

Business Transformation

Louis Gudema

President

Magic Hour Communications

www.magic-hour.com

Magic Hour Services

- Web sites
- Product demos
- CD-ROMs
- Videos
- Identity
- Print

Magic Hour corporate clients

- IBM
- Cognos
- Genzyme
- RSA Security
- Endeca
- dataCon
- Newmarket International
- Mobot

Magic Hour former corporate clients...

- Lotus Development (acquired by IBM)
- SpeechWorks (by Scansoft)
- APEX Property Exchange (by JP Morgan)
- NewsEdge (by Thomson)
- ON Technology (by Symantec)
- Arctius (by Public Consulting Group)

What do we want...

RECURRING REVENUE

Expand into new Market Vertical

- Private Schools
 - Constant communication
 - Heavy data needs
 - Need advanced technology; limited internal resources
- Require other services
 - Identity, print, video, etc
- Existing reference clients
 - Groton School, Williston Northampton, BC High
 - 20-years of work, CASE awards, etc.

School clients (>20)

St. Albans School Roxbury Latin School

HORACE MANN SCHOOL THE HILL SCHOOL

LANDON SCHOOL

GROTON SCHOOL Winchester Thurston

Noble and Greenough School

CAPE COD
ACADEMY



RIDGEFIELD ACADEMY

PROVIDENCE DAY SCHOOL



Waldorf High School
OF MASSACHUSETTS BAY



Belmont Hill



BOSTON COLLEGE HIGH SCHOOL
The Jesuit High School of Boston

Windward School

Recurring Revenue

	Percentage
2003	0
2004	5
2005	12
2006	~25
2007	~40+

School vertical revenue as percentage of total

	Percentage
2003	10
2004	25
2005	45
2006	60+?

Challenges

- Major technology investment
- Transform thinking from custom/service to product
- Saying No
- Positioning
- Competitors

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