

PITCH OPTIONS

- Primavera specializes in software that manages the internal work companies do based on their strategy, while cutting the cost and time it takes to do that work.
- Primavera software allows companies to manage their money, people and time while providing visibility into the work they're doing.
- Primavera provides a single-screen view to make sure your projects are on-time, on-budget and aligned with corporate strategy.
- Primavera builds software that lets you keep track of projects and people and lets you align them with the company's priorities.
- Primavera specializes in software that helps IT, R&D and Services groups plan and manage their portfolios of work to make sure they're focused on the company's strategy and making the best use of resources.
- Primavera specializes in software that prioritizes, plans & manages the work IT, R&D and Services groups do.
- Primavera provides solutions that manage all the work that is done to achieve the company's strategic goals while minimizing the time and cost it takes to reach them.

OPEN-ENDED QUESTIONS

- How do you know why you're working on the projects that you're working on?
- How do you manage your business?
- How do you make decisions about what to do?
- At your size, how do you keep a handle on your business?
- How effective is your process for that?
- How do you figure out whether to give one project a lot more budget than a different one?

REBUTTALS

So you're sort of like SAP and PeopleSoft/Siebel?

No, Primavera manages the work that powers the company - your products and Services groups and the infrastructure you count on to be a global player. ERP is back-office financials, HR and payroll administration that looks backwards - but doesn't give you visibility to what the work is that you're doing now and coming up.

CRM is more for taking the products & services you produce and helping sales & marketing generate revenue from them - but you can't sell something unless you can deliver it to market.

What do you mean by alignment with strategy?

IT, R&D and Services employ a lot of people, and cost a lot of money - but most people have no way to focus that money, time and talent on the most pressing needs of the business, whether that's creating new revenue streams, or increasing customer satisfaction.

Who are the companies using your software?

One example is Hewlett Packard. H-P has IT, Product Development and Services groups around the world. In their first two years with Primavera they've saved \$112M AND easily absorbed the operations of Compaq - delivering the economies of scale from the merger ahead of schedule. This ability is critical to be able to grow and transform, while staying focused. H-P knows it has to do this to move from a Printer and Instruments business to being a top competitor to IBM.

What's the ROI from using software like Primavera?

Primavera yields immediate cost savings in the millions of dollars from eliminating non-strategic and redundant work, increasing productivity, and by reducing costs through visibility and governance. More importantly, by using Primavera our customers are able to beat their competition by leveraging global economies of scale, identifying hidden opportunities and by being able to grow through mergers and acquisitions - without crippling the business.