

**"A large telecommunications company saved over \$60M focusing on information protection. Can my team help you?"**

- Dennis Firenze, FCI President

Dear Mr. Austin Adams:

During the past several years we have worked with Financial Institutions and Insurance Companies to create efficiencies by linking business issues with technology solutions to increase shareholder value.

The following are few examples of potential cost/time savings and coordination that have been specified as added benefits:

**Cost Avoidance:** Asset management assistance produced \$2,000,000 savings per year at a large manufacturer.

**Consumer Trust:** WebTrust seal allowed Telecom Company to double order rate while increasing web traffic by 45%.

**IT Effectiveness:** eBusiness Management strategy allowed an International Financial institution to save \$130M in IT operations costs over 5 years while tripling customer satisfaction.

**Avoiding Litigation:** A managed Security Architecture focus allowed a large insurance company to avoid privacy litigation saving millions of dollars.

It is obvious that you know your organization better than anyone does. But, what may not be so obvious is how we can help you realize similar or even greater results before the end of this calendar year. If you would like to take the first step, our complete team of experts can quickly determine each and every possibility.

Warmest Regards,

Dennis Firenze, President  
Firenze Consulting, Inc.  
111 N. Canal, Suite 400  
Chicago, IL 60606

PS: I'll call your office 8:30am Thursday, June 7th. If you will not be in or this time is inconvenient, please have Maria call me to indicate a convenient time. . I look forward to our sharing ideas on protecting your information and saving money.

*Targeted Customers with assistants names*

**Allstate** – Frank Pollard (Kathy), Steve Groot (Nancy), Ed Dixon (Lionel), John Carl (Peggy), Kathy Brune (Judy). **BankOne** – Austin Adams (Maria), James Dimon (Cynthia), Charles Scharf (Patricia), Christina Edwards (Diane), Susan Miller (Gary). **Baxter** – John Moon (Kathy). **Heller** – William Jenks (Eileen), Frederick Wolfert (Heide), Lauralee Martin (Yvonne). **Motorola** – David Cox (Rose), Robert Growney (Felicia), Keith Bane (Tammy), Carl Koenemann (Helen), Dennis Roberson (Diane). **State Farm** - Vincent Trosino (Barb), Roger Joslin (Jeannie). **Walgreen** – Trent Taylor (Helena), David Bernauer (Evey), Julian Oettinger (Yvonne), Roger Polark (Julie), John Gleeson (Pat), Mark Wagner (Mickey). **Zurich** – Dave Saul, Denos Iaordanou, David Sepuha, Ron Assala (Linda). **Farmers** – Cecilia Claudio (Walter), Martin Feinstein (Vicki), Jason Katz (Kadnie), John Lynch (Brenda).