

# Milestone

Bertrand Geiller

24 years experience as a  
salesman



# Big points: what I believe

- Customer orientation: the ability to ask questions and to listen carefully to the answers.
- Before you break the silence be sure you have something more beautiful to say.
- Be honest and loyal with customers and your company.
- Hope is not a strategy.
- Be patient and tenacious: your neighbor's lawn is always greener than yours, till you notice that it is synthetic.
- Behavior: you cannot solve a problem if you are a part of it.



# Milestone in my career

## **Storage Technology Corp.**

Company founded August 1<sup>st</sup>. 1969 by 3 “visionaries”

2006: over 2.2 billion dollars turnover with 8000 employees

10 years as a “**Global Account Manager**”

*Our business:* data availability

*Our concept:* ILM

*(Information Lifecycle Management)*



# High End computer storage solutions for large IT centers, running business critical applications

Visions & the ability to “make it happen”

Perfect delivery & customer services



High customer  
orientation: loyal  
& faithful

Extreme high quality hardware  
& software solutions

# Global Account Management

Partnership



GROUPE BANQUE POPULAIRE

## Customers



# Success stories

**Crédit Mutuel & CIC:** biggest VSM customer in Europe.

**ArcelorMittal:** moving of large datacenters from Avilés, Gand & Cockerill-Sambre. “CHORUS 1 & 2” projects (more than 200 tape libraries spread all over the world). Large VSM customer. Disaster recovery projects.

**SNCF:** “Socrates, Maeva & Mosaique” projects. ERP & ILM projects, etc. “Triangle” disaster recovery project. Strong partnership with Accenture.

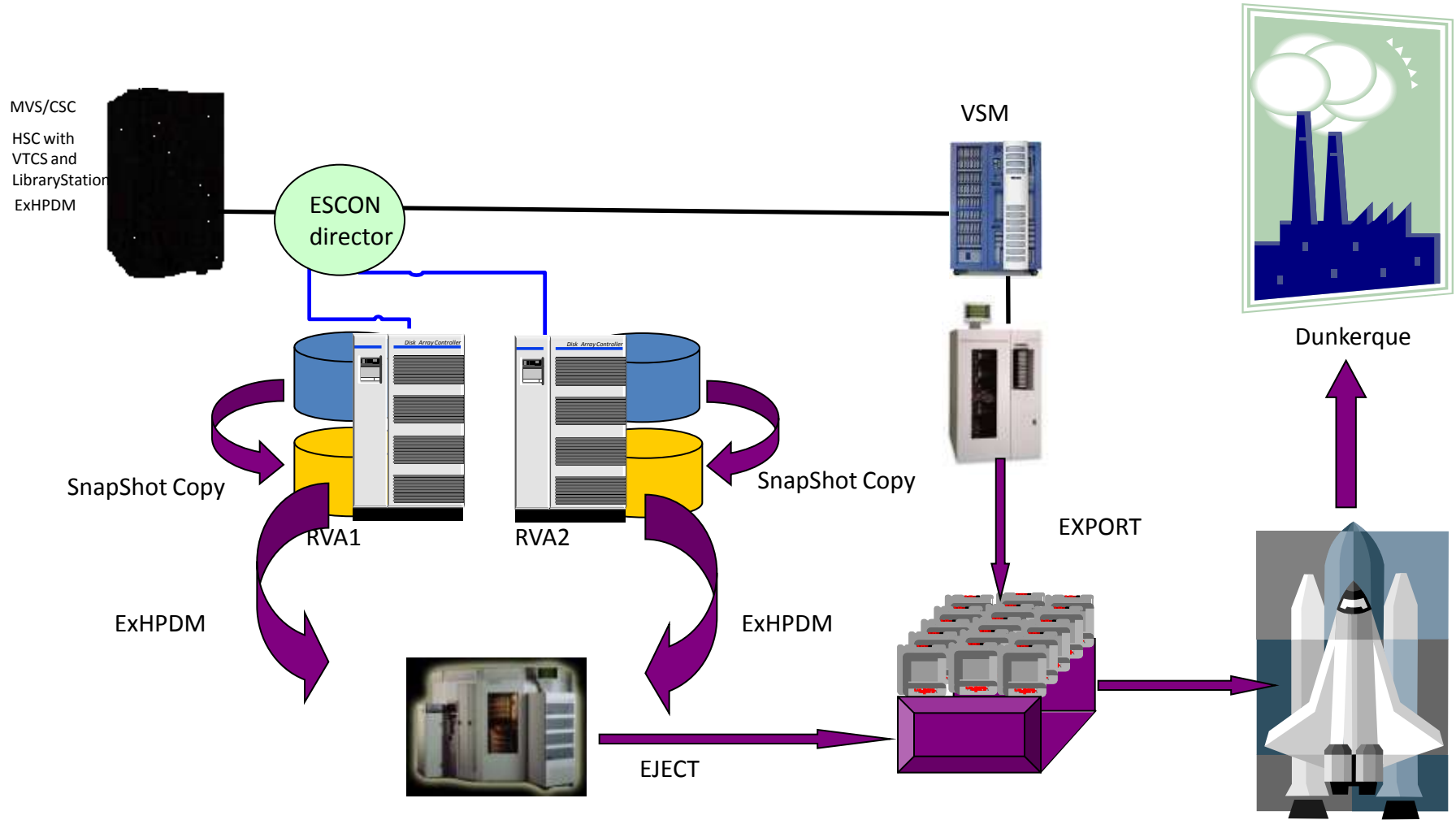
**Danone Group:** multiple IT projects at Danone, Evian & LU.

**Kronenbourg:** very large SAN & disaster recovery projects.

**PPR Group:** large projects at REDCATS Group (La Redoute, DAXON, Vertbaudet, etc), FNAC, Conforama, etc.

**ES (Electricité de Strasbourg):** large SAN and disaster recovery projects.

# Large project concept



Avilés

**Thank you for your attention !**