

Collaborating to help customers and win market share

4th Annual Consultants Forum

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Agenda

- What customers are looking for in the current market
- How providers of product and services need to work together
- Importance of partnerships and alliances in winning market share
- What vendors are looking for from partners
- What partners should be looking for from vendors

Introduction to VIA

- UK-based international management consultancy started in 1989
- Specialists in routes to market strategy & implementation
- Address issues of channel complexity, integration and management
- Focus on improving performance and delivery
- Work globally across many sectors including IT, Telecomms, Financial Services, Pharmaceutical, and Consumer goods

Selected Technology and Telecoms clients



Our approach and services



What customers are looking for in the current market

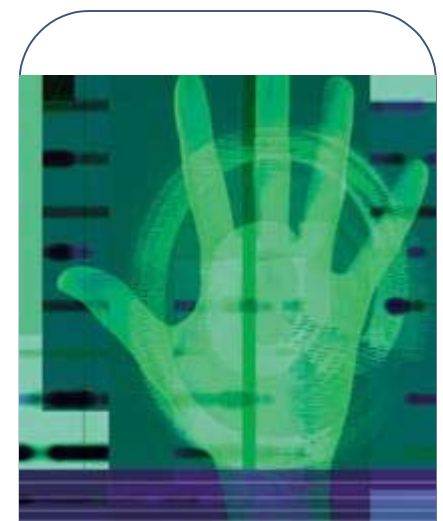
Your customers are saying



“I’m buying more than you think I am”

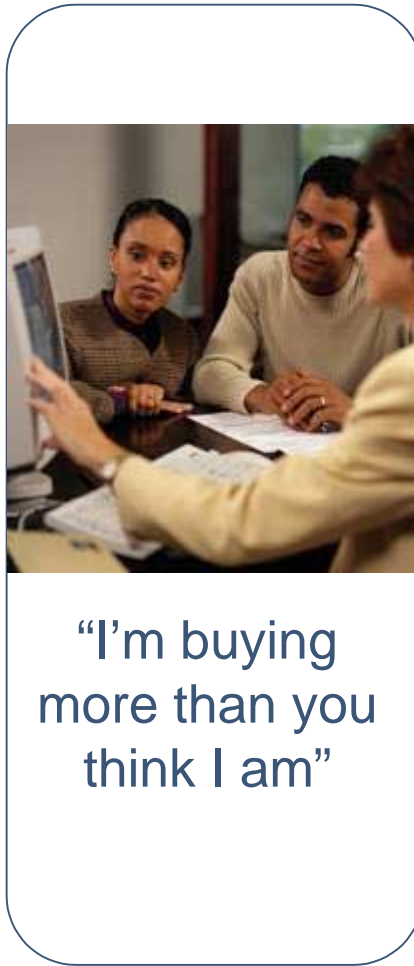


“Get to know me”



“Don’t make me fight your bureaucracy”

Your customers are saying



“I’m buying
more than you
think I am”

Large corporates buying Integrated Solutions say.....

- Most suppliers offer me

- Product standardisation
- Value for money focus
- Problem diagnosis

- A few suppliers offer me

- Clear picture of technology strategy and product road map
- Wide range of product which meet needs for network compatibility, upgradeability and uptime requirements
- Credible e-business propositions
- Strong brand of product supporting strong brand of solution
- Tangible proof or demonstration of promised performance

- Only the best supplier offers me

- Solutions that give me competitive advantage
- Measurable ROI
- Flexible approaches to global/local solutions
- Transparency and clarity of ownership of issues

Your customers are saying

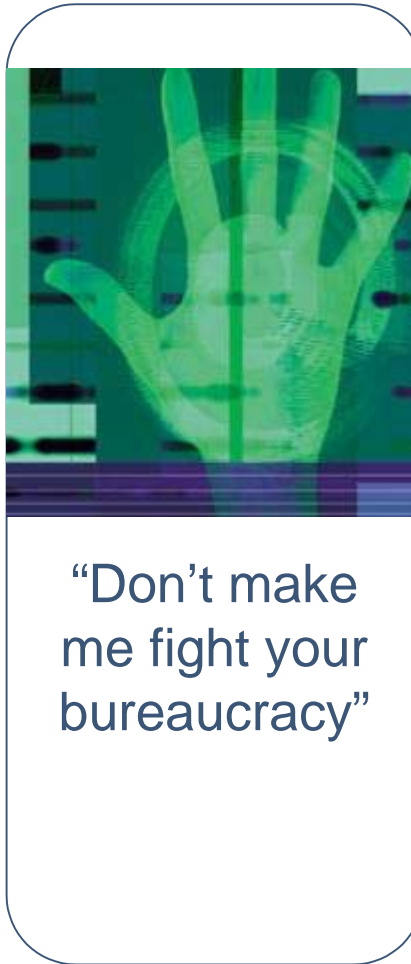


“Get to
know me”

Large corporates buying Integrated Solutions say.....

- Most suppliers offer me
 - An account manager who understands the supplier's products and services
- A few suppliers offer me
 - Investment in understanding my industry and business issues
 - Account managers who understand my business issues as well as IT solutions
 - A relationship developed through continuity and value-add presence
- Only the best supplier offers me
 - Proactive presentation of innovative solutions that solve my business problems

Your customers are saying



“Don't make
me fight your
bureaucracy”

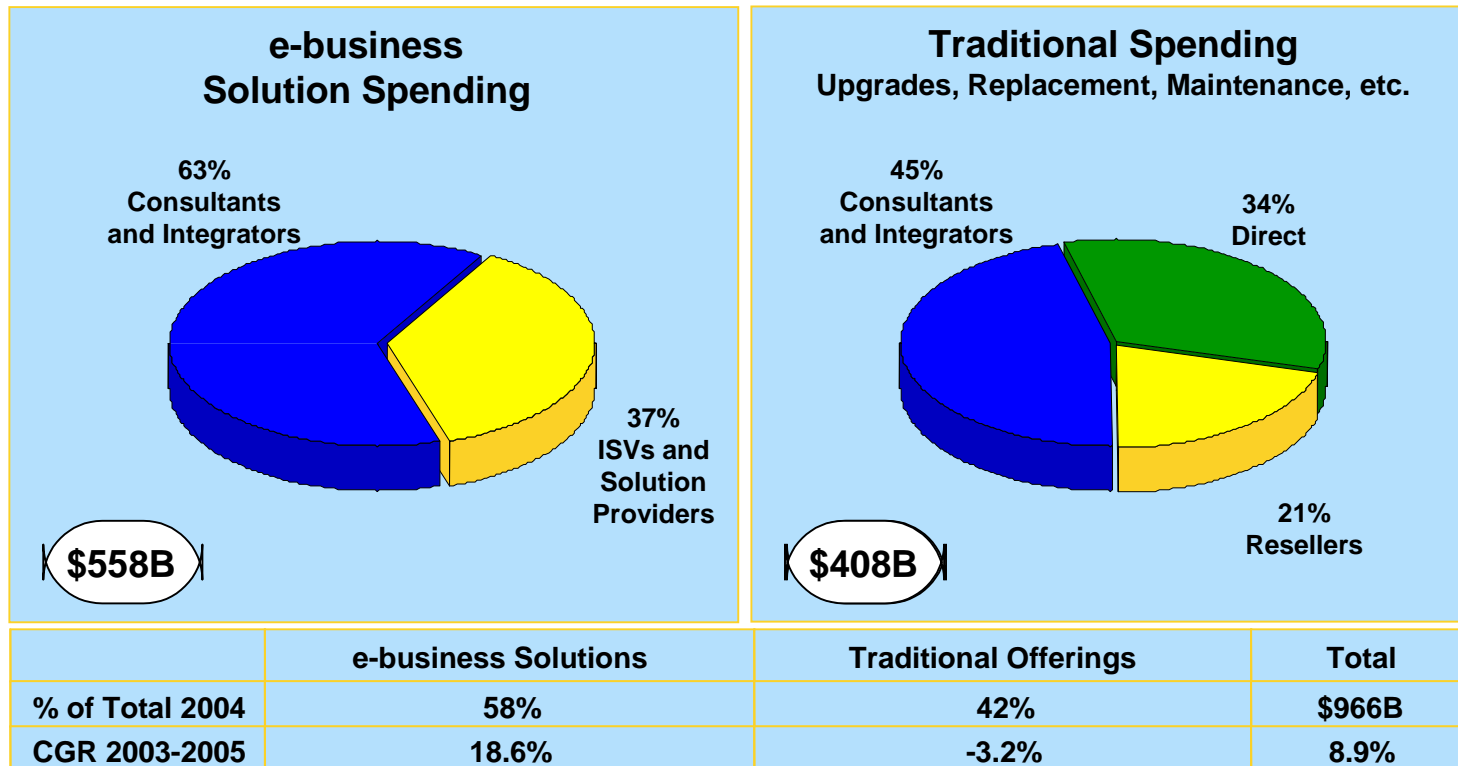
Large corporates buying Integrated Solutions say.....

- Most suppliers offer me
 - Efficient delivery and installation
 - Seamless availability of services and support
 - Clear rules of engagement with their partners
- A few suppliers offer me
 - Support contracts designed around my needs
 - One point of contact for information, service support, warranty etc
 - Fast responsive access to decision-makers
 - E-procurement of add-ons
- Only the best supplier offers me
 - Willingness to share in risk and reward

Where do Consultants and System Integrators fit in

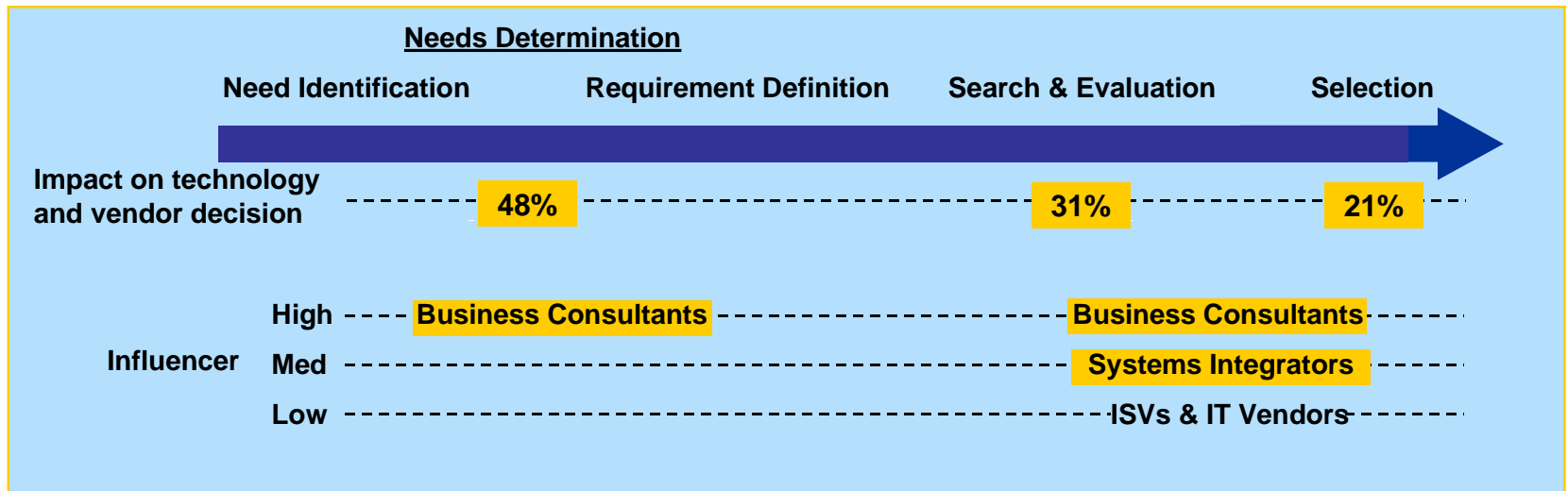
Consultants and Integrators are important

- They play a significant role in influencing the e-business solution spending and IT traditional spending choices of businesses



Businesses Rely On Consultants and Integrators

- They impact client decision making during the earliest phases of solution development, where nearly half of all technology choices are made.
- They exert a greater influence on client buyer behaviour than other types of business partners, such as ISVs.

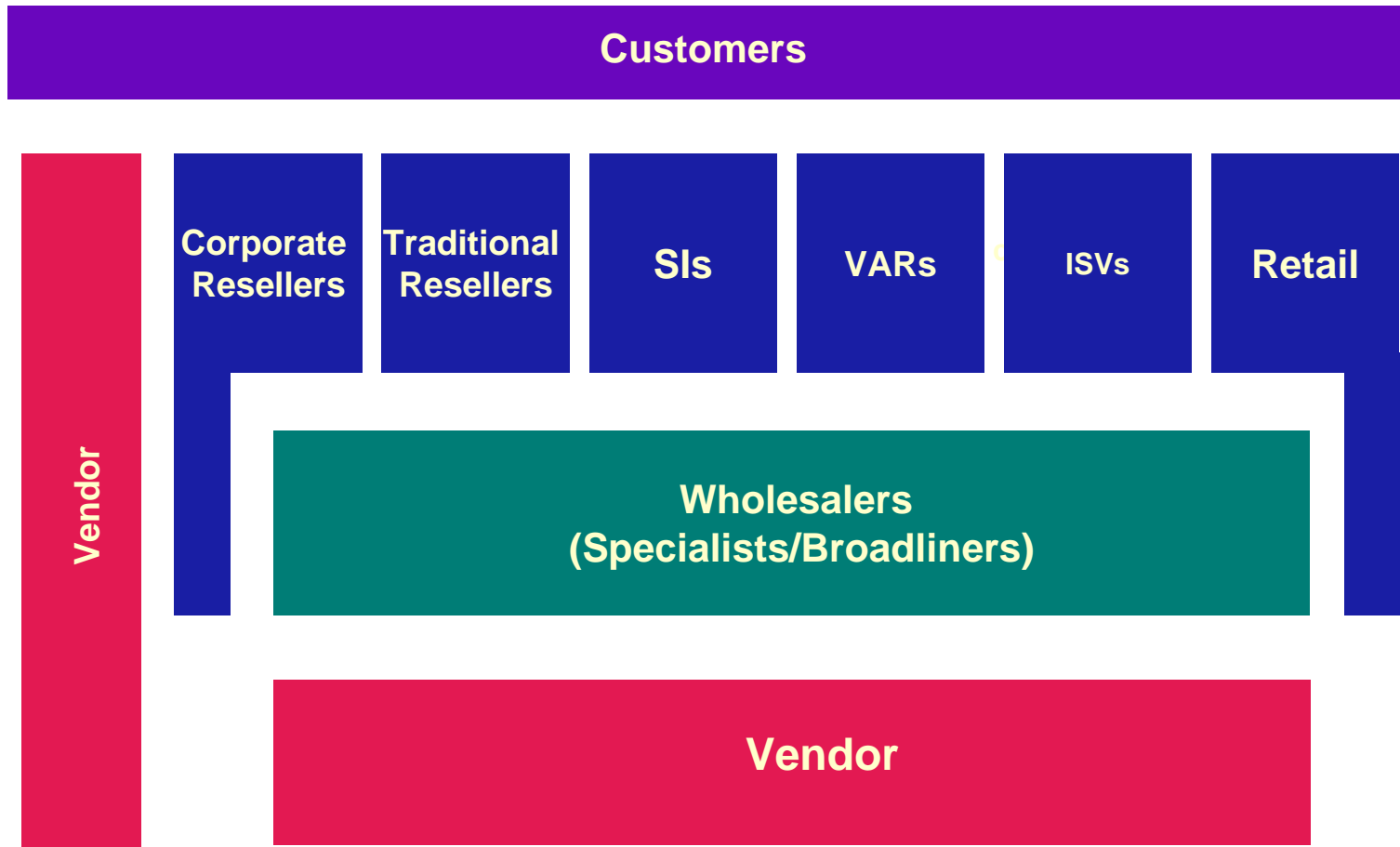


Where do Consultants and System Integrators fit in

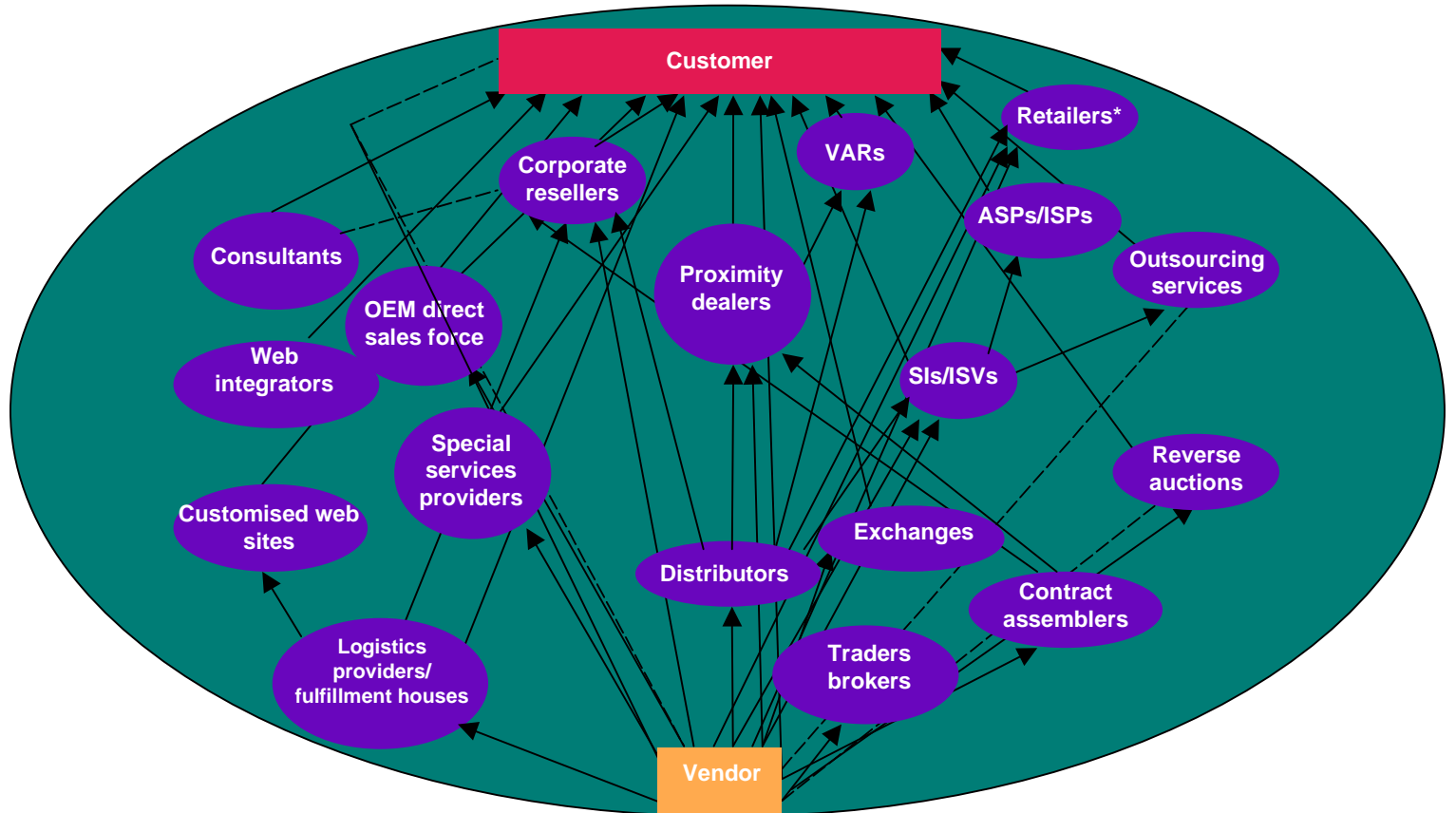
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Importance of partnerships and alliances in winning market share

We used to think life was simple



But it isn't



What vendors are looking for from partners

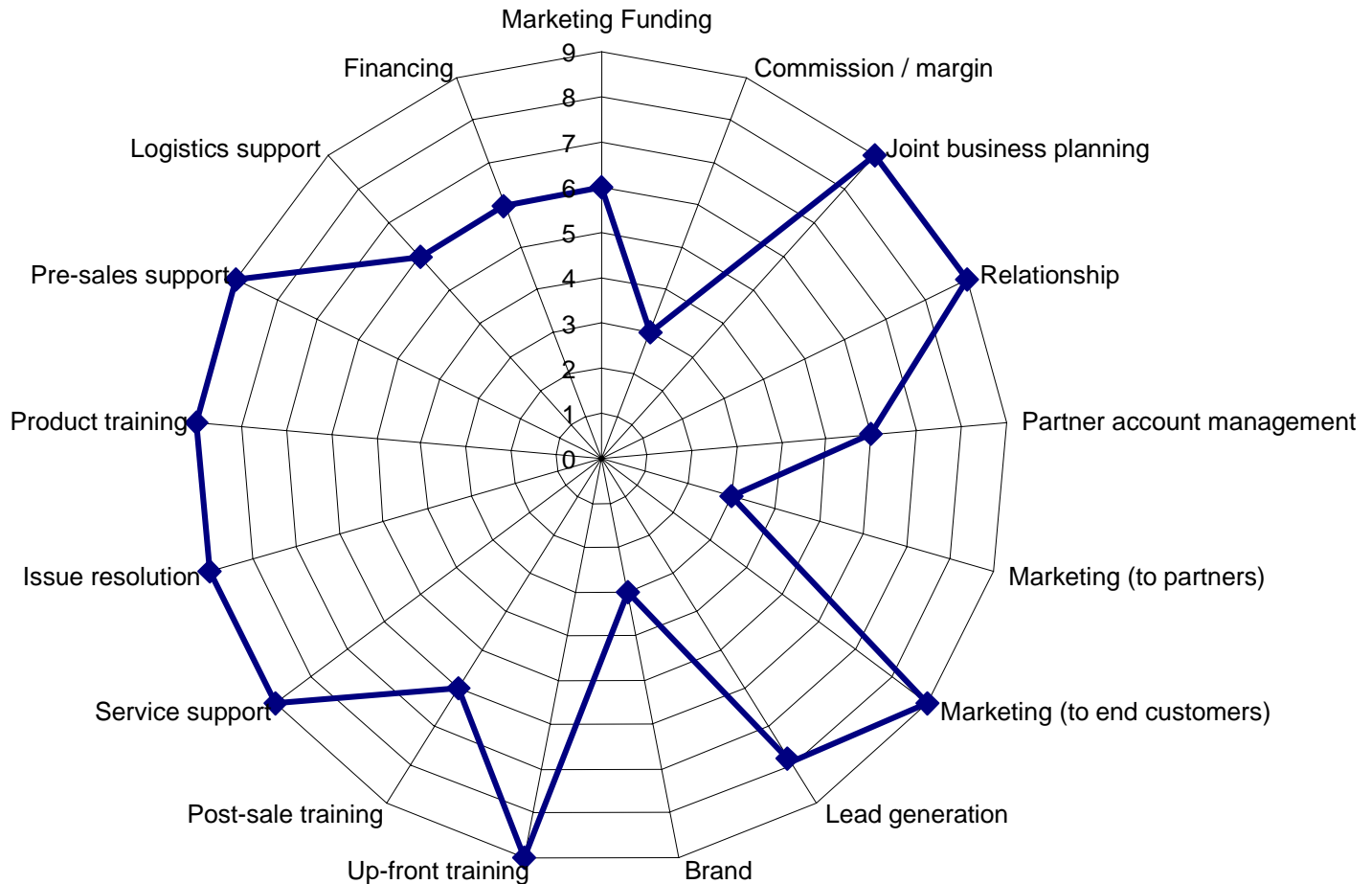
- Connection with customers
- Solution enhancement and delivery
- Commitment to relationship (quotas!)
- Commitment to closing leads
- Joint working
- Joint business planning and opportunity management
- Reference customers

What partners are looking for from vendors

- Connection with customers (quality leads!)
- Brand support
- Reference sites
- Solution delivery
- Complementary skills
- Joint working
- Joint business planning and opportunity management
- Easy to do business with

What partners are looking for from vendors

Systems Integrators



What partners should be looking for from vendors

Joint strategy and plan
(for long term sizeable
opportunity)

Joint value proposition for
customers

Joint marketing

Joint capability (IP, skills
and resources)

Infrastructure

Measurement process

Mutual trust

What markets, what offers, what partners, what
investment, what goals and measures, who is
responsible, how to resolve issues, supports own strategy

Existence of formal offerings, differentiation justifies effort,
number of times offered, responsive to changes in
customer's model

Joint marketing, winning together, losing together, trust,
investment in positioning own brands

Structured approach, implemented in relevant areas, clear
roles

Structured approach, implemented in relevant areas,
internalised

Measure regularly, analysed and learned from

Clear rules of engagement – consistently observed

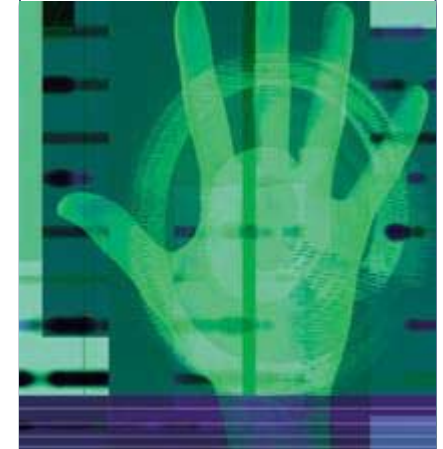
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