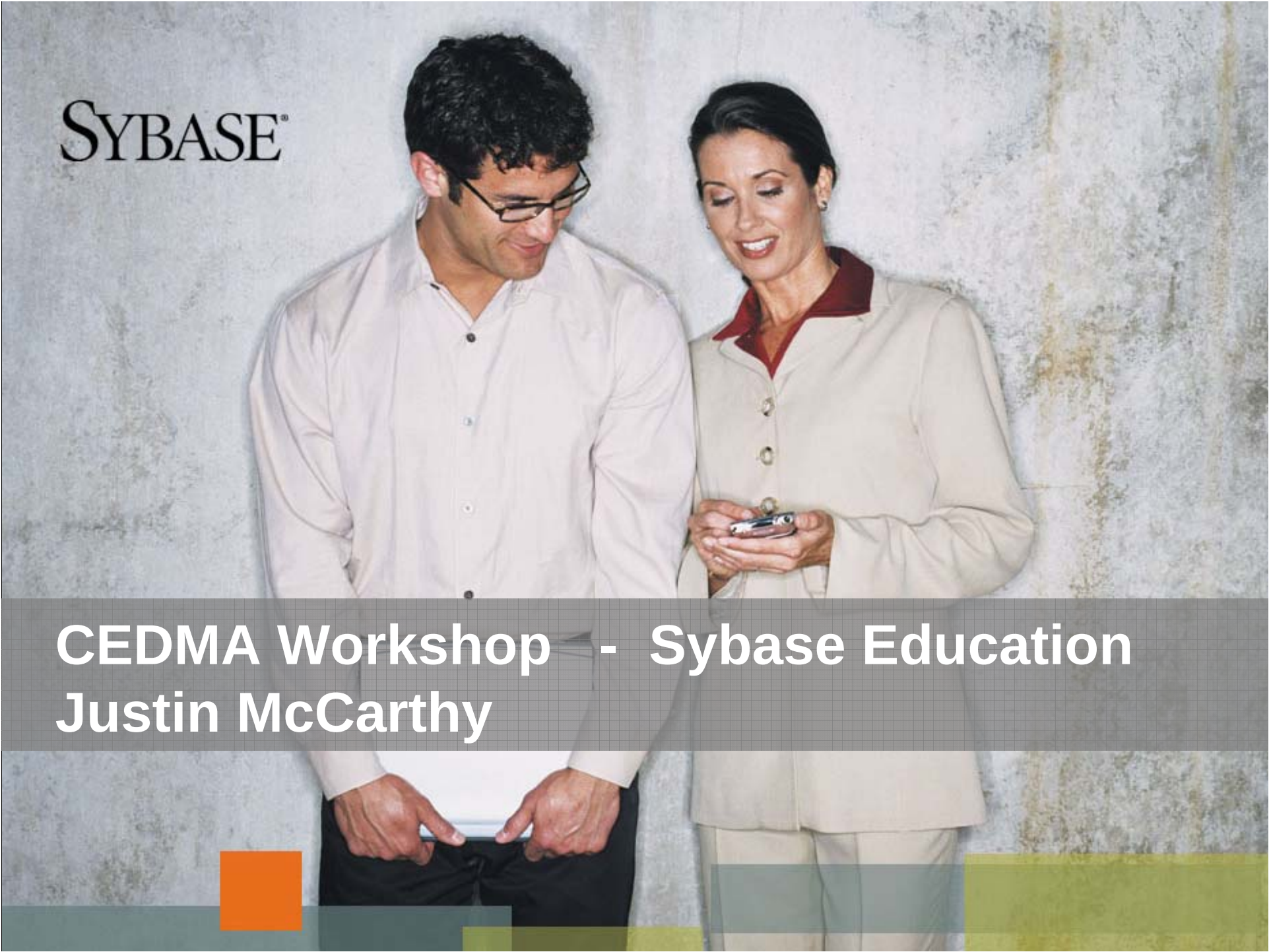


A man with dark hair and glasses, wearing a light-colored button-down shirt, and a woman with dark hair, wearing a light-colored blazer over a red collared shirt, are standing together and looking at a small mobile device held by the woman. The background is a textured, light-colored wall. The Sybase logo is in the top left corner. A semi-transparent grey banner with white text is across the middle. The bottom of the image has a decorative bar with orange, grey, and green segments.

SYBASE[®]

CEDMA Workshop - Sybase Education

Justin McCarthy

Background

Organisation is Geographic

EMEA
NAO
LAO
APO

GY Education, reports to
 GY Services, reports to
 EMEA Services, reports to
 EMEA Field Operations, reports to
 WorldWide Field Operations

FR Education, reports to
 FR Services, reports to
 EMEA Services, reports to
 EMEA Field Operations, reports to
 WorldWide Field Operations

USA Education, reports to

 NAO Services, reports to
 USA Field Operations, reports to
 WorldWide Field Operations

So what?

No “WW” Education Organisation

Education reports into Services Management, where Education is not the primary revenue stream.

Primary focus ‘upstream’ is revenue forecast (& forecast accuracy)



Metrics and Measures

3 Requirements

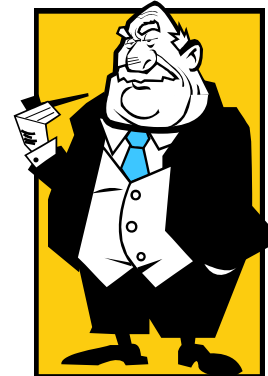
run the day to day business



direct the future



report up the line



Conclusion

Culture is heavily Sales oriented, largely due to organisational structure.

Day to day operations - Country manager

Looking to the future - Geo Education Manager

Reporting upstream – Financials