



Staffing Augmentation

As you ramp and grow your staff to sell, market and support cloud, data center and your technical investments, hiring resources for new services may not always be your best first option. Leveraging ACG Research Staff Augmentation to support your quick, short-term and long-term requirements for sales, technical and marketing staff is a great way to test your go-to-market value proposition, gain knowledge and ramp your own needs.

How can you ensure that your strategy, execution and implementation plan is effective? ACG's Staffing Augmentation Services modules provide quantitative data, independent qualitative analysis and expertise to help you and your organization make key decisions about product development, pricing, market entry strategies, and competitive positioning.

ACG Research Staffing Augmentation delivers custom modules and best practices in three primary areas: sales staff augmentation, technical staff augmentation and marketing staff augmentation to enable your technical systems engineers, outbound sales staff and inbound sales staff.

Capacity Planning and Selling Practice

Strategic Planning and Go-to-Market Services Workshops.

Syndicated Services, Staff Management: Custom and specific, pricing based on technologies, architectures and service offerings.

Training Services: One-day workshop on security and business practices supporting your unique needs.

Customized Projects: Custom and specific pricing based on need.

Sales Staffing Augmentation

ACG Research has extensive expertise and experience in management, communications, training and support to ramp your dedicated team to build an effective sales strategy, as well as implementing and executing on that sales strategy.

Technical Staff Augmentation

Technical staff augmentation provides you with a quantitative analysis team that gives you the numbers and technical depth for system installation and support as well as onsite or central teams that support your new cloud services or other go-to-market strategies.

Technical Staff Augmentation

ACG Research provides the Marketing Staff Augmentation to support your campaign management with call blitzes, direct mail and e-mail campaigns. ACG will provide creative design and messaging services and solutions to quickly interest customers in your value proposition.

Do you have enough capacity? If not, how do you build the right kind of knowledge, training and sales enablement to support your consumers and businesses? Do you need to expand your short-term or long-term offers or sales tools? What do your customers and your sales teams require to competitive? We have several services from planning to sales augmentation to support your go-to-market.

Strategic Planning Services

To address your and your customers' requirements you need to support your largest purchasers of technology, the service provider segment. These clients need your help to understand their clients' expectations; ensure NOCs; and support infrastructures to 1) meet new expectation; 2) maximize capacity usage on the network; 3) ensure time to revenue; and 4) enable their profitability.

Building the loyalty of customers requires more than just technology. Both vendors and service providers must build the programs that deliver more than product. Capacity planning must include the requirements of system integrators and VARs selling product so that they can add services to their portfolios. Do they do this by becoming an MSP? Do they partner with a service provider? Do they look to the vendor to create a partner-to-partner program to sell services with a NOC or MSP? ACG's services offer the answers to these questions and addresses customers' new expectations!



Tony Jones
tjones@acgresearch.net

Why the Managed Services Market with ACG Research?

- Globally respected analyst dedicated to each service; our analysts are experts in their segments, not backend administrators without field knowledge. ACG's analysts have multiple areas of expertise and are able to address technology, strategy, business issues, and key executive issues in the service provider space.
- ACG has worked with service providers in the industry to promote innovative strategy and vision for its largest customers worldwide.
- ACG has several key relationships with and is well respected by major Wall Street financial firms.
- ACG's main focus is on the service provider space, and because of this focus we provide penetrating value.
- Customer service is ACG's top priority and we value your business. We are a responsive team that provides timely answers and solutions.



Workshops

1. Capacity Planning: Identifying what you need to support customers' expectations

Description: Provide your company with an assessment of your customers, their expectations, your services, gaps and opportunities as well as your sales representatives' ability to sell your current capacity.

Benefits: Increase sales, consultants, and decision makers' knowledge on their strengths or challenges and provide tools to support the expectations of your customers. The module also offers new business model opportunities to improve business monetization.

Deliverables:

- Presentation on business impacts driving change
- Customer survey to understand the usage and expectation
- Sales representative survey to understand how you are selling and penetrating the capacity today
- Gaps and opportunities; do you have the right investment in your infrastructure today?

Service Options:

- Purchase as a **project** one time to understand your business capacity and needs of your infrastructure investments.
- Purchase as a **syndicated service offering** to:
 - Baseline your customers & sales teams
 - Biannual measurement of market expectations and of ability to sell to the new expectations
 - Biannual market impact report on changing environment and your ability to meet the needs
 - Biannual assessment of new technologies and infrastructure investments from major manufacturers and of your capabilities; recommendations for roadmap purchases

2. Capacity Selling Workshop: Sell the services you have and will have to consume your investments

Description: This workshop will provide a vendor, managed service provider or value added reseller with information to understand the requirements of every business: small enterprise, medium and large enterprise and, content rich start-ups (Internet dependent business). This module will provide a roadmap for you to sell into your existing customer relationships and into new customer relationships; penetrate new opportunity; identify purchasing behavior of customers and businesses.

Benefits: Provide target market analysis of the kinds of current and new customers that want and need your services and how to position and sell those services for them to consume your capacity.

Deliverables:

- Company vision, strategy and competition assessment
- Current service analysis

- SWOT analysis
- Industry best practices
- Target customer analysis and tools to categorize customers
- Roadmap of next steps and goals to target capacity consumption

Service Options:

- Purchase as a **project** one time to understand your business capacity and needs of your infrastructure investments.
- Purchase as a **syndicated service offering** to:
 - Baseline your sales team current products and services
 - Quarterly measure and delivery of new tools and new services to update the training
 - Biannual market impact on how the current services are meeting customers' needs and recommendations on new services

3. Sales Augmentation: Quickly get the expertise to sell your services, manage the resources and meet your sales goals

Description: ACG Research understands the issues you face in justifying the headcount to support service provider services selling. As you acquire quota, sales, technical and marketing resources are needed. ACG Research can help you leverage contra revenue or operating expenses tied to targets and returns by offering you complete outsourcing services, which enhance your focus on selling to your customers. This service tightly supports vendors on which you want to exclusively focus to bring their products, solutions and services to market. Service providers can test out new services without impact to existing resources and contain the cost as a new service develops.

Benefits: Quick staffing and management resources for a target market, service or campaign that allows you to focus your resources on strategic initiatives. Offer marketing, sales and technical resources for a month, quarter or year.

Deliverables for Vendors:

- Service providers' program to reach their service through dedicated resources paid by your MDF
- Conditional funds available with sales targets to your technologies delivered by service providers
- Management provided by ACG Research, leveraging our years of telecom services selling experience

Deliverables for Service Providers:

- Focused and dedicated resources managed by ACG Research to quickly target your returns
- Reach more customers through outsourced resources faster
- Management provided by ACG Research, leveraging our years of telecom services selling experience

Service Options:

- **Vendors/SPs:** Purchase as a **project** one time to set your program and campaign to connect your technology, service and SP joint value proposition to market.
- **Vendors/SPs:** Purchase as a **syndicated service offering** to:
 - Hire a yearly team to focus on a segment, offer or service solution with targets and goals
 - Quarterly updates on penetration, metrics, sales and success stories as well as full ROI reporting

4. Channel Development for Increased Customer Reach

Description: Understand where your target customers expect to purchase your services. Are you where you need to be to get your services sold? If local VARs or system integrators are serving this market, what partnership do you have or should have to attract the customers they have? This module will support vendors and service providers to create the programs and evaluate the right VARs or SIs for you.

Benefits: Partner program evaluation and best practice recommendations for vendors and service providers to reach VARs and SIs with their services.

Deliverables for Vendors:

- Service providers program to reach service through VARs and SIs
- Loyalty of service providers utilizing “not just a product” company approach
- Management and promotion of services to VARs and SIs in sales value proposition presentations, webinars and articles

Deliverables for Service Providers:

- Value proposition development, campaign tool and program development
- Reach more customers through VAR and SI selling program and services campaign
- Your services in monthly webinars, articles and programs with margin to carry to VARs’/SIs’ customers
- Management and promotion of on going updates and new services to your database of VARs/SIs

Service Options:

- **Vendors:** Purchase as a **project** one time to set your program and campaign to connect VARs/SIs and SPs.
- **Vendors:** Purchase as a **syndicated service offering** to:
 - Baseline a program for your SPs’ services based on your technology to your VARs and SIs
 - Quarterly or monthly newsletters and campaigns to VARs and SIs to sell as well as receive notification of your SPs’ offers and specials
- **Service Providers:** Purchase as a **project** one time to set up your value proposition, launch a campaign that targets VARs and SIs that sell your services.
- **Service Providers:** Purchase as a **syndicated service offering** to:
 - Baseline a program for your current products and services to VARs and SIs
 - Quarterly or monthly newsletters and campaigns to VARs and SIs to sell as well as receive notification of your offers, specials and relationship information

Syndicated Services: Staff Management

These services provide an overview of the market (drivers, challenges and key players), a detailed understanding of security technologies and solutions available, identifying their strengths and challenges. We also examine industry best practices and case studies, including efficiency measurements.

1. Market Impact Report and Survey on Capability Benchmark Report

Description: Understand your position and capability of your services, competition, customer perception and penetration.

- Biannual impact of your market and survey of current customers to determine how you are doing
- Competitive assessment: Who else is in your area and how you are doing against the competition?

2. Capacity Assessment and Analysis

Description: Do you have the correct investment to address the new expectation in the market? Know your customers and what they expect of you. Grow your infrastructure to meet the new expectation and assess the vendor and manufacturer offers to keep you ahead of the competition.

- Baseline assessment of current services, architecture and customer needs
- Biannual update/customer survey of expectation and business usages
- Biannual report of market need and your current services to determine if they are enough
- Biannual assessment of manufacturers'/vendors' offers and recommendation for your roadmap
- Biannual sales representative selling capability assessment; benchmark on capabilities and tools
- Biannual or quarterly update of training on value proposition and tools for selling

3. Service Provider VAR/SI Loyalty Assessment

Description: Understand your selling and reselling partners. This survey assesses the partners in your reselling program to sell better your services. The tools and value propositions need to be changed or updated as you increase your service offer to meet the new expectations of your customers.

- Baseline assessment of current services, partners and representatives selling your services
- Biannual update/survey on partner selling your services
- Biannual report of who they are, which are most effective, why
- Biannual or yearly update of selling and sales guides and tools for your partners to sell your services
- Ongoing yearly campaigns to increase awareness and improve your revenue through partners

4. Vendor VAR/SI Loyalty Program for Service Provider Selling Assessment

Description: How your VARs and SIs are meeting their profitability goals through moving services into the mix of their selling portfolio is important to you, especially as more consumption of services means your service providers will need to purchase more equipment. The program enables VARs and SIs to partner with the service providers to support your business.

- Baseline assessment of current services based on your technology, SPs service offers and partners selling these services
- Biannual update/partner survey of selling SP enabled services
- Biannual report of who they are, which are most effective, why
- Biannual or yearly update of selling and sales guides and tools for your partners to sell your SP enabled services
- Ongoing yearly campaigns to increase awareness and improve your revenue through partners

5. Sponsored White Paper

Description: Based on a predefined subject, the white paper will increase your awareness and visibility of products, solutions or services. In addition to our website traffic and our broad reach through our channel, we leverage your public relations company to communicate your vision and products/solutions strategy.

6. Sponsored Case Studies

Description: We bring our expertise and skills to create compelling and relevant case studies. Through ROI and TCO metrics, we provide measurable data on process and efficiency improvements. These case studies are a must-have sales and PR tool.

Training Services

The one-day workshop on security and business practices will enhance your ability to share thought leadership and strategically enhance relationships with your internal teams, service provider teams or VARs and system integrators. Package options can include the following topics:

Training Modules: Description

Module 1: Introduction to Selling Capacity

- Assessment of current services
- Value proposition assessment
- Basic structure for selling capacity

Module 2: VAR and SI Value Selling

- Why add services to your mix?
- Make or partner with a managed service provider?
- How to sell services?
- Changing your sales plan to margin not revenue
- Best practices in selling services

Module 3: Managing Your Services Sales Pipeline

- Building a High-Performance Sales Process and Tracking System
- Customer Profile/Targeting
- Demand Creation
- Opportunity Engagement
- Customer/Opportunity Qualification
- Solution Design and Proposal
- Negotiation and Close
- Service Initiation/Customer On-Boarding
- Initiating Managed Services Sales Opportunities
- Building a Business Case for Managed Services ROI
- Overcoming Customer Objections and Accelerating Time-to-Close

Customized Services

Select those cuts you want and we will quote you a price to meet your unique business opportunities for your managed services initiatives.

Tony Jones, senior analyst for ACG Research's Selling SP Capacity division, offers a comprehensive sales services program consisting of training modules, including takeout and strategies to support vendors' and MSPs go-to-market and sales processes based on the industry's best practices. Tony Jones offers 20+ years of experience selling capacity and developing sales models, compensation models and meeting customers' demands for connectivity, applications and solutions from service providers. Tony helps you develop and educate a channel of sales-focused teams to sell capacity to reach the high-value enterprise market. He also shows you how to establish



Staffing Augmentation Capacity Selling Carrier Investments

a new method of focusing on margin contribution compensation to enhance your ability to increase your capacity and customer reach.

For more information about ACG Research's Managed Service practice click here www.acgresearch.net

ACG focuses on providing market analysis and consulting to help service providers and vendors monetize their existing infrastructures and increase operational efficiency and profitability. Through ROI and TCO analysis, product and service message testing, and business model review, reports and forecasts, ACG gives you strategic and tactical advice, services and products, and timely answers so that you can better understand market dynamics and grow your telecom.

© Copyright 2011 ACG. Reproduction is prohibited unless authorized. All rights reserved.