Intel EMEA Software Strategic Relationship Managers Training
Munich, Germany
3-4 June 2008

Intel's Strategic Alliances: Adobe, Altiris, Amdocs, Check Point, Citrix,
Microsoft, Novell, Oracle, Red Hat, SAP, Symantec, VMware

Back row: Ennis Skilern (US) – SAP, Bert Leysen – Microsoft, Joe Kittel – instructor, Guy Grenier - ??,Thomas von Bauer – SAP,
Jan van Offeren – Symantec & Altiris, Stephen Hilby – Vmware, Eias Daka – Oracle & Citrix

Middle row: Nadine St Gemme – SAP, Uri Baron – Amdox & Check Point, Mat Hermansson – Mobile Internet Devices,
Kristin Lampka – Rad Hat, Dave Hazzel – Manager over Software SRMs, Stephane Negre – Manager of EMEA SRMS & ISV/SI Marketing, _??_

Front row: Gianni Ercolani – WW SAP Alliance, Jonny Klasson – Adobe & Novell

Intel EMEA
June 2008 Alliance Managers' Training in Munich

- ☐ **Pre-Training Objectives**
  - ☐ more clearly understand **the role** of alliance management
  - ☐ learn tools to assess incremental **value** and value-**impediments**
  - ☐ increase personal **effectiveness**
- ☐ **Post-Training Quotes**
  - ☐ "I regret not having this training *before* starting my job."
  - ☐ "This training fundamentally changed how we think and talk about our job."
  - ☐ "Excellent tools to simply evaluate and define value and impediments."
  - ☐ "Showing us how to objectively layout value impediments in order to remove barriers to value creation. This alone made the time spent tremendously worthwhile."
  - ☐ "Excellent. Great job!"
- ☐ **Overall evaluation – 4.4 out of 5.0** – highest score ever in Munich