


CONFIDENTIAL

Date: 17-May-iggi 11:12am EDT
From: TRACY KRAUSE @TRC
KRAUSE.TRACY AT Al at TRCOO1

Dept:
Tel No:



TO: BOB FARQUHAR @141(0
CC: JOHN SWEENEY @TRC
CC: MEL TINNEY @141(0
Subject: Mel Tinney's Support

(SWEENEY.JOHN AT Al at TRCOO1 at TRC

Bob,

Mel Tinney has been and is continuing to be instrumental in our efforts to close more than \$5 million in Digital business with the Canadian Broadcasting Corporation (CEC) in conjunction with our business partner Basys. Mel's support began at the National Association of Broadcasters' (NAB) Convention in Las Vegas and continues. If we win the Basys business, it would help to leverage a \$4 million networking opportunity that Digital is bidding on, as well.

Below are some of the issues that we have had, and a description of how Mel has provided support.

POOR COVERAGE

ISSUE: An ineffective employee' at the Canadian distributor for Basys had been calling on CBC. There had been no sales strategy or sales plan and the employee was poorly perceived at CBC. My hands were tied in getting this issue resolved because it needed to be worked at a higher level and by someone within Basys.

RESOLUTION: Mel discussed the issue at NAB with the Basys Chairman Dave Lyon. (He and Dave clearly have a strong relationship.) As it turned out, Dave never wanted this employee to deal with CEC. He didn't realize that the employee was involved. Because of the size of CEC, Dave took the poorly performing employee off the CBC account and designated a Basys Major Account Sales Manager (George Elsaesser) to this account.

LOSING THE BUSINESS

ISSUE:Basys, because of the past poor coverage, was losing the business to an IBM-based solution (Newstar). It looked as though the damage may have been too great for Basys to recuperate.

RESOLUTION: Mel recognized the gravity of the situation and took the initiative to invite Basys Chairman Dave Lyon (based in London, England) to Toronto to meet with key CEC customers. Once we had Dave's commitment, two CBC people who are

key to the decision agreed to and did meet with us this past Wednesday. (They were the Vice President of Planning and Corporate Affairs who is also the Chairman of the Corporate Technology Committee John Shewbridge, and the Executive Director of MIS Michael Hughes). Both of these CBC gentlemen had met with Mel over dinner at the NAB. Mel not only has credibility because of his knowledge of the industry, but has established a rapport with them which continually proves invaluable. As a result of Mel's initiative, Basys is at least back in the running.

NO SALES STRATEGY

ISSUE: There had been no sales strategy at Basys for winning the business at CBC.

RESOLUTION: Because of Mel's elevating this to the Basys chairman, the Basys CBC account manager (George) met with the Digital CEC account team before Dave's arrival. From this, George put together a sales strategy, which was modified by Dave after the meeting with CEC. Included in this strategy is a visit by CBC to Basys in London, along with a tour of the B~, which uses Basys extensively.

DELIVERY

ISSUE: Currently, equipment for a Basys win in Canada would be purchased in and staged in the U.S. A U.S. purchase, however, would have several negative effects.

- 1) The CBC would have difficulty (because they are a crown corporation) buying a U.S.-based solution. So, the sale might be scuttled on that account alone.
- 2) The Digital Canada team would not be able to receive credit for the sale of a Basys solution if sold in the U.S.
- 3) Digital Canada would not receive the profits for all the sales effort put forth by the Digital team.

RESOLUTION: Mel is working this issue on two fronts. He is working with Basys to convince them that they should have a equipment sales and staging area in Canada. He had an initial discussion with Dave Lyon, who seems agreeable to the idea. He is also working internally to Digital on some of the cross-border issues, which can get quite complex.

I could go on and on, but I don't want to write a novel here, Suffice it to say that Mel has been and continues to be instrumental to major efforts within CBC.

Before signing off, I will add that the broadcast training at NAB was some of the most thorough and helpful. Clearly, the Media organization continues to learn how to do things better.

Tracy