DATACENTER MANAGEMENT TEAM TASKLIST

21-Oct-11

Task No.	Task Name	Duration	Start	Finish	Assigned To
1	Obtain Technical Requirements	7 days			Luis / Alex
2	Schedule Strategy/Review Meeting & Conference Call	30 mins			Gary
3	Research Alternative to towers for Proxim equipment	6 days			Gary
4	Strategy/Review Meeting	2 hours			John / Gary / Alex
5	Technical Requirements Verification	2 days			John / Alex
6	Conference call with Smartmatic Tech Team	30 mins			Gary
7	Meeting with Smartmatics	4 hours			Alex
8	Present Draft Proposal	5 days			Luis / Alex
9	Feedback on Draft Proposal	5 days			Peter / Luis
10	Schedule Conference Call with Smartmatic	1 day			Alex
11	Conference call with Smartmatic	4 days			John / Gary / Alex
12	Submission of Final version of Proposal	2 days			Luis
13	Submission of Proposal to legal departments of Deschamps and Smartmatics	7 days			Peter / Luis
14	Sign Agreements	1 day			Peter / Luis
15	Marketing Plan Meeting	2 hrs			John / Katherine

Meeting to discuss
Smartmatic/Deschamps Project

Logistics

Time:	10:00am
Date:	Monday 17th October, 2011
Location:	SIF Hotel
Attendees:	Gary Berridge, Alex Patton, John Irish
Facilitator:	John Irish
Meeting purpose:	Follow-up to meeting on 10/12 w/ Smartmatic

Agenda

Item	Time	Agenda Item	Presenter
1	15 Mins	Technical Requirements for Smartmatic	Alex
2	15 Mins	Alternatives to towers for Proxim equipment	Gary
3	10 Mins	Review/Strategy with Peter on 10/25	John
4	10 Mins	Meeting/Consultation w/ Smartmatic	John
5	15 Mins	Other matters	All

MEETING MINUTES

SICSA DATACENTER MANAGEMENT TEAM

Opening:

The first regular meeting of SICSA DATACENTER MANAGEMENT TEAM duly called and held on Monday, October 17th at Chez Tina commencing at 12:00 pm

Present were:

Gary Berridge
Alex Paton
John Irish

With the approval of the all present, John Irish acted as facilitator of the meeting and recorded the minutes.

1. Approval of Agenda

The agenda was unanimously approved as distributed.

2. Summary of discussions of Agenda Items

i. Technical Requirements for Smartmatic
   a) Gary will send Alex all information regarding the specs of the datacenter equipment by COB 10/17/11
   b) Gary will forward Alex necessary contact information for UDT by COB 10/17/11
   c) Alex will review datacenter equipment information to verify whether they meet the requirements for Smartmatic
   d) If current datacenter equipment does not meet requirements Alex will contact UDT for costing and logistic information for necessary upgrades and/or modifications by COB 10/18/11
   e) Alex will follow up with Luis (Smartmatic) via email to obtain full list of requirements in advance of October 26th deadline by COB 10/18/11

ii. Alternative to use of towers for Proxim Equipment
   a) Gary will contact Proxim and research alternative options to using Voila's towers to hang Proxim's radios as transport for data back to the datacenter by COB 10/21/11
   b) Gary will provide a written summary of findings to include
      1. Cost of each option
      2. Logistical requirements
      3. Implementation timelines

iii. Strategy/Review Meeting
   a) Gary will schedule a meeting with Peter for 10/25/11 by COB 10/18/11
   b) The tentative agenda for the meeting is as follows:
      1. Status report on Smartmatic Technical Requirements (15 mins – Alex)
      2. Status report on alternatives to using towers (15 mins – Gary)
      3. Status report on Partnership discussions between Deschamps and Smartmatic (15 mins – Peter)
      4. Other related matters (15 mins – All)

iv. Meeting between Smartmatic and Deschamps

a) Gary will schedule a 30 minute conference call with Smartmatic to discuss and finalize the following items
    1. Time and location of next meeting between Deschamps and Smartmatic
    2. Agenda
    3. Meeting structure

v. Other matters
a) John Irish submitted a flowchart outlining the process to arrive at an agreement between Deschamps and Smartmatic. The document was reviewed and approved by the group.
b) It was agreed that the information should be shared with Deschamps and Smartmatic in order to promote greater compliance and accountability to the process

3. Agenda for Next Meeting

a) Progress report on assigned tasks
b) Other matters

Adjournment:

Meeting was adjourned at 1:15 by John Irish. The next meeting will be scheduled within 72 hours

Minutes submitted by: John Irish

Meeting to discuss report on Deschamps-Frisch Network

Logistics

Time:	3:30am
Date:	Tuesday, 18th October, 2011
Location:	Gallerie Marassa
Attendees:	Alex Patton, John Irish, Damaz Alexis
Facilitator:	John Irish
Meeting purpose:	Discuss network of Deschamps-Frisch

Agenda

Item	Time	Agenda Item	Presenter
1	10 Mins	Introductions	John
2	15 Mins	Report on network and performance	Damaz
3	20 Mins	Matters arising from report	All
4	15 Mins	Other matters	All

MEETING MINUTES

Damaz Alexis & Datacenter Management Team

Opening:

The initial meeting between Damaz Alexis and the Datacenter Management Team was called and held on Monday, October 18th at Gallerie Marassa commencing at 3:30 pm

Present were:

Gary Berridge
Alex Patton
John Irish
Damaz Alexis
Gregoire Fouchard

John Irish facilitated the meeting and recorded the minutes.

1. Approval of Agenda

The agenda was unanimously approved as distributed.

2. Summary of discussions of Agenda Items

i. Introductions
   a) Those present at the start of the meeting introduced themselves providing brief information about their professional background and their roles.
   b) John thanked Damaz for the very detailed and professional reports he provided and explained that the purpose of the meeting was to gather information for input into the development of a Technology Plan by Maison Henri Deschamps as they move in the direction of
      1. Providing technology services to the public
      2. Upgrading/enhancing their internal IT infrastructure to align with strategic business objectives.
   c) John explained further that as the Company moved in this new direction, it was important to ensure that
      1. All current mission critical applications could migrate smoothly to any new architecture
      2. Network performance and availability are not adversely impacted by any proposed changes in the infrastructure

ii. Report on Network and Performance
   a) Damaz gave an overview of the network topology and the basic design of each site within the network. Important details highlighted were
      1. With the exception of the headquarters location that has three, each site has one server that houses the network application for that location
      2. Backups for each site are done weekly to an offsite location in California
      3. Daily backups are done on the production server at each location
      4. Each site has a VPN connection to the headquarters
      5. Each site has its own connection to the internet
      6. Email services are provided via a third party vendor from California
   b) Damaz gave the assurance that his company has the capability to support all current applications in any new environment

c) He explained that the current design of the network responds to local conditions characterized by disruptions in connectivity by ensuring that productivity throughout the company does not suffer when such disruptions occur.
d) Damaz offered to be available for any further questions and/or clarifications if necessary

iii. Matters arising from report

a) The report was well received by all
b) John expressed a concern about the current practice of doing backups on the production servers themselves which provides no protection of data against hard disk failure. This, however, can be easily and inexpensively remedied with the use of external drives at each site.
c) Gary indicated that while he understands the need to maintain local servers at each site, given the current conditions, he was confident that the Proxim solution, when available, would provide reliable, adequate and redundant connectivity throughout the network thereby obviating that need.
d) Gary also pointed out that only a very small numbers of network users currently use the company's email.
e) Gregoire recommended that use of the company's email should be mandated as a matter of policy.
f) Gary mentioned that there is a problem with the UPS's currently as they do not seem to provide adequate protection to the equipment connected to them.
g) Damaz agreed to provide information on the make and models of the UPS's used so that suitable replacements can be sought.

Adjournment:

Meeting was adjourned at 4:30

Minutes submitted by: John Irish

CHECKLIST

MARKET PLANNING

- ❑ Have you analyzed the market for your product or service? Do you know which features of your product or service will appeal to different market segments?
  We need to better define the services and solutions in order to determine all of the different target markets. The target markets needs will be described as well once we have identified the target market demographic and psychographic.
  For now, we can confirm that one of the target markets will be the government entities, big enterprises and NGO (focusing on the services such as virtualization, consolidation, etc.. that will be offered by SICSA)

- ❑ In forming your marketing message, have you described how your product or service will benefit your clients?
  As mentioned in the first section, once the target markets are determined then we can better define the marketing message.

- ❑ Have you prepared a pricing schedule? What kinds of discounts do you offer, and to whom do you offer them?

  First, we need to determine a price list of all the services and solutions

- ❑ Have you prepared a sales forecast?

  First, we need to determine a price list of all the services and solutions.

- ❑ What type of media will you use in your marketing campaign?

  For our first target (government entities, big enterprises and NGO), we will use the following media to vehicle our messages:
  1) Newspaper
  2) Newsletter (Using a client data base of current and prospect clients)
  3) Presentation Kits
  4) PR (especially for the launch day)

- ❑ Have you planned any sales promotions?
  The marketing strategy will be primarily focusing on the emotion with a secondary aspect being educating the client.

- ❑ Have you planned a publicity campaign?

  The campaign should have two roles:
  1) Emotional (playing with the clients emotions)
  2) Educational (Educate the prospect client so he may better understand the services and solutions in order for him to see the benefits he will gain from it.)

- ❑ Do your marketing materials mention any optional accessories or added services that consumers might want to purchase?

As an added value to the marketing, we can eventually have a magazine, which can also be used as a tool to educate our client and prospect clients.

- ❑ Do you have product liability insurance?
  Needs to be determined.

- ❑ Is your presentation likely to appeal to your target market?
  This will be evaluated once we have determined all of the above (The target markets, the prices and the right marketing strategy and message).

- ❑ If your product is one you can patent, have you done so?

  I don't think it's an option for the moment.

- ❑ How will you distribute your service?

  We are waiting on Deschamps to partner up with an existing telecom/ISP company.

- ❑ Have you prepared job descriptions for all of the employees needed to carry out your marketing plans?
  We will determine soon if we will outsource an agency for some of the media vehicle like PR.

The marketing objectives also need to be determined once more information is gathered. The needs of the consumer need meet the capabilities of SICSA in order to achieve the objectives.

Bellow is a raw list of the solutions and services that will be offered by SICSA:

1) Data center solutions
   - Networking
   - Servers
   - Storage
   - Applications
   - Facilities

2) Technical Services
   - Device configuration
   - On-site installation
   - Technical support
   - Equipment procurement
   - Warranty Support
   - I.T. Training

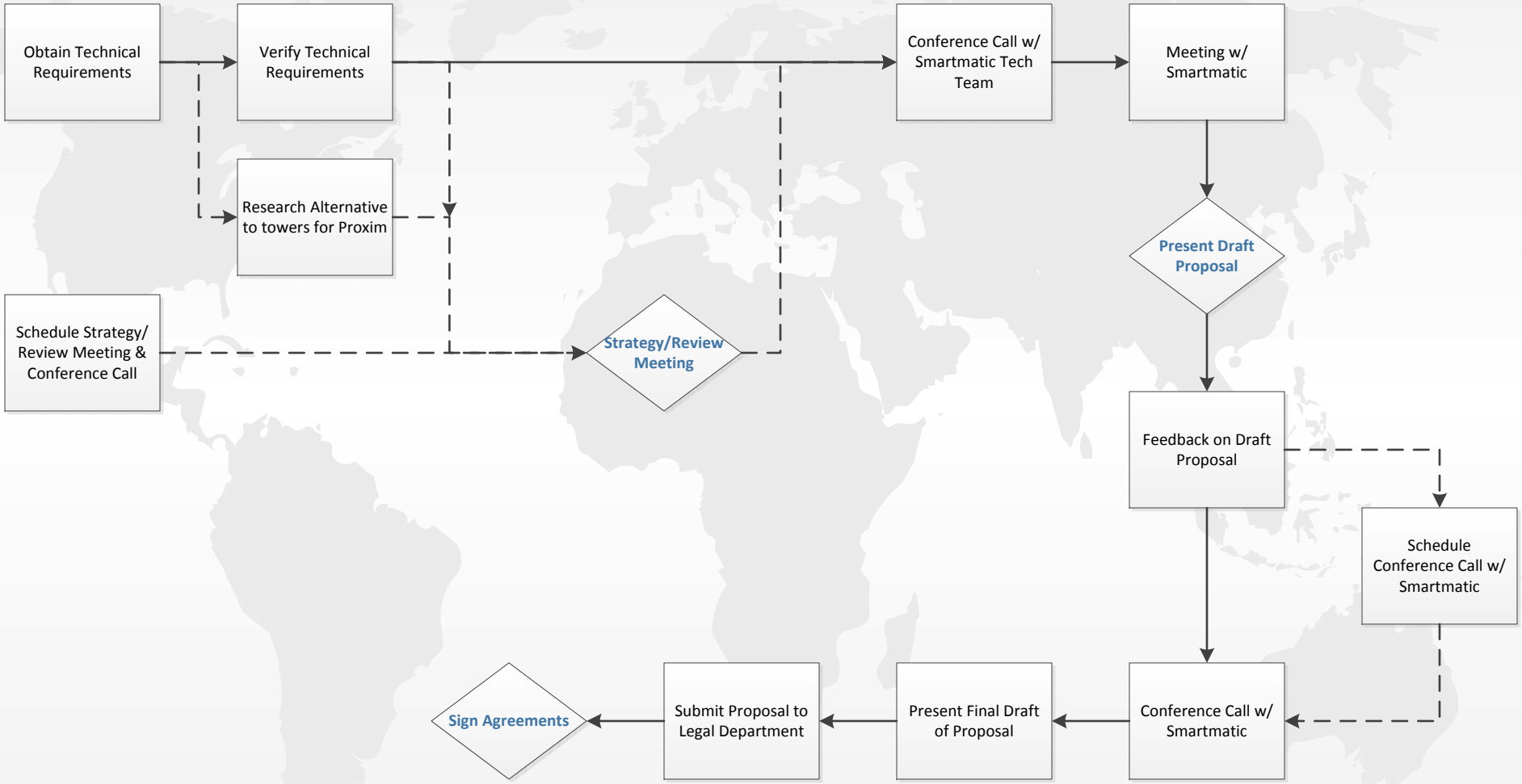
3) Professional Services
   - Networking Infrastructure
   - Data Management
   - Unified communications
   - Cloud Computing
   - Data center Management

DESCHAMPS-FRISCH
SICSA SERVICES MARKETING PLAN



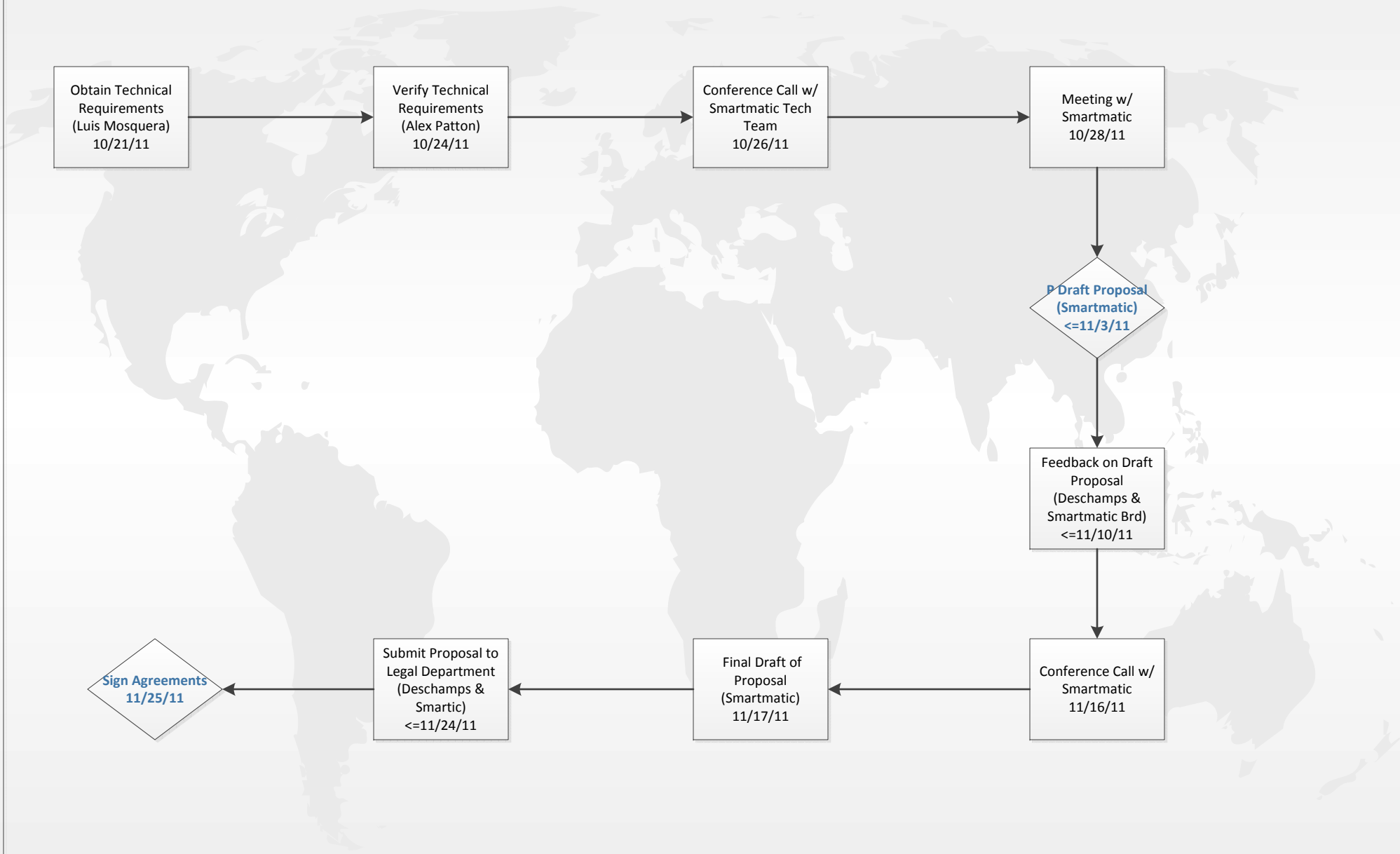
Katherine Blinge
John P Irish
10/18/2011

DESCHAMPS-FRISCH & SMARTMATIC
PARTNERSHIP AGREEMENT PROCESS



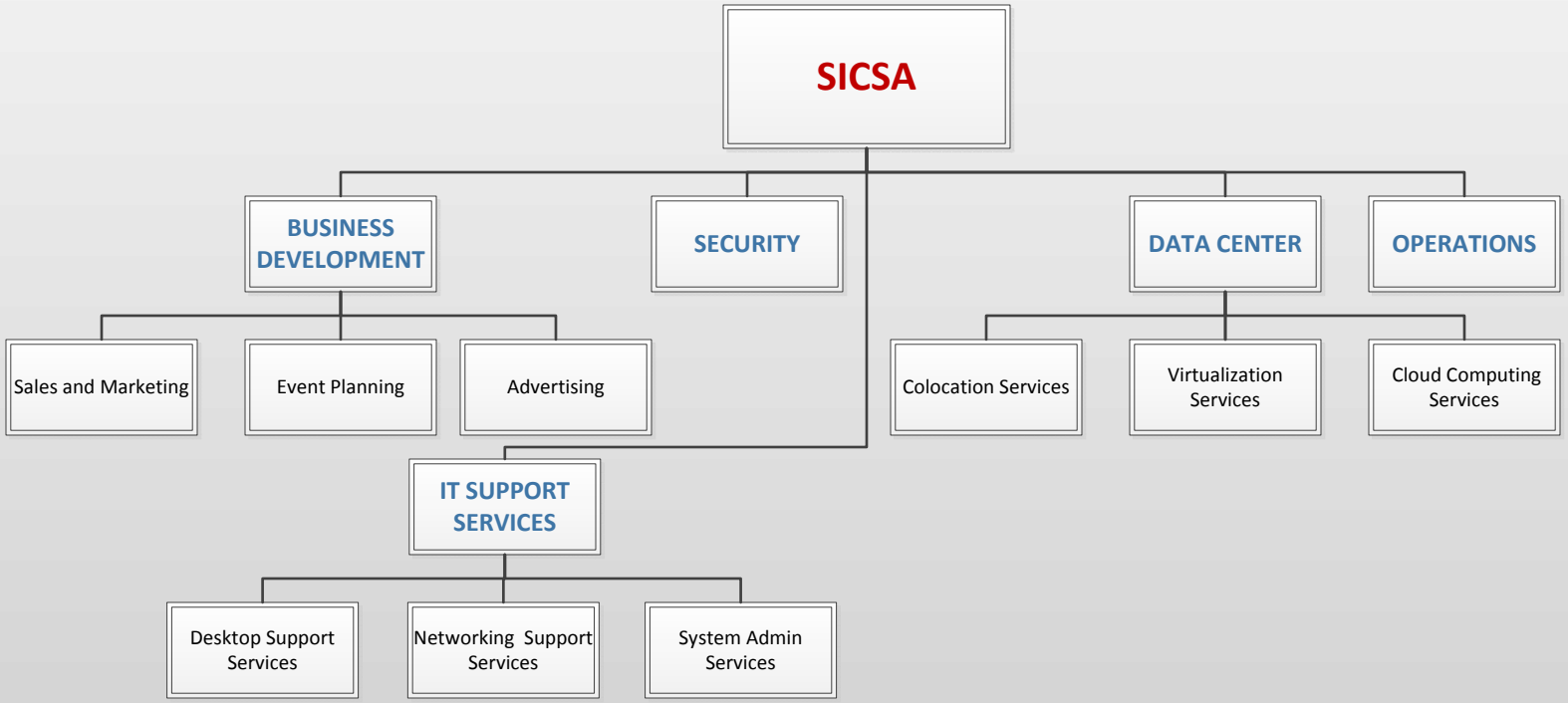
John P Irish
10/17/2011

DESCHAMPS-FRISCH & SMARTMATIC
PARTNERSHIP AGREEMENT PROCESS



John P Irish
10/17/2011

MAISON HENRI DESCHAMPS
SICSA
PROPOSED ORGANIZATIONAL CHART



John Irish
10/20/11