

### Private and Publicly Traded Companies

In addition, Xplain has a great deal of strategic planning experience in private settings that details cannot be revealed.

Xplain's past client list includes Microsoft, Apple, Consumer Electronics Association, IDG, Ford Motor Company, Penton Media, and many others. As a general rule, work does not have work product which can be publicly distributed, but we can talk about them with you if you are interested.

Since the work product is not available, we've included comments from Microsoft about the work we've done with them, in particular relation to how it would apply in assisting the City of Westlake Village.

February 26, 2013

City of Westlake Village  
c/o Kerry Kallman, Administrative Analyst  
31200 Oak Crest Drive  
Westlake Village, CA 91361

To The City of Westlake Village:

I recently learned that the City of Westlake Village is seeking an experienced consultant to prepare a Technology Strategic Plan. I would like to strongly endorse the consideration of Neil Ticktin for this project. I believe he is exactly the right person to provide both the strategic insight and execution excellence needed for such an endeavor to be successful, both for today and far into the future. I have known and worked with Neil for nine years, and have brought him in as a consultant on numerous technology and strategy projects at Microsoft. In my role as Director of Marketing for Office for Mac, one of my favorite projects Neil drove was building a technology benchmarking system which helped us to independently test and validate Office for Mac capabilities; he did this quickly, cost-effectively, and most importantly, with great accuracy and attention to detail. He then helped me to build the communications strategy which enabled us to educate our customers on the findings, allowing us to credibly differentiate against our competitors and highlight advances over previous versions of our own product. Neil's technical expertise and communication skills were vital to the launch success of Office 2008 for Mac, the most successful launch of Office for Mac in its (then) 20 year history.

Neil has a variety of strengths and talents which have made him invaluable on this and other projects on which we collaborated, strengths I believe you would find equally invaluable. He has a deep understanding of and passion for technology, and a strong empathy for users. For many years, he has been a distinguished author, speaker, and publisher dedicated to providing insights on technology to both mainstream and more technical audiences. He has the unfailing ability to communicate complex technology in simple terms, and the ability to understand how large groups of people will perceive and use technology both in business and in consumer settings. As an entrepreneur, he is an out-of-the-box thinker who mobilizes every resource to get the job done. As a consultant, I have always been able to count on him to improve my business, and to help me to laugh, and learn, along the way.

I believe Neil would deliver a Technology Strategic Plan for The City of Westlake Village which would empower and improve the community through strategic IT investments. Because of his ability to bring diverse people and points of view into a collaborative discussion toward a forward thinking, sustainable outcome, the Technology Strategic Plan could holistically address the needs the entire community, providing a platform on which The City could successfully build for the future. Further, my experience with Neil on my own projects and on those I have observed him lead for others, has taught me that Neil is one of those rare strategic thinkers who is also a phenomenal doer; a professional who under-promises and over-delivers and knows how to put a plan into action. Neil has both the experience and the heart to make a meaningful difference for The City, and I hope that you give his response to the RFQ every consideration.

Please feel free to contact me directly if you would like to discuss Neil's qualifications or my experiences further.

Kind regards,  
Sheridan Jones

**KINECT**  
for Windows

**Sheridan Jones**  
**Director of Business and Strategy**  
Direct +1 425 703 6431 Mobile +1 425 283 9619

*The Kinect for Windows team is **hiring**.*