



October, 2003

Dear Common Europe member,

We are pleased to announce that, following a period of non activity, Common Europe Advisory Councils (CEAC) will be held again. These, as you may know, were held for a number of years to the mutual advantage of both COMMON members and IBM.

The aim of these CEACs is the exchange of information between IBM and the CEAC participants. In these councils, high level IBM developers share with the attendees their future plans regarding the iSeries. Participants can then express their opinions about those plans as well as suggesting, if appropriate, alternative approaches, according to their knowledge of the market place in their own countries.

Attached you'll find a letter from Cecelia Marrese, IBM's Vice President for Product Marketing IBM eServer iSeries, expressing the value IBM finds in its association with Common Europe and these Advisory Councils.

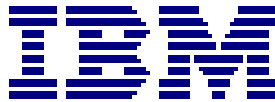
These meetings will be held once or twice a year and will each last for a maximum of two days, in conjunction with our annual conference. They will be held in English only. We are now in the process of selecting candidates (a maximum of 12 attendees will be allowed) for the next 2 years. The meetings will be at a strategic level. Therefore, participants should have a senior management level and have a good understanding of the industry.

So if you wish to influence IBM's future developments and policies regarding the iSeries, this is your opportunity to do so by joining these Advisory Councils. If you are interested, please fill in the attached questionnaire and hand it back to your country Common organisation. Closing date for receiving applications is November 7th, 2003.

Sincerely yours,

The COMMON CEAC Committee,

Olga Miralles (COMMON Spain),
Shrirang Deshpande (COMMON Belgium),
Wolfgang Baum (COMMON Germany).



COMMON Europe has been a strategic partner of IBM for many years and provides excellent midrange technical education to our customers and business partners, both through the annual conferences as well as its numerous country events.

In addition we look to our COMMON members to provide feedback to IBM on their requirements and on our products. To enable continued feedback we are working with COMMON Europe to develop a COMMON Europe Advisory Council. This Council will be comprised of members nominated at the country level and will represent the COMMON Europe membership, with the purpose of providing important feedback to IBM on a variety of topics.

The COMMON Europe Advisory Council meetings will be held in conjunction with the annual conferences, and our first meeting will be held one to two days prior to the CEC in Cardiff, Wales, in June. The specific agenda will be made available prior to the meeting with more specific information on the focus areas, in order to enable the council members to poll their peers for feedback.

You will find information on the nomination process attached to this letter — we encourage you to propose candidates for the Advisory Council. We appreciate COMMON Europe's sponsorship of this new council and look forward to our first meeting in June.

Sincerely yours,

A handwritten signature in cursive script that reads 'Cecelia Marrese'.

Cecelia Marrese
Vice President, Product Marketing
IBM eServer iSeries

CEAC – PROJECT DESCRIPTION

September 7, 2003.

Introduction

The history

Back in the 90's (early 91) IBM created the Common Europe Advisory Councils (CEAC). The goal was to find out how the market would react to the strategic directions IBM was taking.

Those advisory councils would meet a couple of times each year with all the managers involved in the strategic plans, either in Europe or the US. The engineers and managers would share with the CEAC members their plans for the following 4/5 years and ask for their technical opinion and how did they think the market would react. One of the advantages of this type of meetings was that several senior managers heard the same story.

It was an IBM initiative and the process was totally funded by IBM.

IBM stopped those advisory councils in 1996.

New proposal

This document is a proposal to recreate those advisory councils keeping the core idea and the working procedures, which we think are still valid. The organizational and financial approaches have to be actualized.

The proposal is to have one advisory council meeting each year just two days before the beginning of the Common Europe Congress. This way, the CEAC members would pay for the transportation costs since they would be attending the congress. Also, the CEAC taking place right before the congress would ensure that people are fresh and not burnt out. There can be a second meeting in the same year if required by IBM or COMMON.

To Common Europe, this whole thing is a unique selling proposition to their membership, to IBM it is a very good way to take the pulse of the European marketplace, specially the SMB sector. It is clearly a win-win project.

Procedure for CE

Common Europe will discuss it at the country level and involve the local organizations in promoting the idea and selecting appropriate candidates to become CEAC members.

Selection procedure for the candidates :

1. At country level
 - a. All COMMON Europe (CE) Board of Directors (BoD) members will send an e-mail prepared by the CE President, the sponsor executive from Executive Committee (EC) and the project leader, to all their members. It will have an introductory letter and a Questionnaire (enclosed) that has to be filled in by the interested candidates. The questionnaire has amongst others the following points :
 - i. Permission by the company CEO
 - ii. Resume
 - iii. General IT knowledge
 - iv. Topic of a short 10 minutes presentation of candidate's choice
 - b. It is the country Common's discretion to interview the candidates for a final choice or just to judge them on the basis of the Questionnaire and the presentation.
 - c. The BoD member will send the chosen candidate's documents to CE.
2. Selection at CE level in the autumn BoD meeting - This will be done on the day previous to the BoD autumn 2003 meeting. A small committee will lead the proceedings:
 - a. Interview based on Questionnaire
 - b. Presentation
 - c. Decision by majority voting

Criteria for selection:

- d. General IT knowledge
- e. General business knowledge
- f. Leadership qualities

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- g. Vision for the future in IT terms
- h. Vision for the future in business terms
- i. Presentation qualities
- j. Fluency in English
- k. Availability to be away from office/home for two days twice a year

CE will select about 10 candidates. The list with selected candidates with their questionnaires will be submitted to IBM for final approval.

IBM's Participation / Commitment

This is a project which can only exist if supported by IBM. The advisory council can exist only if IBM considers this a valid channel to get the pulse of the SMB market. One to one meetings results in one sided opinions, whereas a group of selected people together gives a much better idea of the market future reaction. The aim is to know the users' pulse in order to anticipate possible customer acceptance.

As such, to support the meetings, IBM will have to commit, during the CEAC meetings, the senior managers of the areas/products to be discussed: they may want to react to the results of the meeting, depending on the opinions gathered.

ICT is a difficult market of loosely joined heterogeneous interests, lobbies and loyal iSeries customers. The installed base is very important and needs to be kept and enhanced by acquiring new customers.

All participants at CEAC meetings are committed, their jobs depend on success for both sides. Their commitment has to be leveraged and correctly canalized.

The exact procedure of these meetings will have to be defined by Common Europe and IBM together.

Project funding

Previously the costs of the CEAC meetings were afforded by IBM: it was an IBM initiative and the only contribution of Common Europe was in terms of participants.

Times have changed, and such an approach is not viable any more. A possible approach would be to piggyback the meeting with the COMMON Europe Congress to minimize the costs. They would be shared in the following way:

- IBM would pay for the travelling and accommodation of its participants and for the meeting
- Common Europe would pay for the accommodation of its member participants
- The participant would pay for the travelling, since he/she would be attending the Common Europe Congress, which would take place immediately after the CEAC.
- In case there is a second meeting in the year, the funding sources stay the same except the COMMON member travelling charges which would come from the IBM user group funds.

Progress measurement

The initial project would be for two years with formal evaluation by CE project committee and IBM after every meeting. Continuation would be decided with mutual agreement.

CEAC members would have a maximum of two tenures each for two years. After every tenure CE project team and IBM would renew half of the members for a smooth transition and to bring in new insights.

International Participation

The initial CEAC was one each for US, Europe and AustralAsia since the then "Rochester team" thought that the customer cross section was different. COMMON Europe would highly appreciate others joining the project and it is up to IBM to decide whether there would be joint events. The plus point is that IBM knows the global perspective in one meeting but on the other hand, 30 persons [and IBM managers] is a "crowd" and the debates risk being dominated by a few persons.

Of course, the selection / nomination procedures can have a "local" flavor as deemed fit by each COMMON (Europe, US and AustralAsia).

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October 15, 2003.

COMMON Europe Advisory Council (CEAC)

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Selection Questionnaire

I declare that I have my company's approval to join the COMMON Europe Advisory Council. My company allows me to join the CEAC meetings. I am able to spend about eight days a year for at least two years period to work for the CEAC on a voluntary basis. I assure to protect the interest of IBM and COMMON EUROPE and therefore will comply to the confidential character of the CEAC meetings. Furthermore, my company declares that the company does not compete with IBM.

(Applicant's signature)

(Company CEO signature and stamp)

How would I liked to be called:	
Title (English) in company:	
Company profile (business sector; annual turnover; number of employees):	
Short professional resume:	
Scope of the actual job:	
I am in this position since:	
My effect on corporate ICT strategy is:	
Installed systems (IBM and non IBM):	
I am familiar with the following standard software packages:	
What was the most important IBM announcement in 2002-2003: Why:	
The most important future development for Information and Communication technology would be: Why:	

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<p>Future ICT personnel need special qualifications in the field of:</p> <p>Why:</p>	
<p>IBM should concentrate its forces on:</p> <p>Why:</p>	
<p>My knowledge of English is:</p>	
<p>My 10' presentation would be on:</p>	
<p>My involvement in COMMON at country level:</p> <p>At COMMON Europe level:</p>	
<p>I would attend the COMMON Europe Congress at Cardiff in June 2004</p>	
<p>I would attend the COMMON Europe Congress in late spring 2005</p>	
