGE TIME	01'41
PAGES	4
RESULT	OK

