

**FLIP CHART NOTES – Spring Meeting, Dallas, TX**

Define the Ecosystem

* Identify trends / Changes in customer need
* Define Channel By (Customer Needs)
* Build into tools that exist today
* Explore new avenues

Barriers to Adoption

* ‘S’ (Small) is not a bucket
  + There are Small user companies with more tech needs than some enterprise
* Partners sales and marketing skills are weak
* MSPs are selling on experience – not products
* Partner as the “expert generalist”
* Workforce
* Innovation – can be cost prohibitive to evolve your business
  + Partners need help from vendors with velocity to market
* Health of Channel
  + 5 years – 60% of partners plan to retire
  + Who is coming (Next Gen)?
* Buyer journey is totally different
* Decision maker has changed
  + LOB
  + Who owns the budget
* SMB – low or no security
  + Many unregulated
* Costumers are more savvy – going direct
  + Going around the channel
  + Staying in front of customers
* More vertical specialization needed
  + Size of company – GEO
  + Technology mix
  + Industry Type
* ‘S’ had different needs then ‘M’ and ‘E’
* Shadow IT
  + Security risk
* Consumer IT is driving IT decisions
* Traditional Partner problems are not working
  + “make partners better sellers” more successful
  + 3 – 5 year goal
* No SOP for MSP – CompTIA could do this
* Lack of collaboration in the Ecosystem

Trends

* Large companies moving into the channel
  + Telecom
* Collaboration between competitors on large contracts
  + Telecom especially
* The definition of “Channel” is
  + Changing – tech needs are out outpouring customer understanding
* The fiscal (billing / revenue) model is changing rapidly
  + Customer expectations / efficiency
* Increased use of consultants to map out strategy / connected vendors

Consequences

* Channel could get by passed
* Vendors could make it so ‘self-service’ that the channel may net be needed
* Easy to buy – con = hard to own

Time

* Labor shortage impact
* Business transformation
* Keep an eye on things that are getting better faster
  + Cheaper – the fastest

End User

* They need things to work
* Focus on end users and their experience
* Immediate access “Amazon expectation”
* Access to support / questions – immediate & real time
* Continue shift of CapEx to OpEX
* Security – assumption of Coverage on all Security (ie. Insurance)
* Real time ROI for technology investments
  + They want proof (analytics / reports, etc.)
* Understand the job to be done, their business challenge
  + What outcome do they want
  + Drill Bit example – sell the ¼ hole, not the drill bit.
* Ability to scale up / down – elastic

How do we adopt?

* Industry Specialization
  + Hire from industry
* Define your value add (Keep it fresh; why buy from me)
  + Need to create this framework
* Platform revolution
  + Communities
* Explore review systems (Angie’s List)
* Team with others
* Soft skills
* Vertical communities
* Financial guidance

Research

* Trends
* Increase our understanding of the trends
* Who are our customers

How

* How to adopt to changes
  + Culture
* Provide best practices to adopt
* What are the implications of tech changes to the culture of the company?
* Not tech for tech sake
* Solving the next big problem
* SAS / AI will tell us what the problem is

Slide # 1

* Trends
  + Identify key trends
  + Trends key paradigm shifts
    - End user influence
* Focus/ drill down on end user dynamics

Slide # 2 (Customer experience)

* Customer no knowledge
  + Knowledge
  + Unaware / education
* Reseller
  + MSP
  + ISV