



# groove II

experiential creative agency

Our philosophy is based on delivering brand and business-driven creative. Our experiences inspire your audience to learn, feel, do, or be. We don't tell people things. Information doesn't inspire; feelings do. Feelings that come from experiences people never forget.

A trusted partner demonstrates expertise across many integrated services. Today we want to show you our presentation services expertise.

# groove II

Photo: ~~Original Publishing Artists~~

## Groove 11 Presentation Services: We Get Really Ugly Slides Every Day

### Industry Buzz

- "Forrester strongly recommends that current Sun users contemplating a migration to Linux evaluate Solaris 10 on AMD Opteron-based systems and that all current Solaris users evaluate the potential benefits of upgrading to Solaris 10."
  - Richard Fichera, Vice President Forrester Research, "Commentary: Sunny Days for Solaris?" CNET, Nov 15, 2004
- "...the rock-solid on-Opteron attribute enables Solaris virtues even on inexpensive volume gear."
  - Richard Hall, Solaris Rises, Illuminata Research
- *Are there other quotes out there we can use?*

### Our vision

**Diageo Chateau and Estate Wines is the fastest growing, most exciting premium wine company in the United States, where every person is passionate about wine and equally passionate about delivering extraordinary business results.**



### Software Strategy

Initiative	MC	Achievements	Next Steps
Common Components	6/1 Release-04 6/1 Release-05	1/1 Inst. 04	6/1 Inst. 05
Build Number of Operational DB	Pending	Architecture/Planning Complete	12/02-03, FY07
Common Linux	MC Approved	Linux Strategy Defined Vendor Engagements in Progress	Vendor Selection Rolling
Common Services	Client/Functional Team	Architecture Defined	Proof of Concept Early FY07
Component Based Transformation IBM to Linux 6/04 IBM to RHEL	Offsite Work Pending	Proof of Concept Validation/Recommen	6/1 Inst. 04 Opera Complete Nov. 04
Software Development Tools	MC Allocated	Client 1/1/04 Delivery 3/24/04 Partnering Vendor Support	Engineering Migration Timeline Additional 2/14/04

## Groove 11 Presentation Services: ...We Get Really Big, Big, Big Every Day

**Drive Year Two Innovation** Innovation

Let's new Year One Innovation to allow us to focus on driving previous innovation brands.

- Need bottle shots of Chateau Montelena, A by Acacia, Etra Reals
- DVC line extensions (Zin & PG)
- Archetype
- Newmarket
- Breakdown

All innovation = 11% of plan, 150,000 cases



**Cisco, Inc.**

400 IP Traffic, 47% Compounded Growth  
By 2011, will increase to 29 exabytes or 29 billion gigabytes

This is nearly 144 times all the world's printed matter or 8 times all the words ever spoken.

And 1,100 times the size of the U.S. Internet backbone in 2005.



144 Times  
Growth here to add missing block

Growth here with a factor with here in a

8 Times

### Setting the Stage

#### Situation

Cisco Sales Mastery Series (SMS) is a proven and successful skills based development program our partners are familiar with and want.

#### Complication

The SMS pilot model is not repeatable or globally scalable, and is cost prohibitive.

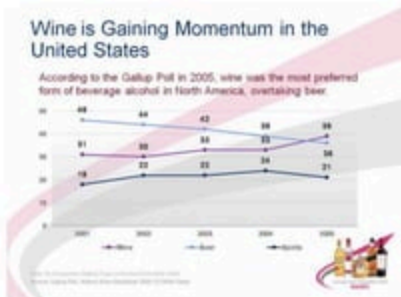
#### Implication

We have a requirement for an additional blended learning program that is flexible, consistent and provides measurable results.

#### Position

FDE will allocate budget and resources to design, develop and manage a global training program with strategic value to Cisco that can be easily implemented in each theater.

## Groove 11 Presentation Services ... ~~and Wine is Big and Small~~



### A Three-Part Test for Policy Making

Innovation

Balkanization

Proper role of government

4

### Should You Market in this Community?

- ▲ YouTube = 10 percent of all internet traffic (source: [www.technology.com](http://www.technology.com))
- ▲ Five of the top 10 Web sites are social (source: [www.technology.com](http://www.technology.com))
- ▲ Over 100 million blogs exist (source: [www.technology.com](http://www.technology.com))
- ▲ 120,000 new blogs are launched every day (source: [www.technology.com](http://www.technology.com))
- ▲ 1.5 million blogs are posted per day (17 per second) (source: [www.technology.com](http://www.technology.com))
- ▲ Over 57 million Americans read blogs (source: [www.technology.com](http://www.technology.com))

## Groove 11 Presentation Services – Text-driven Slides

We clean up and edit content. Your story needs clarity.



### The Industry Is Buzzing

"Forrester strongly recommends that current Sun users contemplating a migration to Linux evaluate Solaris 10 on AMD Opteron-based systems."

**Richard Fichera, Vice President Forrester Research, "Commentary: Sunny Days for Solaris?" CNET, Nov 15, 2004**

"If you are considering Linux on x86, look at Solaris."

**Up and Running on Solaris 10  
DevX.com, 5/18/05; Alan Zelchick**

"...think twice before casting Solaris aside in favor of Linux distributions."

**Jason Perlow, Jason Tower, and Jason Faulkner  
June 2005 Linux Magazine**

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### Our Vision

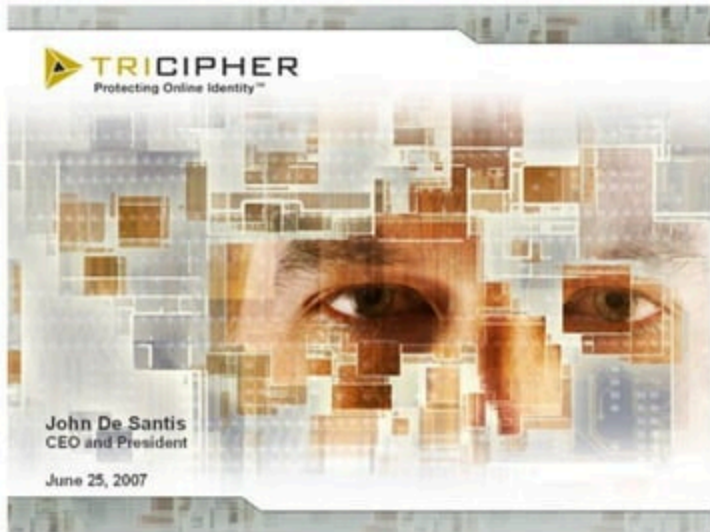
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Diageo Chateau & Estate Wines goal is to be the fastest growing most exciting wine business in the US, the best place to work for people who are passionate about wine and equally passionate about delivering extraordinary business results



## Groove 11 Presentation Services – Original Concept Slides

We develop conceptual models for business and brand. Your story needs vision.





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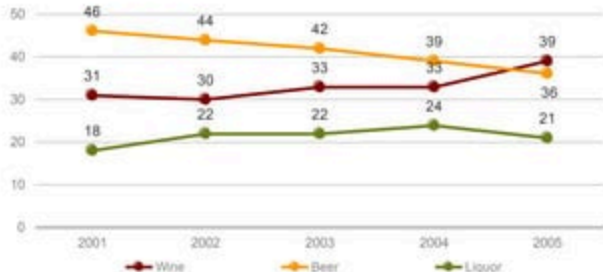
	Initiative	HC	Achievements	Next Steps
>	Common Components	Q1 Ramp-20 Q2 Ramp-30	CC Sept. 06	EC Jan. 07
>	Small Number of Specialized OS	Pending	Architecture Phasing Complete	CC/ED Q2, FY'07
>	Common Linux	HC Approved	Linux Strategy Defined Vendor Evaluations In Progress	Vendor Selection/ Staffing
>	Converged Services	Cross-Functional Team	Architecture Defined	Proof of Concept Early CY'07
>	Component-Based Instrumentation GMI for Cisco IOS GMI for NDI	Offers Made Pending	Proof of Concept Specification Discussions	EC Dec. 06 Specs Complete Nov. 06
>	Software Development Tools	18 Allocated	Cisco IOS/SW Delivery DUETS Exploring Vendor Support	Engineering Workflow Teams Additional DUETS

## Groove 11 Presentation Services – Visualization Slides

We leverage auto shapes, clipart and pre-set design tools. Your story needs visualization

### What is Driving Table Wine Growth?

According to the gallup poll in 2005, wine was the most preferred form of beverage alcohol in north america, overtaking beer



Note: % Consumers Stating Type of Alcohol Drink Most Often  
Source: Gallup Poll, Adams Wine Handbook 2005 (CY2004 Data)



## Groove 11 Presentation Services – Visualization Slides

We leverage auto shapes, clipart and pre-set design tools. Your story needs visualization

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### A Three-Part Test for Policy Making

- 1. Innovation—Trust**
- 2. Balkanization**
- 3. Proper Role of Government**



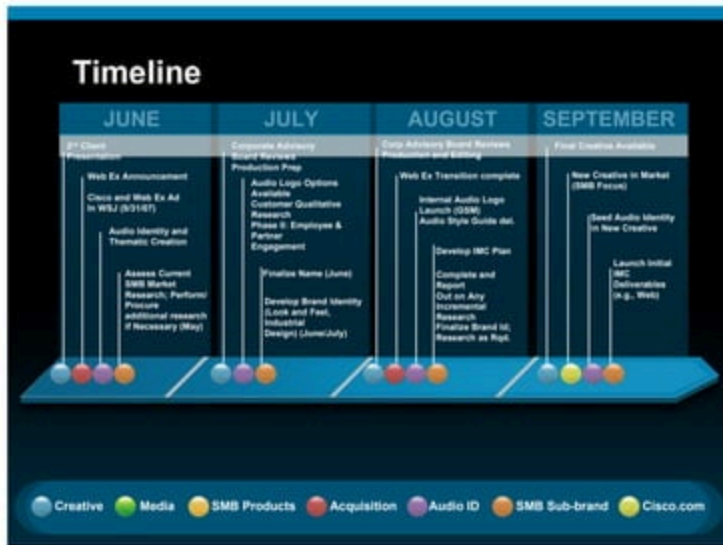
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## Presentation Services – Creative Slides

We add creativity through Photoshop and Illustrator. Your story needs creativity.



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## Groove 11 Presentation Services – Creative Slides

We add creativity through Photoshop and Illustrator. Your story needs creativity.

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## Groove 11 Presentation Services – Original Art Slides

We design original art on demand. Your story needs uniqueness.

**Cisco's Green Mission**

- Operations**  
Impacting how we operate as a business
- Products**  
Creating efficiencies and innovations in our products
- Architecture**  
Providing solutions to our customers to address global environmental issues
- Employees**  
Inspiring our employees to get involved and take action

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We design original art on demand. Your story needs uniqueness.



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We develop conceptual models for business and brand. Your story needs vision.



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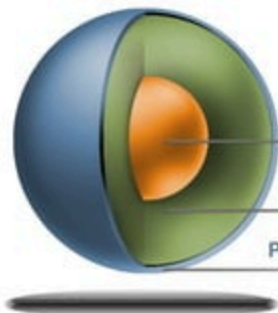


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### our brand promise

Groove 11 creates experiences that inspire feelings in people so they will learn, feel, do, or be. These experiences are the **groove** where brand and business goals intersect with the desires and needs of people.



#### Essence

Experiential Creative Agency

#### Core Identity

Business and brand driven creative,  
with unparalleled customer service

#### Perceived Value

We connect you with your customers in  
meaningful ways; making them feel, learn,  
do or be

# groove II

experiential creative agency

Our Presentation Services offering is designed to empower you – with clarity, creativity, and quality. And we are always on, inspiring your audiences to learn, feel, do or be.

**Rate Card:**

	Hours/Slide
Text Driven	1.00
Visualization	1.50
Photoshop/Illustrator	2.00
Original Art Design	2.75
Concept Development	7.00

## Presentation Services

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