INPUT

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CONTACT REPORT

☐ MAIL LIST - SEE BACK

p 1 of 3

Non Client/Prospect File: ☐ Media ☐ Financial ☐ Other _____

Contact Date: 1/28/97

INPUT Staff: Init. TOF Init. _____ ☐ INPUT office ☐ Client Office ☐ Other _____

Date Written: 2/3/97

	DISTRIBUTION:			Prog./Proj. ID _____
Company CSC	Action	Info.	By When	Describe Action-F/U
Name Mary Cherry	TOF/?	PL	≈ Feb	
Title		PAC	10 (#2)	
Address		WH		
Phone: ( ) -				
Fax: ( ) -				

Traded calls until 1/28 (from PAC mtg 1/19)

(1) Reviewed 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 content & scope will be

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

☐ Continued over

M&S 300/01 6/94 (R)

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

U.S. COMMERCIAL

1. TYPE ☐ Vendor ☐ User ☐ Investor / Financial ☐ Media / Press ☐ Other ☐ EDI Newsletter

2. LEVEL ☐ Executive ☐ Manager ☐ Analyst ☐ Acquisition ☐ International ☐ Other

3. INTERESTS ☐ C/S ☐ Computer Systems ☐ Networks ☐ EC ☐ Information Services —
- ☐ Software Products
- ☐ Professional Services, SI
- ☐ Outsourcing, Processing, Network Services

☐ EIS / CIS / Multimedia ☐ Other

☐ Industry _____

U.S. FEDERAL

☐ MMAR ☐ FPAP ☐ FPAW ☐ FPFA ☐ Other

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

Continuation

Company _____

Name _____

M&S 310 R 6/94

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 Connally, Wilson	**PHONE:** **FAX:**	
FROM:	Tom O'Flaherty INPUT	**PHONE:** **FAX:**	201-801-0050 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

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CONTACT REPORT

☐ MAIL LIST - SEE BACK

p 1 of 3

Non Client/Prospect File: ☐ Media ☐ Financial ☐ Other _____

Contact Date: 1/28/97

INPUT Staff: Init. TOF Init. _____ ☐ INPUT office ☐ Client Office ☐ Other _____

Date Written: 2/3/97

	DISTRIBUTION: Action	Info.	By When	Prog./Proj. ID _____ Describe Action-I/U
Company CSC				
Name Mary Cherry	TOF/P	PL	≤ Feb	
Title		PAC	10 (#2)	
Address		MM		
Phone: ( )				
Fax: ( )				

Traded calls until 1/28 (from PAC mtg 1/19)

(1) Renewed substance of my 1/20 memo. She is basically sales driven & had not thought through the marketing. Once she realized that competitors weren't giving 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 content & scope will be

Note: TOF 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 LLC yesterday!

Pat

☐ Continued over

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CONTACT REPORT

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Non Client/Prospect File: ☐ Media ☐ Financial ☐ Other _____

Contact Date: 1/14/97

INPUT Staff: Init. PAC Init. _____ ☐ INPUT office ☑ Client Office ☐ Other _____

Date Written: 1/15/97

Computer Sciences Corporation
Technology Management Group

CSC

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.	By When	Describe Action-F/U
Rich	Tom OF - follow up with Mary		
Rb - send CSO info.			

Computer Sciences Corporation
Technology Management Group

CSC

Thomas C. Robinson
President

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

Tom's group has ~~[illegible]~~ 6000 people. Will be responsible for all the infrastructure operations for CSC as of April 1. This is confidential. Reason is that the DoD contract demands it.

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

(1) Several areas of opportunity. One is helping them with marketing - we must talk with Tom M about this. There are five groups of ~~[illegible]~~ 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".

(2) Second area would be for them. They have been told that EDS & IBM grew their accounts 20% to 30% per year. CSC doubled 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.

☑ Continued over

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

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U.S. FEDERAL ☐ MMAR ☐ FPAP ☐ FPAW ☐ FPFA ☐ Other

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Program Manager Authorization _____

CONTACT REPORT

Continuation

Company _____

Name _____

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

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DISTRIBUTION: Prog./Proj. ID _____

Action	Info.	By When	Describe Action-F/U
Klein	Tom OK -	Otherwise with Mary	
Eds - send CSO info.			

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Technology Management Group

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their internal group but that is not as "independent".

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CONTACT REPORT Company _____
Continuation

Name _____

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INPUT
400 Frank Burr Blvd
Teaneck, NJ 07666

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

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TO:	Peter Lines, Paul Connally, Wilson	**PHONE:** **FAX:**	
FROM:	Tom O'Flaherty INPUT	**PHONE:** **FAX:**	201-801-0050 201-801-0441
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703.876.1124 Fax 703.876.9681

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Action	Info.	By When	Describe Action-F/U
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PAC	send CSC info.		

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Continuation

Company _____

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