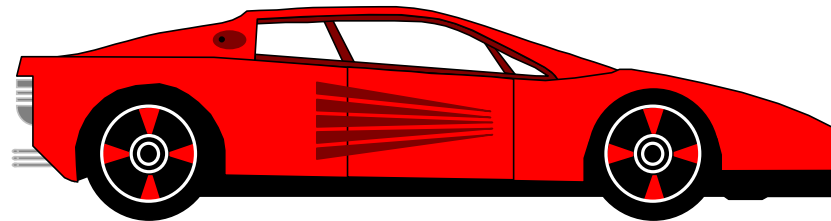
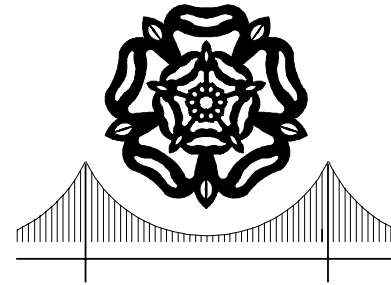


Why - Choose Rose & Bridge to boost performance ?



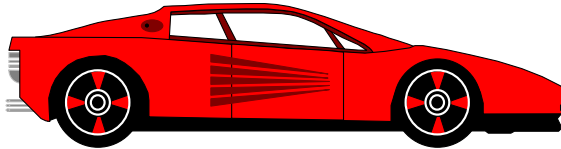
Sales & Marketing - business
development - skills & resources
(day rate - project or retained - basis)

Rose & Bridge Associates :

A G E N D A

- What does your business need ?
- Sales & Marketing - skills & resource
 - Illustrative - client scenarios
 - Sample list - typical activities
- Testimonials and client comments !

Typical tasks & assignments :



Marketing support

Interim Management

Systems & product reviews



Business planning



Customer + Relationship - Development

What does your business need ?

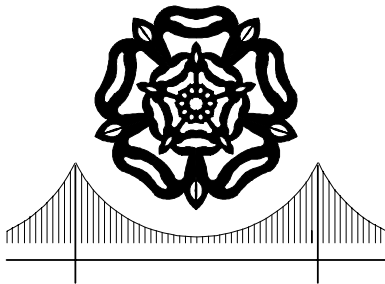
IT Business - Guru and Trouble-shooter !

Pathfinder :

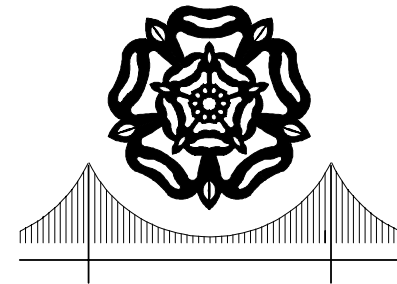
- markets
- partners
- products



**Salesman /
Manager /
Non-exec
Director**



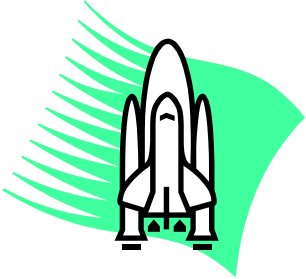
David Riggall



Team player / mentor / entrepreneur

- dedicated to making a difference -

IT - Skills & Experience :



Over 30 years' IT experience serving organisations of every type and size



Clients include : EMIS, ePAQ, OPSIS, PhoSys

5 years - as an IT - acquisitions - consultant
10 years - as founding owner of - PC dealer
3 years - software house - sales & marketing
10 years - Sales & Marketing - with IBM
6 years - programming & systems analysis

Partners : David & Christine Riggall

Illustrative client scenarios :

eleventeenth : E-systems software house
and publisher seeking to improve
new business performance.

(www.eleventeenth.com)

PhoSys : A client server ASP service
for digital photographers 4q04...

(www.phosys.com)

List of activities and achievements at OPSIS:

Worked with owner directors and existing employees as a colleague and mentor.

Produced customer stories & re-focused sales pitch on benefits v features and function.

Qualified existing leads, prepared proposals and demonstrations and won new business.

Established and populated a prospecting system and designed associated mailing campaigns.

Identified prospective business partners to complement the client's entry into British market.

Supported directors and their 3rd party funders in the acquisition of a partner company.

Worked as interim sales manager to integrate the acquired company into the group.

Presented to customer user group and developed a " sales and marketing " plan.

Organised trade exhibition and open day(s) for existing & new clients.

Created and re-themed marketing presentations and material.

Identified strengths, weaknesses and opportunities

Testimonial from Brian O'Neill

David Riggall worked with OPSIS Ltd, from May 2000 to May 2001. Throughout 2000 he was effectively the British sales and marketing arm for OPSIS, an Irish-based company selling software and services to the legal market. During this period he also worked with us on our take-over of an English company, Solace Legal Systems, which operates in the same marketplace. Following the take-over, David then functioned as the head of Sales and Marketing for the expanded entity in GB.

During his time with OPSIS, I worked very closely with David and was impressed by his knowledge of sales and marketing and by his application. He worked extremely hard to make a success of his role and he was at all times willing to do whatever was necessary to make a sale and to assist us in penetrating a new and challenging market.

On a personal level, I have found David to be a pleasure to work with, a person of integrity and balance, who brought his experience to bear on all aspects of the business.

David left OPSIS and Solace at the end of May 2001, at his initiative, to pursue his interest in providing his sales and management expertise in the wider business arena. We parted on excellent terms and we wish David well in his future endeavours, which we are confident, will be successful.

Brian O'Neill is the MD of OPSIS

Client - feedback - testimonials:

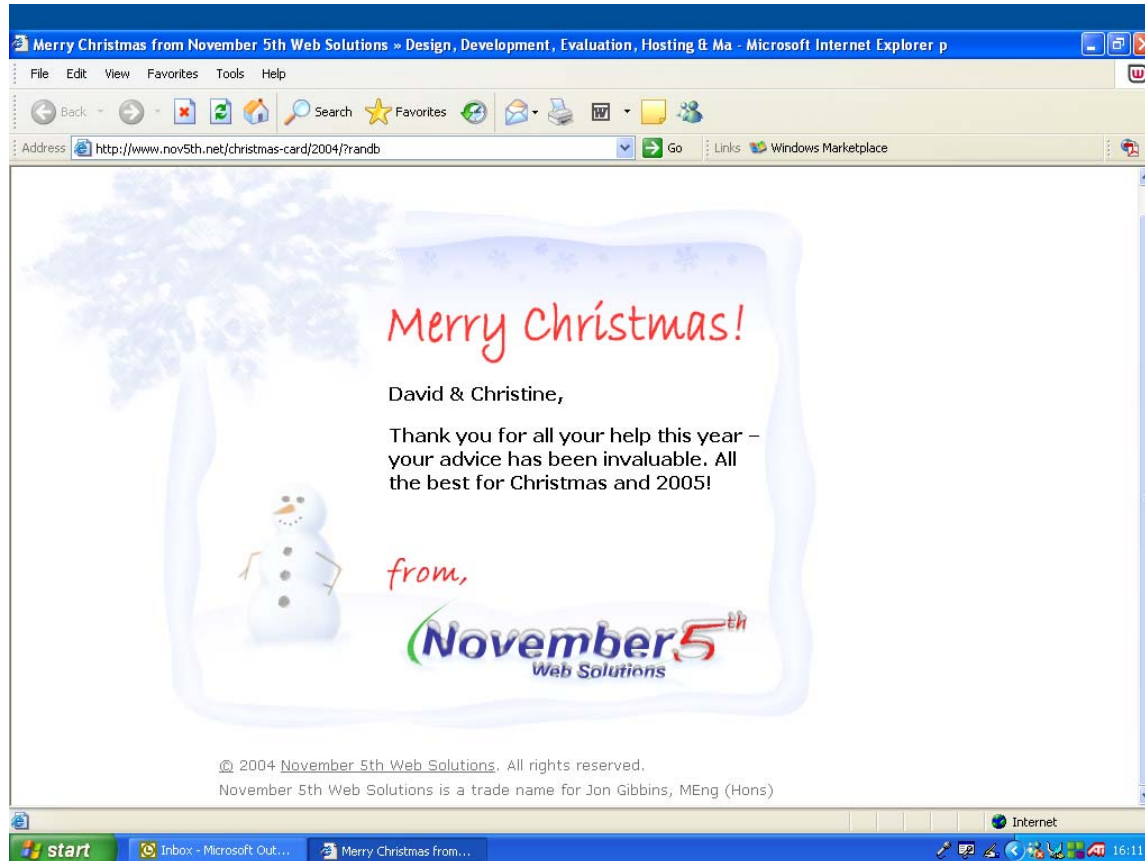
The time that you spent with us last year was pivotal in making us manage our business. We are now having weekly management & monthly Directors' meetings.

Phil@Eleventeenth.com

David worked with us for 4 months from May to Aug 02. His diligence, insight, market knowledge (and quirky humour) have been invaluable to us at a crucial stage in the gestation of our various Seneca products. We wish him every success and look forward to working with him again on new projects in the future. Chris Spencer LLB

EMIS intellectual technology www.emisit.com

Rose & Bridge Associates



- dedicated to making a difference -