



GTM360 OVERVIEW



Making IT marketable

www.gtm360.com

GTM360 Mission



GTM360 provides all-round go to market solutions to enable high-tech companies multiply the value they derive from their existing ideas, products and capabilities.



GTM360 Value Dimensions



Multiple Value. Delivered.

SOFTWARE COMPANIES

Differentiate your products and services

SOFTWARE SERVICES COMPANIES

Create a business from a project

WEB-BASED COMPANIES

Get more bang for your marketing buck

MULTINATIONAL CORPORATIONS

Grow revenues from emerging markets

SOFTWARE PRODUCT COMPANIES

360° packaging for rapid payback

STARTUPS

Have an idea and want to commercialize it?

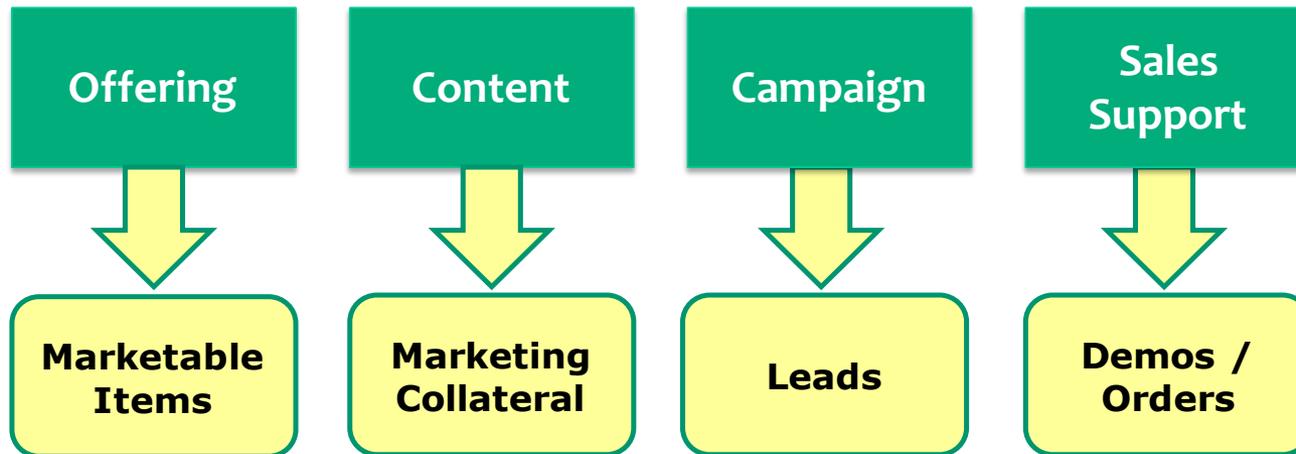
- Larger sales pipeline
- New revenue models
- Wider markets
- Bigger ticket sizes
- Higher billing rates
- Shorter sales cycles

Idea to Product / Capability
R&D / ENGG. / M&A /
PRACTICE

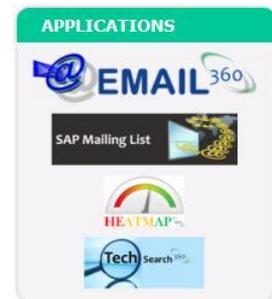
Product / Capability to Lead
BUSINESS DEVELOPMENT

Lead to Deal
SALES / PRESALES

Order to Cash
IMPLEMENTATION /
DELIVERY



MARKETABLE ITEMS	
CODE	FULL NAME OF MARKETABLE ITEM Brief Description
MI-1	REMOTE WORKFORCE MANAGEMENT (Product Offering) Anywhere, anytime workforce management via mobile phone and PDA access to centralized project management tool.
MI-2	GLOBAL SOLUTIONS FOR PAYMENT EQUIPMENT MANUFACTURERS (Service Offering) Use our ODCs for cost-effectively building out enhancements related to new messaging standards and local regulations in different parts of the world. Use the enhanced product range to expand into high growth markets, thereby offsetting flat revenue growth in native markets.
MI-3	JOB WIDGET ON BLOGS (Web Offering) Add our job widget to your blog. Make money when employers recruit through your blog widget.

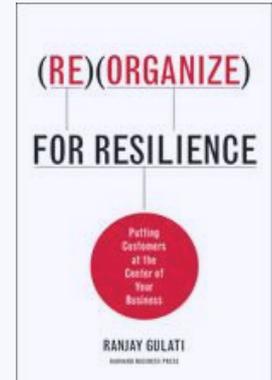


What Are Marketable Items?

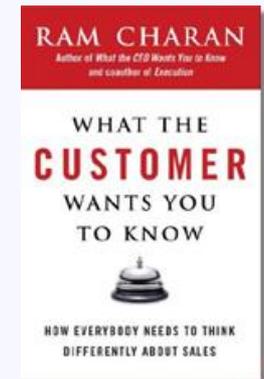
Marketable Items package product features and service capabilities into *compelling reasons to buy* that resonate strongly with the target market's pain areas and hot topics. If they don't *create gain*, they must *solve pain*.

Marketable items are not product feature lists or canned demos. Neither are they item descriptions on merchant websites nor technology service lines like application development, maintenance, upgrade and support. With a razor-sharp focus, a marketable item usually leaves out more product / service attributes than it includes.

- The idea that products in themselves provide competitive advantage is on the way out
- As product and services become commodities, features that were once considered selling points become hygiene factors
- Focus on being customer-centric



- ... the customer wants you to know ... how his or her business works, so you can help make it work better
- Instead of starting with your product or service, start with your customer's problems



Guruspeak...

Unfortunately, most B2B firms segment prospects and customers by basic criteria and fail to align marketing messages with buyer pain points or purchase cycle stages.

By applying customer-centric segmentation criteria, B2B marketers can better develop communication strategies that resonate with the specific business challenges that customers face.



Examples of Marketable Items



<p>IPHONE2YOUTUBE.COM Our video converter software is your best choice for uploading videos captured on your Apple iPhone to YouTube. Pay once and use forever!</p>	<p>REALTIME NETWORK SECURITY FOR TODAY'S REALTIME ENTERPRISE (<i>Product Offering</i>) With its integrated ASIC processor, we support identity-based networking, enable deep visibility into user behavior and detect new threat vectors - all in realtime and without any discernible performance degradation.</p>
<p>GLOCAL SOLUTIONS FOR PAYMENT EQUIPMENT MANUFACTURERS (<i>Service Offering</i>) Use our ODCs for cost-effectively building out enhancements related to new messaging standards and local regulations in different parts of the world. Use the enhanced product range to expand into high growth markets, thereby offsetting flat revenue growth in native markets.</p>	<p>HRIS SOFTWARE PRODUCT WITH ESS FUNCTIONALITY (<i>Product Repackaged As Solution Offering</i>) Using our library of reusable ESS components, we can develop highly-customized and functionally rich employee self-service solutions over HR modules of ERP products at a fraction of their costs.</p>

Why Marketable Items?

- Business development happens at the “top of the funnel” where the vendor is usually a stranger to most prospective customers
- Technology needs of most prospects are fully served by their incumbent vendors with whom they have been having long-standing relationships
- Therefore, it’s impossible for the new vendor to make much headway by using messaging that is created solely around product features and technology service lines, *however unique and differentiated they might be*



Per US FORTUNE Global 2000 corporation
of C-Level Executives (CLEs) = 5 (CEO, CFO, COO, CIO, President)
of near-CLEs = 7 (SVP Sales, SVP Marketing, SVP HR, Divisional President, etc.)
Total # of Top Management Executives in the USA = $2000 \times (5 + 7) = 24,000$.
of B2B Sales Representatives in the USA = 10 Million (Source: 2001 US Census Bureau Survey).
Therefore, # of B2B Sales Representatives per Top Management Executive in the USA = $10M / 24000 = 416$.



There are over 400 sales representatives trying to meet a typical top management executive.

Why Marketable Items ...

- At the same time, all prospective customers face business problems – *always!*
- To gain success at this stage of the sales cycle, the vendor must articulate how its products and services solve business problems of prospects
- Enter *Marketable Items*

When would a Senior Executive be most receptive to a salesperson?

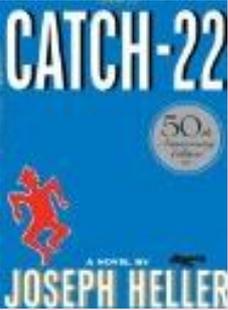
What is the optimum time to gain an audience with a CLE? Unlike commodity-driven purchasing agents, CLEs rarely get up in the morning thinking about interacting with salespeople. So, what *do* they think about? They are hyper-focused on improving their results and employing strategies that will help their enterprises grow revenue, increase market share, counter a competitive threat, acquire new customers, increase customer loyalty and retention, bolster margins, decrease costs, manage risk, increase shareholder value, attract and retain skilled staff and improve workforce productivity. There is a huge variety of strategies that CLEs employ to improve in these aforementioned areas.

CLEs rarely get up in the morning thinking about interacting with salespeople

One thing is certain: if you can't clearly prove that what you are selling will help an executive improve in at least one of these areas, then you need not waste your time calling on the C-Suite. They don't want to see you. However, if you can show that your offering will enhance results in these key strategic areas, you are still in the game.

HOW TO CREATE MARKETABLE ITEMS?

A prospective customer won't meet the vendor unless they hear messaging that resonates with their pain areas and hot topics i.e. marketable item. But how can a vendor create a marketable item without meeting the prospect and finding out what their pain areas and hot topics are?

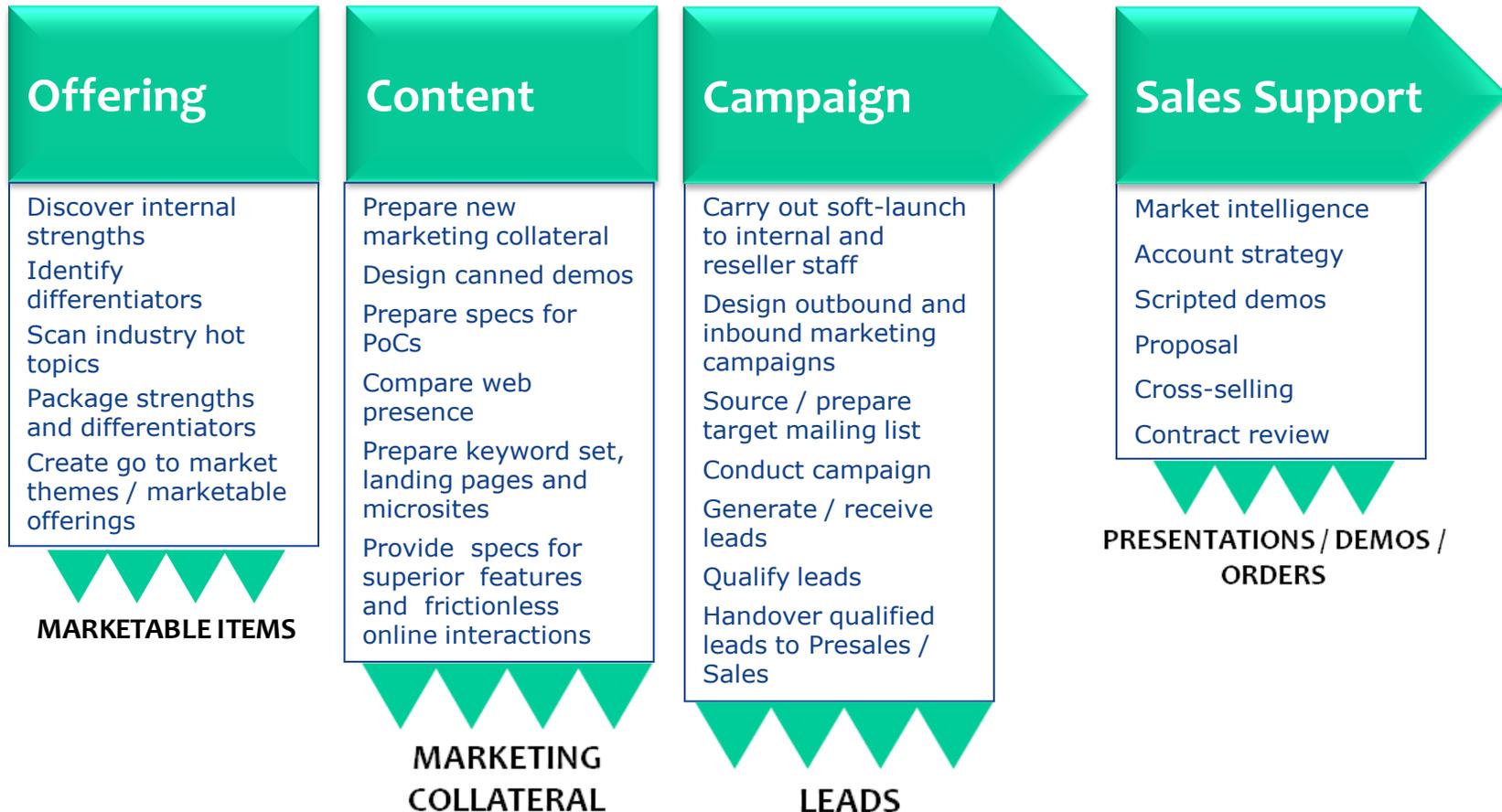


Marketable items need to be created at industry, geography, technology and other macro levels.

Sources of Marketable Items

- Buzzwords (Electronic Health Record, Mobility, Virtualization, Web 2.0)
- High ROI scenarios (Accelerated Debt Collector Onboarding for LMS, Loss Prevention for Retail)
- Regulatory compliance (Basel-III, Dodd-Frank, ICD-10, SEPA, PCI-DSS)
- 'Sunset' of competitor product (ACI Base24, SAP R/3 4.x)
- Hidden features and tacit capabilities (New Store Discovery for Mobile Secondary Sales, Web/Customer for ERP)

GTM360 Methodology



GTM360 Success Stories



SAP SERVICES PARTNER Enters FORTUNE 500 Corporation

Marketable items create appeal for C-Suite

Mobile Application Provider Boosts Conversion Of Leads To Deals

Packaging hidden features propels product into a different orbit

American Add-on Solutions Provider Accelerates Time To Revenues

Launch campaigns faster with SAP MAILING LIST

Payments Solutions Provider Boosts Sales Pipeline

Marketable offerings give a shot in the arm to inside sales

American Widget Maker Grows Revenues Manifold

Frictionless online solutions convert browsers to buyers

Business Case for Go To Market



Turnkey 360° Solutions

Offering	Content	Campaign	Sales Support
INR 4-6 LACS / USD 8-12K per Marketable Item	INR 6-8 LACS / USD 12-16K per Marketable Item	INR 60 LACS / USD 120K per Sales Pipeline of INR 20 crores / USD 4M :OR: Fee per lead	INR 2 LACS / USD 4K per Month + 10% Order Value :OR: Commission per order
1-2 months	1-2 months	Ongoing	Ongoing



GTM has excellent ROI since it delivers *incremental* value.

Business Case ...

Turnkey Point Solutions

Item	Price	Duration
Product Comparison Report	INR 2-3 LACS / USD 4-6K	2 weeks
Web Presence Comparison Report	INR 1-2 LACS / USD 2-4K	1-2 weeks
Website Customer Experience Comparison Report	INR 2-3 LACS / USD 4-6K	2 weeks
Product Canned Demo Design	INR 2-5 LACS / USD 4-10K	2-4 weeks
Account Specific Offering Presentation	INR 1-2 LACS / USD 2-4K	1-2 weeks
Solution Accelerator for Repackaging Product into Service	INR 8-12 LACS / USD 16-24K	4-6 weeks

Why GTM360?

- Unique blend of high-tech industry expertise across hardware, networking, software products and services segments
- Strong track record in sales, marketing and business development at mid-sized and large high-tech companies
- Global orientation
- Unswerving commitment to quality
- Use of IP frameworks for scalability and repeatability
- Offshore cost-effectiveness

IP Frameworks



STRADOF
Look Beyond Features to Find Differentiators



EMAIL 



VCF 



MARCOL 



HEATMAP 



SeeWhy
Clicks → Customers



Making IT marketable

www.gtm360.com

Thank You!

email info@gtm360.com or visit www.gtm360.com for

1.GTM360 MARKETING COLLATERAL LIBRARY

2.GTM360 CASE STUDIES