

Z-TEC Inc. – Southern European Sales Division

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FY2017 Plan



vision

Within the next three years grow the southern Europe division of Z-TEC into a \$150 million business unit with offices in Madrid, Barcelona, Nice and Florence.



mission

Find customers... close contracts!



objectives

- Increase sales to \$45 million in FY2017.
- Complete installation of 50 systems in FY2017.
- Increase gross margins from 51 to 55% by increasing sale of value added services.
- Increase contribution margin to \$20 million.
- Migrate at least 35 existing clients to Z-TEC internet product by 12/31.
- Reduce accounts receivable from 60 to 45 days.
- Achieve FTE head count of 275 by 9/31.



strategies

- Partners: Align with industry leaders, partnering for marketing & solution development.
- Product Approach: Configure rather than customize business rules vs. custom programs.
- Market Positioning; modular systems for flexibility, customization; premium pricing.
- R&D: Workflow solutions, open systems, multi-platform, object-oriented, flexible.
- Develop an aligned team with sense of urgency, responsibility and accountability.
- Develop employee incentive programs to allow the team to share rewards.



action plans

- Implement Power Partner Initiatives w/Oracle Spain by 5/31.
- Launch European Customer Forum in Spain at June convention.
- Develop Sales Force Automation Plan by 08/31, implement in 4th quarter.
- Implement financial reporting system at project/dept level by 10/31.
- Implement professional skills development program by 11/15.
- Complete Portugal facilities upgrades by 12/15.
- Complete communication & team performance training w/12 branch mgrs. by 3/31.