

|                            |                     |                         |                     |                         |
|----------------------------|---------------------|-------------------------|---------------------|-------------------------|
| <b>B</b>                   | <b>I</b>            | <b>N</b>                | <b>G</b>            | <b>O</b>                |
| wow<br>factor              | 24/7                | 110%                    | benchmark           | results<br>driven       |
| market<br>leader           | Turnkey<br>solution | team<br>building        | paradigm<br>(shift) | Backwards<br>compatible |
| re-engineer<br>our process | synergy             | EATON                   | Bottom<br>line      | Due<br>dilligence       |
| out of<br>the loop         | etched<br>in stone  | go the<br>extra<br>mile | revisit             | go viral                |
| quality<br>driven          | service<br>oriented | lessons<br>learned      | drill<br>down       | cross<br>sell/promote   |

|                  |                      |                 |                            |                         |
|------------------|----------------------|-----------------|----------------------------|-------------------------|
| <b>B</b>         | <b>I</b>             | <b>N</b>        | <b>G</b>                   | <b>O</b>                |
| off site meeting | go the extra mile    | bottom up       | Level Playing Field        | Low hanging fruit       |
| on the same page | mission critical     | lessons learned | Drop the Ball              | synergy                 |
| results driven   | etched in stone      | EATON           | Due dilligence             | gap analysis            |
| team building    | Backwards compatible | Bottom line     | out of the loop            | Walk the Talk           |
| benchmark        | pushback             | Strategic fit   | return on investment (roi) | re-engineer our process |

|                     |                           |                             |                          |                        |
|---------------------|---------------------------|-----------------------------|--------------------------|------------------------|
| <b>B</b>            | <b>I</b>                  | <b>N</b>                    | <b>G</b>                 | <b>O</b>               |
| paradigm<br>(shift) | run the<br>numbers        | Due<br>dilligence           | Paradigm<br>shift        | pushback               |
| mission<br>critical | Turnkey<br>solution       | quality<br>driven           | off site<br>meeting      | 24/7                   |
| etched<br>in stone  | 110%                      | EATON                       | market<br>leader         | on the<br>same<br>page |
| wow<br>factor       | Level<br>Playing<br>Field | Think<br>outside<br>the box | Take<br>that<br>off-line | Walk the<br>Talk       |
| Strategic<br>fit    | Drop the<br>Ball          | results<br>driven           | out of<br>the loop       | alignment              |