

**World
Headquarters**



**55 Merchant Street
Cincinnati, Ohio**

**Welcome
August 19, 2005**

 **CINCOM**®

The World's Most Experienced Software Company™

Cincom Smalltalk

Suzanne Fortman

ESUG Mission Statement

- Promote the use of Smalltalk
- Promote Communications through Users
- Link Users
- Help With the Creation of Local User Groups
- Identify Users and Their Needs

Cincom Smalltalk Marketing Plan

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Visibility ... Visibility ... Visibility

Cincom Smalltalk Marketing

- Add-ons and Applications Program
 - Success Stories
 - Partner Stories
 - News Releases
 - Editorials
 - Smalltalk Visibility

Add-ons and Applications

This program will allow us to build more awareness for Cincom Smalltalk by:

- Introducing Cincom Smalltalk applications through partner stories
- Vertical Market exposure
- Online Application catalog
- Application introduction internally (within Cincom) and externally
- Present partners to industry events – speaking opportunities, editorial coverage, press

What We've Learned

From Customers

- They love Smalltalk
- Need more Smalltalk Visibility in Tech Pubs
- Need More Smalltalk Visibility in Vertical Pubs
- Need More Resources
- Training and Educational Resources

Visibility!!!

Thank you!

Suzanne Fortman

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