



MICHAELLETTERER

PROJECTMANAGEMENT&CONSULTING

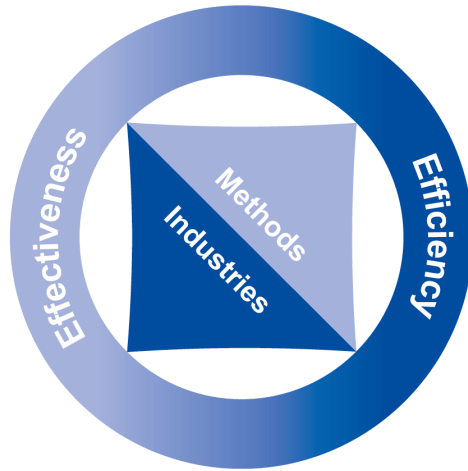
September 2005

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Mission

The company logo stands for our mission:



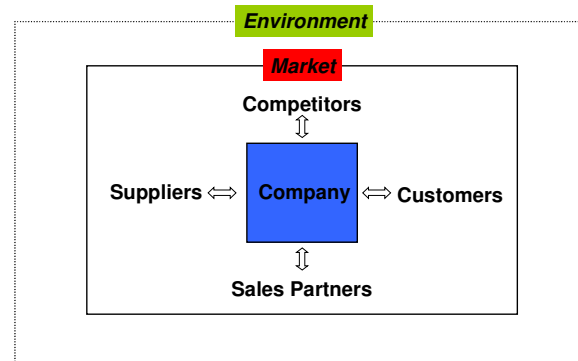
**Offering effective and efficient services for our customers,
based on profound industry experiences.**

**The goal of MICHAEL LETTERER-PM&C
is the improvement of the efficiency and competitiveness
of our customers.**

Effectiveness = "Doing the right thing" Efficiency = "Doing it right"

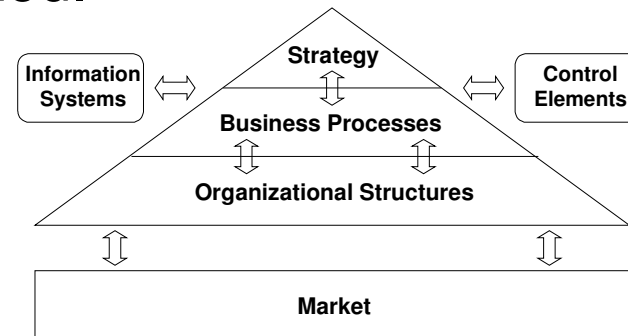
Environment

The success of a company is determined by a few, but important factors.



The company strategy needs to be aligned with such factors.

Based on the guideline “structure follows strategy”, internal and external interrelations need to be analyzed.



Environment (contd.)

Our customers are mainly mid-size companies, but also large-scale companies, both with demand for professional and independent external service.

To be able to cope with the challenges of fast moving, globalizing industries, companies are challenged by:

- > complex project management,
- > active business development, in cooperation with several partner companies along the value chain,
- > adjustment of the business processes / structures and
- > internationalization of the business / production.

We offer you professional and efficient support and accompany you in managing these challenges!

Management

Behind MICHAEL LETTERER-PM&C stands Michael Letterer and his network.

Short vita of Michael Letterer:

- Diplom – Wirtschaftsingenieur (Mechanical Engineering & Business Management)
- 15 years industry experience in

Industrial sectors:

Mechanical Engineering,
Semiconductors,
Telecom/IT/Auto-ID,
Printed Circuit Boards,
Lighting,
Special Chemistry

Companies:

Dornier GmbH,
Sulzer-Escher Wyss GmbH,
Stöckert Instrumente GmbH,
Philips Electronics
(Germany + USA),
Ormecon International

Functions:

Process Engineer,
Project Manager,
International Marketing Mgr,
Business Development Mgr,
Manager Business Sector,
VP & Managing Director

Network

MICHAEL LETTERER-PM&C has access to a wide network consisting of three distinct levels:

a) **partner consultants / specialists** and

b) **product manufacturers / system integrators**

in Germany/Europe, who support MICHAEL LETTERER-PM&C in implementation of projects. Furthermore:

c) **international business contacts** established by Michael Letterer in the course of many years of his industry experience in many regions of the world including:

- companies representing a variety of product segments,
- specialists / decision makers in their respective companies.

Network (contd.)

MICHAEL LETTERER-PM&C is a partner in two ways:

- A partner for **customers** who need access to an independent, external resource so that they can conserve valuable internal resources (outsourcing <> opportunity cost);
- A partner for **product manufacturers / system integrators (SI)**, who are looking for an external resource as extension / addition.

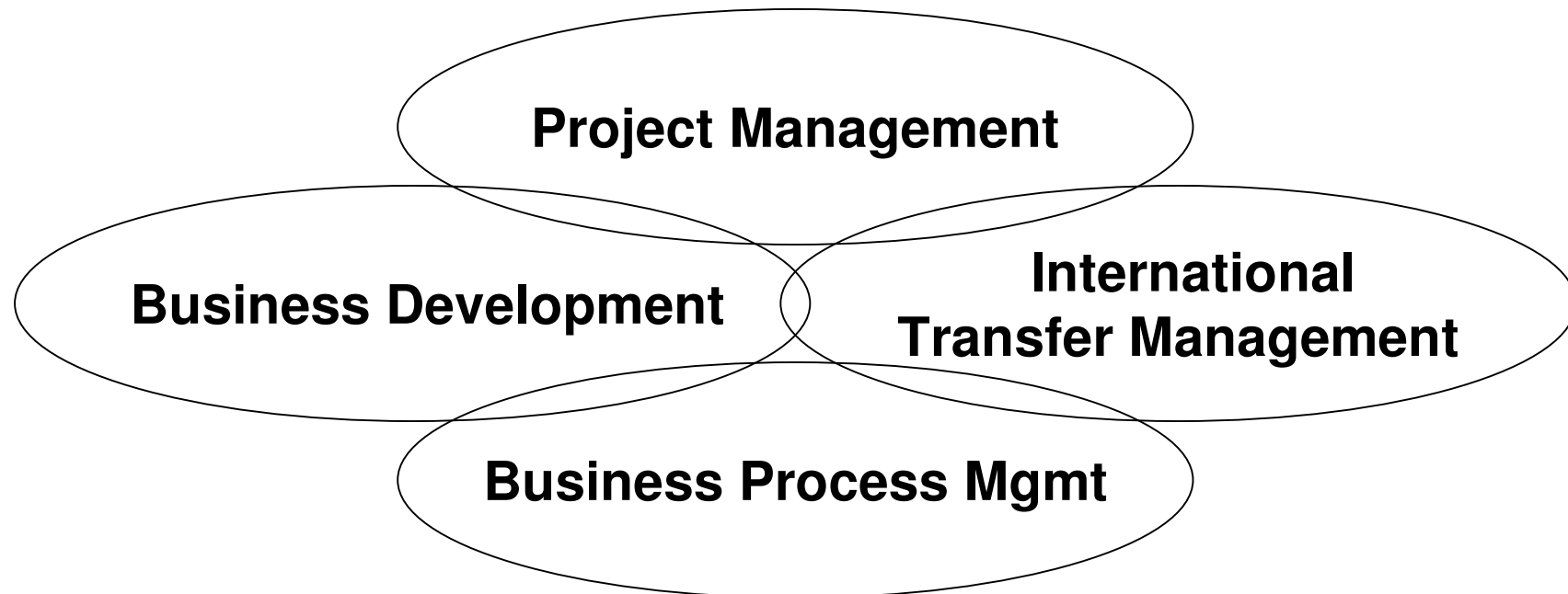


Key elements of the cooperation:

We want to establish with our customers and partners a solid trust platform, to achieve a cooperative and pragmatic teamwork.

Services

MICHAEL LETTERER-PM&C offers the following services/methods:



Services (contd.)

The core competence of MICHAEL LETTERER-PM&C is providing the services for solving customers' problems and creating new businesses.

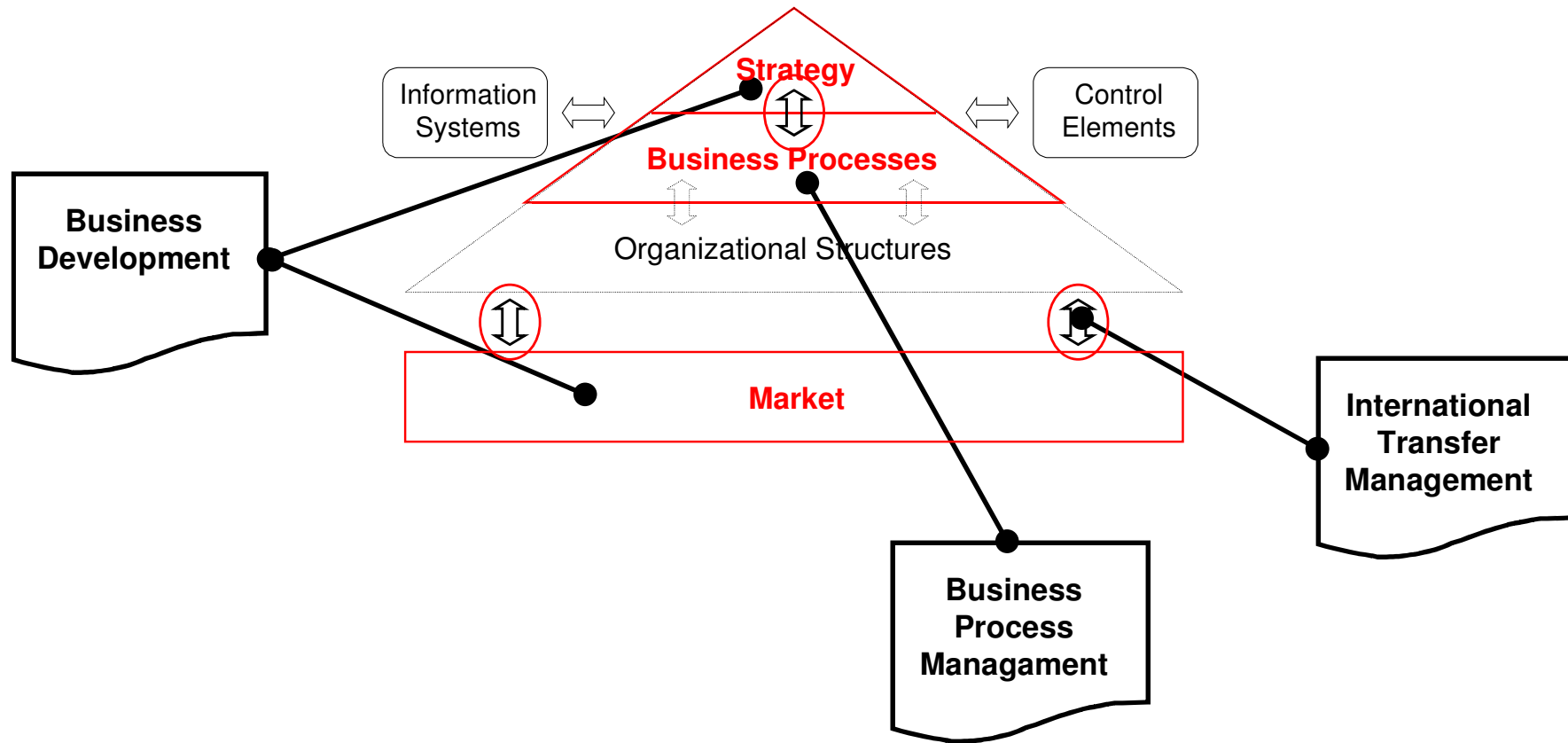
Various methods can be employed separately or in combination according to customer needs and project requirements.

We act as an independent consultant in the areas of product segmentation and management. In-depth competencies and required capacities needed to drive any specific project are assembled in cooperation with the respective partner company.

Our combination of competence in methods and specific industry expertise creates great value for the customer!

Services (contd.)

Points of entry:



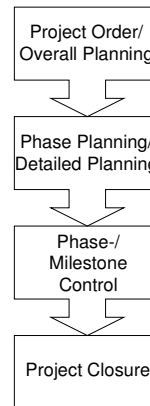
Project Management can be offered separately or as integral part of the other mentioned methods.

Services (contd.)

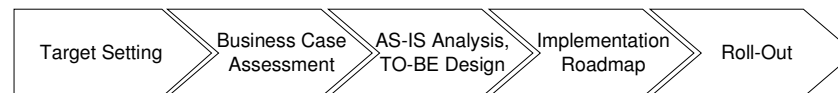
1. Project Management

We offer our customers full Project Management services.

1.1 Classic Project Management:



1.2 Innovation- / Business Development Project Management:



MICHAEL LETTERER-PM&C can manage set-up, planning and steering to drive complex projects to successful conclusion, including identification and management of partner companies. Project Management in so called “Project Corporations” (Projektgesellschaften) can also be provided.

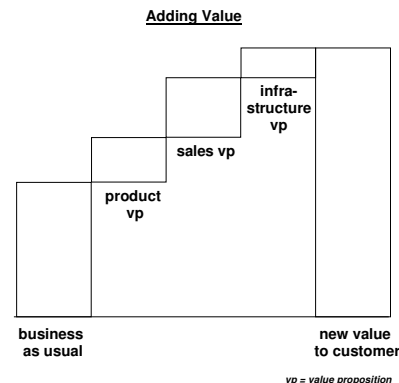
Services (contd.)

2. Business Development

For any market oriented company it is critical to employ professional Business Development practices using state-of-the-art marketing and sales tools.

MICHAEL LETTERER-PM&C works with its customers and partners to define the **business case** and compelling “**Value Propositions**”¹⁾ based on in-depth **market analysis**, and then to **plan and execute projects** to deliver the required results.

For improved and lasting customer orientation, we offer **coaching programs** for employees. Through our in-depth industry experience in Business Development, coaching programs are set-up based on both actual case studies and theoretical elements.



¹⁾ „Value Proposition“ = A Value Proposition is simply a company’s promise to its customers of the benefits it will provide at an explicit price (focus: product & service). Correlation: need > requirement > demand.

Services (contd.)

3. International Transfer Management

In a fast moving and changing international business environment it is critical to employ safe and professional technology transfer methods and expert capability for the development of marketing and sales channels in key geographies.

We offer our customers international Transfer Management. Our main **focus** is on Asia, as the fastest growing region. Within Asia, we focus on Taiwan, Korea, Japan and China.

Besides Asia, MICHAEL LETTERER-PM&C also has extensive expertise in Transfer Management to and from the US- and South American market.

The services in this field range from **market analysis, planning** and **partner selection** (production / sales), to **implementation** in the respective geographies.

Furthermore, we offer **coaching** for employees and international partners to provide preparation for effective international cooperation.

For this service we cooperate with an established, international business partner network, with offices in the respective countries!

Services (contd.)

4. Business Process Management

"Reengineering is the fundamental rethinking and radical redesign of business processes to achieve dramatic improvements in critical, contemporary measures of performance, such as cost, quality, service and speed." HAMMER and CHAMPY

In the field of Business Process Management we offer our customers professional

- **AS-IS analysis,**
- **TO-BE scenarios / models** and
- **NEW structure implementation** support

to re-direct and optimize business processes and results.

The analysis, definition and implementation of business processes will be done in **teamwork**. Only if the team buys into the activity, lasting success can be achieved.

The selection and implementation of **supporting technologies** (hardware and/or software) for the process improvement, like RFID technology or ERP systems, can also be supported. This especially in SCM and CRM related projects.

Industries

Over the last 15 years, Michael Letterer has gained expertise in the following industries:

- **Telecom / IT** - *with focus on Auto-ID*
(special expertise: RFID tags, smart cards, reader/writer, software, NFC);
- **Printed Circuit Boards** – *with focus on final finishes*
(special expertise: immersion tin);
- **Lighting** - *with focus on foil technology*
(special expertise: electroluminescence);
- **Semiconductors** - *with focus on communication ICs and GA products*
(special expertise: identification/auto-ID-, discrete- and polymer semiconductors);
- **Chemistry** - *with focus on special chemistry*
(special expertise: conductive polymers);
- **Mechanical Engineering** - *with focus on special equipment*
(special expertise: turbine technology, medical equipment, PCB equipment).

Reference projects

Selected examples, out of multiple successful projects:

> **Strength- and Weaknesses Analysis** <

Strength- and Weaknesses Analysis of the technical order flow in a mid-size company.

> **Business Reengineering** <

For a large-scale company, a complete Business Reengineering was accomplished for a business unit in three widely separated geographic locations, and in cooperation with a consultant team.

> **Identification - System Business** <

For a large-scale company, an RFID System Business was defined and implemented in cooperation with mid-size system partners. Functions included business planning, VC acquisition, team and system partner selection and integration, and Business Development with focus on Europe and USA.

Reference projects (contd.)

> OEM - Value Proposition <

For a large-scale company's key customer (international, Asian OEM), a product and service Value Proposition was defined and implemented in cooperation with its world-wide sales force.

> EL - System Project <

In cooperation with several mid-size companies and one large-scale lead customer, an EL-System Project was planned and successfully implemented.

> Demonstration Center - China <

To attain a larger market share for a mid-size company in the strategically important Asian market, we completed definition, contract negotiation, and establishment of a Demonstration Center for a PCB technology. This was done in close cooperation with several international strategic-/system partners.

More project references can be provided on request!

Please contact us if you

- intend to start a project,**
- are interested in a cooperation!**

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