Go-To-Market Strategy
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Our go-to-market strategy focuses on 3 dimensions

1. WHAT

Services focused on today’s global issue; leveraging on the financial crisis, the recession

2. HOW

Leveraging on current customer relationships of partners. Focused on customers that need to act or is impacted by the financial crisis

3. WHO

To customers of partners. Giving partners a tool to retains customers in a declining market
**WHAT to sell**

**Effective Spending (Cost Reduction)**

### Business/ICT questions

- Why is ICT so costly? Are we getting our ICT services at the right price & quality?
- How can we realize top-down imposed cost reductions?
- We need to reduce costs by 10% but where do we start?
- How can I reduce ICT costs in a sustainable way without impacting our clients: which types of cost should I target?
- How can I reduce ICT costs in a balanced way on short and long term?
- Where are the risks and how do we manage them when reducing costs?
- Where is the low hanging fruit in terms of cost reduction?
- How do we track our savings once we are start reducing our costs?
- How can I better control and manage ICT costs?

### Where we can help

<table>
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<tr>
<th>Where we can help</th>
<th>Goal</th>
<th>Results</th>
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</table>
| IT Effective Spending (cost reduction) analysis & roadmap definition (4 to 6 weeks) | • Analyze several domains for cost saving opportunities on short, medium and long term  
  • The scope is unlimited including assets, systems, apps, people, suppliers & sourcing  
  • Create cost awareness | • A set of validated cost saving opportunities on short, medium and long term with a clear plan and timeline  
  • All savings are aligned with the IT architecture evolution |
| Quick win execution (4 to 6 months)                         | • Setup a framework for tracking cost which is agreed by all stakeholders  
  • Plan and organize short term cost savings (within six months) | • Generate savings impacting the current financial year (the low hanging fruit) |
| Roadmap execution for medium & long term savings (+6 months) | • Set up a program for realizing medium (6 months to one year) and long term (>one year) cost savings  
  • Plan and organize structural cost savings (eg consolidation) | • Generate medium and long term savings through a program where priorities and dependencies are managed |
## WHAT to sell

**Performance Efficiency (Lean Process Improvement)**

### Business/ICT questions

- How can we simplify, reduce waste process or meet out SLA’s?
- How can we do more with less? In a sustained way?
- We are losing customers, credibility, revenue due to poor performance, what can you do to help?
- How can we track and improve our productivity upto 25% without quality or customer impact?
- How can we prevent goldplating or overdelivery?
- Are all our activities really needed to fulfill the customer’s demand?

### Where we can help | Goal | Results
--- | --- | ---
Performance Efficiency Workshop (4 days) | • Identify a core process for improvement  
• Create an ‘as is’ Process  
• Create a ‘future state’  
• Identify action to bridge the gap | • A set of validated process improvement opportunities on short, medium and long term with a clear plan and timeline |
Performance Efficiency analysis & roadmap definition (4 to 6 weeks) | • Analyze several processes for improvement opportunities on short, medium and long term  
• The scope is review of core processes  
• Create cost awareness | • A set of validated improvement by process approached by short, medium and long term plans with a clear plan and timeline |
Quick win execution (3 to 6 months) and culture awareness | • Setup a goverance for tracking improvements which is agreed by all stakeholders  
• Plan and execute short term improvements (within six months) | • A governance that tracks the benefits of the improvements  
• Realisation of short term actions  
• Increased awareness of performance |
Roadmap execution for medium & long term improvement to process and culture change (+6 months) | • Set up a program for realising medium (6 months to one year) and long term (>one year) improvement or cultural changes.  
• Train and develop key managers to drive Performance Efficiency | • Create the foundations for a continuous improvement culture  
• Management of medium and long term projects  
• Increase of internal skills |
HOW to sell
The blueapple win – win business model

Partner new services
- Understand the services
- Identify needs to the customer
- Generate new sales stream

Partner value
- No investment costs to develop new services
- No additional head count
- No additional costs for intellectual property
- Utilisation of bench resource
- Opportunity to retain customer
  - increase revenue
  - increase organic growth
- Peace of mind for you and your client

Customer Value
- Shared risk pricing
- Cost reduced
- Increases efficiency
  - Increase gross margins
  - Reduce gap with competitors

NOTE: It is not blueapples intension to work direct with the end customer

Providing new service offerings
- Effective spending
- Performance Efficiency

Support partner
- Help lead generation
- Provide expertise to support sales
- Shared risk pricing
- Deliver projects

End Client/Customer
Partner
Partner
Partner
WHO to sell to
Finding the opportunity

Partner

• Short list partner customers that are being impacted by the financial crisis
• Identify partner customers that would be interested in Process Improvements and Reducing Costs
• Utilise partner business development resources to find new leads

blueapple Consulting

• To provide training on service offerings
• To provide material that can be used to support a sales approach
• To support sales meetings as an centre of expertise
• To demonstrate effectiveness via short workshops
Partner Customers Analysis

Providing valued services to existing customers, costs less than new opportunities

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<thead>
<tr>
<th>Sector</th>
<th>Current Customers</th>
<th>New Opportunities</th>
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<tbody>
<tr>
<td>Public Sector</td>
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<td>Financial Sector</td>
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<td>Retail Sector</td>
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<td>Other</td>
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Summary

Key point of the go-to-market strategy

- blueapple consulting is a B2B supplier, this is a partnership
- blueapple consulting business model creates a win–win environment
- blueapple consulting offers complimentary services to help partners to:
  - Generate new sales stream
  - Retain customer loyalty
  - Increase revenue
  - Increase organic growth
  - Utilisation of bench resource
- blueapple consulting success is link to the partners success
  - we will help you identify opportunities
  - we will support your pre-sales activities
  - we will share risk in pricing where appropriate
What Next

Brainstorm what actions are needed to progress