

# Channel Strategy Service



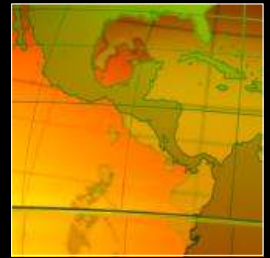
**Jeff Hayes, President**

**Jon Reardon, Group Director, Office Technology and Services**

**Scott Phinney, Director of Sales**

**Alison Hipp, Account Manager**

**David Ramos, Director, Channel Strategy Service**



# Agenda





**Industry analyst firm focused on the consumer & pro imaging, office document technology & services, and production printing & digital media industries.**



**Focused**

**Credible**

**Responsive**

**Visionary**

# David Ramos



- **Xerox Corporation**

- Major Account Manager

- **IKON Office Solutions**



- Regional Sales Manager
    - 10 Sales Executives in two States
  - IKON University; US & Mexico
    - Instructed sales managers how to effectively lead and execute to plan
  - National Director of Sales Mexico, General Sales Manager and Business Development Manager North Florida
    - \$60 million equipment and services budget
    - 8 Sales Managers
    - 72 Sales Executives



- **Strategy Development**

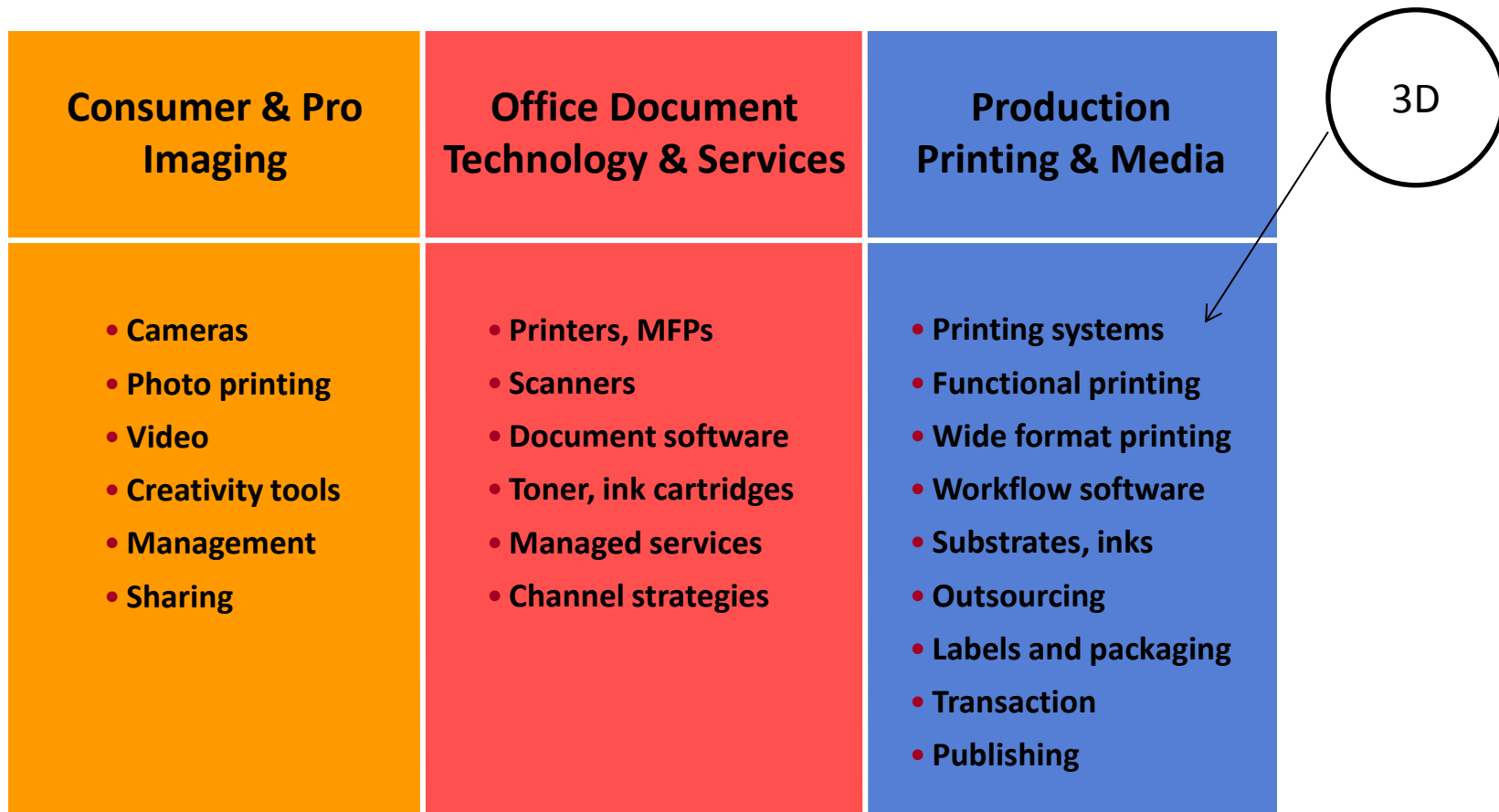
- Sales Operations Consultant

- **InfoTrends**

- Director, Channel Strategy Service

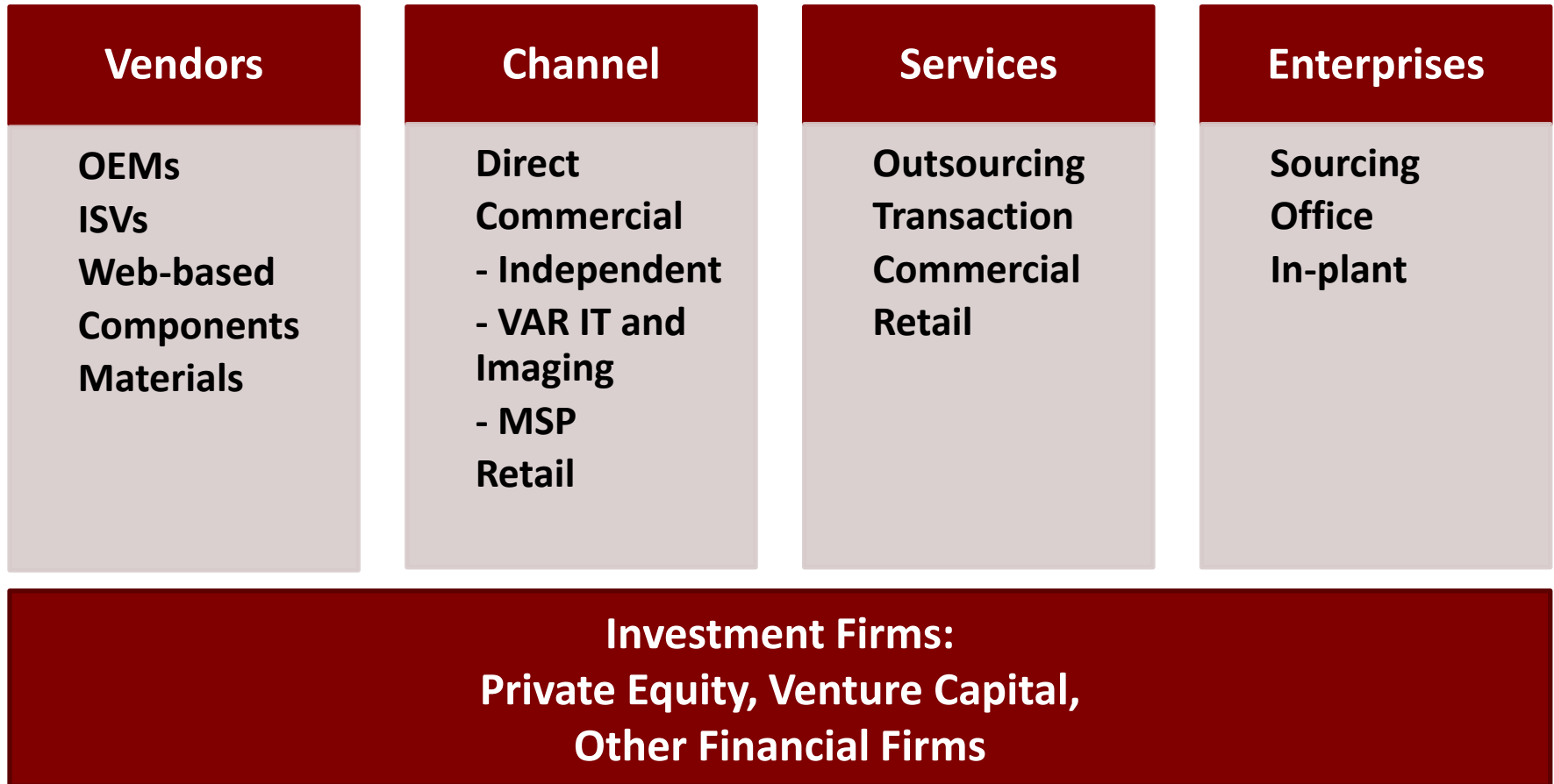


# InfoTrends Practice Areas



**Serving technology vendors, distributors, service providers, enterprise end users, and investment firms**

# InfoTrends Clients



# Print and Beyond...



Canon

RICOH



NOKIA

OKI

EPSON

Panasonic



# How InfoTrends Works with Clients





# **Top Focus Areas for Independent OE Dealers Based Off Number of Inquiries**

- **Acquisitions**
- **Managed Print Services**
- **Sales Effectiveness**
- **Service Operations**
- **Managed Services – Managed IT Services**
- **Functional Printing (3D)**

# Focus Areas for Channel “Dealers”

- **Acquisitions**
  - Positioning to be acquired
  - Expanding into new markets via acquisition
  - MIF from >\$5M dealerships
  - MIF from non-authorized dealers
  - 5X in EBITDA, up from 2X-3X after 2008 financial crisis
  - Small IT MS Providers
    - 1-6 persons operations that have grown weary of 90+hr work weeks
    - Built-in client base
    - IT Expertise

# Focus Areas for Channel “Dealers”

- **Managed Print Services**
  - How big is this space...IN MY MARKET?
  - Do I get in? Do I get out?
  - Sales effectiveness
    - Hardware or services led?
    - Challenged by MPS in SMB opportunities
    - General line or specialist?
    - Compensation – how do I compensate my sales force?
  - Service and Operations Support
    - Suppliers
      - ❖ Hardware, service, supplies

# Focus Areas for Channel “Dealers”

- **Managed Services – Managed Service Provider**
  - **Managed services** is the practice of outsourcing day-to-day management responsibilities as a strategic method for improving operations and cutting expenses.
  - A **managed services provider (MSP)** IT services provider that manages and assumes responsibility for providing a defined set of services to their clients either proactively or as they (not the client) determine that the services are needed.
  - How do I start?
  - Do I need a business plan?
  - What services do I offer?
  - What are the financial benchmarks for this business?
  - Completely new business venture

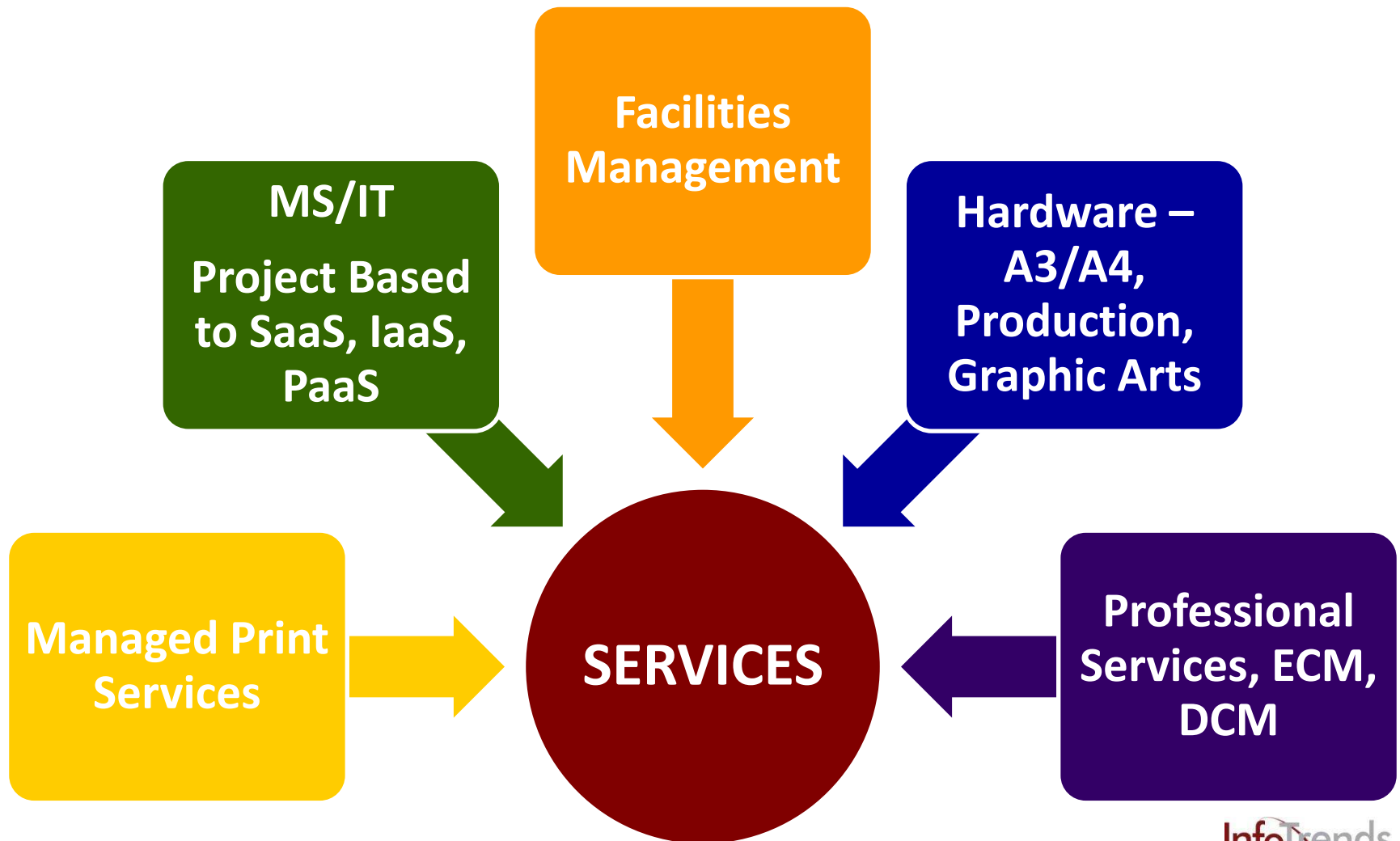
# Managed Services – Managed IT Services

- Remote Monitoring/Remediation
- Help Desk
- On-Site Support
- Infrastructure
- Business Continuity
- Security
- Email Management
- Technology Consulting
- Unified Communication
- Mobility
- Print Management
- Software
- Virtual CIO
- The Cloud
  - SaaS, PaaS, IaaS

# Functional Printing

- **What is the market for this service...IN MY AREA?**
- **What is the business model for this service?**
- **What is the investment needed to gear up for this initiative?**
- **What capabilities do I need to support this initiative?**
  - Sales
  - Service & Parts
  - Materials
- **What are THEY not telling me?**

# Today's Channel Dealer Portfolio Represents Increased Complexity

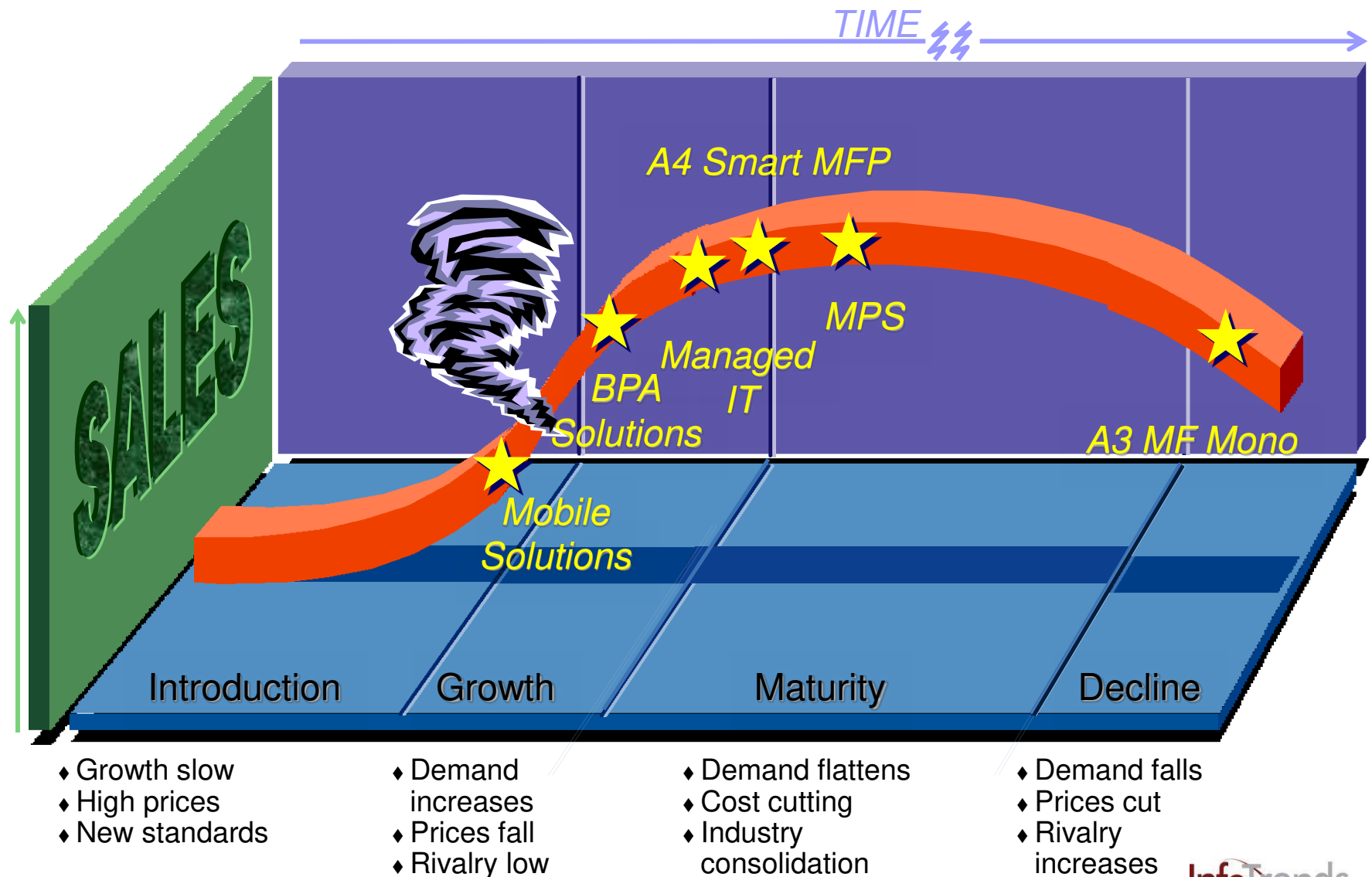




# Leveraging Big Data to Drive Revenue



# 2014 North America Technology Lifecycle



# Leveraging Big Data to Drive Revenue

**With the right analytics approach, business leaders can unlock insights from big data that lead to profitable business decisions.**

# Market Sizing



# Refined Approach

- 1. Competitive landscape**
- 2. Market tendencies**
- 3. End user focus**

# Competitive Landscape

# Market Sizing Analysis

- **Market Sizing – Objective Data, Actionable Intelligence**
  - Who are my competitors?
    - Independent OE, OEM, MSP, MPS, VAR-IT, VAR-GRAPHICS
    - What are their service capabilities?
    - What is their footprint?
    - How many employees?
    - How many sales professionals?
    - How many technicians?

# Market Tendencies

# Vertical Industries

## NAICS (North American Industry Classification System; 2 digit level)

- Agriculture, Forestry, Fishing and Hunting (NAICS 11)
- Mining (NAICS 21)
- Utilities (NAICS 22)
- Construction (NAICS 23)
- Manufacturing (NAICS 31)\*
- Wholesale Trade (NAICS 42)\*
- Retail Trade (NAICS 44)\*
- Transportation & Warehousing (NAICS 48)
- Information Services (NAICS 51)\*
- Finance and Insurance (NAICS 52)\*
- Real Estate Rental & Leasing (NAICS 53)
- Professional, Scientific & Technical Services (NAICS 54)\*
- Management of Companies and Enterprises (NAICS 55)
- Administrative and Support and Waste Management and Remediation Services (NAICS 56)
- Educational Services (NAICS 61)\*
- Healthcare & Social Assistance (NAICS 62)\*
- Arts, Entertainment, and Recreation (NAICS 71)
- Accommodation & Food Services (NAICS 72)
- Other Services (except Public Admin) (NAICS 81)
- Public Administration (#92) (Gov't)\*

**\*Survey analysis covers these vertical markets.  
Estimates and forecasts cover all 20.**



## End user focus

# Contextualized End User Data

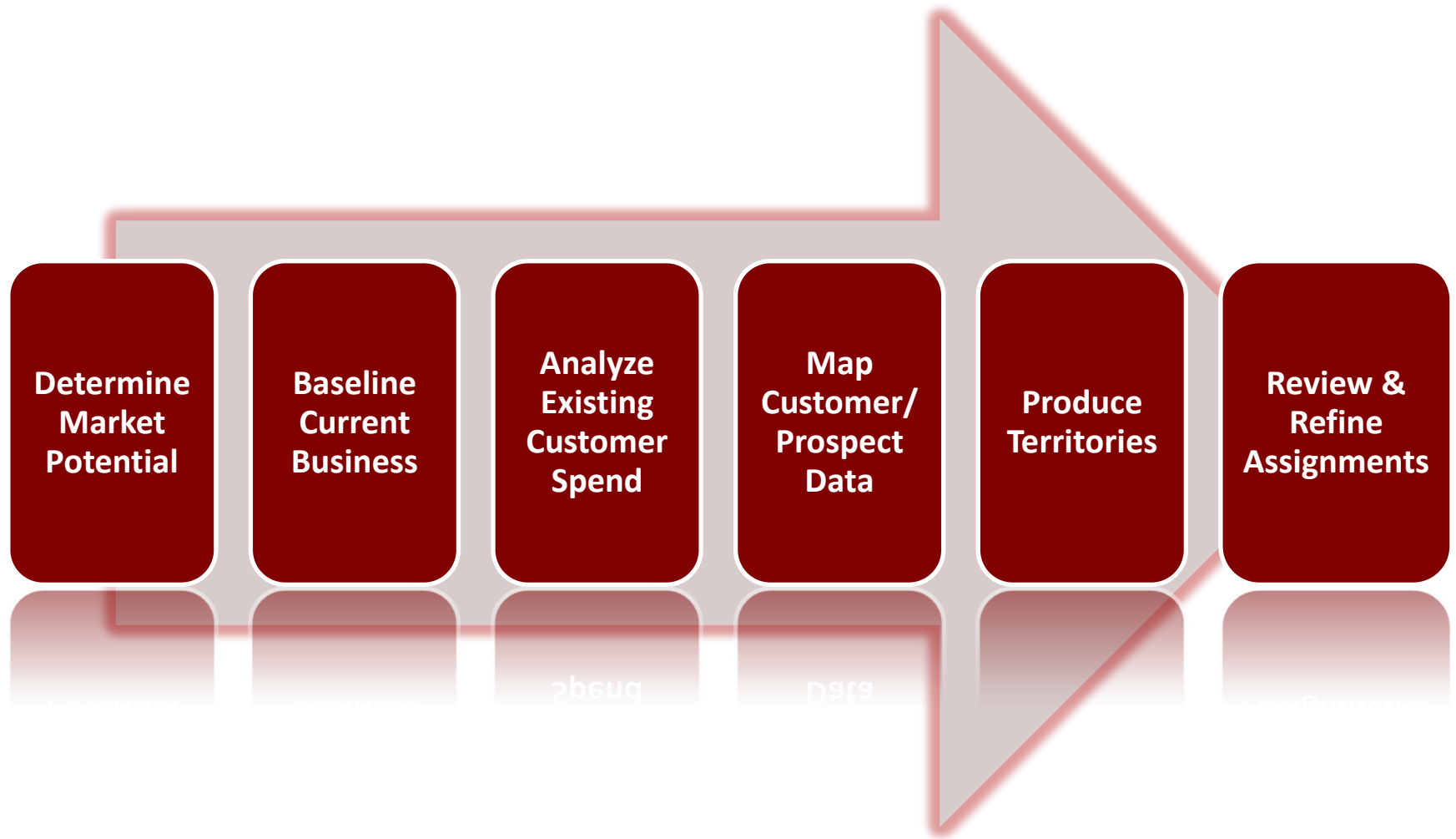
- **Market Sizing – Objective Data, Actionable Intelligence**
  - What are the highest potential accounts in my market?
    - Who are the contacts that make decisions in the hi-po accounts?
  - What is the potential for...in the identified accounts?
    - MPS
    - Managed IT Services
    - A3/A4 Hardware Seg 1-5
    - Production – Graphic Arts Color

# Business Segmentation

## MPS – MS/IT

- **Accelerate Contact and Front End Sales Cycle**
  - Estimates of Key Characteristics to Separate Business in Meaningful Way
  - IT Infrastructure & IT Spend
- **Methods Provide Segmentation Capability**
  - Hardware (Printers/MFPs, PCs, Lap Tops, Servers, Spend)
  - Storage (Capacity, SAN/NAS Likelihood, Spend)
  - Software (IT Staff, Developers, Internet Usage, Spend)
  - Networking (WAN Connection, Lines in Use, Spend – Equipment vs. Services)
  - Telecommunications (Phone Lines, LD spend, Wireless Users)

# Market Sizing & Territory Design Process



# Channel Strategy Service

- **Dealer Acquisition Targeting**
- **Competitive Analysis**
- **Regional Market Sizing**
- **Territory Rationalization**
- **Compensation Analysis and Creation**
- **Sales Force Education/Certification**
- **Sales Management Development/Certification**
- **Sales/Sales Management Process Analysis,**
- **Development and Creation**
- **Sales Tools Creation and Training**
  - ROI Calculator, Pricing, Assessment, Reporting
- **Executive Briefings**
- **Business Planning**
- **Annual, Quarterly Meetings**
- **Weekly Sales Meeting Content**
- **Syndicated Content for Dealer Website**

