

Where do you want to be ?

Standard Industrial Classification (SIC) 2439 Manufacturing - Structural wood members, nec

- **Growth is declining or flat (can you survive with less than 1% growth?)**
- **Inventory turns are flat (can you squeeze out a few more turns?)**
- **Margins are shrinking (can we improve efficiency?)**
- **Revenues are rising slightly or flat (is the status quo good enough?)**
- **Operating expenses are stable (do we have a cost reduction plan in place?)**



A Global Supplier of Agile & Innovative Software

- We are for real.
- We are dependable.
- We are accountable.

- 25 year history
- \$1 Billion Revenue
- No Debt
- NASDAQ Listed Since 1998
- 6,200+ Loyal Customers
- 600+ Partners
- Global Reach

- We always take the high road.
- We are in it for the long haul.

Why CRM?

Why Now?

Why JDE?

Next Steps

J.D. Edwards Vision

To be the worldwide leader in agile, innovative solutions for the connected economy.

How?

- **Consistent, profitable growth**
- **Operational excellence**
- **Knowledgeable, committed workforce**
- **World class products, service, and support**

Industrial Manufacturing & Distribution

Unique Value Proposition

- Enable our customers to dominate their markets using solutions designed to reduce costs, increase revenues, and optimize assets.
- Provide collaborative solutions that drive value based benefits within the enterprise, downstream to customers, and upstream to suppliers.
- Turn-key ERP, CRM, and APS solutions for manufacturers and wholesale distributors in Automotive, Industrial, High-Tech and Electronics



Industrial Marketplace Vision

- **Increase Productivity & Profitability**
 - Your Enterprise Available Anytime, Anywhere
 - Optimize, Automate & Analyze
 - Employees focus on exceptions & high-value activities
- **Extend the Enterprise**
 - Enhance relationships with suppliers and customers
 - Enable common business processes to be performed up and down the supply chain
 - Focus resources to participate in the e-business world.
- **Enhance the Customer Experience**
 - Simplify and enhance the customer experience to increase sales and closure rates.
 - Make doing business with your company a pleasure for your customers and suppliers
- **Establish a Virtual Enterprise**
 - Manage assets, key partners, and outsourced suppliers.
 - Optimize resources that you may or may not directly own
- **Increase the Speed of Innovation**
 - Rapidly introduce new products and new business processes
 - Accelerate speed to market and capitalize on the latest technology advances.

Why??...to Increase profits, increase growth, and optimize assets

Vertical Support Groups

Industrial Vertical

- Automotive
- High Tech and Electronics
- Industrial Fabrication and Assembly

Services Vertical

- Construction
- Entertainment
- Real Estate
- Public Services
- Retail

Consumer Vertical

- Consumer Packaged Goods
- Life Sciences
- Energy and Chemical

J.D. Edwards License Revenue by Vertical

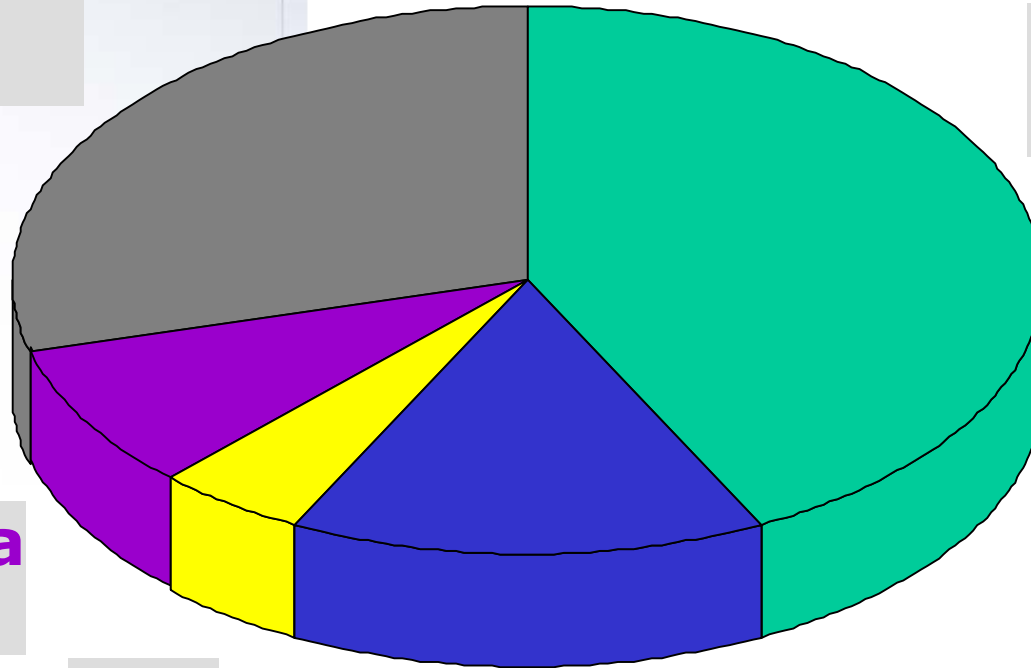
Services &
Other
29%

Industrial
42%

Pharma
9%

ECS
5%

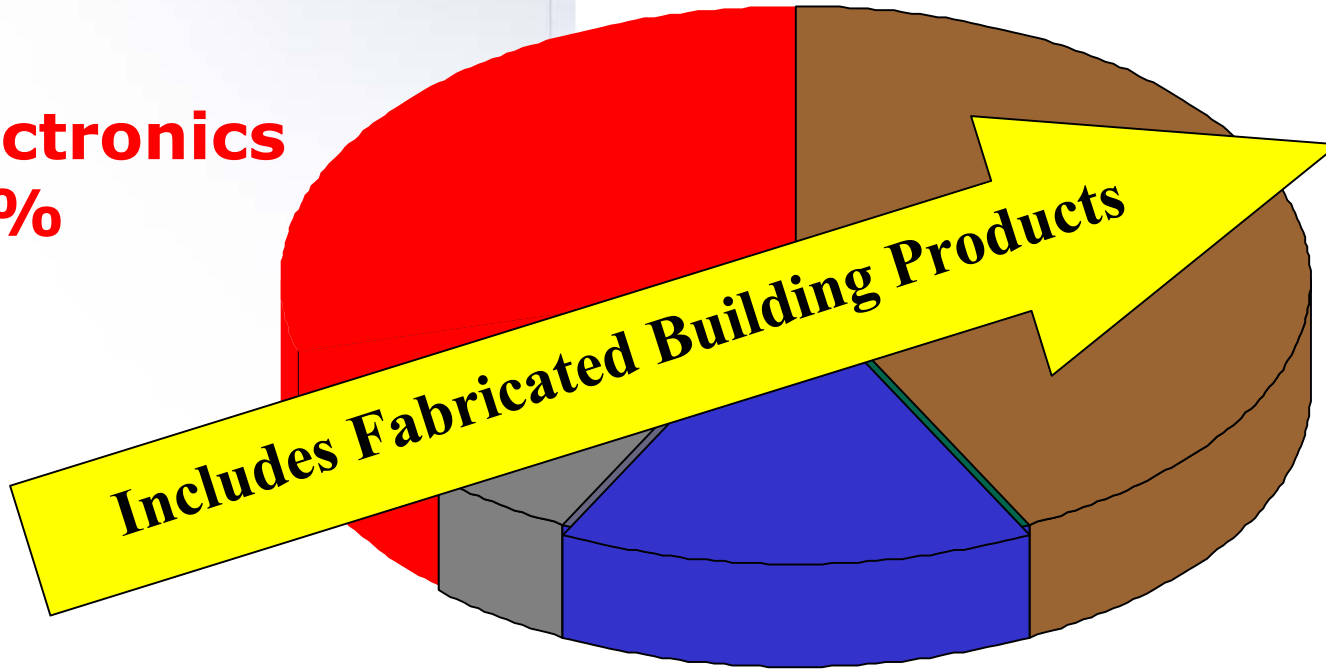
Consumer
15%



Industrial Revenue by Target Segment

Electronics
38%

**Industrial
Fabrication
& Assembly**
42%

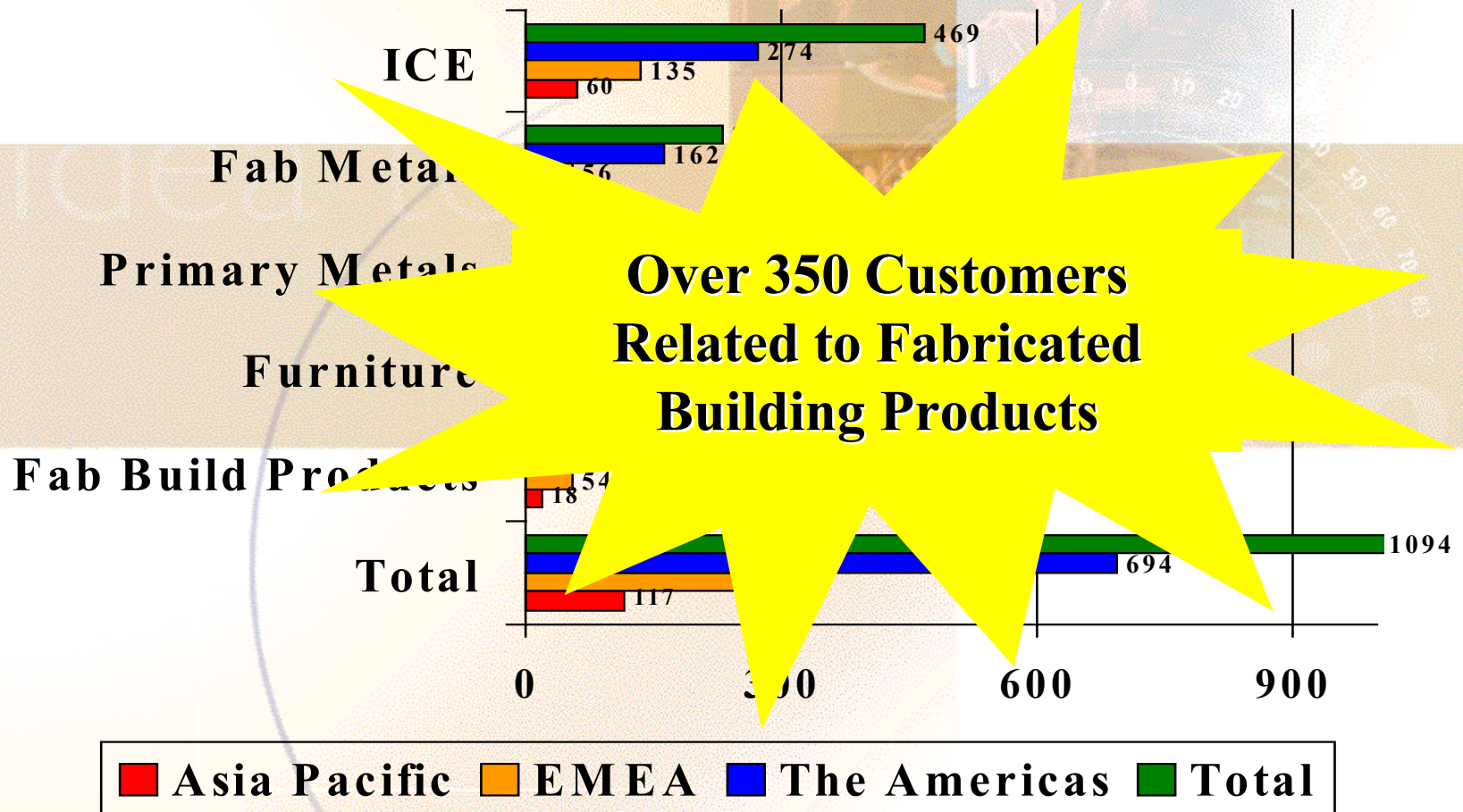


Includes Fabricated Building Products

Other
5%

Auto
15%

IFA Customers and Markets



Vertical Strategy

