WEBENABLE

Press Plan

Revised: 8/15/98
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Goal

Create and maintain a positive product and company presence within target vertical markets, the Internet software industry and the investment community.

Objectives

Create a bi-weekly drum beat of positive news
Create and maintain a strong web marketing presence

Target Audience

There are six target audiences for WebEnable Press Coverage:

Internet Technology Consultants

Technology Consultants evaluate available technologies and make recommendations to customers, investors, conference producers, and magazine editors. They are often responsible to defining "mind-share" within an industry. They can also be influential in removing barriers to entry for individual customers.

Channel Strategic Marketing Consultants

Strategic Marketing Consultants evaluate potential customers channel sales challenges and recommend business solutions that meet their needs. With proper cultivation, Strategic Marketing Consultants become valuable channels for introducing our products to new customers.

Industry-specific Sales and Marketing Executives

The decision maker for purchasing our product will most often be the Vice President of Marketing, Vice President of Sales or Vice President of Sales and Marketing.

Industry-specific Distributors/Dealers

Dealers and distributors are some of the potential users of our products. We need to gain mind-share within this community to ensure enthusiastic use of our products.

Software VARS/Systems Integrators

As we transition from the 1998 direct sales model to the long-term indirect sales model, we must gain the interest and motivate the sales efforts of potential resellers of our products.

Venture Capital and Financial Services

Current and potential investors that need to be attracted to meet our ongoing capital investment requirements.

Press Plan

Related Events	Date	Release/Collateral/Event	Probability
	Monthly	WebEnable Newsletter	
Mar 30-31 InfoTest	As Need	WebEnable Flash	
Post-mortem	3/31/98	InfoTest Testbed Success	0.8
May 4-6 NMCS Annual	6/nn/98	Jeff Timmons/Frank Dodge Join BoA	1.0
	5/ 6/98	WebEnable joins NCMS Consortium	1.0
	5/ 5/98	SCA Product Announcement	1.0
	5/17/98	SCA Product Beta Test	1.0
	8/10/98	Syncra Partner Program	1.0
	8/17/98	C3I Partner Program	1.0
	8/24/98	Centra Partner Program	0.9
	8/31/98	Concentus Partner Program	0.9
	9/ 8/98	SCA Product General Release	1.0
	9/ 8/98	Announcement of Startup Financing	0.9
	9/15/98	HP Domain Partner Program	0.9
	9/22/98	Digital Internet Partner Program	1.0
	9/29/98	Sun 100% Pure Java Partner Program	0.9
	10/ 6/98	MatrixOne Partner Program	0.5
	nn/nn/nn	Automotive Working Group Program	0.5
	nn/nn/nn	Benchmarking Partners Program	0.5
	nn/nn/98	Announcement of First Round Financing	0.8

Appendix A - Potential Press Releases

nn/nn/nn	MacNeal-Schwendler OEMs WebEnable	0.5
nn/nn/nn	ImageLabs OEMs WebEnable	u.s
nn/nn/nn	<TBD> Buys WebEnable Product	0.7
nn/nn/nn	Design Partner Program	1.0
nn/nn/nn	WE Moves to New Quarters	0.8
nn/nn/nn	SCA Product Wins Best of Show	0.4
nn/nn/nn	SCA Product Top-rated by….	0.4
nn/nn/nn	<company> Joins Design Partner Program	0.5
nn/nn/nn	<company> Joins Channel Partner Program	0.5
nn/nn/nn	Netscape Partner Program	0.9
nn/nn/nn	Oracle Partner Program	0.7
nn/nn/nn	Microsoft Partner Program	0.7
nn/nn/nn	Open Market Partner Program	0.5
nn/nn/nn	IBM Lotus Partner Program	0.5
nn/nn/nn	IBM NetCommerce Partner Program	0.3
nn/nn/nn	WebEnable joins CPFR Consortium	0.7
nn/nn/nn	WebEnable joins AWG Consortium	0.7
nn/nn/nn	WebEnable joins OBI Consortium	0.7
nn/nn/nn	WebEnable joins ERP API Consortium	0.5
nn/nn/nn	WebEnable joins NIIIP Consortium	0.5
nn/nn/nn	DASCOM Partner Program	1.0
nn/nn/nn	Pandesic Partner Program	0.5
nn/nn/nn	SAP Partner Program	0.5
nn/nn/nn	Manugistics Partner Program	0.3
nn/nn/nn	MetaSys Partner Program	0.3
nn/nn/nn	I2 Technologies Partner Program	0.3
nn/nn/nn	MacNeal-Schendler Partner Program	0.5
nn/nn/nn	Parametric Technologies Partner Program	0.5
nn/nn/nn	SDRC Partner Program	0.3
nn/nn/nn	InParts Partner Program	0.7
nn/nn/nn	Incentive Systems Partner Program	0.7
nn/nn/nn	<EDI Supplier> Partner Program	0.5
nn/nn/nn	<ERP Integration Supplier> Partner Program	0.5
nn/nn/nn	RSA Partner Program	0.5
nn/nn/nn	Raptor Partner Program	0.5
nn/nn/nn	International Communications Partner Program	0.3
nn/nn/nn	Alis Technologies Partner Program	0.5
nn/nn/nn	Visigenix Partner Program	0.3
nn/nn/nn	Orbix Partner Program	0.3
nn/nn/nn	Silknet Partner Program	0.3
nn/nn/nn	WebLine Partner Program	0.3
nn/nn/nn	Pangaea Partner Program	0.3
nn/nn/nn	Calico Partner Program	0.3
nn/nn/nn	Trilogy Partner Program	0.3

nn/nn/nn	Robert Minuik & Associates Channel Partner	0.5
nn/nn/nn	KPMG Channel Partner	0.5
nn/nn/nn	Digital Channel Partner	0.5
nn/nn/nn	IBM Lotus Channel Partner	0.5
nn/nn/nn	HP Channel Partner	0.5
nn/nn/nn	Samsung SDS Channel Partner	0.5
nn/nn/nn	Price Waterhouse Channel Partner	0.5
nn/nn/nn	Cambridge Technology Partners Channel	0.3
nn/nn/nn	BayState Computing Channel Partner	0.3
nn/nn/nn	Workgroup Solutions Channel Partner	0.3
nn/nn/nn	Service.net Channel Partner	0.7
nn/nn/nn	MCI Channel Partner	0.6
nn/nn/nn	AMPeMerce Channel Partner	0.5
nn/nn/nn	Vertical.net Channel Partner	0.5
nn/nn/nn	M.net Channel Partner	0.4
nn/nn/nn	Wiz.net Channel Partner	0.4
nn/nn/nn	ATT Worldnet Channel Partner	0.3
nn/nn/nn	Sprint Channel Partner	0.3
nn/nn/nn	PSInet Channel Partner	0.3
nn/nn/nn	Intelisys Channel Partner	0.3
nn/nn/nn	Internet Commerce Services Channel Partner	0.3
nn/nn/nn	Kinkos Partner Program	0.3
nn/nn/nn	iPrint Partner Program	0.3

Appendix B – Target Periodicals

Magazines, newspapers and newsletters that WebEnable targets with press releases, letters to the editor, op-eds, articles and sneak previews.

Internet Technology Periodicals:

CIO Magazine

WebWeek

WebMaster

Java Developers Magazine (?)

Network Computer Magazine

Internet World

Object Magazine

Wired

Channel Strategic Marketing Periodicals:

Sales and Marketing News

Sales and Field Force Automation

Industry-specific Distribution/Supply Chain Periodicals:

Industrial Distribution

MRO Distributor

PT Distributor

TED – The Electrical Distributor

Today's Distributor

Industry-specific Marketing Periodicals:

Software VAR Periodicals:

VAR Business

Reseller Management

Financial Services and Investor Periodicals:

WSJ

Boston Globe

Appendix C – Target Consultancies

Internet Technology Consultancies:

      Forrester Research

      The Aberdeen Group

      The Gartner Group

Channel Strategic Marketing Consultancies:

      The Washburn Group (Bob Washburn)

      Robert Rohr & Associates

      Results Now! (Laura Andrus)

      Insight Technologies (Jim Dickie)

      Encore Group (Tim Schmidt)

      Miller Consulting

Industry-specific Distribution/Supply Chain Consultancies:

      Robert Miniuk & Associates (Electrical/Electronic Pricing)

      Incentive Management Systems

Industry-specific Marketing Consultancies:

Software VAR Consultancies:

      Induistrial Strength Software

Financial Services and Investor Consultancies:

Appendix D – Target Financial Institutions & Investors

Investment Banks, Securities Firms, Market Makers

Adams, Harkness & Hill

Alex Brown

Montgomery

Venture Capital Firms

Internet Capital (Walter Buckley)

Menlo Venture Partners (Mark Seagle)

One Liberty (Duncan McCallan)

Matrix Venture Partners (Mike Humphries)

Keystone Capital

Longworth Management (Paul Margolis)

Northbridge (Jamie

Highland Capital

Kleiner Perkins

Atlas

Bessemer

Trident

Sigma

Sierra

Claflin

MTDC

Investors, Investor Groups

Jeff Timmons
Geptha Wade
Frank Dodge
Jack Lynch

Hank Kuziomko
Gary Meuller
Paul Margolis (Longworth Management)
Steve Gahl
Walnut Partners (Steve Gahl)
The Breakfast Club (Mort Goulder)
Randy Haykin

Jon Barret
E.T. Barret
Jeff Parker
Fred Alper
Bob Tabur
Ted Johnson
David Kaiser
Chatan Shah
Manoj Shah