



CEdMA Workshop, 12 March 2008

SAP Bedfont

“Increasing Penetration in the Installed Base”

Welcome and Introduction

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CEdMA Europe - Who are we?

The Managers of Training Businesses that exist to support the hardware and software products manufactured by our companies.

Note: there is very little competition in the room!



Who's here and who's who?

Apple	Joao Rato
BEA	Rob Taal, Alex Masters, Carl Tanner
BMC	Paul Green, Kate Lipmann
EMC	Judith White
ESRI	Petra Brown
HP	Alex Harding, Phil Lawman
IBM	Alastair Jeffery, Julie Hollway, Gillian Lamb
Progress	David McBain
Northgate	Sarah Walker, Morgana Aiyer, Kerry Yeung
SAP	Martin Roche
SAS	Jeremy Clarke, Elaine Clayton
SPSS	Neil Gregory
Steljes	Fran Williams
SUN	David Alderton, Simon Maskrey
Sybase	Justin McCarthy, Judie Grant
Symantec	Jasmine Huxtable-Wright



CEdMA Europe Board of Directors (Apr 2007)

Chairman	Phil Lawman (<i>HP</i>)
Secretary	Simon Maskrey (<i>Sun</i>)
Treasurer	Jasmine Huxtable-Wright (<i>Symantec</i>)
At Large	Hans Hirschi (<i>Autodesk</i>)
At Large	Justin McCarthy (<i>Sybase</i>)
At Large	Norman Buckberry (<i>Autodesk</i>)
At Large	Neil Gregory (<i>SPSS</i>)
Key contributors:	
Business Devt	Mike Dowsey
Finance	Penny Farrington



Agenda – Wednesday 12th March

- 1300** Coffee and Networking
- 1330** Introduction
- 1335** **Facilitators: Neil Gregory and Justin McCarthy**
- 1500** Break and Networking
- 1545** **Facilitators: Phil Lawman and Jasmine Huxtable-Wright**
- 1655** Summary
- 1700** Close and Networking



Forthcoming Events

Thu/Fri 8-9 May, “Routes to Market”, Marriott Forest of Arden

Wed 11 Jun, “Coping with Change”, Symantec Reading

AOB We need a compiled list of good quotes.....