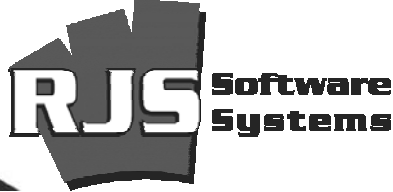


Randall Munson

MAGIC of System i

*What IBM
Will Never Tell You*™

Sponsored by



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Web site: www.CreativelySpeaking.com

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Randall Munson

Technology companies across 6 continents turn to Randall Munson to increase their sales!

Imagine an exciting speaker who's also an experienced business executive, an insightful teacher, a gifted entertainer, and a best-selling author. Randall Munson is all of these, delivering messages that have a powerful impact on audiences and organizations around the world.

As a speaker:

Randall's refreshing blend of inspiration and practicality, delivered with warmth, humor, and magic, has propelled him into the Speaker Excellence Hall of Fame. Not surprisingly, Randall has garnered more than 70 Gold Medals in the International Speaker Olympics, an IBM Award for Excellence, and is listed in the Who's Who of Professional Speaking. Randall shares his insights from platforms around the world and through his writings in a column for an international magazine, numerous articles, the electronic magazine **Business Magic!**[™] read by decision makers in more than 70 countries, and 8 books he authored or co-authored including **Creativity 101, Creativity 102**, and the best-selling **Create the Business Breakthrough You Want**. *Randall has earned the Certified Speaking Professional designation which has been achieved by only 7% of professional speakers in the world.*

As an executive:

Randal has been named one of **"The Worlds Greatest Business Mentors"**. His messages stem from a rock solid business foundation: an IBM Program Manager and IBM Executive Advocate who for 20 years led IBM research and development projects with management, architecture, education, and marketing responsibilities. He also held an executive position for 5 years in the Target Corporation. Randall is listed in the International **Who's Who of Professionals**. He was the Vice President of Administration at Crossroads College and member of the Board of Directors of Hope International University. He is the founder and president of Creatively Speaking®.

As a teacher:

Randall has a flair for conveying complex, abstract, and potentially dry information in a manner that's engaging and easy for the audience to grasp. Called by many a "natural teacher," he has designed and taught courses for the **IBM Advanced Business Institute**, IBM Management and Technical Education, Asia/Pacific Marketing Masters Seminars, and serves as an Adjunct Professor at the University of Wisconsin. Randall holds an M.S. degree in Computer and Information Science from the University of Minnesota.

As an entertainer:

Randall's talents as a magician, ventriloquist, and clown contribute to his ability to captivate audiences in many settings -- including Bally's Grand in Las Vegas, Walt Disney World, and The White House. He has made televised appearances internationally and has been featured on major network broadcasts. Randall has won 30 national and international entertainment awards, and his likeness has been displayed in the **Clown Hall of Fame** and the **Smithsonian Institution**.



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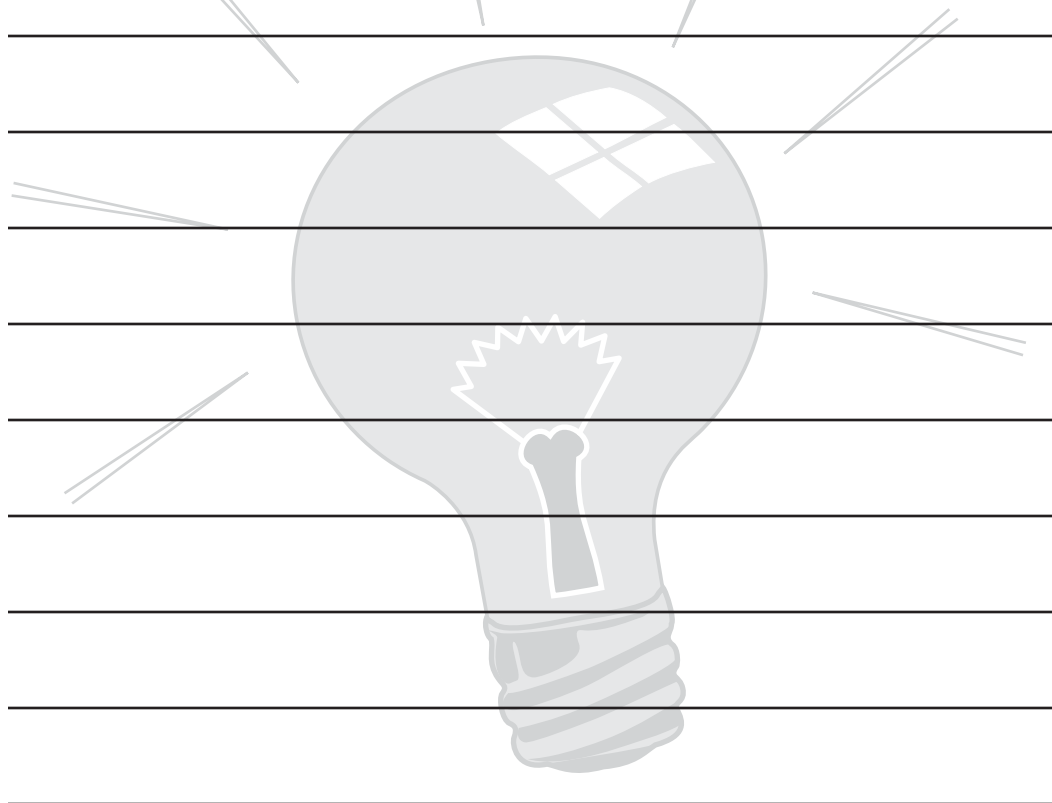
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If you would like a recording of today's program,
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Randall@CreativelySpeaking.com

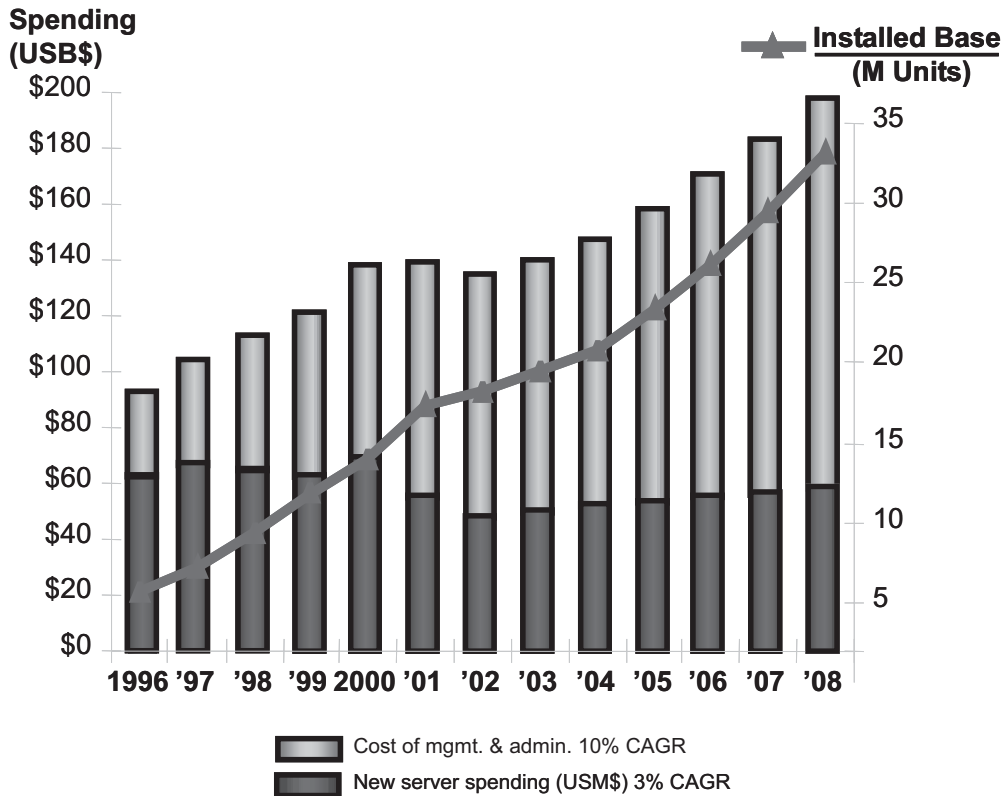
Ah Ha! Journal

Write it down before you forget!



The Cost of Complexity

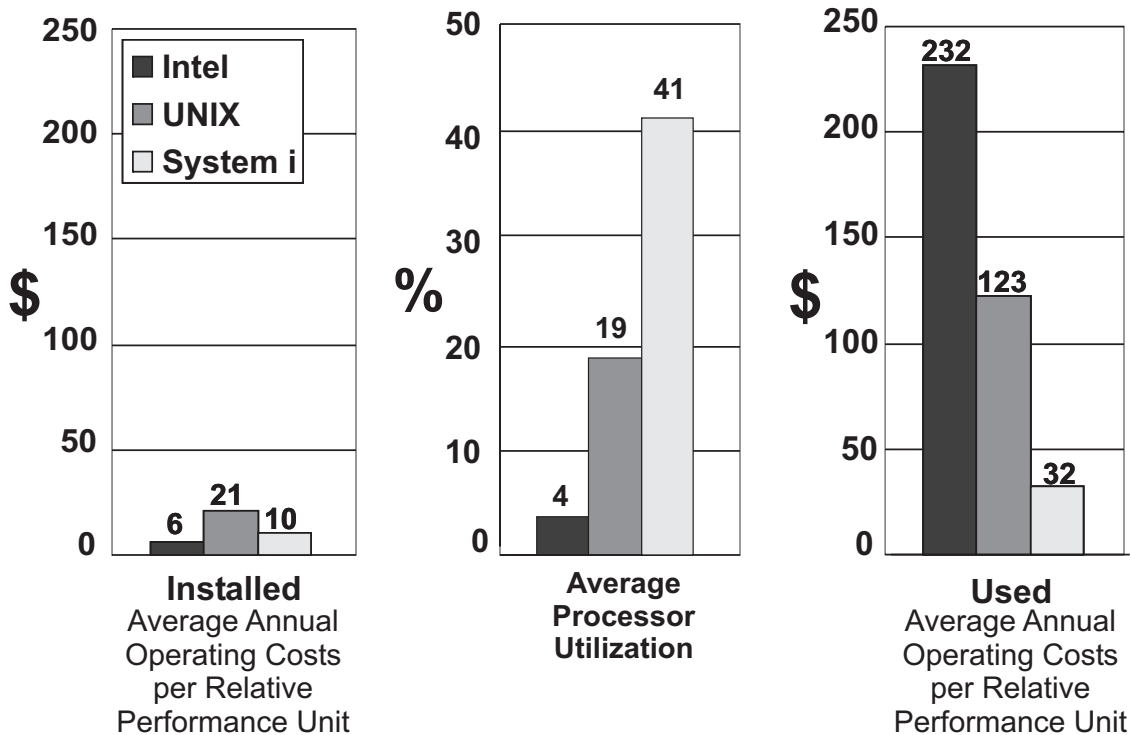
Cost of People vs. New Systems



The cost of managing IT infrastructure is larger and growing faster than initial purchase costs

Source: IDC CEO Study of 456 WW CEOs IBM Corporation, 02/04
IDC Directions 'Customer Adoption of On-Demand Enterprises' 04/07/04

Annual Operating Costs in Large Enterprises



Per Used RPU System i

73% less cost than UNIX
86% less cost than Intel

To Accomplish Equivalent work as System i, Annual Operating Costs:

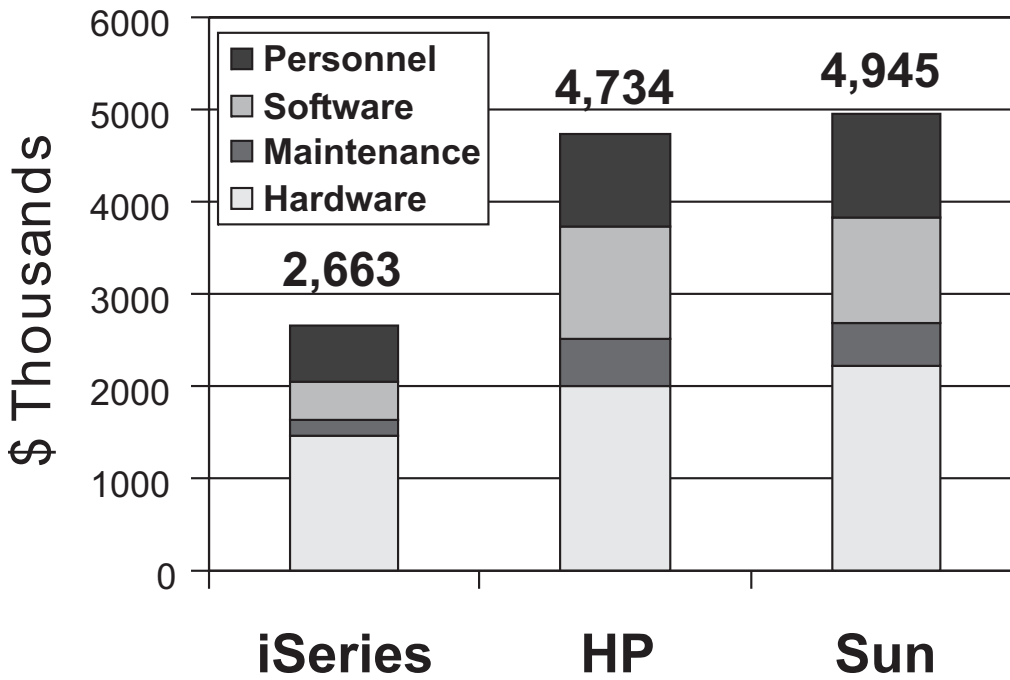
384% more cost on UNIX
725% more cost on Intel

System i staff productivity is 5 times greater than on Intel

Source: IBM White Paper:
'Comparing IBM System i Annual Operating Costs in Large Enterprises
Summary of IBM Customer IT Optimization Studies 2002-2006' 8/06

3 Year Cost of Ownership

SAP



**System i IT Costs
for Large Enterprises**
43.8% less cost than HP
46.2% less cost than Sun

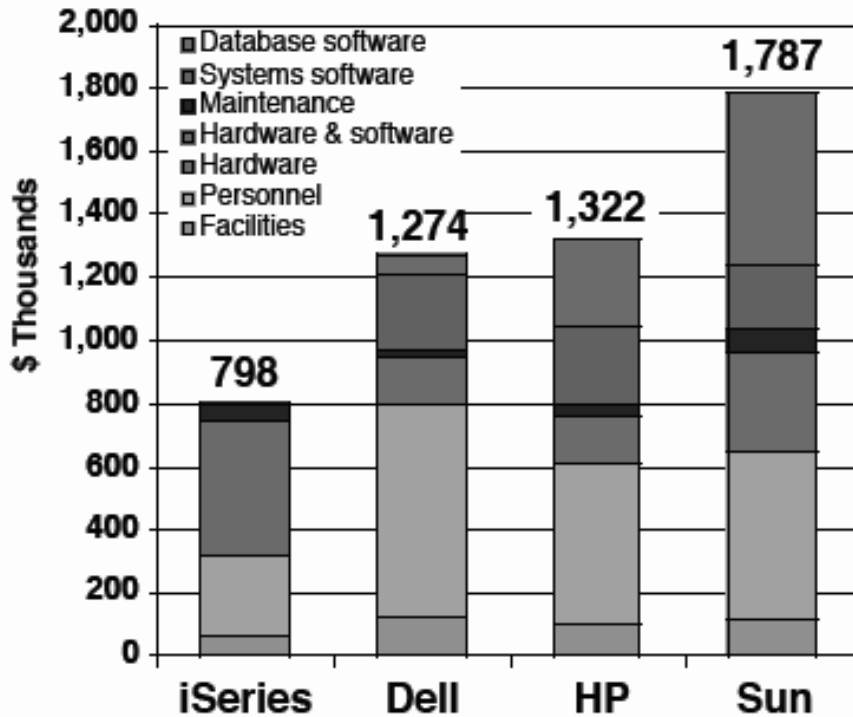
System i Business Costs*
for Large Enterprises
58.1% less cost than HP
68.6% less cost than Sun

*Bottom-line losses due to system downtime

Source:ITG Research Project:
'IBM iSeries Initiatives for SAP Deployment' 12/05

3 Year Cost of Ownership

JD Edwards EnterpriseOne



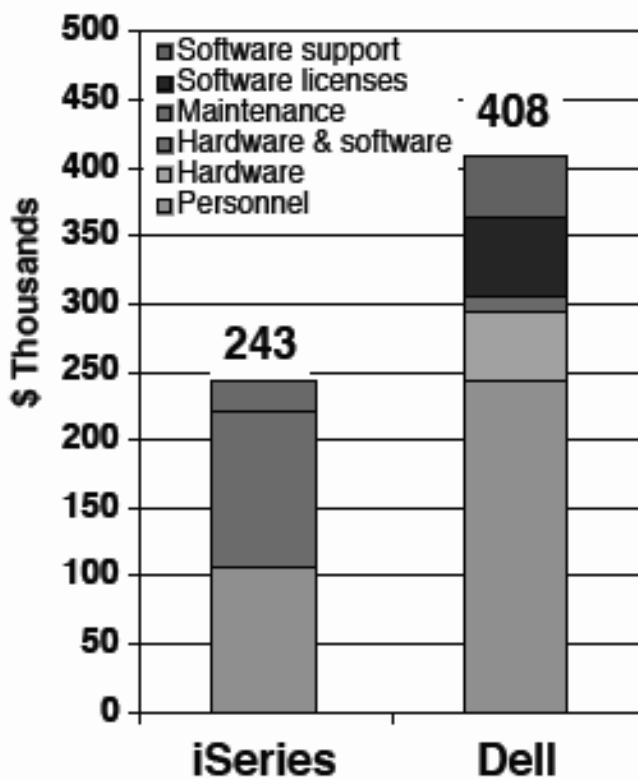
System i Costs

37.8% less cost than Dell
39.7% less cost than HP
55.3% less cost than SUN

Source: ITG Status Report:
'Cost/Benefit Case for IBM eServer i5 Servers: JD Edwards EnterpriseOne Solutions' 06/05

3 Year Cost of Ownership

JD Edwards World



Comparing JDE World on System i to Microsoft Business Solutions on Dell

System i

40.4% less cost than Dell

Source: ITG Status Report:
'Cost/Benefit Case for IBM eServer i5 Servers: JD Edwards World Solutions' 06/05

What is this?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Technology Sales

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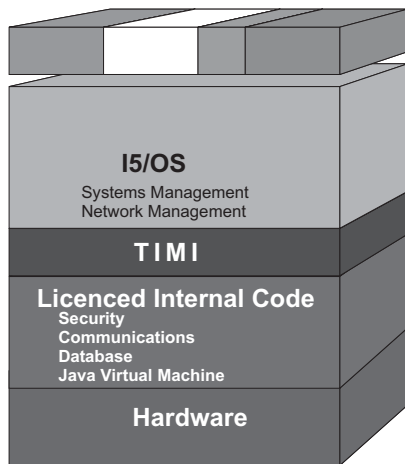
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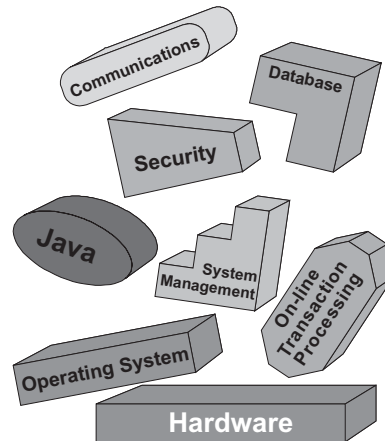


Integrated Architecture

System i Integrated System



Other "Systems"



Integrated Architecture

- Reliable
- Low staffing expense
- Economical maintenance
- Easy upgrade



Randall Munson recommends the following books:

Sales Coach II
Selling Tips FROM the Pros, FOR the Pros!
Featuring Randall Munson

Creativity 101 - Randall Munson

Creativity 102 - Randall Munson

Create the Business Breakthrough You Want
Randall Munson, Brian Tracy, Mark Victor Hansen, et. al.

Break-Out Creativity - Randall Munson, et. al.

Selling the Wheel - Jeff Cox and Howard Stevens

Selling to VITO - Anthony Parinello

Solution Selling - Michael T. Bosworth

SPIN Selling - Neil Racham

Visionary Selling - Barbara Geraghty

How to Enjoy Your Life and Your Job - Dale Carnegie

Words That Sell - Richard Bayran

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There is far more to learn about the magic of selling. For additional tips, techniques, and innovative ideas, get Randall's free electronic newsletter, **Business Magic!**

Experience the magic Randall shares with leading companies to increase sales, increase profits, and make their competition disappear!

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