



“Seven Critical Business Transformations a Solution Provider Must Make”

Darren Bibby

Vice President, Channels and Alliances Research

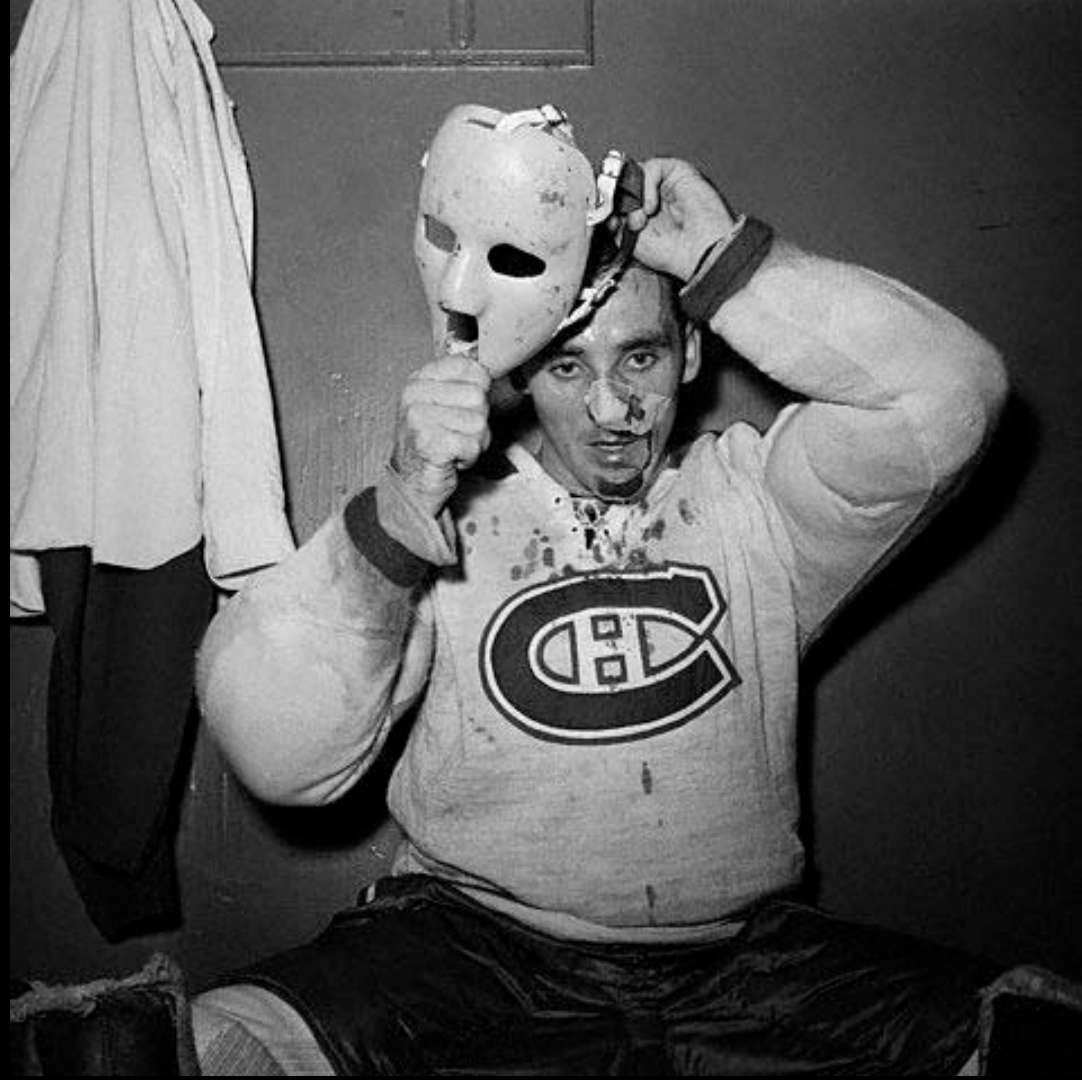
- Back in the day...

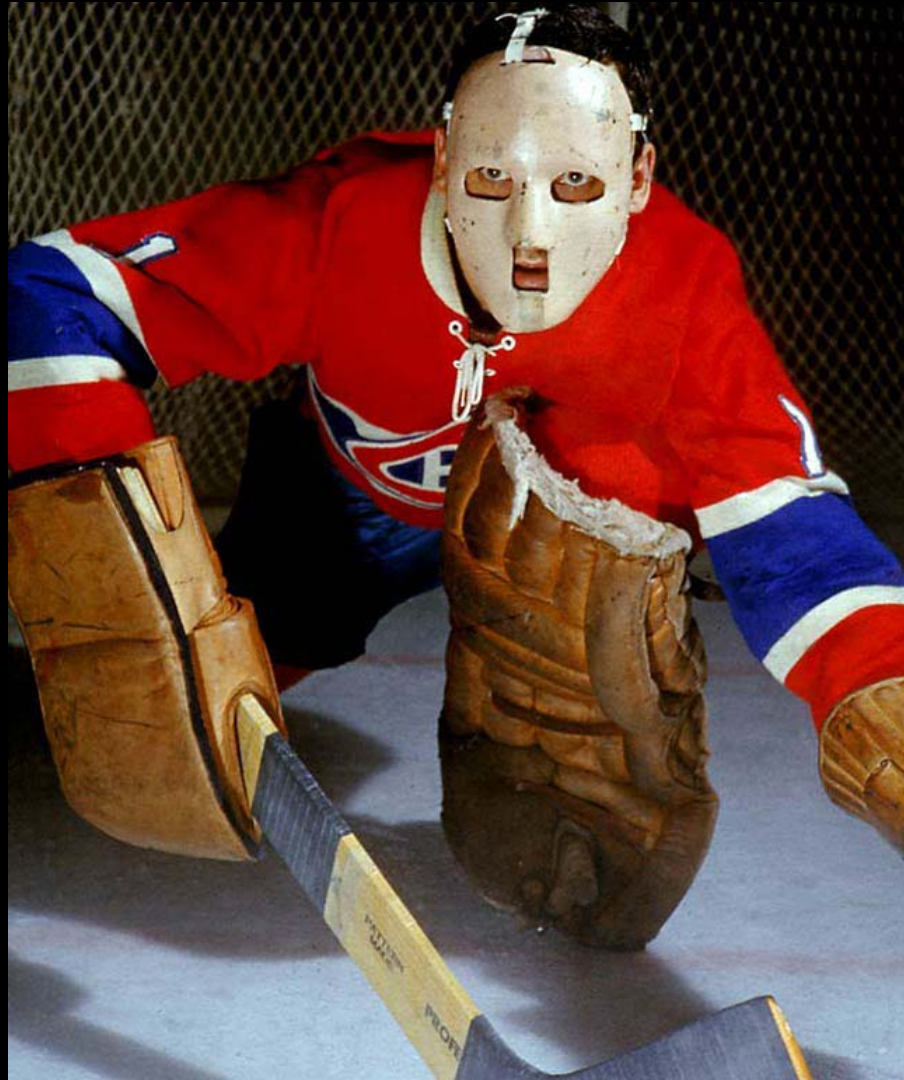






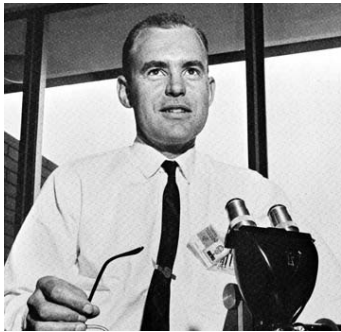




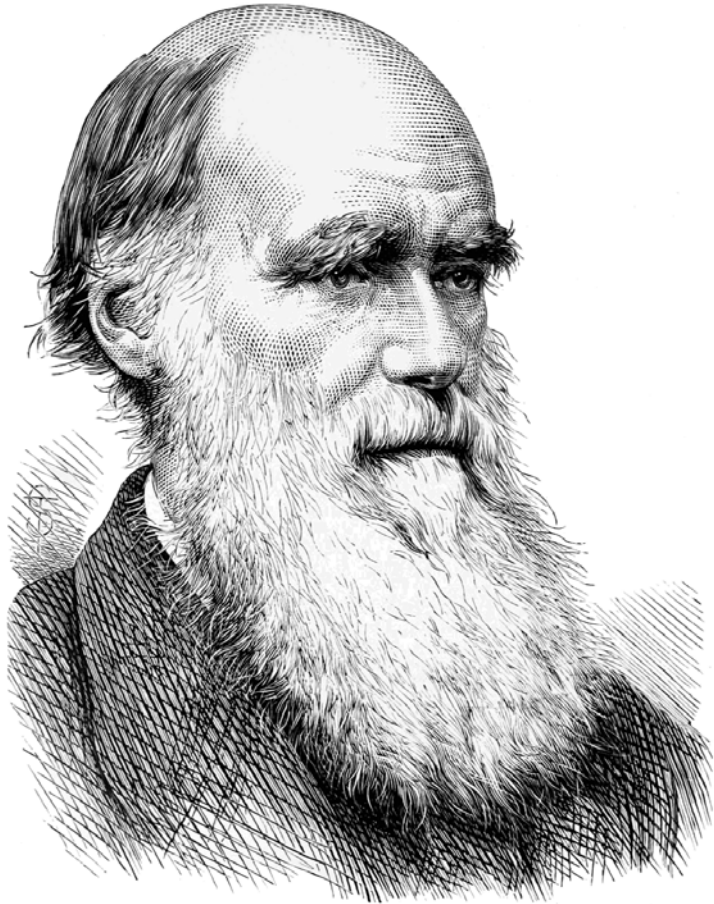




*Things that we completely take for granted today,
were uncommon or strange just a few years ago.*



“It is not the
strongest
that survives,
nor the most intelligent,
but the one
most responsive to change.”

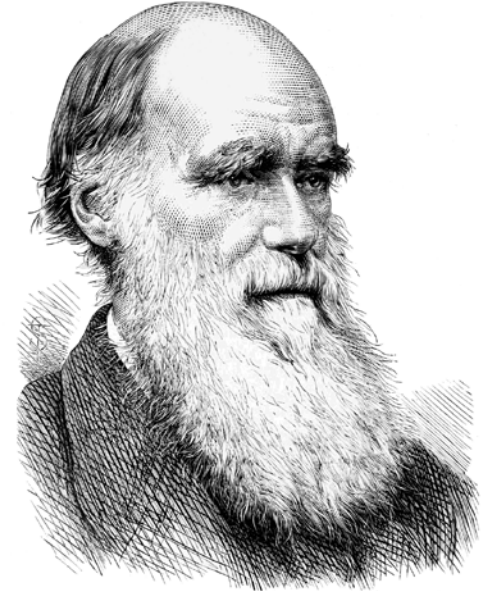


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Charles Darwin

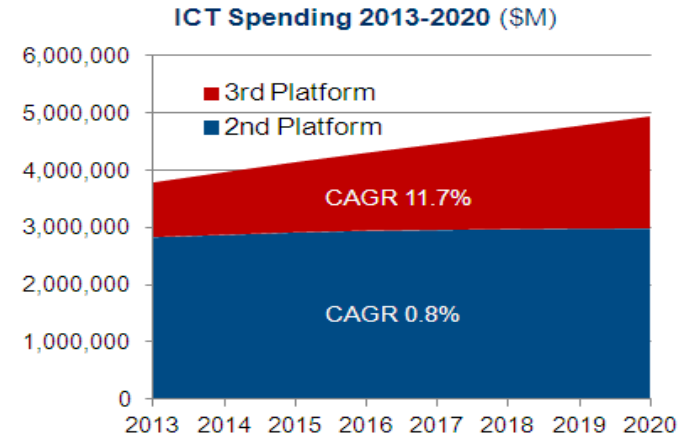
Partner Transformation

	FROM	TO
Technology		
Time Horizon		
Customer		
Sales Motion		
Marketing		
Activities		
Competition		



Partner Transformation

	FROM	TO
Technology	2 nd Platform	3 rd Platform
Time Horizon		
Customer		
Sales Motion		
Marketing		
Activities		
Competition		



Source: IDC



Mobility



Big Data/
Analytics



Social
Business

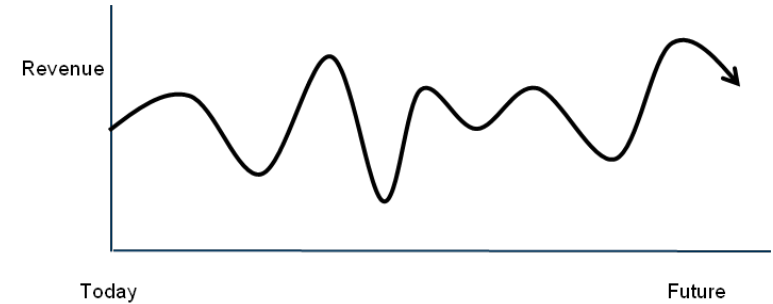


Cloud

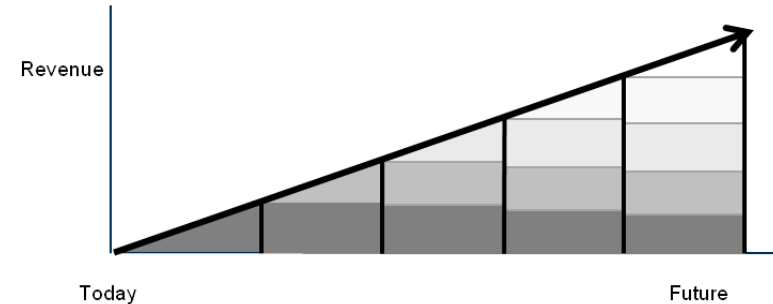
Partner Transformation

	FROM	TO
Technology	2 nd Platform	3 rd Platform
Time Horizon	Short Term	Long Term
Customer		
Sales Motion		
Marketing		
Activities		
Competition		

Typical Project Based Business



Typical Recurring Revenue Business



Partner Transformation

	FROM	TO
Technology	2 nd Platform	3 rd Platform
Time Horizon	Short Term	Long Term
Customer	IT	Business
Sales Motion		
Marketing		
Activities		
Competition		

By **2016**,

LOB executives

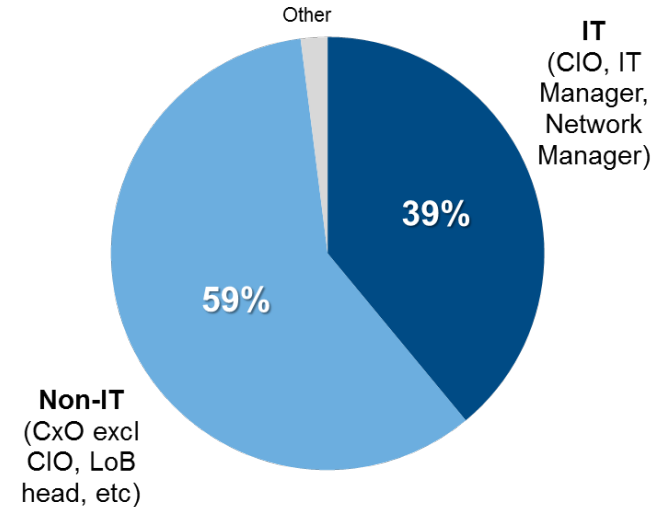
will be directly involved in

80% of new IT investments

Partner Transformation

	FROM	TO
Technology	2 nd Platform	3 rd Platform
Time Horizon	Short Term	Long Term
Customer	IT	Business
Sales Motion		
Marketing		
Activities		
Competition		

Who is the Key Mobile Project Sponsor?



Partner Transformation

	FROM	TO
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Time Horizon	Short Term	Long Term
Customer	IT	Business
Sales Motion		
Marketing		
Activities		
Competition		

FROM

- Focusing on the IT environment:
 - Networks
 - Database
 - Security
 - Etc.

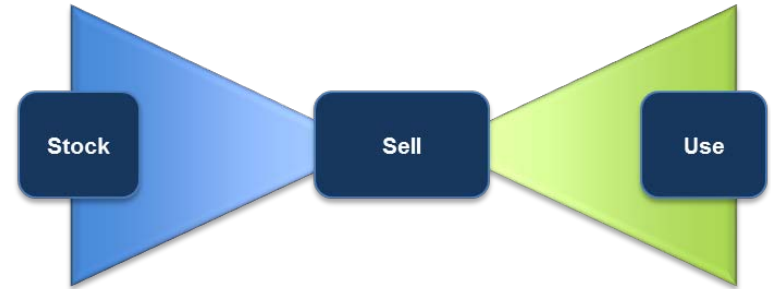


TO

- Focusing on Usage:
 - Training and Adoption
 - Change Management
 - Advisory Services
 - Sharing Domain Expertise
 - Creating IP (Product, Process, etc.)

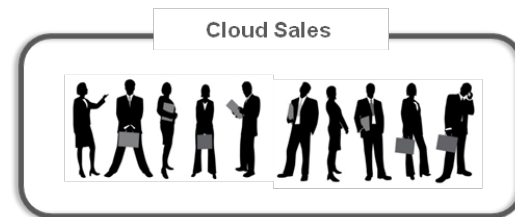
Partner Transformation

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Technology	2 nd Platform	3 rd Platform
Time Horizon	Short Term	Long Term
Customer	IT	Business
Sales Motion	One time	Recurring
Marketing		
Activities		
Competition		

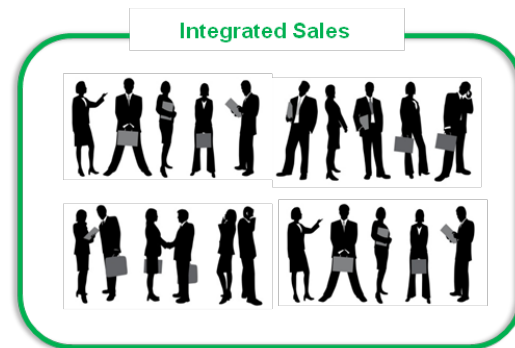


Partner Transformation

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Internal Focus – [Eliminate Conflict](#)



External Focus – [Offer Choice](#)

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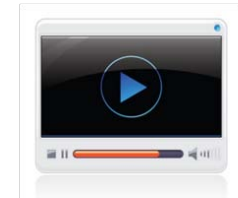
Partner Transformation

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Marketing	Traditional	Digital
Activities		
Competition		

Internet



Online Video



Mobile



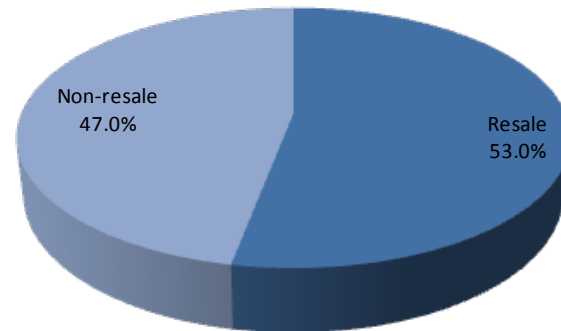
Social Media



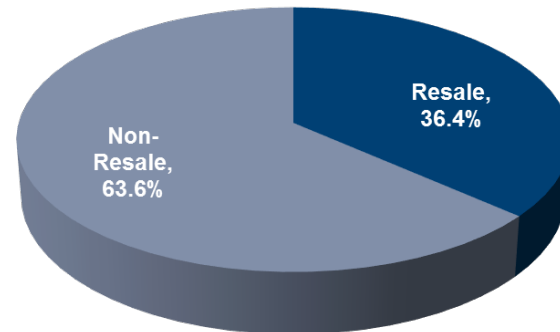
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Activities	Resale	→ Services
	Pro Services	→ Mgd Services
	Services	→ Creating IP
Competition		

Partner Revenue - 2005



Partner Revenue - 2012

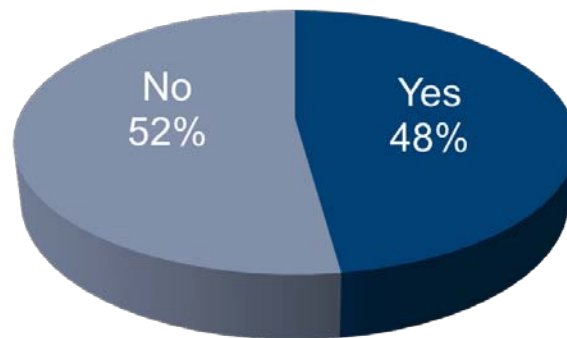


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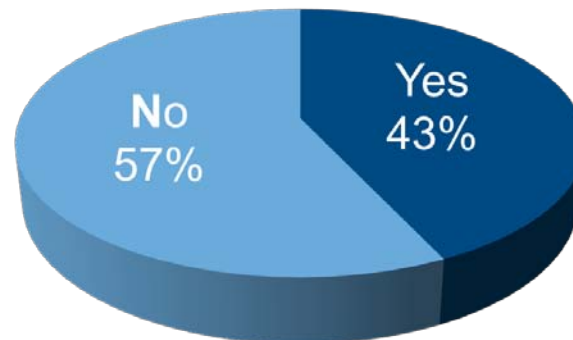
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Competition		

Offering Managed Services Today?



Begin Offering Managed Services In Next 12 Months?



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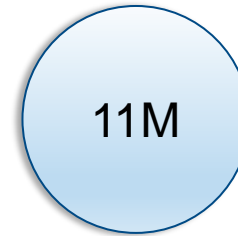
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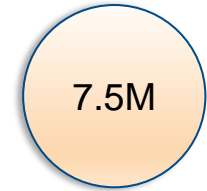


Partner Transformation

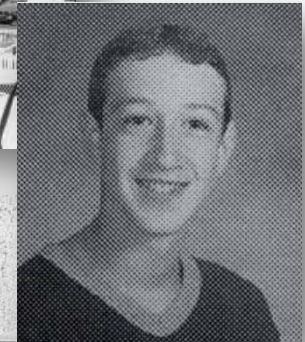
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Professional
Developers



Hobbyist / Citizen
Developers



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Q. Which of these apply to your company?

A. I'd probably say all of them...









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