



EDIFICE

The European B2B Forum for the Electronics Industry

Marketing Group update

Londonderry, September 2006

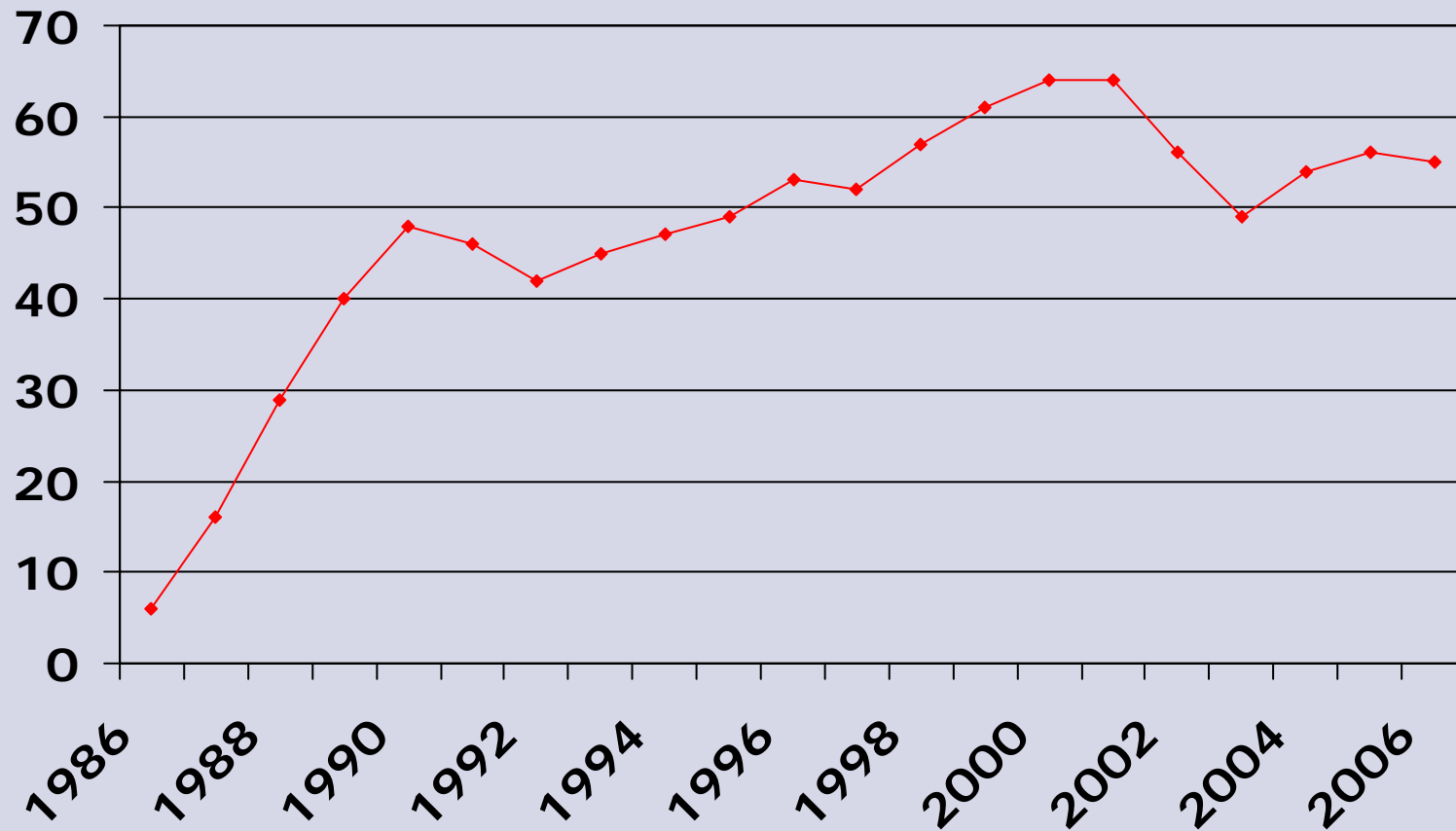


Agenda

- Membership evolution
- Plenary participation
- Main activities update
- Liaison news
- Main marketing targets
- How to increase EDIFICE awareness

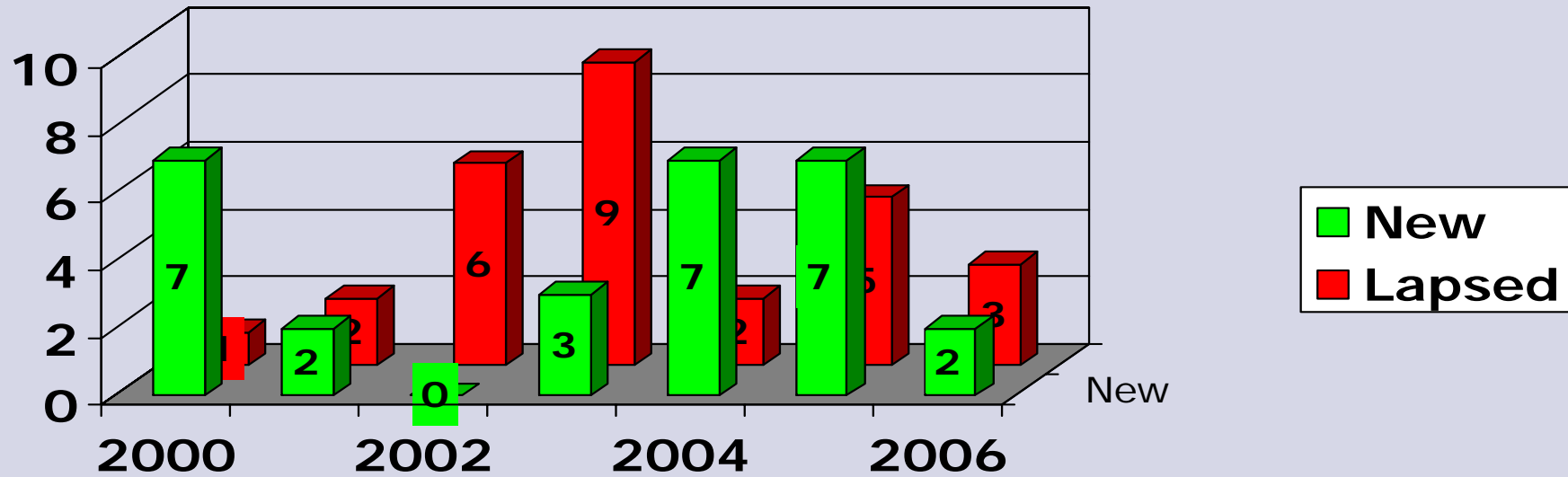


Membership development over the past 20 years





Membership development since 2000 – New vs. Lapsed





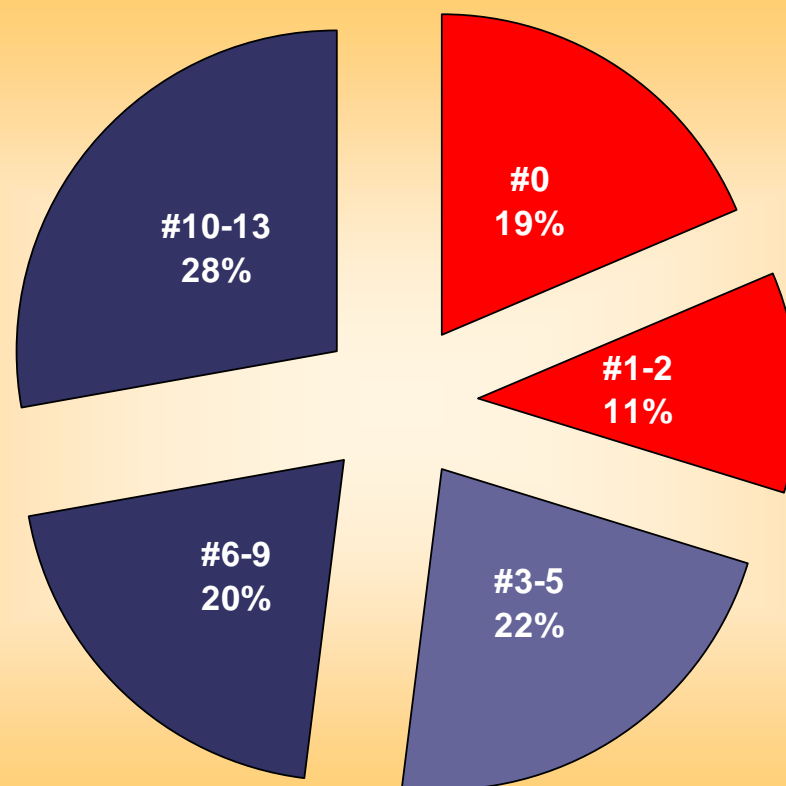
Members Plenary Participation: May 2003 - May 2006 (13 meetings)

Newcastle, Brussels, Poing, Paris, Tallinn, Eindhoven, Vienna, Grenoble, A'dam, Aix, Newcastle, Walldorf, Prague

AVNET/EBV	13	DHL	9	Amkor Technologies	3
Cisco	13	Intel	8	Rutronik	3
IBM	13	Motorola Inc	8	Arrow	2
Nokia	13	BetweenMarkets	8	Xilinx	2
Philips Semiconductors	13	GSK	7	Canon	2
STMicroelectronics	13	Ericsson	6	Hitachi	1
Texas Instruments	13	National	6	Mobile-Zoom	1
Toshiba	12	TeliaSonera	6	Sun	1
Elcoteq	12	Alcatel	5	AMD	0
SAP	12	Analog Devices	4	Atmel	0
Siemens	12	SET-E-COM (Anilinker)	4	Bourns	0
GXS	11	Xerox	4	EIDX	0
Oracle	10	Harbinger	4	Fujitsu Microelectronics	0
GEFEG	10	Sterling Commerce	4	IDT	0
Seeburger	10	E2Open	4	Molex	0
Freescale	9	Murata	3	Omron`	0
Fairchild	9	Infineon	3	Robert Bosch	0
HP	9	Siltronic	3	Zetex	0

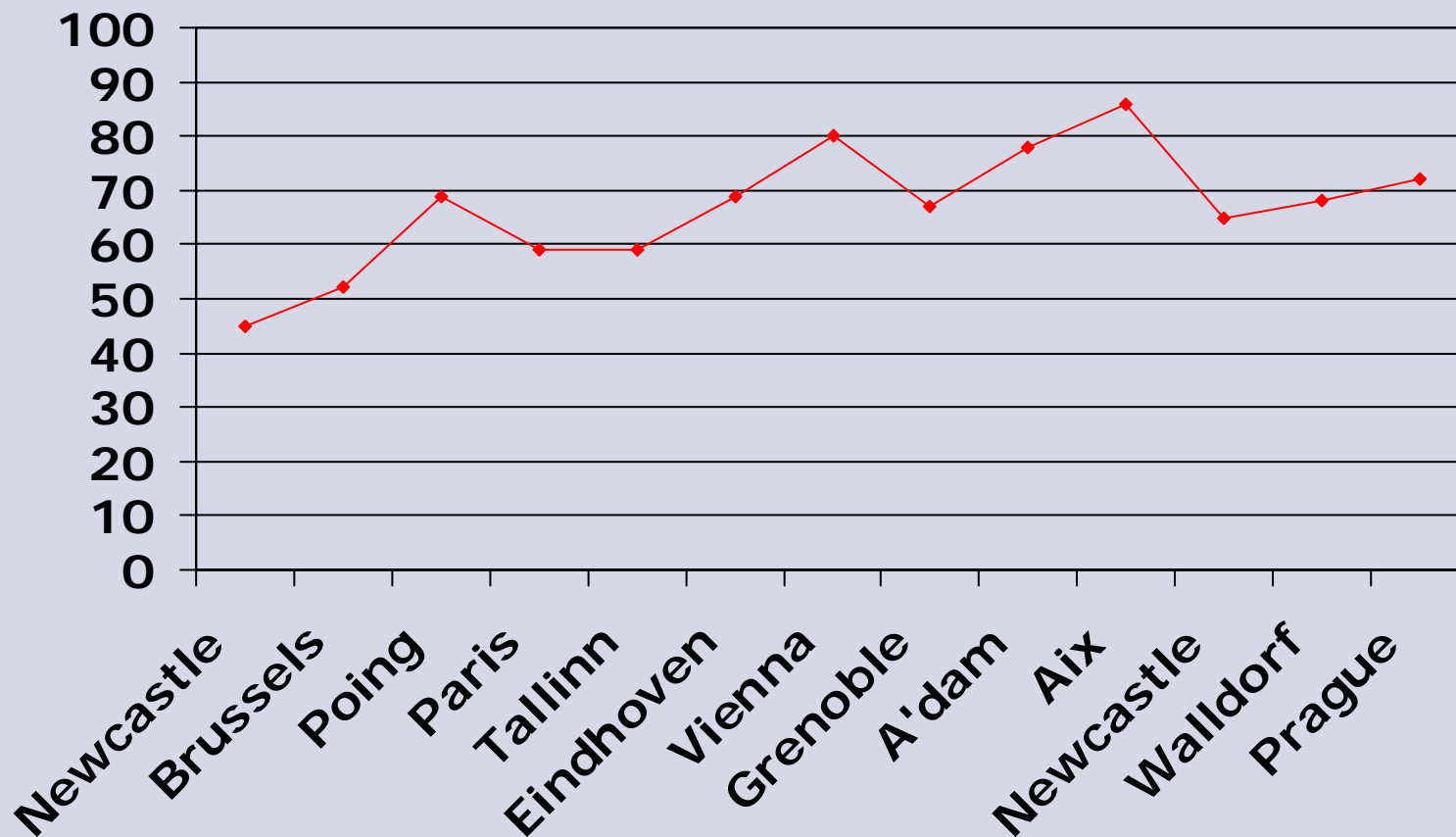


Members Plenary Participation: May 2003 - May 2006 (13 meetings)





Total number of Plenary participants 2003 - 2006 (13 meetings)





Main marketing activities

- Retain and activate existing members, turn observers into members, attract new members and observers
 - Promote EDIFICE activities and image
 - Create and publish success stories - **Please provide yours!**
 - New members are kindly requested to produce a white paper or a success story.
 - Publish Press Releases before Plenaries
 - PR network input from membership?
 - Send out Plenary Summaries
 - Deployment matrix: <http://dm.edifice.org>
 - Promote advantages to members - Message was sent out
 - **Keep matrix updated!**
 - Provide visibility to your company specs on EDIFICE website <http://ti.edifice.org>



Liaisons News – ODETTE follow-up

Odette Liaison efforts:

- Sten Lindgren Odette Sweden for XML/RFID discussions
Objective is to exchange information
will be invited to present ODETTE activities at a next Plenary
- Stephanie Bioux / John Canvin for Conference participation
- Utilize RosettaNet contacts



Main marketing targets for 2006-2007

- Membership
 - 2006 started with 56 members – currently 55 members
 - - 3: Marconi, mobilkom austria, Eurodis
 - +2: Trustweaver, Rutronik
 - Plan 2006-2007: 60 members

- Deployment Matrix eXtension
 - TI pilot site TI.edifice.org/
 - Plan 2006-2007: 5 member sites



We need **YOUR** support

- **We are currently searching for additional Marketing Group members to get more innovative input and ideas**
 - Krishna Neuert of Freescale Semiconductor
 - Luca Palermo of ST
 - Arthur Larres of TI
 - Dora
 - (Thomas List of Oracle temporarily unavailable)
 - (Lena Hermle of Siemens moves to the US)

Are you interested to join? Please contact Dora Cresens

- **Invite YOUR company's trading partners to EDIFICE Plenaries**
 - Marketing Group will support you (e.g template letter, etc.)
- **Increase EDIFICE awareness within your companies =>**



How to increase EDIFICE awareness

Recommendations:

- Ensure continuity: Create a network of people within your own company, both business and IT
- Include EDIFICE topic at company-internal e-business meetings
- Distribute internally/externally
 - official summary reports
 - Presentations
 - TG Activity reports to respective business process owners
- Invite company internal customers to present at Plenary
- Stimulate the creation of Standards-based e-business implementation case studies