

Visionael.



Solution Selling Approaches

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Solution selling: what do we mean?

- We have two solutions to sell:
 - *Network resource management (NRM)*
 - *Flow-through provisioning*
- Each solution is more than selling the core product in each case, i.e., more than just Visionael 6 or ServiceBase, and not just “selling objects”
- We need to paint the picture for the customer—what each solution consists of—then intro **bundle** of products fulfilling solution requirements
- We will leverage our modular product approach
- Next step on from upselling existing customers (current campaign)

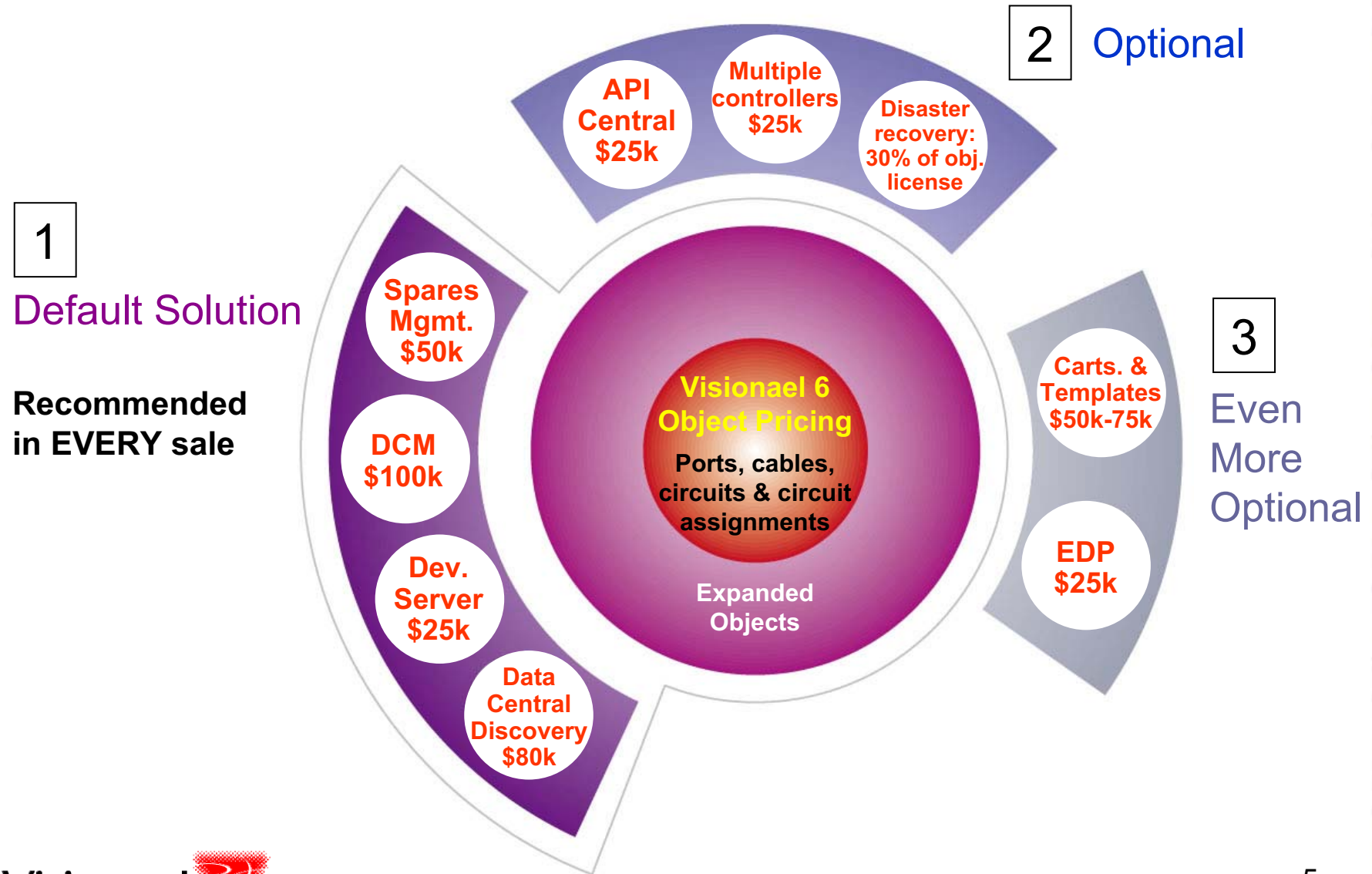
Solution selling: what's in it for us?

- Let's be honest: bigger deal sizes are critical now that deal flow is restricted in this market downturn
- The more of a solution we sell, "the faster the repository clock ticks"
- We highlight requirements that our competitors struggle to address, e.g.:
 - Spares management
 - Device configuration management (DCM)
 - Data collection integration cartridges (e.g., Micromuse, RiverSoft and CiscoWorks RME)
 - The whole data collection/validation process

Solutions selling: selling approach?

- Understand the customers' **overall** needs - good examples: PEMEX, Orange and Bell Canada
- Get a feeling for their OSS or NMS environment – whom do we have to work/partner with? Good examples: Bell Canada and RoadRunner
- Document gaps that we can fill to win the sale (good examples: PEMEX or Sprint EWS) – work with product management to get requirements onto the roadmap – a big deal gets our attention!

Deploying Visionael NRM as a Solution



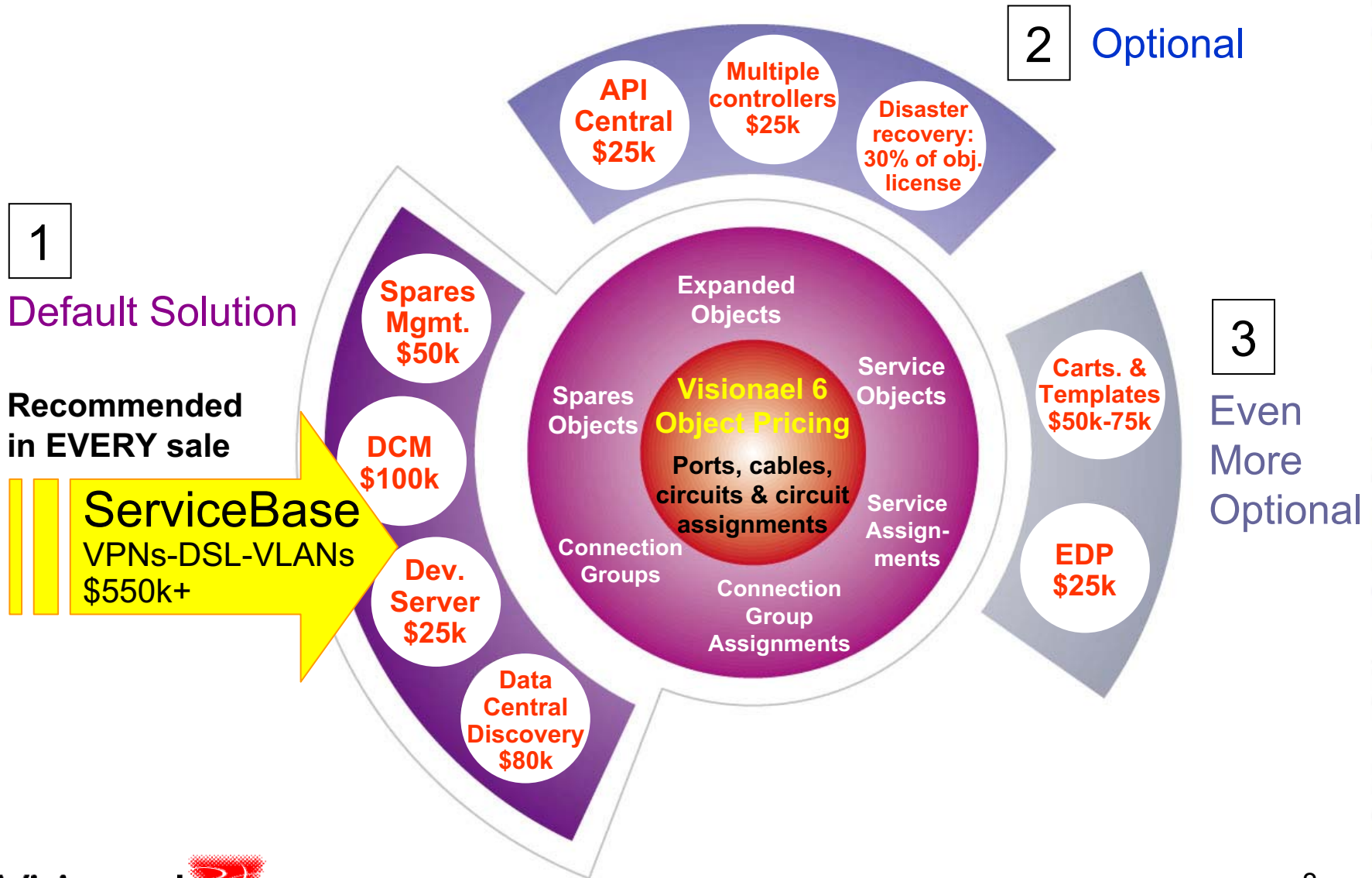
NRM solution

Item	\$k
Data Central discovery	80
Visionael 6: 1,530k objects	660
Device Configuration Management	100
Spares Management	50
One cartridge, e.g. CiscoWorks RME	75
Development server	25
API Central	25
Failover controller	25
Total	1040
Add maintenance and support at 18 or 21% of list price	

Nuts and bolts: NRM

- Sell more than the minimum price band! Try for a minimum of 720k objects at \$365k; you can always fall back to a lower band, but you won't "fall upward"
- Sell the object packs, not arbitrary numbers of objects – especially when upgrading to the next highest band
- Use the new modules both to increase revenue and to damage the competition

Deploying ServiceBase as a Solution



Flow-through provisioning solution

Item	\$k
Visionael 6: 2,500k objects	900
Data Central discovery	80
ServiceBase platform and BDK	550
VLAN blade	150
IPSec VPN blade	600
Device Configuration Management	100
Spares Management	50
One cartridge e.g. CiscoWorks RME	75
Development server - Visionael 6	25
Development server - Visionael ServiceBase	25
APICentral	25
Failover controller	25
Total	2605
Maintenance and support at 18 or 21% of list price are excluded	

Conclusion

- Deal sizes are increasing and will continue to do so
- Solution selling leverages our substantial R&D investments over the last year (ServiceBase + modules)
- Selling broader solutions will ultimately create happier customers (and a happily-employed workforce)
- Broader solutions play to our strengths vs. the competition
- Product management will keep working with other teams to generate ideas for new modules to complement the suite

Good hunting!