

# Sales & Marketing

**TODAY**  
MON TUE WED THU FRI SAT SUN

TIME	SCHEDULE	ACTION RECORD	\$ UNITS
7AM	Breakfast Meeting	CITY CLUB	
8		↓	
9	CLOROX	MS HASTINGS	
10		↓	
11	Demo	KAISER	
12 noon	<del>LUNCH</del>		
1	AIRPORT 1:15 FLIGHT	US AIR BOSTON	
2		↓	
3		↓	
4		↓	
5		↓	
6		PRESENTATION	
7		OF BOSTON	

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Writing proposals and preparing presentations is the lifeblood of the sales and marketing department at Empire. To meet the department's heavy documentation demands, Empire employs



NEXTSTEP productivity applications such as WriteUp, for word processing, and Mesa, for financial modeling. By combining interoperability with easy-to-use features that accelerate the sales cycle, these applications have helped Empire close sales and promote the company to government and business leaders around the world.

Since the department often reuses existing documentation, it was imperative that these programs be able to read files from applications like WordPerfect and Lotus123.

In particular, WriteUp's support for Rich Text Format allows information to be passed among documents without any loss of formatting.



Presentations done in @image and proposals prepared by the department can include

reusable elements such as charts, drawings, tables, and rich text. They can be stored on Collaggi Palettes and located on Sun and HP servers that can be accessed from any of Empire's sales offices around the globe. Final output is done on the high-volume network printers from Canon.



With its fully implemented client/server solution, Empire's sales and marketing department can get the information it needs from on-line databases and quickly bring information into professional documents that close sales. Faster proposal generation using NEXTSTEP applications has helped speed Empire's sales cycle.

