

----- Original Message -----

From: Hannah Lambert <Hannah.Lambert@efdex.co.uk>

Sent: Monday, November 01, 1999 7:47 PM

Subject: RE: reference

Reference: Alison Wheeler - Creative Organisation - Internet and Operations Consultant

Alison provided a consultancy service for efdex during the pre-launch stage of setting up the software and hardware for the efdex food and drink trading exchange.

During her work at efdex, she spent considerable time with our IBM team in Basingstoke, managing a thorough system analysis of the IBM product prior to installation, with an outline of test scenarios, potential problem areas and innovative suggestions on future development.

To finalise the project, Alison worked with TV and Web Management to develop a project plan, providing a full report on her findings with regards to application, practical instigation, security, budget control, multi-media requirements and feature enhancements.

Alison is a fun person to work with, with incredible energy, focus and commitment. Her immense technical knowledge is invaluable for the development of any new media and e-commerce project.

The efdex team have very much enjoyed her presence on site which has brought about significant direction to our business strategy.

I wish her every success in the future.

For further information, please contact my assistant Diana van Maasdijk on ext 5030.

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