

Making Your Industry Marketing Strategy Work

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SOFTWARE
2004

The Applications Marketing Group

About Us

- A Boutique Consulting Group
 - Anil Gupta, Principal
 - Ex-VP of Marketing at Evolve, Niku, Broadbase, Baan Supply Chain Solutions
 - Ex-VP of Industry Marketing at Baan
 - Ena Gupta, Principal
 - Ex-VP of Strategy and Business Development at Personic
 - Ex-Chief Operating Officer, AT Systems
 - 6 Years at The Boston Consulting Group
 - Our Services
 - Market Assessment and Strategy
 - Product and Company Positioning
 - Strategic Sales Tools
 - Interim VP of Marketing

Our Clients

 alphablox™

 **BLUE MARTINI**
SOFTWARE

 siperian™
Uniting Customer Data with Business Processes.

 APEXON

PeopleSoft®

 Sierra
Atlantic®

 ePeople

 **BDNA**

THE FUTURE OF IT ASSET GOVERNANCE

MetricStream

 **SAP**


PANTERO

 appmail

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Why Industry Marketing

- Customers buy solutions not products
 - Articulate industry specific pains & value proposition
 - Industry language
 - Sales Tools
 - Specific extensions/enhancements to the product
 - Product Partnerships
 - Alliances: Services, Sales Channels
 - Pricing

Key Aspects of Industry Marketing

- Nail it
 - Identify Markets
 - Positioning and Validation
- Scale it
 - Lead Generation
 - Sales Tools
 - Product Development
 - Alliances

Identify Markets

- Bottom-up, Top Down and Sideways
 - Leverage Core Product Strengths
 - Market Segment looking for a solution
 - Unique Value Proposition
 - Buy Cycle
- Validate, Validate, Validate

Before Positioning

- Before creating a positioning, identify your zebra
 - **Company Characteristics**
 - Company profile (size (\$), industry, geography, etc.)
 - Buyer values (what are they looking for)
 - **Operational Characteristics**
 - Operating parameters (size (people), volume, etc.)
 - Process characteristics (complexity, functionality, etc.)
 - **Technology Characteristics**
 - Technical standards (hardware, OS, system software, etc.)
 - **Service Characteristics**
 - Service requirements (implementation needs, etc.)
 - Support requirements (aftermarket needs, etc.)



Positioning

- Clearly articulate (based on zebra)
 - Why Buy
 - Why Buy now
 - Why buy mine
- Validate, Fine Tune, Validate
- Identify early adopters and start “sales cycles”

Have you nailed it yet?

- At least 2 sales cycles with prospects who are solid zebras
- They are “early” adopters
- They “get” your value proposition
- You can provide a solution with “acceptable” enhancements
- They will be solid references

Now Lets Scale it : Lead Generation

- Identify 100 companies who are “close” to zebras
- Build a database of contacts
- Build competitive “intelligence” in the companies
- Identify technique for first wave
 - 1:1 works better
 - Web-ex
 - Content-based Newsletter
 - “Introduced” sales calls
- Start getting key influencers on board

Sales Tools

- Industry Maps
- Value Proposition
- Competitive Analysis
- White Papers
- Customer-use tools (ROI Model)

Product Development

- Toughest decisions
 - Depth vs. Breadth
 - Killer Features vs. “fill the hole”
 - One-off functionality vs. common across other verticals
 - One-off Development vs. Release Train
- What do you need to cross the threshold of “custom application”?
- How do you Spread development investments across verticals
 - How does this vertical fit into your business plan?
 - % Revenue, % Growth, Valuation

Solution Maturity Matrix

<u>Solution</u>	<u>Maturity</u>	<u>Competition</u>	<u>Rev in 04</u>	<u>Rev in 05</u>
S1	Below	Below	5%	10%
S2	Par	Med	15%	25%
S3	Med	High	30%	25%
S4	High	High	40%	30%
S5	Par	Below	10%	10%

Summary

- Nail it
 - Identify Markets
 - Positioning and Validation
- Scale it
 - Lead Generation
 - Sales Tools
 - Product Development

Questions

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