



Profiles in Success: IBM, Kodak and HP



IBM is the world's largest information technology company. Measured by revenue, IBM is the biggest provider of IT services (\$46B), hardware (\$31B) and financing (\$2.6B), and second in software (\$15B). 2004 revenues were \$96.2B. IBM has 329,000 employees in 75 countries, serving clients in 174, and speaking more than 165 languages.

Fusion Program-IBM Security Services

Services: Consultative IT Selling & Managed Security (consulting to understanding problems and risks to email security and related security solutions)

Territory: National

Business Pain: IBM's security services are a strategically significant but relatively new services segment. While IBM was seeking incremental services revenue, they were challenged to hold down fixed costs and minimize investments in their sales force.

Solid Results: Fusion drove flat services sales from zero to approximately \$15 million in two years and is in the process of adding additional sales representatives to accelerate market share growth.



Kodak is the world's foremost imaging innovator, providing leading products and services to the photographic, graphic communications and healthcare markets. With sales of \$14.3 billion in 2005, the company is committed to a digitally oriented growth strategy focused on helping people better use meaningful images and information in their life and work.

Fusion Program-Kodak Full Line

Product: Full Line of Kodak Products and Maintenance Services

Territory: Underserved Areas

Business Pain: Kodak was faced with limited dollars to invest in expanded sales coverage, yet the company needed to penetrate underserved territories. Faced with this challenge, Kodak sought to engage a proactive, high-performance sales force to drive market penetration for their entire line of products and maintenance services.

Solid Results: Fusion deployed a team of 20 sales executives and within a 2-year period produced \$15 million in revenue while allowing Kodak to hold the line on fixed costs associated with expanding and managing their sales force.



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HP is a technology company that operates in more than 170 countries around the world. HP explores how technology and services can help people and companies address their problems and challenges, and realize their possibilities, aspirations and dreams. For the six months ended 30 April 2006, Hewlett-Packard Company's revenues rose 5% to \$45.21B.

Fusion Program--Hewlett-Packard Defibrillator

Product: Defibrillators

Territory: National

Business Pain: Although the defibrillator represented a strategic product for HP, the sales team focused their sales efforts on selling one-half-million-dollar trauma care systems and, consequently, failed to capture sufficient targeted market share for the substantially lower priced defibrillator product line. Understanding the preference and focus of their direct sales team to sell higher ticket items, HP's management team sought a risk capital partner who could deliver results for their failing yet strategic defibrillator product line.

Solid Results: Fusion drove flat services sales for the defibrillator product line to millions in annual sales per year. (*Fusion also generated significant market momentum and sales for HP's other cardiac, EKG, and patient monitoring devices.*)

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