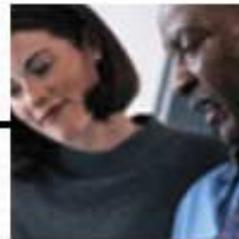


Re-Inventing Partnerships for Profitability



Kapi Attawar – VP Marketing



OnDemand Inc.

- A complete Partner Relationship Management (PRM) Business Service
- % integrated components :
 - Opportunity Center Partners/funds/leads/commerce
 - Partner Center Sales effectiveness/collaboration
 - Campaign Center Automated marketing campaigns
 - Demand Center Channel inventory and forecasting
 - Acceleration Services Execution services
- OUR GOAL :
 - **Maximize return on channel** by reducing costs and increasing sales through partners

Vendor Objectives

The Vendor View

- Increase revenue and market share
- Increase productivity
- Lower cost of sales
- Lower cost of inventory
- Reward and retain top performers

The Vendor Priority

- Manage
- Grow
- Recruit

Sounds Familiar?!

“I only have a second.”

“But I never got that.”

“I sell what I know.”

“It’s just too hard to do business.”

“I don’t have the resources.”

“Wish I could trust my forecast”

Issue: "I only have a second."

Today

- Everyone gets the same
- Too many notes
- Hard copies
- Face to face

The Opportunities

- Profiling & personalization
- Targeted
- Instant access
- Virtual meetings

Communications Management

- Information
- Campaigns & Promotions
- Community
- Online Meetings
- Analysis & Reporting

STRATEGIC ALLIANCE PARTNER



ABOUT THE
HOME PAGE

Legato Alerts

Home

My Content

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Help?

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LEGATO ALERTS !

**you can get access
to this exciting new
portal developed just
for you. If you have
questions,
compaqanswers@legato.com
is the best way to**

INFORMATION CENTER

Search for:

- About Legato
- Legato/Compaq Relationship
- Legato Programs
- Customer Wins
- Products
- Services and Support
- Market Perspective
- Sales Tools & Process

Go To:

- ▶ Events Calendar
- ▶ Press Releases

CUSTOMER COMMUNICATIONS CENTER

- ▶ Sales Training
- ▶ Technical Training
- ▶ Arrange Training

INFORMATION CENTER

- Points of Contact
- ▶ Co-Marketing Engagement
- ▶ Legato Program Sign-Up
- ▶ Submit Hot Leads
- ▶ Submit Customer Wins
- ▶ Submit Customer Intelligence

Compaq NSR Customer Upgrade Information Available!
[Click here for details!](#)

Issue: "But I never got that."

Today

- Create, update, update, update distribution lists
- Service the "squeaky wheel"
- Performance surprises

What Partners Need

- Self registration
- Entitlement programs
- Real-time performance reporting & analysis

Partner Management

- Recruitment
- Planning
- Analysis

Issue: "I sell what I know."

Today

- Limited visibility regarding partner skills
- Time out of the field
- Expense

What Partners Need

- Tailored, immediate delivery
- Granular activity analysis
- Lower cost

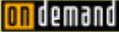
Training & Certification

- Planning
- Delivery
- Reporting
- Virtual Classroom

Training Plans

on demand



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Marketing Team

Online Business Center Online Transaction Center

[Browse](#) [My Content & History](#) [My Preferences](#) [My Profile](#) [Help](#) [Logout](#)

Action Plan Details - FireEngine Launch Details

Click on the item to Launch Content
 View Summary

[Add to Favorites](#) [Remove from Favorites](#) [Mark as Complete](#)

	<u>Title</u>	<u>Status</u>
	 FireTech Fundamentals	
<input type="checkbox"/>	 FireTech Company Overview (rm)	Not done
<input type="checkbox"/>	 FireTech Company Positioning (rm)	Not done
	 Market and Competition	
<input type="checkbox"/>	 Market Positioning (ppt)	Not done
<input type="checkbox"/>	 Competitive Landscape Positioning and Analysis	Not done



Channel Partner Certification

You can press the [Mark it button](#) at the bottom of the page to have the quiz marked.

1. How is FireEngine priced?

- a) By User
- b) By clip levels of users
- c) By size of server
- d) By number of licenses

2. What is the typical implementation time for FireEngine?

- a) 3 hours
- b) 1 day
- c) 3 days
- d) 2 weeks

Analyze on-line



Action Plan: Data 5.0 Product Introduction
Entity: Western Region Sales Organization

Summary Statistics

Total Sales Representatives **13**
 Percentage Complete **38%**
 Percentage In-Process **38%**
 Percentage Not Started **23%**

	<u>Sales Representative</u>	<u>Date Started</u>	<u>Date Completed</u>	<u>Percent Complete</u>	<u>Survey Score</u>	<u>Alerts</u>
Completed	Wu, Michael	3/19/99	3/25/99	100%	85%	
	Boswell-Saul, Patricia	3/25/99	4/5/99	100%	80%	
	McCaffrey, Paul	4/3/99	4/3/99	100%	70%	
	Behnen, Thomas	3/19/99	3/28/99	100%	60%	
	Hartung, Janene	4/9/99	4/11/99	100%	40%	
In-Process	Stef, Ken	4/5/99		90%		
	Majeski, David	3/19/99		60%		
	Clark, Cassandra	4/2/99		60%		
	King, Phillip	4/15/99		40%		
	Dieperveen, Henri	3/25/99		20%		
Not Started	Gabriel, Robin					
	Antonellis, Steven					
	Marshburn, Greg					

Issue: "It's just too hard to do business."

Today

- Multiple system/reports
- Poor pipeline visibility
- Little ability to be proactive

What Partners Need

- Consolidated view
- Personalized view
- Closed loop joint sales cycle
- Headlights

Opportunity

- Leads
- Funds
- Team Selling

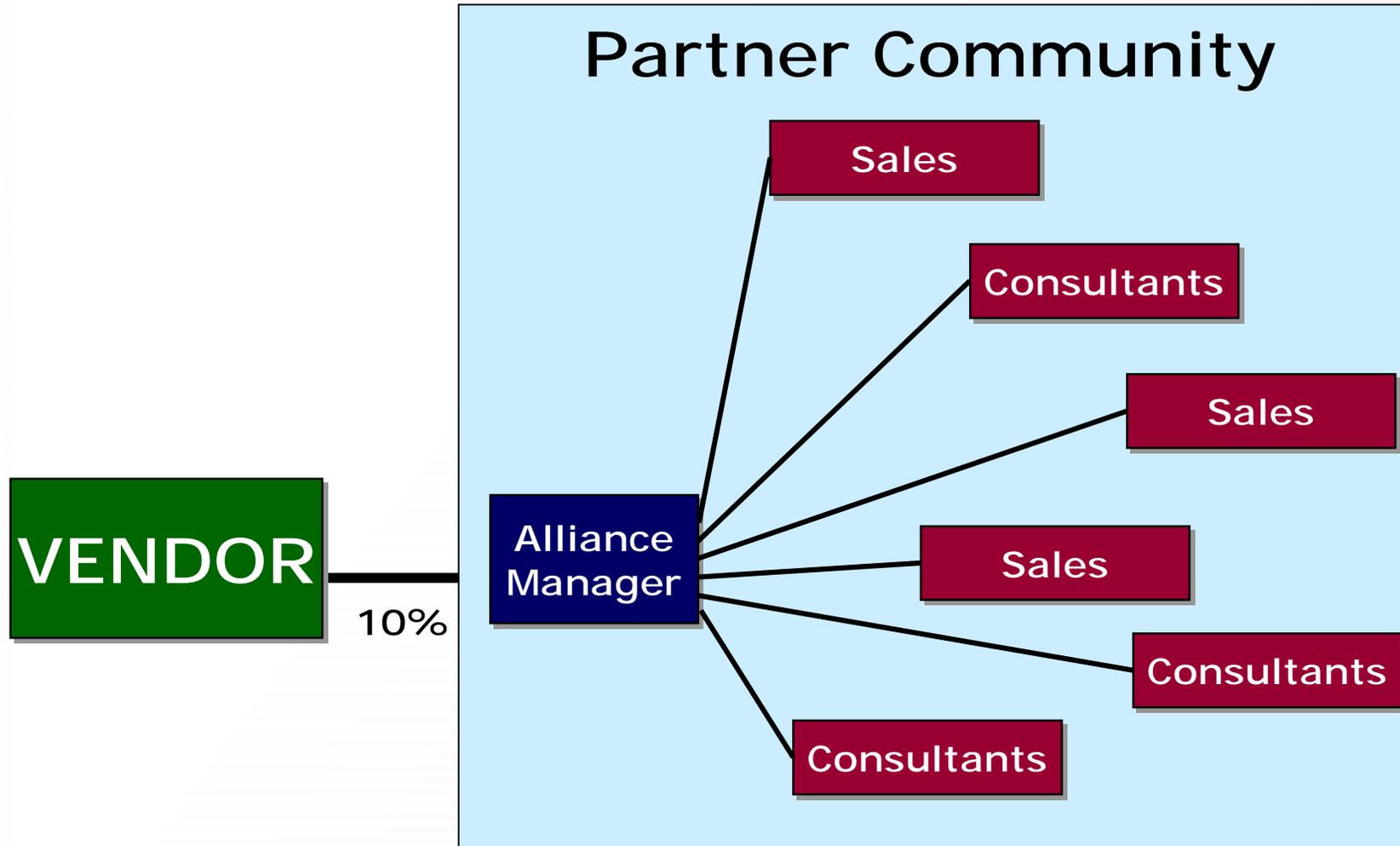
Commerce

- Pricing & Configuration
- Quotes & Orders

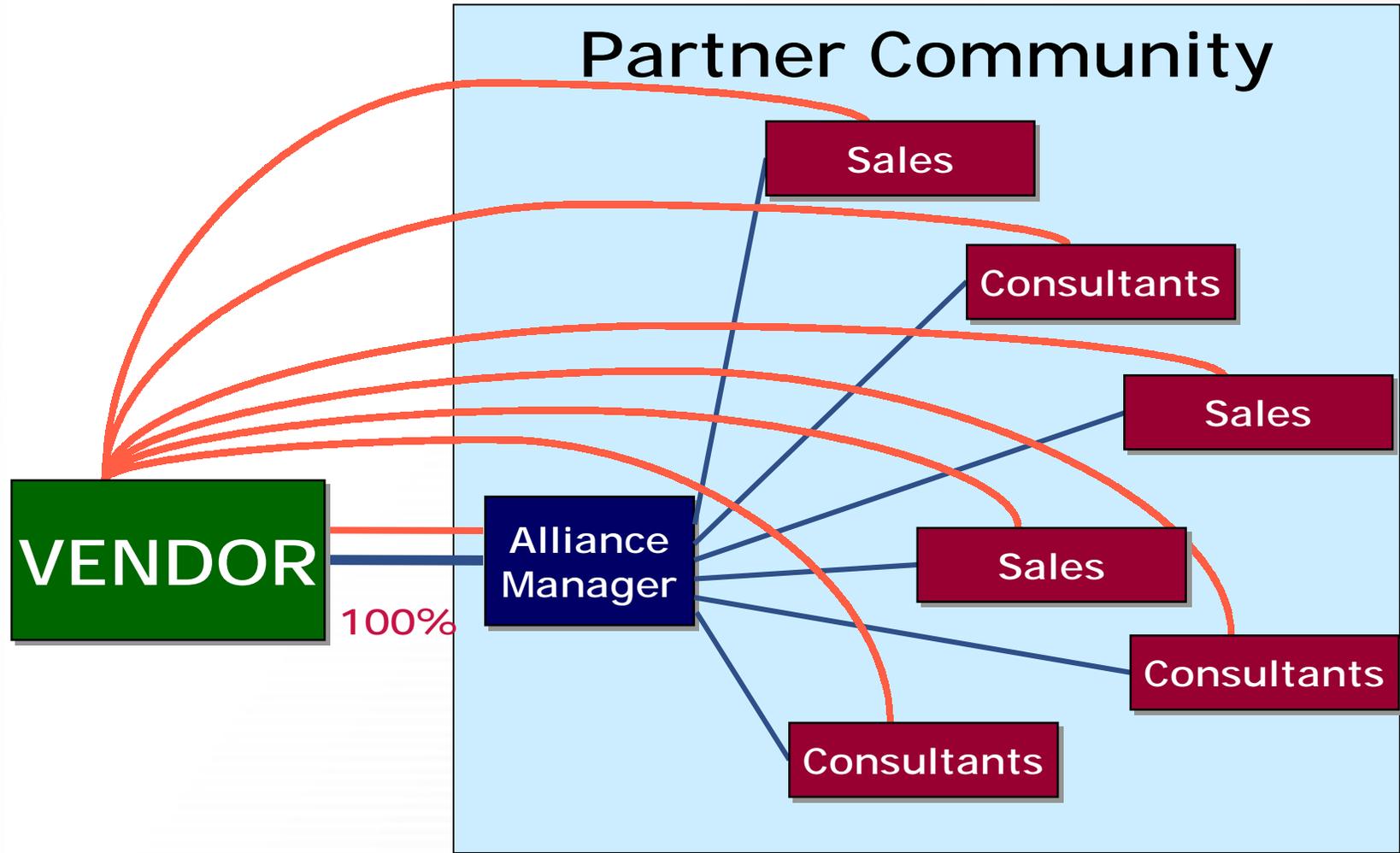
Context is Key

Vendors PUSH: Information	PROFILED TARGETS
	DYNAMICALLY ADAPT
Partners PULL: Information	PERSONAL SUBSCRIPTIONS

Coverage is Limited Today



100% Coverage is Vital



Issue: "I haven't got the resources."

Today

- More partners per manager
- Control of growing channel
- Low program leverage
- Poor customer experience

What Vendors Need

- Better partner service
- Real-time reporting and responses
- Simple and easy
- Self-managed model

Partner Acceleration

- Personalized
- Single user interface
- Full integration into CRM
- Service on demand
- Collaborative environment

One Stop

on demand

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Circodian

Partner Center

Opportunity Center

Browse

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My Preferences

My Profile

Help

Logout

My Radar

News

Content on My Radar

Edit

Financial Services (Oct 4, 00)

- This weeks news
- Online banking update
- Payment Processing product comparison

competitive briefs (Oct 23, 00)

- Octoserve announcements
- Availability benchmarks
- This weeks news

Community on My Radar

Edit

SmartCluster Product Message Board (Post Message)

- SmartCluster auto fail-over well suited to SAP
(chan, May 18 8:54PM)
- Release 2.2 fixes the auto-rollback issue
(mktg12, May 18 8:16PM)
- Welcome (Admin, May 13 1:04PM)

Information Resource Center

[Contacts](#)

[Promotions](#)

[Success Stories](#)

[Business Profiles](#)

[Find a Partner](#)

[Notify a Partner](#)

Customer Comm Center

[Collateral](#)

[Web Conferencing](#)

[Direct Mail](#)

[Remote Print](#)

Training & Certification

[Get Certified](#)

[FireTech Specific](#)

[Soft Skills](#)

[Technical](#)

Flash Alerts

Edit

Leads

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Marketing Team

Partner Center

Opportunity Center

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My Preferences

My Profile

Help

Logout

My Transaction

Opportunities

Accounts

Service

Contacts

Activities

Quotes

Orders

Solutions

Funds

Fund Requests

My Opportunities

All Opportunities

Search:

For:

[Advanced Search](#)

Opportunities

1 - 10 of 10+

New <input type="checkbox"/>	Opportunity <input type="checkbox"/>	Account <input type="checkbox"/>	Revenue <input type="checkbox"/>	Sales Stage <input type="checkbox"/>	Lead Quality <input type="checkbox"/>
	FireEngine OS	Draegers	\$10,000.00	09 - Closed/Won	4-Fair
	FireEngine OS	Carlton Systems	\$6,000.00	01 - Prospecting	2-Very High
	FireEngine OS	Signbee	\$22,000.00	09 - Closed/Lost	4-Fair
	FireEngine OS	Spaddes	\$27,000.00	01 - Prospecting	3-High
*	FireEngine OS	A. K. Parker Distribution	\$10,000.00	08 - Negotiation	1-Excellent
	FireEngine OS	E-A-Future	\$12,000.00	02 - Qualification	2-Very High
	FireEngine OS	Sound.com	\$10,000.00	07 - Selected	4-Fair

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Funds

on demand

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Marketing Team

Partner Center

Opportunity Center

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My Profile

Help

Logout

My Transaction Opportunities Accounts Service Contacts Activities Quotes Orders

Solutions **Funds** Fund Requests

Funds

Search:

For:

[Advanced Search](#)

Marketing Development Funds

1 - 2 of 2

Fund <input type="checkbox"/>	Type <input type="checkbox"/>	Fund Id <input type="checkbox"/>	Period <input type="checkbox"/>	Start Date <input type="checkbox"/>	End Date <input type="checkbox"/>	Fund Target <input type="checkbox"/>	Fund Credits <input type="checkbox"/>	D
FireTech Fund	Accrual	1-E7	2000	1/1/00	12/31/00	\$500,000.00	\$387,595.00	
Maxim Systems Fund	Accrual	1-AF2V	2000	1/1/00	12/31/00	\$1,000,000.00	\$821,875.00	

Service

on demand



Product Support

→ 3Com Web Site

→ Quick Flip Guide

Welcome Cherie Barnard!

FLASH Alert!

HOME ●

MY CONTENT ●

BROWSE ●

PREFERENCES ●

HELP ●

LOG OUT ●

Flash Alerts

Information Center

Search Products

- ADSL
- Sportster
- Courier/ISDN
- PCMCIA Analog Modem
- Video Products
- Network Interface Card
- Internet Appliance
- Cable Modem
- Internet Radio
- Wireless Networking

Search By Info Type

- Go
- Go
- Go

Cubicle Notes

[subscribe](#)

Internet Appliance Message Board *(Post Message)*

- How do you clear the drop down URL list?
(diegarden, Feb 10 10:38PM)
- Customer feedback regarding Audrey...

Feedback

[Feedback Form](#)

Admin Tools

- [Publishing Wizards](#)
- [User Wizard](#)
- [Notification Wizard](#)
- [Reports](#)

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Search

on demand

What type of Partner are you seeking?

Reseller

Select the primary geography of the Partner

Northeast

South America

Southwest

What industry expertise should the Partner have?

Aerospace

Financial Services

Government

Healthcare

High Tech

What product expertise should the Partner have?

FailSafe Department

FailSafe Enterprise

Persistent

SmartCluster

SmartWatch

Search text:

Search

Save Search

Clear

Reset

Internet



Inbox - Microsoft Outlook

RE: Sales Tools Update - ...

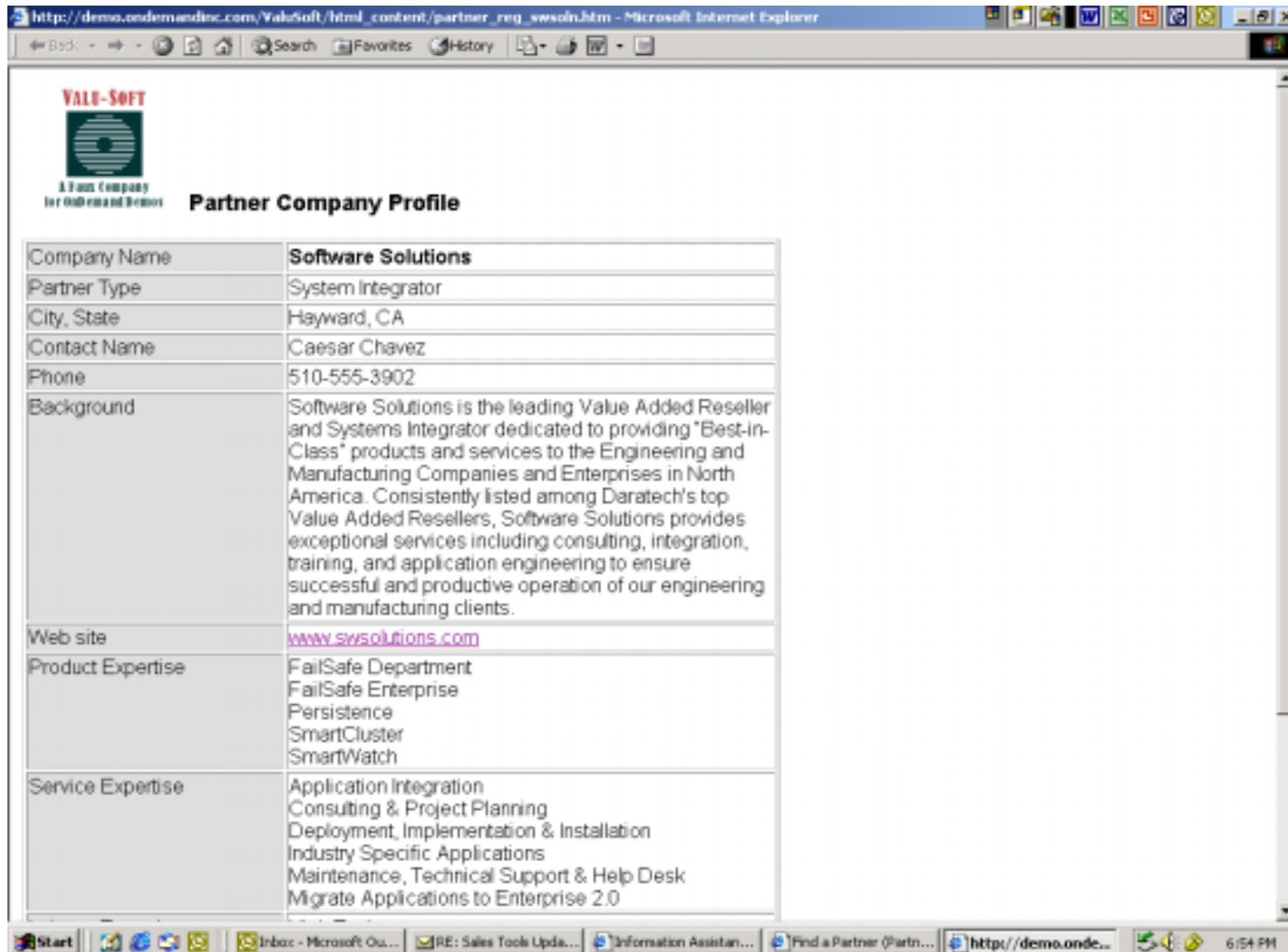
Information Assistant - Mi...

Find a Partner (Partne...

6:48 PM

Find

on demand



The screenshot shows a Microsoft Internet Explorer browser window displaying a partner company profile. The browser's address bar shows the URL: http://demo.ondemandinc.com/YaleSoft/html_content/partner_reg_swsoln.htm. The page features the Yale-Soft logo, which includes a CD icon and the text "YALE-SOFT" and "A True Company for OnDemand Demos". Below the logo is the heading "Partner Company Profile".

Company Name	Software Solutions
Partner Type	System Integrator
City, State	Hayward, CA
Contact Name	Caesar Chavez
Phone	510-555-3902
Background	Software Solutions is the leading Value Added Reseller and Systems Integrator dedicated to providing "Best-in-Class" products and services to the Engineering and Manufacturing Companies and Enterprises in North America. Consistently listed among Daratech's top Value Added Resellers, Software Solutions provides exceptional services including consulting, integration, training, and application engineering to ensure successful and productive operation of our engineering and manufacturing clients.
Web site	www.swsolutions.com
Product Expertise	FailSafe Department FailSafe Enterprise Persistence SmartCluster SmartWatch
Service Expertise	Application Integration Consulting & Project Planning Deployment, Implementation & Installation Industry Specific Applications Maintenance, Technical Support & Help Desk Migrate Applications to Enterprise 2.0

The browser's taskbar at the bottom shows several open applications: Start, Inbox - Microsoft Ou..., RE: Sales Tools Upda..., Information Assistan..., Find a Partner (Partn..., and the current page. The system clock indicates the time is 6:54 PM.

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Collaborate

on demand

New User

Home

Join a meeting

Meeting Calendar

My Office

Create Meeting

Calendar

Messages

Address Book

Folders

Forums

Office Profile

Support



Welcome to the OnDemand OnLine Meeting Center!



Join a meeting



Start your meeting



Create your office

Business Directory

[Administration](#)

[Human Resources](#)

[Professional Services](#)

[Business Development](#)

[Information Systems](#)

[Sales](#)

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Issue: "Wish I could trust my forecast."

Today

- Partners not incented to forecast correctly
- Huge hedging and fudging
- Big inventories
- Poor inventory turns

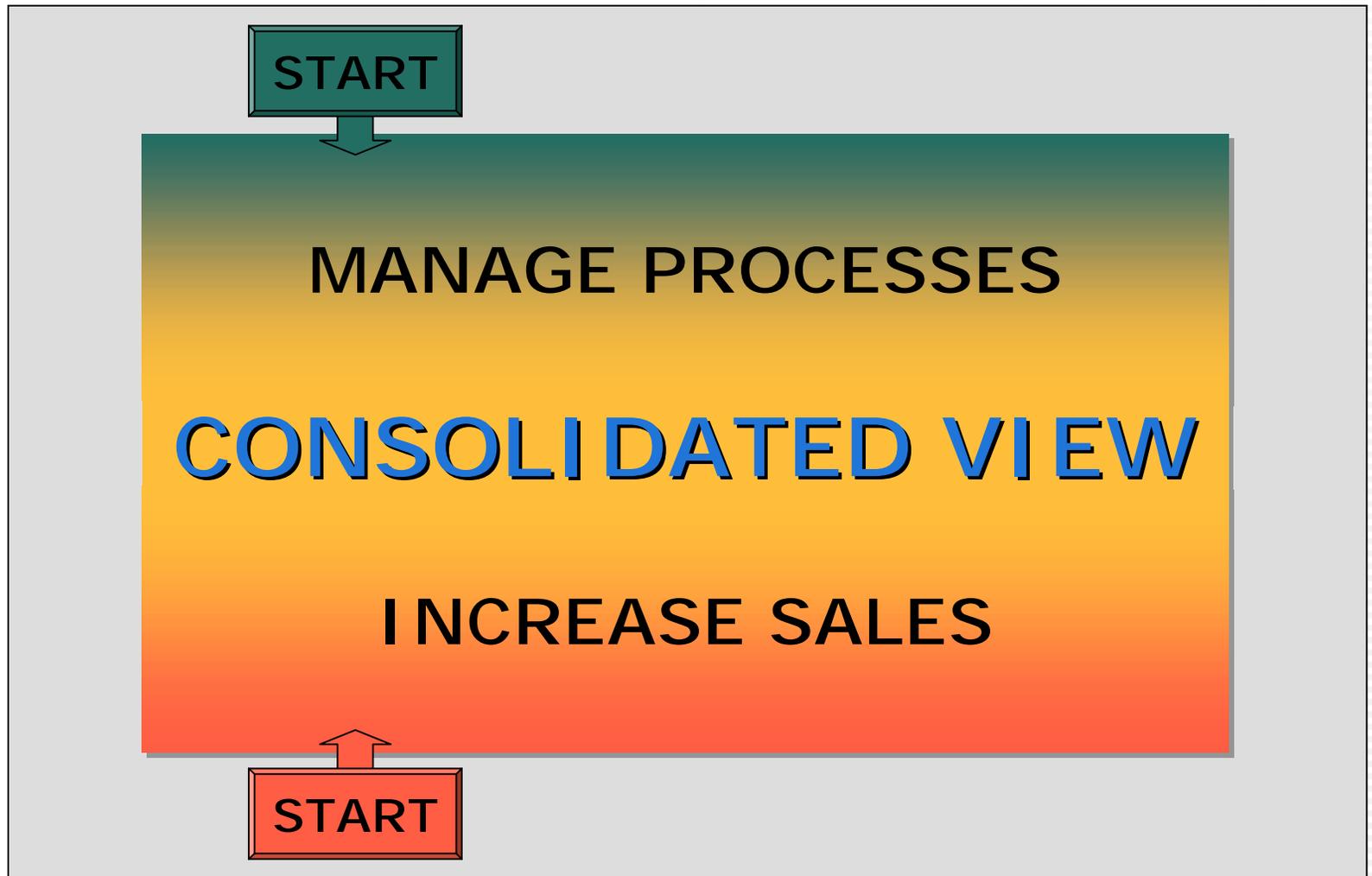
What Vendors Need

- Better partner forecasts
- Visibility into inventory
- Less rebates, less price protection, better price management

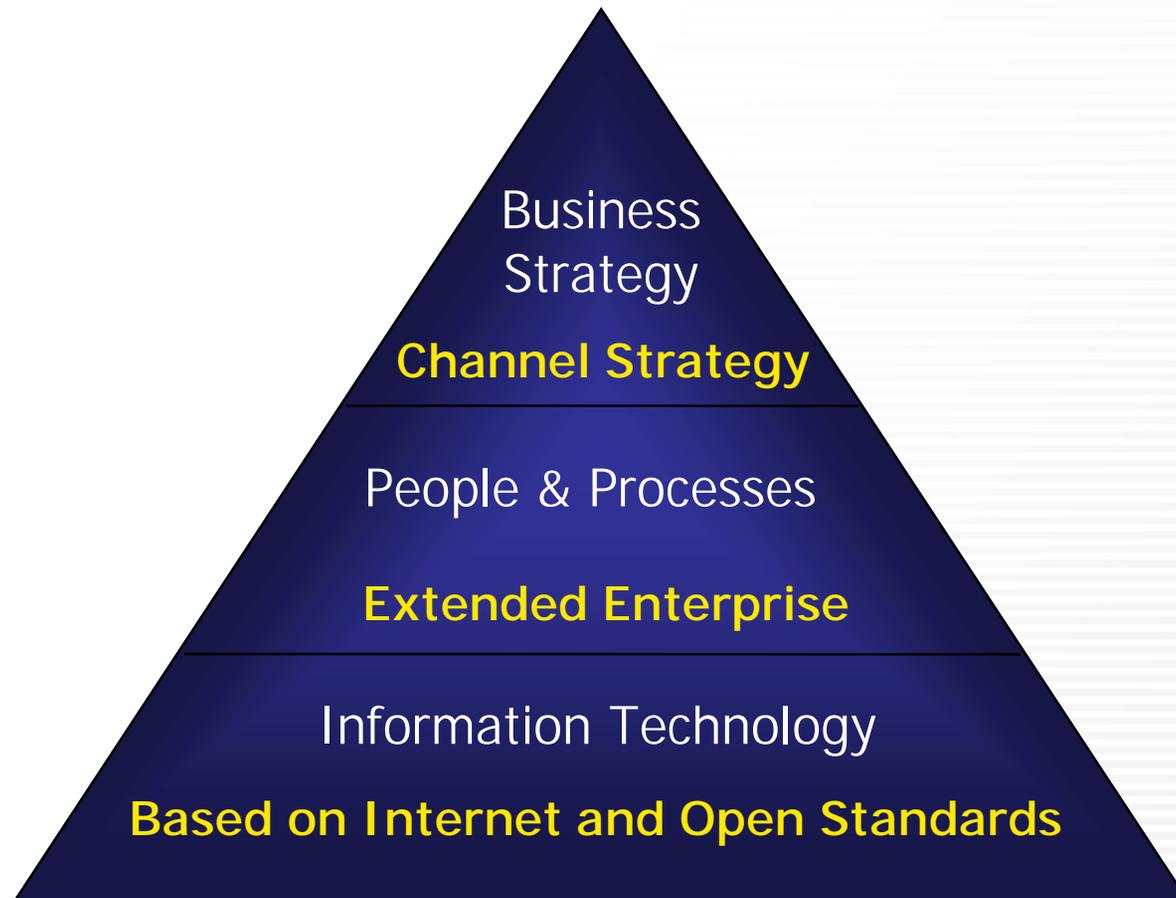
Demand-Supply Synchronization

- Behavior based forecasting
- Simple easy process
- Aggregation and rating of forecasts
- Vendor visibility of channel
- Channel visibility of Vendor delivery

Implementation Flexibility

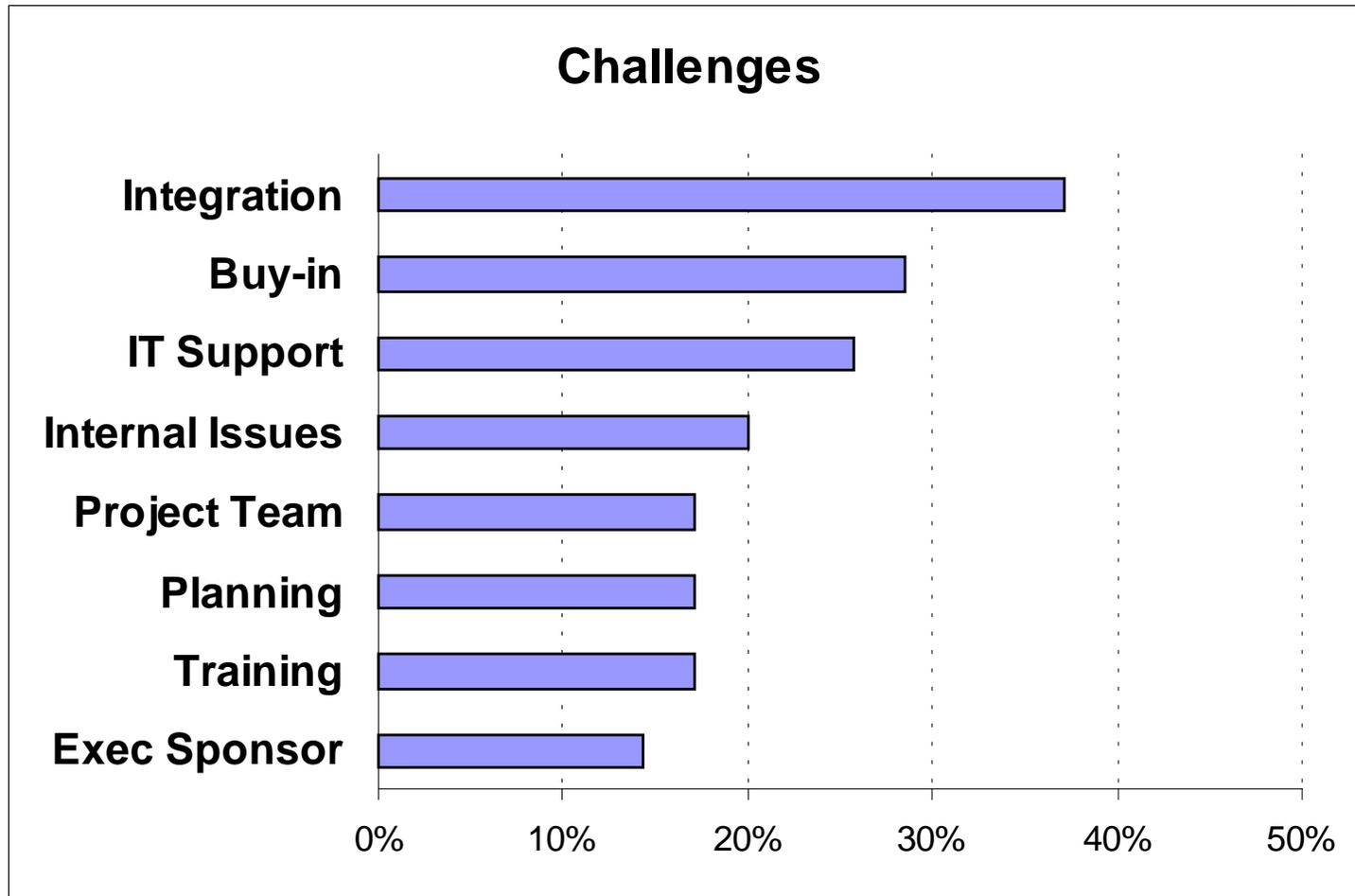


PRM - It's not just about software



SOURCE: Front Line Solutions

The main challenges



SOURCE: Front Line Solutions

How to get started

- Define business objectives
- Find an executive sponsor
 - ROI, priorities, make someone a hero
- Sell the project to stakeholders
- Commit resources

Next Steps

- Involve partners and other users early
- Analyze and choose a solution
 - Do you want a technology or a relationship?
- Start at the point of highest priority
- Implement in measurable and manageable steps

PRM solution requirements

- Manage opportunities and programs
 - Lead Management
 - Funds Management
 - Configuration/Commerce
- Help partners sell
 - Communications
 - Globalization/Multilingual
 - Community
 - Productivity
 - Entitlement
- Single Entry Point
for integrated CRM/PRM/ERM

Software Company



CUSTOMER PROFILE

Industry: High Technology
Location: USA
Annual Rev: 160million
Types of Users: Resellers,
Consultants, SI's
User Base: Global

IMPLEMENTATION

- **Challenge:** To support recruitment of high end VARs and SI's, build partner competency, and reduce cycle times for key channel support processes
- **Usage:** Primary communication and information dissemination vehicle: Sharing best practices, fostering a partner network, team selling, optimizing partner performance
- **Number of Users:** 180 high-end resellers, SI's, Consultant organizations-some are Fortune 500 companies who manage customers' networks
- **Status:** Live
- **Modules Deployed:**
 - Training and Certification Manager, Communications Manager, Partner Manager, CRM integration (future)
 - Acceleration Services - Marketing Services, QuickStart,
 - Managed Services

Software Company



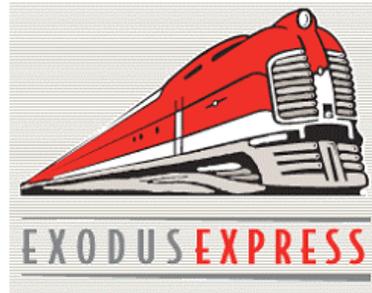
CUSTOMER PROFILE

Industry: High Technology
Location: USA
Annual Rev: >\$800 mil
No. of Users: ~2,500 worldwide
Types of Users: VARs, Alliance Partners in 28 countries

IMPLEMENTATION

- **Challenge:** To increase partner and direct sales force effectiveness by providing them relevant, timely sales and marketing information
- **Usage:** Users can quickly access collateral, sales tools, product information, competitive information, pricing
- **Number of Users:** Over 2,500 in 28 countries
- **Status:** Live
- **Modules Deployed:**
 - Communications Manager, Partner Manager, Training and Certification Manager
 - Acceleration Services - Marketing Services, QuickStart, Managed Services

Internet Hosting & Connectivity



CUSTOMER PROFILE

Industry: Service Provider
Location: USA
Annual Rev: >\$800 mil
No. of Users: ~800 worldwide
User Base: Global

IMPLEMENTATION

- **Challenge:** Accelerating sales force preparedness
- **Usage:** Users can quickly access web-based training, collateral, sales tools, product information, competitive information, pricing
- **Number of Users:** Over 800 worldwide
- **Status:** Live
- **Modules Deployed:**
 - **Partner Center** -Training and Certification Manager, Communications Manager, Partner Manager
 - **Acceleration Services** - Marketing Services, QuickStart, Managed Services

International Partner Survey

- 28 countries, all regions



- Positions held

- 42% - technical
- 25% - sales
- 9% - pre-sales
- 7% - marketing

- Highest response:

- 20% - Germany
- 13% - UK
- 6% - France

- Other job titles:

- Business development
- Sales management
- Technical sales
- Product management

Summary



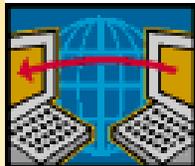
■ Likes: Timeliness and content

■ Valued Info: Competition,
'How to' information
Downloadable materials
Sales guides and tools



■ Top Tools Product, Configurator, Stories

■ Top Services Training, Collateral, Research



■ Service Level Mirrored servers and localized content

Best Practices

- Adoption Toolkit
- A specialized service per customer
 - Assessment and Management
 - Organizations and Processes
 - Content
 - Implementation
 - Reporting

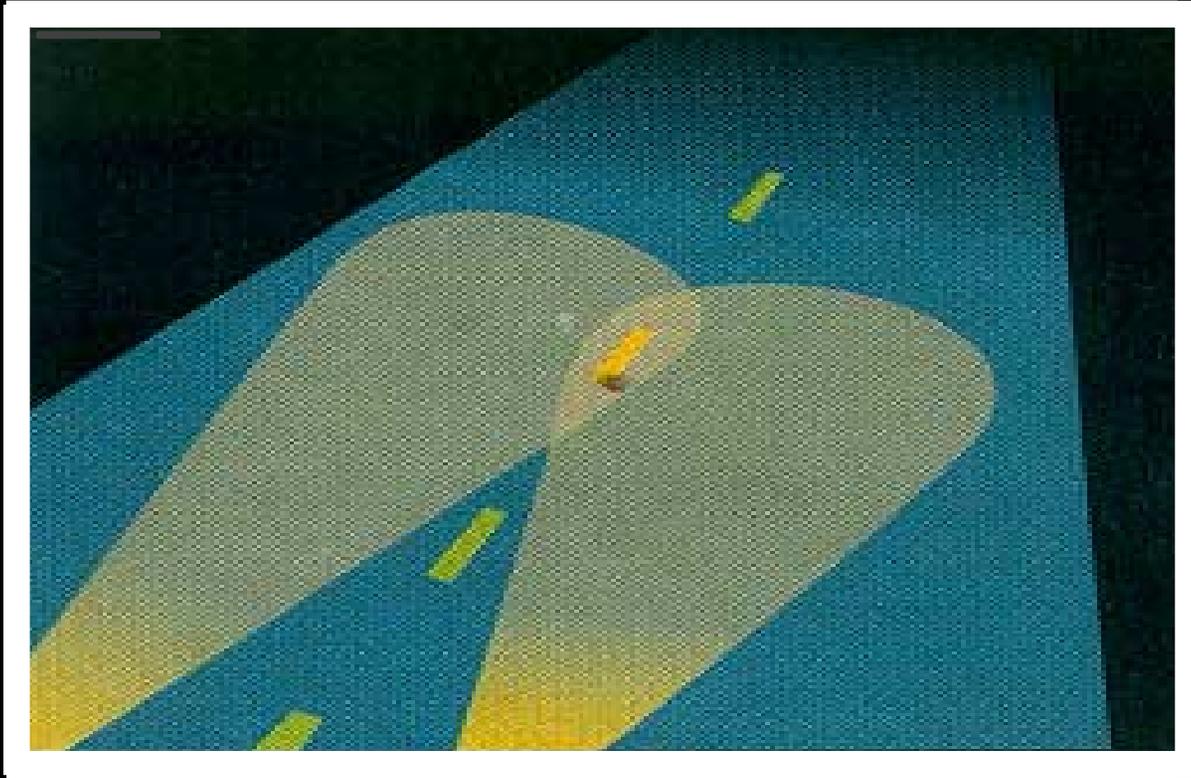
The Critical Steps

- Understand
 - Be relevant
 - Be up to date
 - Provide Value
 - Independence is strength
 - Continuously improve
- Profile your Partners
 - Build Content and Context
 - Register and Adopt
 - Productivity Services
 - Empower/Build Community
 - Analyze in real time



**BE BETTER THAN
YOUR COMPETITION**

Start Today !



It's like driving a car at night. You can't see farther than your headlights, but you can make the entire trip that way.

-Robert Stone, Novelist