

From: Krista Fairbairn
Sent: Tuesday, September 2, 1997 11:12 AM
To: Sapphire
Subject: URGENT - need to call sapphire offsite attendees ASAP to approve media alert quotes

There are a few quotes listed below (approved quotes in bold) that we collected from Sapphire attendees. We are sending out a newsletter tomorrow and need quite a few more.

I need the names of companies you remember who were REALLY EXCITED about the software - enough so that if I call them right now and ask them if I can quote them about how great Pricer is, they will be willing to do it.

Please send any company or contact names you can think of - I will get their numbers myself but urgency level is not enough - I also need to know who will go out on a limb and say they really think this is what they are looking for.

Krista Fairbairn
08/28/97 09:59 AM

To: Ambar Pansari/Trilogy, dholakia, mary joseph, Christa Kleinhans/Trilogy, Ajay Agarwal/Trilogy, rob hall, adam cotner, Danielle Rios/Trilogy, brollins, Dan Adams/Trilogy, Patrick Talley

cc:

Subject: URGENT - need to call sapphire offsite attendees ASAP to approve media alert quotes

Monday mid-morning we will send out a media alert, a first draft of which I pasted below. It has quotes on it that nobody really said and signed. I would like to do an informal "survey" this morning of offsite attendees and contest winners that will get us more of these type of quotes. (we have today and morning Monday to get enough quotes approved. we did it last year in three hours, so I have faith we can get what we want to day and Monday morn.) I have some business cards but need more. If you remember someone that was particularly excited, please send their name and phone.

Media Advisory

Trilogy on fire at Sapphire
- up to 90% of Sapphire attendees demonstrate critical need for Trilogy's Selling Chain Pricer -



VERSATA EXHIBIT 2023

Trilogy, a leading provider of enterprise sales and marketing solutions, ignited enormous excitement at last week's Sapphire conference with its pricing application for users of R/3, SAP's ERP (enterprise resource planning) system. Trilogy's application, Selling Chain Pricer (SC Pricer), is allowing SAP R/3 customers to rapidly extend enhanced R/3 pricing functionality directly to the hands of their sales and marketing managers, via Trilogy's Selling Chain Pricer (SC Pricer).

The results of an on-site survey completed by 2,500 hundred Sapphire attendees shed light on the incredible demand for Selling Chain Pricer. 33% of the people surveyed expressed need for disconnected pricing for sales reps and distributors. Over 60% of those surveyed need to add sophistication to their current pricing structures but are limited by their current pricing systems. 91% said they needed to implement a pricing system that is easier to maintain than their current system. At Sapphire, Trilogy demonstrated how Selling Chain Pricer delivers revolutionary pricing solutions to all three of these pricing challenges.

"We expected delays in our implementation of SAP's SD (Sales and Distribution) model because of the complex pricing structures we would need to create in SD. Trilogy's SC Pricer software appears to be a better, faster, easier answer that will benefit us before, during, and after our full SAP implementation.
--Sapphire attendee.

"Selling Chain Pricer adds a new dimension of flexibility to SAP's pricing" -
Anjit Bose, a Business Analyst, Perkin Elmer Corporation

"Trilogy had a bigger presence and created more excitement than any other vendor at Sapphire. The attendees excitement was apparent and unprecedented - I don't think anyone will leave Sapphire without knowing something about Trilogy. The company set a new bar in marketing and product message for the vendors at next years' show."
need name

Trilogy had a small booth, but more excitement than any other vendor at Sapphire. Excitement was so great, they had a fire marshall continually at the booth. - Jon Ekoniak, Robert Stephens & Company

"Today it takes months for us to make a pricing change, allowing us very little pricing flexibility and lowering our competitiveness. Trilogy's SC Pricer is the kind of software that can create radical change in our ability to execute marketing strategy. Sapphire attendee (need name)

"The excessive time it takes to price quotes at headquarters costs our company 2 million dollars a WEEK. Selling Chain Pricer could save us 100 million dollars next year. anonymous, SD Team leader .

“We had to call in the fire marshall to guard the Trilogy booth at all times. The amount of people at their booth contantly spilled over into 5 other trade show booths. Jim Wilson, Sapphire Conference Coordinator.

More than 2,500 SAP users attended Trilogy’s presentation of SC Pricer, and over half indicated they would consider implementing SC Pricer within the next three to six months. If you would like to speak with a Trilogy representative or Sapphire attendee about the impact of SC Pricer, please call the numbers above directly or call Krista Fairbairn at 512-425-3128.\

PROD_BEG	CONF_STAMP
VER-E00017755973	HIGHLY CONFIDENTIAL