



# Digi International

## Online Media Kit

*Thank you for your interest in Digi International, the market leader in open-system, server-based remote access solutions. This online media kit contains the following:*

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## **DIGI INTERNATIONAL AT A GLANCE**

**Mission:** To expand the market for remote access by advancing the concept of open systems server-based communications.

**History:** Digi International Inc. was founded in 1985 as DigiBoard. The company went public as Digi International in 1989 and is traded on the Nasdaq National Market (DGII). Digi employs more than 475 people worldwide.

**Products:** Digi International is a leading ISO 9001-compliant provider of data communications hardware and software that deliver connectivity solutions for open systems, server-based remote access and local area network (LAN) markets. Digi's connectivity solutions enable a virtually unlimited number of users to be connected locally or remotely to a LAN or to multiuser computer systems. Digi's products provide asynchronous and synchronous data transmissions for analog modems, ISDN (Integrated Services Digital Network), X.25, Frame Relay or T1/E1 connections.

**Distribution:** Digi sells its products through a global network of distributors, systems integrators, value added resellers (VARs) and original equipment manufacturers (OEMs). It also sells direct to large accounts and the government. U.S. distributors include Ameriquest/Robec, Access Graphics, Anixter, Avnet/Hallmark, ATV/VarServ, Gates/Arrow Distributing, Graybar, Ingram Micro, Jones Business System, Kent, Merisel, MicroAge, Tech Data Corporation, Westcon and Western Micro. Canadian distributors include Gates/Arrow Electronics, EMJ Data Systems, Ingram Micro Canada, Merisel Canada and Tech Data Canada. Digi also sells through 160 distributors in 65 other countries. More than 300 VARs participate in the DigiVAR Program, introduced in July 1993.

### **Strategic**

**Partnerships:** Digi partners with other industry leaders including Bell Atlantic, Bell South, Cheyenne, Citrix Systems, Compaq, DEC, Hewlett-Packard, IBM, Lotus, Micron, Microsoft, Motorola, Mustang Software, Novell, Pacific Bell, Santa Cruz Operation, SunSoft, USWest, Wyse Technologies and XcelleNet to develop and market new technologies.

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## **Digi International - At a Glance/page 2**

### **International**

**Sales Offices:** Digi International - Asia PTE Ltd.  
13-06 Tower 'A', 391A Orchard Road, Ngee Ann City,  
Singapore 0923

Digi International Australia  
121 Walker Street, Suite 201, Level 2  
North Sydney, NSW 2060  
Australia

Digi International Amsterdam  
Keizersgracht 62-64, 1015 CS Amsterdam  
The Netherlands

Digi International Denmark  
Hejreskovvej 18c, 1.9.8, DK-3490 Kvistgaard  
Denmark

Digi International GmbH  
Domkloster 1, 50667 Cologne  
Germany

Digi International Hong Kong Pte. Ltd.  
Unit 1002, 10Floor, Sino Plaza, 256-257 Gloucester Road  
Causeway Bay, Hong Kong

Digi International Japan  
No. 404 Crest Court Sadohara, 2-1-4 Ichigaya-Sadohara  
Shinjyuku-ku, 162 Tokyo, Japan

Digi International Limited  
Knightway House  
Park Street, Bagshot  
Surrey GU 19 5AK  
United Kingdom

Digi International Sarl  
120, Avenue Charles de Gaulle  
92200 Neuilly sur Seine  
France

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## Management

**Team:** John P. Schinas, Chairman of the Board  
Jerry A. Dusa, President and Chief Executive Officer  
Jonathon E. Killmer, Senior Vice President, Chief Financial Officer  
Michael J. Knudsen, Vice President, North American Sales and Marketing  
Douglas J. Glader, Senior Vice President, Manufacturing Operations  
Dino Kasdagly, Senior Vice President, Development  
Michael D. Kelley, Vice President, Support Services  
David M. Rzasa, Vice President, LAN Products  
Don D. Henry, Executive Director, North American Distribution  
Lawrence W. McGraw, Director of Corporate Marketing  
T. Harrison Bryant, Director of Human Resources

## Sales

### History:

	1997	1996	1995	1994	1993	1992
SALES (in millions)	\$165.6	\$193.2	\$165.0	\$130.9	\$93.4	\$70.9
NET INCOME (in millions)	\$(15.8)	\$9.3	\$19.3	\$16.7	\$14.9	\$12.6
NET INCOME PER SHARE	\$(1.18)	\$.69	\$1.38	\$1.15	\$1.03	\$.87

*\*Customer/analyst references available upon request.*

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## **DIGI INTERNATIONAL AND OPEN SYSTEMS, SERVER-BASED COMMUNICATIONS SOLUTIONS**

Digi International, Inc., founded under the DigiBoard name in 1985, began as a supplier of connectivity products for UNIX-based multiuser terminal systems. Digi gained market dominance by offering highly reliable products that supported more than 30 different UNIX operating systems. As the industry has moved to Novell NetWare and Microsoft Windows NT-based PC networks, Digi has added support for these operating systems as well.

Today, Digi is the preferred high-speed serial port used in conjunction with modems to provide open systems, server-based remote connections for PC network servers. The Company's products provide asynchronous and synchronous data transmissions for analog modems, ISDN (Integrated Services Digital Network) X.25, Frame Relay or T1/E1 connections.

### **Open Systems, Server-Based Communications for Remote Access Strategy**

Digi's strategy to expand the market for remote access by advancing the concept of open systems, server-based communications has several components:

#### *1. Provide reliable products and superior technical support*

Digi is widely recognized in the multiuser market for its complete reliability as well as its comprehensive, free technical support. PC networks are being implemented for mission critical operations so reliability and support are essential requirements for remote access products. Digi's remote access line offers the same reliability and support as its multiuser products.

#### *2. Provide a broad range of solutions*

Digi strives to provide open system, server-based solutions for several different segments within the remote access market:

- Mobile computing. Digi's high-speed serial ports work in conjunction with modems to provide dial-in and dial-out connections for mobile workers as well as LAN users.
- Telecommuting. Digi's ISDN LAN adapter cards provide high-bandwidth remote connections for companies implementing programs where employees work from home instead of traveling to the office each day.
- LAN-to-LAN. Digi's ISDN and Frame Relay LAN adapter cards provide high-bandwidth connections for companies that need to link LANs located in a variety of facilities.

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*3. Leverage strategic partnerships*

- Digi has developed partnerships with leading operating system vendors such as Microsoft, Sun Microsystems, SCO and Novell that ensure seamless connectivity with their systems. In fact, Digi solutions have been built into the Microsoft Windows NT operating system since the operating system was first introduced.
- Digi has partnerships with the Regional Bell Operating Companies (RBOCs) and regularly conducts a variety of joint marketing activities such as seminars, direct mail campaigns and training programs.
- Digi works with a number of leading remote access software vendors such as XcelleNet, Citrix, Symantec and Stac Storage and Communications to jointly market combined solutions.
- Digi's sales strategy encompasses long-standing relationships with more than 100 domestic and international distributors of computer products. Digi also has OEM agreements with IBM, Digital Equipment Corporation, NEC and many other leading manufacturers.

**Products**

Digi offers one of the most complete lines of communications adapter card products for wide area networking in the industry:

- Intelligent, asynchronous, multiport serial communications boards and cluster controller systems that relieve the network or communications server of I/O tasks and maximize remote communications speed. The AccelePort line of server solutions enables modems to achieve throughput of up to 921.6 Kbps.
- Terminal servers allow remote serial ports to function as local serial ports, so modems can be attached anywhere on the network and used for dial-in/dial-out access. Products include PortServer 8 and PortServer 16.
- LAN adapter cards that provide 128 Kbps and higher communications speeds via ISDN. Products include the DataFire, DataFire/4, DataFire PRIme and DataFire *GO!* series.
- Synchronous boards for access to frame relay and X.25 Packet Data Network connections. Products include the SyncPort, SYNC/570, SYNC/570i and SYNC/570i-56.

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### **Remote Access User Profiles**

**Sequent Computer Systems**, with headquarters in Portland, Oregon, European operations in England, and over 30 field offices worldwide, use the Digi DataFire to supply remote LAN access for engineers and managers. By integrating an ISDN terminal adapter/network interface card and a network terminator (NT1) on the same card, DataFire provides Sequent with a high-speed 128 Kbps solution that offers breakthrough simplicity. With Digi's Link Optimizing Software technology, DataFire can also reduce line charges by up to 60 percent. Sequent's current configuration features a 486DX2/66 PC ISDN server running Windows NT, and they have approximately 50 DataFire cards in the field with more expected to be added in the future. Sequent uses drivers for both Windows NT and Windows for Workgroups. The DataFire installs in the expansion slot of ISA-bus PCs and connects directly to an ISDN BRI phone line. DataFire has simplified telecommuting at Sequent by providing remote access that delivers performance, speed and ease of installation while lowering the costs.

**Task Force Tips** of Indiana designs, markets and manufactures devices that deliver the water and foam needed by professional and volunteer fire fighters around the world to battle blazes. To maintain all of its applications and file servers, Task Force Tips uses a dual Pentium-based Acer 17000 running SCO UNIX on an Ethernet network. The company uses Digi PortServers to provide the native serial ports to an expanding line of over 50 PCs, 70 terminals and 30 printers used to connect machine tools, electronic scales, bar code scanners and a carousel system into a single integrated system. As Task Force Tips' operations expanded, PortServers allowed the company to grow effortlessly by providing native serial port connections that eliminate the need to run massive amounts of additional wires to connect their new sites, and enable remote sites to link directly into headquarters. By providing serial ports that appear native to the computer -- allowing for set up of baud rate and flow control as well as transparent connections at the application level -- the PortServer has made the entire platform easier to maintain and easier to use.

**Telstra** of Australia has the fiber optic cables and satellite equipment that make up the national media network responsible for sending video signals to television networks throughout the country. The connections from individual television stations feed traffic into and out of the network for nationwide transmission. Switching these traffic feeds in and out of the network is a complex and time-sensitive process that can make the difference between putting the footage on air and having nothing to show. Each of Telstra's five television operating systems include a single PC with 32 serial ports -- supplied by Digi's PC Xem host adapter card -- that connects Australia's television networks into their television operations centers. Telstra relies on the Xem to provide reliable connectivity to the various television networks in order to effectively process the thousands of requests for video feeds that are submitted at any given minute.

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Xem supports PCs running software control programs that manage both the receipt of transmission requests from the individual networks as well as switching the feeds to fulfill all the program requests in a timely and efficient manner with no human intervention.

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## **DIGI INTERNATIONAL AND POINT-OF-SALE SYSTEMS**

Digi International, founded in 1985 as DigiBoard, began as a supplier of connectivity products for UNIX-based multiuser systems. Digi gained market dominance by offering highly reliable products that support more than 30 different UNIX operating systems. As the industry changed, so has Digi. The company now supports Novell NetWare and Microsoft Windows NT operating systems. It also maintains a broad product offering that includes expandable, modular multiport systems and remote access solutions.

Digi continues to develop new ways to use existing product lines. Many of Digi's multiport connectivity products are used to provide point-of-sale solutions in a number of configurations and sizes. The backbone of the Digi line, multiuser products, are improved continually to ensure they address the changing environment of computer networks.

### **Digi's Multi-Connect Strategy**

*1. Be the most complete worldwide supplier of multiport communications solutions*

Digi is widely recognized for providing highly reliable products with comprehensive, free technical support. The company continues to build on its successes in the multiuser/multiport area and expand product offerings to ensure that products meet or surpass customer expectations.

*2. Provide a broad range of multiport solutions*

Digi's complete line of multiport products leads the industry in reliability and innovation. The company continues to identify technologies to enable new product development to keep pace with customer requirements and performance demands.

*3. Deliver integrated communications solutions for multiport products*

Create partnerships with other industry leaders to develop plug-and-play solutions for users in a variety of fields. This includes working with new and existing operating systems, hardware platforms and emerging technologies.

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### **Point-of-Sale Systems and the Digi Solution**

Digi serial port solutions are designed to make connectivity easy, regardless of whether the connection is across the room, across town or around the world. That's why Digi customers integrate Digi multiport products into their point-of-sale systems. Digi's broad range of product offerings can be tailored to fit any point-of-sale situation.

Users can select EIA-232 for basic serial connections or use EIA-422 to ensure superior noise immunity or maintain a connection of more than 100 feet. Modular solutions, using a host adapter card and outside concentrator boxes, allow flexibility and expandability. Basic systems, where the connections are made directly to the card residing in the host, are cost-effective and reliable.

Point-of-sale systems are customized based on the physical requirements of the site, the need for remote or local access and other factors determined by the user. Digi has a multi-connect product to fit every situation.

### **Point-of-Sale User Profiles**

**Autotote**, a leading creator of turnkey systems for lottery wagering, uses the Digi AccelePort Xem to connect multiple lottery terminals to a remote host computer. In each city where they configure a lottery system, Autotote sets up an office for host computers and communications front ends to reside. Then, they use leased telephone lines and the Xem to connect lottery ticket terminals to the hosts.

When a customer purchases a lottery ticket, the information is entered into a terminal and sent, over a leased line, into a concentrator box (PORTS) of an Xem at the remote site. The PORTS unit is connected to the Xem's adapter card, which resides in a PC used for a communications front end. The information is then sent to a host computer where it is processed. The data goes back through the communications front end and the Xem over the leased lines to the terminal. Round trip -- about one half of a second.

"The Digi Xem was a good solution for our system. Digi continually evolves the product -- making it better, more cost effective and more powerful. We benefit from that and can take advantage of Digi's expertise without having to do it ourselves," said Steve Chambers, director of software development for Autotote.

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**Compaq Works**, a 20,000 foot computer superstore run by Compaq Computer Corporation, uses the Digi PortServer and RealPort software to run its point-of-sale operation. Compaq Works needed a terminal server that would connect directly to an Ethernet cable and provide local serial port functionality. The solution was the PortServer with RealPort software. The PortServer allows serial devices to be attached anywhere on the network, while RealPort software for SCO UNIX allows the serial ports on the PortServer to behave as if they are locally attached to the host. With Digi's RealPort software, the PortServer supports all the standard system tty interfaces to control baud rate, parity, stop bits, flow control and all other characteristics of local serial ports.

The PortServer allows Compaq Works employees to locate serial devices throughout the building and avoid the limitations of the EIA-232 cable length standard. The biggest benefit, however, is the TCP/IP to serial protocol translation provided by the RealPort software. This feature allows Compaq Works to locate the point-of-sale workstations several hundred feet from the server.

"We have a Digi PortServer on each of our POS systems. They are extremely reliable devices that allow us to remotely perform system administration from Compaq's main campus 15 miles away," said Fred Jones, vice president for information services at Compaq Computer Corporation.

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## MANAGEMENT PROFILE



**Jerry A. Dusa**  
**President and Chief Executive Officer**

Jerry Dusa was named President and Chief Executive Officer on March 12, 1997. He was also elected to Digi International's Board of Directors. He joined the company in August 1996 as Vice President and General Manager of the company's LAN Connect business unit in Sunnyvale, Calif.

Dusa, 50, has more than 20 years of industry experience in data processing and data communications businesses. This includes a broad range of activities involving both hardware and software products and markets, and multiple channels of distribution in domestic and international arenas.

Dusa's credentials include executive management positions with a number of high-tech companies including IBM, 3Com Corporation and Tandem Computers. He also served as President of Kalpana, Inc. and Eagle Technology.

Dusa has a bachelor's degree in marketing from California State University - Sacramento. He studied mathematics and marketing in executive programs at Columbia and Harvard Universities, as well as international business management in Brussels, Belgium. An avid fan of all kinds of outdoor activities, his favorite pastimes include boating, hiking and skiing.

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12/97

## MANAGEMENT PROFILE



**Jonathon E. Killmer**  
**Senior Vice President/Chief Financial Officer**

Jonathon E. Killmer, Senior Vice President and Chief Financial Officer, is responsible for managing Digi's financial performance as well as interacting with the investment community. Killmer joined Digi in October 1996 and has more than 34 years of professional experience in accounting, auditing and financial and business management issues.

Before joining Digi, Killmer, 56, was the Managing Partner of Coopers & Lybrand's Twin Cities office for six years and prior to that was Managing Partner of their St. Louis office for 15 years. Killmer was also a member of the Coopers & Lybrand Firm Council, the governing body of the Firm from 1986-1995.

Killmer is actively involved in national and Twin Cities civic affairs, including roles as immediate past chair of the Minneapolis Downtown Council, vice chair, Minnesota Orchestral Association; and a board and executive committee member, National Advisory Board of the Salvation Army.

Killmer has a Bachelor of Science degree in Business Administration (cum laude) and a Master of Arts degree in Accounting from the University of Missouri-Columbia.

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## MANAGEMENT PROFILE



### **Dino Kasdagly** **Senior Vice President, Development**

Dino Kasdagly joined Digi International as Senior Vice President, Development, in October 1997. He is responsible for Digi's engineering and product management organizations. Kasdagly's primary objective is to design and engineer new leading-edge products, delivering them with high quality and on a timely basis. His process expertise to accomplish these tasks includes cross-functional strategic analysis, planning, execution and life cycle management.

Kasdagly, 43, has more than 20 years of industry experience. Most recently at IBM Corporation, his activities included developing and activating cross-functional reengineering of the overall product development process. In prior assignments, he was the AS/400 Product Manager for the V3R7 products, led the "go-to-market" launch team for V3R6 products and developed RISC product plans. Additionally, in the AS/400 Division, he was a Manager of Site Operations, Wide Area Networks Development and Connectivity Special Products and Strategy.

Before joining IBM in 1980, he worked as a Systems Engineer for Savin Corporation and as a Project Engineer for E.I. duPont de Nemours, Inc., both located on the East Coast.

Kasdagly has a BS and MS degree in Mechanical Engineering from the University of Louisville, Louisville, Ky., and a MBA from the University of Minnesota, Carlson School of Management, Minneapolis. He is heavily involved in both Boys and Girls Youth Hockey with his wife Tricia.

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## MANAGEMENT PROFILE

### **Douglas J. Glader** **Senior Vice President, Manufacturing Operations**

Douglas J. Glader, Senior Vice President of Operations and Quality, is responsible for all of Digi International's manufacturing operations. This includes manufacturing and test engineering, Return Merchandise test and repair, final assembly and test, sub-contract manufacturing, purchasing, planning, shipping, receiving, traffic and off-shore manufacturing. Glader was formerly Director of Manufacturing and Operations for MiLAN Technology Corporation, a wholly owned subsidiary of Digi International, before being named to his current position in February 1995.

Glader, 54, comes to Digi International with 25 years of experience in operations management. He began his career with Memorex Corporation, Santa Clara, Calif., and also worked for Measurex Corporation, Altus Corporation, and Direct Incorporated, all in the Silicon Valley in California. He co-founded and was vice president of operations for Greyhawk Systems, Inc., Mountain View, Calif., a manufacturer of electronic imaging hardware and software. He has also established manufacturing operations in Belgium, Ireland, Mexico and the Pacific Rim.

Glader graduated from Northern State College in Aberdeen, South Dakota, with a B.S. degree in Business Administration and has completed several post-graduate courses in world-class manufacturing and quality. In California, he served as a volunteer with several organizations, including a five-year stint as a lay counselor at the Elmwood State Prison. Glader, who hails from South Dakota, enjoys all sports, especially basketball, biking and skiing.

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## MANAGEMENT PROFILE



### **Mike Knudsen** **Vice President, North American Sales and Marketing**

Mike Knudsen, Vice President, North American Sales and Marketing, is responsible for all of Digi's North American field operations, including sales, marketing and systems engineering. Knudsen joined Digi in September 1996 and has been integral in the company's success with large sales wins and OEM deals.

Knudsen has more than 20 years of experience in the computer industry with leading companies such as Texas Instruments, Xerox and Lockheed. While with Lockheed, he was director of a \$100 million division of Calcomp, a computer peripherals business unit. Since joining Digi, Knudsen has been responsible for numerous product launches, dynamic sales deals and strategy development/implementation.

Knudsen holds a bachelors degree in engineering and an MBA from the University of Wisconsin. He enjoys reading, music and cycling, and recently won a bronze medal in the criterium (street race) at the Virginia Commonwealth Games.

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3/98

## MANAGEMENT PROFILE



**David M. Rzasa**  
**Vice President/General Manager, LAN Products Group**

David Rzasa, Vice President and General Manager for Digi's LAN Products Group since May 1997, joined Digi International in October 1996 as Vice President for the Remote Access Product Marketing Unit. As a member of the senior management team, he was deeply involved in the planning and implementation of the company's turn-around strategies and is currently an officer and member of the executive staff for Digi.

Rzasa has over 25 years experience in technology and manufacturing companies. His experience covers broad functional areas, including manufacturing operations, international general management, engineering development, sales/marketing and finance. Prior to Digi, Rzasa was Chief Operating Officer for Three Five Systems, a NYSE company engaged in the development and design of customized display interface modules, using LCD and LED technology. Immediately prior to Three Five Systems, he spent 17 years with Rosemount Inc., an Emerson Electric Subsidiary, serving in a number of positions including President -Rosemount Analytical Inc. (a division of Rosemount), Group General Manager for Europe, Director of Operations for Next Generation Pressure products, and various other director and managerial positions in the industrial and aerospace divisions.

Rzasa has a BS in Electrical Engineering from Ohio State University and a Masters in Business Administration from The University of Michigan. He is married and has two children. His interests include golf, basketball, skiing, reading and traveling.

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## MANAGEMENT PROFILE

### **Robert D. Poorman** **Managing Director, Latin America/Pacific Rim Operations**

Bob Poorman, Vice President of International Sales and Operations, is responsible for managing Digi's sales activities and operations in Latin America and the Pacific Rim. He joined the company in June 1991 and served as Managing Director of European Operations for Digi International GmbH until September 1994 when he was promoted to his present position.

During his years in Germany, Poorman established Digi's European sales and support subsidiary, successfully expanded the distribution network and increased European sales. Since its inception in 1991, Digi International GmbH has grown 40 percent annually and is now the largest supplier of multiuser multiport serial boards in Europe. As the company has diversified into mainstream networking, Poorman has played a major role in building European sales for Digi's remote LAN access and ISDN products as well.

Besides the German operation, the company has a subsidiary in Singapore that drives the company's business strategies in three major markets: multiuser, remote access and LAN connect. The operation also leverages Digi's strategic relationships with industry partners such as Novell and Microsoft.

Prior to joining Digi International, Poorman, 39, was International Sales Manager for Fine Line, a Cupertino, Calif.-based manufacturer's representative firm, which sold a variety of computer-related and electronic product lines worldwide. He also held international sales and product management positions with Kimtron, Prima International and Caere Corp., all in California.

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## MANAGEMENT PROFILE



**David Allen**  
**Managing Director, European Operations**

David Allen joined Digi International in October 1996 as Managing Director, European Operations. He is responsible for all of Digi's operations throughout Europe, the Middle East and Africa and reports directly to Jerry Dusa, Digi's President and CEO.

Prior to joining Digi International, Allen was the General Manager - Europe, Middle East and Africa for LAN products manufacturer Thomas-Conrad. From August 1994 to December 1995 (at which time the company was sold to Compaq), he successfully turned a declining European operation into a highly profitable organization utilizing major distribution channels and consisting of a strong reseller base. Previous to this, Allen was Director of Market Development for Cisco Systems Europe, where he accomplished a number of goals, including the management, development and implementation of the company's entire access strategy. During his time at Madge Networks, Allen functioned as Vice President of Worldwide Marketing, where he formed part of a small management team responsible for growing the company from a niche U.K. networking vendor into a substantial global competitor.

Born in Rhode Island, USA, Allen began his career in the computer industry in 1980 and, before moving to the United Kingdom in 1989, held various sales and marketing positions in a number of companies including Xerox and Interactive Inc. David is a founder member of the ATM Forum and a long-term member of the IEEE.

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## MANAGEMENT PROFILE



**Lawrence W. McGraw**  
**Director of Corporate Marketing**

Lawrence W. McGraw joined Digi International as Director of Corporate Marketing in January 1998. He is responsible for Digi's product marketing, competitive analysis, marketing and channel strategy and marketing communications/services. McGraw's primary objective is to position Digi's marketing programs, channel strategy, industry partnerships and sales training to maximize Digi's presence in the remote access marketplace.

McGraw, 57, has nearly 30 years of Information Technology industry experience. This includes a broad range of activities involving channels management, direct sales management, new product launches, partnership negotiations, product line management and channel strategy/implementation. His credentials include management positions with a number of high-tech companies including IBM and Tandem Computers. Most recently, McGraw served as CEO/President of The Xox Corporation, a geometric computing software company. He managed Xox into a market niche that it is beginning to dominate and took the company public in 1996.

McGraw studied engineering at Notre Dame University and obtained a law degree from the University of Denver Law School. An avid fan of all kinds of sports, his favorite pastimes include football and sailing.

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1/98

## MANAGEMENT PROFILE



### **John Gaylord** **Manager of Strategic Marketing**

John Gaylord joined Digi International in 1991 as Product Manager and has held the title of Manager of Strategic Marketing since 1996. He is responsible for managing Digi's strategic analysis function to facilitate product development activities. Gaylord's primary objective is to analyze new technology, market trends, competition sales trends and user wants/needs to create a cohesive, company-wide market view.

Gaylord, 38, has over 10 years of experience in high-technology markets including data communications, local- and wide-area networks and storage management. This includes a broad range of activities involving strategic analysis, market research, product line management and technical writing. While at Digi, he has redirected product focus into new markets, including a market leadership position in server-based remote access, and managed the development of the first Windows-compliant asynchronous products for Digi, which were developed to tap the data communications requirements of Windows users.

Gaylord has a MBA in Marketing from the University of St. Thomas and a BA in History from Macalester College.

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## MANAGEMENT PROFILE



**Barbara J. Craig**  
**Senior Product Marketing Manager**

Barbara Craig joined Digi International as Marketing Manager (Arnet Division) in December 1988, was named Business Development Manager in 1995 and has held the title of Senior Product Marketing Manager since October 1997. She is responsible for developing positioning, pricing, packaging and promotions for Digi's server-based communications product lines. Craig's primary objective is to strategically position Digi's products in the remote access marketplace, sustaining market momentum throughout the products' life cycles.

Craig, 42, has over 15 years of Information Technology industry experience. This includes a broad range of activities involving marketing management, business development, product management, new product launches, partnership negotiations and pre/post sales support. Her credentials include management positions with a number of high-tech companies including AST and Studio Software. During her time with Digi, Craig has been responsible for planning and implementing numerous successful product launches, developing strategic relationships with over 200 industry partners and increasing market awareness of Digi as a top supplier in the \$4.5 billion remote access marketplace.

Craig studied Marketing at Vanderbilt University/Owen Graduate School, Business Management at Pepperdine University and Computer Science at the State University of New York. She enjoys gardening, music and family life.

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