

# Marketing Offer & Call to Action

- SMARTEAM CD
  - In 1Q04 use the existing SMARTEAM Introduction CD
    - ✓ Pub Number G121-7324-00
  - In 2Q04 use a refresh of the SMARTEAM CD
    - ✓ Availability TBD
- Special T&C's
  - Plan is to carry over 2003 offerings into 2004
  - Geo / Region Based Pre-Approved Special Bids
- PLM Web Diagnostic
  - Secondary offer
  - Determine ability to provide to BP's for execution on their Websites

## Recommended Tactics

- Direct Marketing Campaign using Campaign Designer Template
- Telemarketing Campaign to existing CATIA V5 clients
- Sales Blitz on CATIA V5 accounts with SMARTEAM Value Proposition as key message
- Client Events
  - “Lunch and Learn” events for existing clients where geographically possible
  - Roadshow focusing on the SMARTEAM Value Proposition for existing clients
  - Break out session at larger client events being executed by Business Partners