

LOCATION NAME/BUSINESS

RELATED LINKS

The Engine Room Ltd

Royal Colanades, 16 Great George Street, Clifton
 Bristol BS1 5RH United Kingdom
 Telephone: +44 (0)117 929 4141
 Facsimile: +44 (0)117 929 4121

Site ID EN234741231



KEY CONTACTS/DECISION MAKERS

EMAIL ADDRESSES

Name	Title
Mr Richard Irvine	Secretary
Mr Gary Milton	Creative Director
Mrs Andrea Bolden	Financial Director
Mr Andrew Gavin	Technical Director
Mr Steve Lewis	Operations Director

Email Address
richard_irvine@engine-room.co.uk
gary_milton@engine-room.co.uk
andrea_bolden@engine-room.co.uk
andrew_gavin@engine-room.co.uk
steve_lewis@engine-room.co.uk

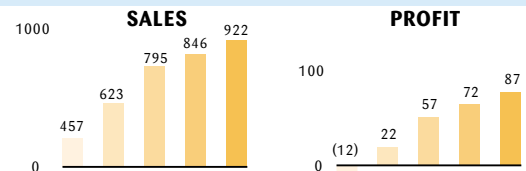
BUSINESS BASICS

Industry/SIC Classification:	7042 - Marketing Services/ Design Agency
Status:	Independent
Enterprise Type:	Private Limited Company
Year Established:	1990
Region:	R747 - Bristol
Multiple Sites in Country:	Yes

Fiscal Year End:	December
International Trade:	Exporter
Company Registration No:	2345871
VAT Registration No:	731 5804 47
D-U-N-S ® Number:	1674592

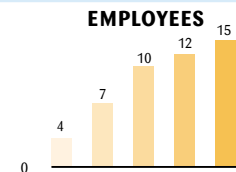
FINANCIAL GROWTH HISTORY

	1995	1996	1997	1998	1999
Sales (£000s)	457	623	795	846	922
Profit (£000s)	(12)	22	57	72	87



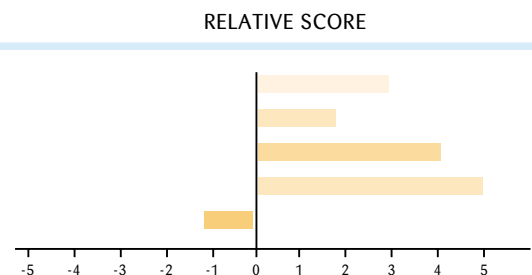
EMPLOYEE GROWTH HISTORY

	1995	1996	1997	1998	1999
Employees in Country	4	7	10	12	15



SECTOR COMPARISON (4 DIGIT SIC)

THE ENGINE ROOM LTD	SECTOR AVERAGES
Sales Growth	3%
Sales per Employee	51.5
Employee Growth	5%
Profit Growth	(8%)
Profit on Sales	12%



BUSINESS TECHNOLOGY/COMMUNICATIONS TOTALS (MODELLED)

Estimated Number of Desktop PCs:	8	Presence of LAN:	Yes
Estimated Number of PC Servers:	1	Estimated Number of Telephone Lines:	4
Estimated Number of Laptop/Notebook PCs:	2	Estimated Number of Mobile Handsets:	5

BUSINESS VEHICLE/OFFICE EQUIPMENT TOTALS (MODELLED)

Estimated Number of Company Cars:	5	Estimated Number of Photocopiers:	1
Estimated Number of Company Vans:	0	Estimated Number of Printers:	3

BUSINESS ANNUAL EXPENDITURE TOTALS (MODELLED)

Estimated Communications Spend:	£15000	Estimated Office Equipment Spend:	£8000
Estimated Technology Spend:	£22000	Estimated Vehicle/Maintenance Spend:	£60000

BUSINESS OPPORTUNITY CLASSIFICATION (MODELLED)

Life Stage:	Established Small	Innovation Profile:	Likely Early Adopter
Growth Profile:	Productive	Financial Products Profile:	Savings Products
Performance Profile:	High	Decision Making Autonomy:	Autonomous

CUSTOM CLASSIFICATION (MODELLED)

Classification A:	Classification B:	Classification C:	Classification D:
High	Moderate	Very Likely	High

INTERNET USAGE (COLLECTED)

Website:	www.engine-room.co.uk	Number of Active Internet Users:	5
eCommerce:	No	Number of Internet Email Users:	8
Use of Internet for Procurement:	Yes	Use of ASP:	Yes
Primary ISP:	City Netgates		

PLANNED EMPLOYMENT CHANGE (COLLECTED)

Change:	Increase	Amount:	25
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PENDING EVENT **Expansion**
ACTIVE

Event Identified: 4/4/2002
 Decision Maker: Gary Milton
 Sales Cycle Start: Mid September 2002
 Decision Date: November 2002
 Additional Space: 500m²
 Score: 65

Status: Accepted
 Sales Cycle: Follow-up Required
 Custom Sales Cycle: Quotation
 Forecast Value: £5000
 Forecast Closure Date: October 2002

PENDING EVENT **Computing | Personal Computing | Laptops/Notebooks**
ACTIVE

Event Identified: 4/4/2002
 Quantity/Budget: 1 / £1500
 Decision Maker: Gary Milton
 Sales Cycle Start: Late June 2002
 Decision Date: September 2002
 Brand Preference: Apple
 Configuration: Standalone
 Channel Preference: Direct
 Score: 50

Status: Accepted
 Sales Cycle: Follow-up Required
 Custom Sales Cycle: Quotation
 Comment: Requires Wireless Network Card
 Forecast Value: £1500
 Forecast Closure Date: October 2002

PENDING EVENT **Computing | Personal Computing | Desktops**
ACTIVE

Event Identified: 4/4/2002
 Quantity/Budget: 3 / £2000
 Decision Maker: Gary Milton
 Sales Cycle Start: Late July 2002
 Decision Date: October 2002
 Brand Preference: Dell, HP
 Configuration: Networked
 Channel Preference: Direct
 Score: 70

Status: Accepted
 Sales Cycle: Follow-up Required
 Custom Sales Cycle: Quotation
 Forecast Value: £1800
 Forecast Closure Date: November 2002

PENDING EVENT **Computing | Personal Computing | Servers**
ACTIVE

Event Identified: 4/4/2002
 Quantity/Budget: 3 / £2750
 Decision Maker: Gary Milton
 Sales Cycle Start: June 2002
 Decision Date: September 2002
 Brand Preference: HP
 Channel Preference: Direct
 Score: 70

Status: Accepted
 Sales Cycle: Follow-up Required
 Custom Sales Cycle: Quotation
 Forecast Value: £2200
 Forecast Closure Date: October 2002

PENDING EVENT Communications | Hardware/Services | PBX (Qty = Extensions) ACTIVE

Event Identified:	4/4/2002	Status:	Accepted
Quantity/Budget:	15 / £15000	Sales Cycle:	Follow-up Required
Decision Maker:	Gary Milton	Custom Sales Cycle:	Quotation
Sales Cycle Start:	Mid April 2002	Forecast Value:	£15000
Decision Date:	May 2002	Forecast Closure Date:	June 2002
Brand Preference:	BT		
Channel Preference:	Direct		
Score:	85		

PENDING EVENT Communications | Hardware/Services | New/Upgrade PC Network ACTIVE

Event Identified:	4/4/2002	Status:	Accepted
Quantity/Budget:	£6000	Sales Cycle:	Follow-up Required
Decision Maker:	Andrea Bolden	Custom Sales Cycle:	Quotation
Sales Cycle Start:	Mid May 2002	Forecast Value:	£7500
Decision Date:	July 2002	Forecast Closure Date:	August 2002
New/Upgrade:	New		
Network Type/Application:	Wireless		
Score:	80		

PENDING EVENT Connectivity | Upgrade Connection ACTIVE

Event Identified:	4/4/2002	Status:	Accepted
Decision Maker:	Andrea Bolden	Sales Cycle:	Follow-up Required
Sales Cycle Start:	Late April 2002	Custom Sales Cycle:	Quotation
Decision Date:	May 2002	Forecast Closure Date:	June 2002
Brand Preference:	Colt		
Score:	80		

PENDING EVENT Office Equipment | Hardware | Photocopiers ACTIVE

Event Identified:	4/4/2002	Status:	Accepted
Budget:	£4500	Sales Cycle:	Follow-up Required
Decision Maker:	Gary Milton	Custom Sales Cycle:	Quotation
Sales Cycle Start:	Late May 2002	Forecast Value:	£4500
Decision Date:	June 2002	Forecast Closure Date:	June 2002
Brand Preference:	Xerox		
Channel Preference:	Direct		
Score:	60		

PENDING EVENT Office Equipment | Hardware | Network Printers ACTIVE

Event Identified:	4/4/2002	Status:	Accepted
Quantity/Budget:	2 / £4500	Sales Cycle:	Follow-up Required
Decision Maker:	Richard Irvine	Custom Sales Cycle:	Quotation
Sales Cycle Start:	Mid May 2002	Forecast Value:	£6500
Decision Date:	August 2002	Forecast Closure Date:	September 2002
Brand Preference:	Epson		
Channel Preference:	Indirect		
Score:	80		

PENDING EVENT **Computing | Personal Computing | Laptops/Notebooks**
LAPSED

Event Identified: 4/4/2002
 Quantity/Budget: 1 / £1500
 Decision Maker: Gary Milton
 Sales Cycle Start: Mid April 2002
 Decision Date: May 2002
 Brand Preference: Apple
 Configuration: Standalone
 Channel Preference: Direct
 Score: 50

Sale Value: £1500
 Sale Closed Date: July 2002
 Manufacturer: Apple
 Status: Closed
 Sales Cycle: Successful Close
 Custom Sales Cycle: Sale Made

PENDING EVENT **Computing | Personal Computing | Desktops**
LAPSED

Event Identified: 4/4/2002
 Quantity/Budget: 3 / £2000
 Decision Maker: Gary Milton
 Sales Cycle Start: May 2002
 Decision Date: June 2002
 Brand Preference: Dell, HP
 Configuration: Networked
 Channel Preference: Direct
 Score: 70

Sale Value: £2500
 Sale Closed Date: June 2002
 Manufacturer: HP
 Status: Closed
 Sales Cycle: Successful Close
 Custom Sales Cycle: Sale Made

PENDING EVENT **Computing | Personal Computing | Servers**
LAPSED

Event Identified: 4/4/2002
 Quantity/Budget: 3 / £2750
 Decision Maker: Gary Milton
 Sales Cycle Start: Late June 2002
 Decision Date: August 2002
 Brand Preference: HP
 Channel Preference: Direct
 Score: 70

Sale Value: £2500
 Sale Closed Date: July 2002
 Manufacturer: HP
 Status: Closed
 Sales Cycle: Successful Close
 Custom Sales Cycle: Sale Made

PENDING EVENT **Office Equipment | Hardware | Network Printers**
LAPSED

Event Identified: 4/4/2002
 Quantity/Budget: 2 / £4000-£5000
 Decision Maker: Richard Irvine
 Sales Cycle Start: August 2002
 Decision Date: September 2002
 Brand Preference: Epson
 Channel Preference: Indirect
 Score: 80

Sale Value: £3200
 Sale Closed Date: August 2002
 Manufacturer: LexMark
 Status: Closed
 Sales Cycle: Successful Close
 Custom Sales Cycle: Sale Made

CUSTOM INFORMATION**Customer A****ACTIVE @ 04-04-02****VOICE COMMUNICATION SERVICES**

Q: Who is your company's current voice provider ?	A: BT
Q: Does your company use an alternative provider for outgoing calls ?	A: No
Q: How much is your company's average monthly telephone bill ?	A: £1500
Q: Does your company use non-geographic numbers ?	A: No
Q: Is your company considering changing its voice provider ?	A: Yes
Q: What percentage of your company's voice calls are outbound ?	A: 60%