



October 3, 2002

David Gouthro
The Consulting Edge
#23 – 1551 Johnston Street,
Vancouver, BC Canada V6H 3R9

Dear David,

I'd like to take this opportunity to thank you for your recent contributions to our first Customer Council meeting in Whistler, BC. I wanted to be sure that you understood the value of your efforts, and the impression you left with the management team here at Packeteer.

Originally, the intent of the Council was to obtain customer input that could assist Packeteer in positioning itself as a strategic partner for both existing and potential customers. To do so, the initial thinking was that we should hire an industry expert or analyst to be able to elicit the technical- and product-oriented information required for our product roadmap. It is fairly clear that this course of action would have provided results of significantly less impact than those that were achieved with your assistance.

Let me explain.

As a channel-focused company, we have, in the past, maintained a fairly distant relationship with our customers. As we found in the Council sessions, our issues with our customers weren't as much related to technology as they were related to the nature the relationship we had with them. This is where your particular strengths became most apparent.

Rather than focusing on what we could get out of our customers, you initially focused on establishing a level of trust and respect between our executive team and the Council members. Once this relationship was established, you were able to engage our customers in a series of thought-provoking exercises, all the while building a sense of community amongst our Council participants. The result is that we now have a strong, ongoing relationship with our Council members, and they have assisted us several times since the meeting,

The feedback we received from the session was overwhelmingly positive, both from the customers and from our internal Packeteer participants. We have a long way to go to achieve our goals, but I'm confident that we're now on the right track.

I look forward to working with you again.

Sincerely,

A handwritten signature in black ink, appearing to read "Greg Dalzell", written over a light blue horizontal line.

Greg Dalzell
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