

EXECUTIVE BRIEFING



"Everyone who's ever bought anything has an opinion, or what we like to call a "PHD in channels".....

...and it seems like the less they know, the more certain they are."

Anonymous Client

**With Channels, opinions are easy and plentiful,
but true conviction is difficult and rare**

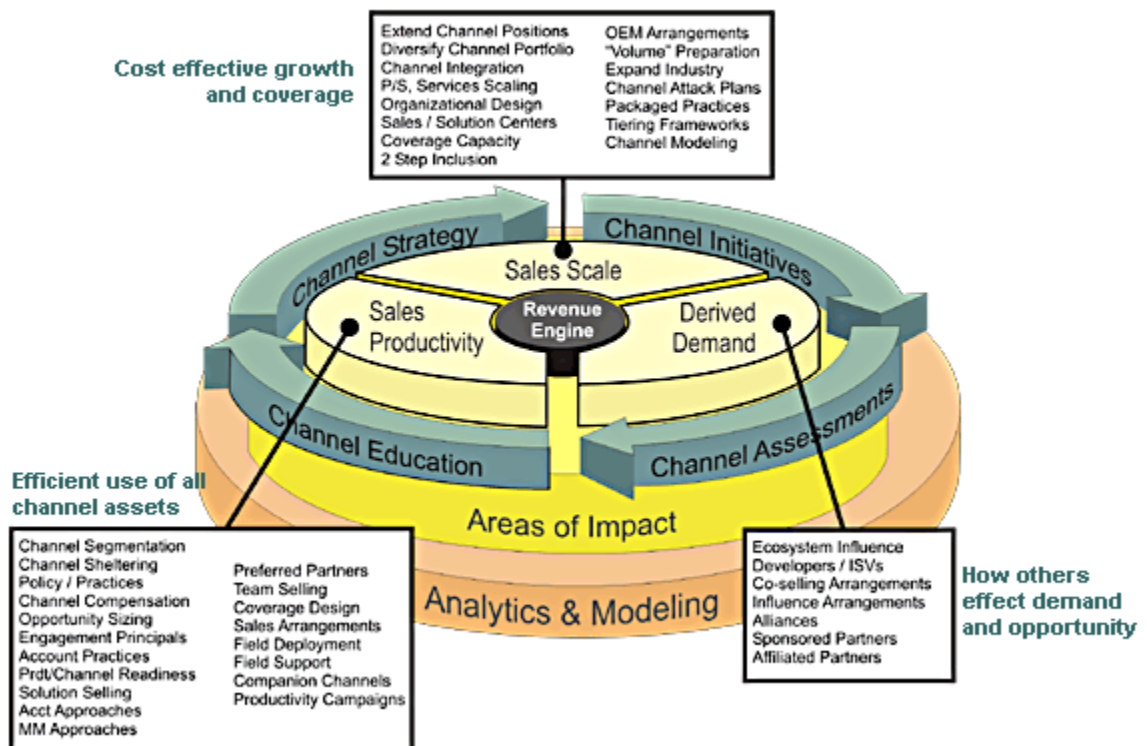
Rohner & Associates, LLC
Who We Are and
What We Offer

We Are: Channel careerists with strong line management backgrounds, applying experience, knowledge, imagination, logic and intellectual property to produce practical, “implementable” approaches to improving revenue for clients.

We Offer: The benefit of well over 100 combined years of corporate experience in every aspect of revenue impact involving partners and field sales.

Channel Revenue Services

Areas of Impact: 4 Engagement Categories, 3 Major Impact Areas, Many Initiatives



Channel Dynamics Simulator™

What can CDS do for your organization?

■ What is CDS?

- The Channel Dynamics Simulator is a street-level, reverse engineering of the transaction, which models all of the elements of the channels "system":
 - sales coverage, capacity and competency
 - transaction lifecycles (sales cycle), deal profiles, mix and flow
 - sales results of all channels exercised, based on the above elements
- Demonstrates the dynamics (characteristics, behaviors and interactions) of a multi-channel sales operation

■ Why develop a CDS Model?

- Model channel performance potential and establish metrics
- Add depth of understanding and credibility to sales channel forecasts
- Maintain an effective and adaptable framework for planning, funding, managing and achieving objectives:
 - Comprehensiveness: Develop scenarios that reflect probable market realities
 - Confidence and Conviction: Test assumptions via "what-if" and sensitivity analyses
 - Closed Loop: Compare actual results to predicted outcomes
 - Credibility: Demonstrate the quality and breadth of thought behind the plan
 - Communication: Build understanding, consensus and support through visualization and real-time collaboration

A Solution And What We Deliver

Unequivocation

- **Our approach is designed to build a case and model the results in a way that instills confidence in a plan.**
 - Confidence allows the management team to harden enough conviction to gain the appropriate commitment of resources and time to fearlessly implement
- **The reason everyone has a different opinion is typically because no one has true conviction**
 - Symptom: anecdotes and “examples of one” carry the day.
- **Our goal is to suspend the grief and cost of constant Executive Staff channel debating and marginalize the anecdotes. This allows decisions to be broadly accepted and sustainable.**

The Practice Environment

Rohner & Associates Clients:

- Our clients are primarily high technology business software and hardware vendors
- Our clients range from mature companies to start-ups
- The client companies sell their products through a combination of distribution partners and direct sales
- The companies are in a very dynamic market with complex products and/or competition
- The companies needed a better understanding and a strategy for their channels including sales, service and support and marketing
- The companies are prepared to invest in channels, but need assurance that the investment is appropriate, and will yield the desired results

Rohner & Associates Clients *

- Avaya
- GE Access
- Amdahl
- Apple Computer
- Applied Intranet
- Aspect Telecommunications
- BayStone Software
- CalComp
- Cisco Systems
- CommerceQuest
- Envisionet
- The HelpNETwork.com
- Hewlett-Packard/Bluestone
- Hyperion
- Informix
- Intertrust Technologies
- Net Objects
- Network Appliance
- Nuance
- Microsoft
- Outcome Software
- Palm Computing
- Persistence Software
- RedCreek Communications
- Remedy
- Ridge Technologies/Adaptec
- SGI
- Sonicwall
- Star Solutions, Inc.
- Sun Microsystems
- Sybase
- TriMark/PeopleSoft
- Visto
- Unisys

* Partial Client List

Benefits to Our Clients

It Means You Will:

- Know how plans will be accomplished, not just what you want to do
- Know what is possible and impossible, given your situation and the environment
- Know why your channels work and behave as they do and how to better predict behavior (including your direct sales channel)
- Understand your proposition and potential from a "channel's" viewpoint
- Have an organized and logical framework to:
 - **Understand the resources required**
 - **Predict results based on activities and investments**
 - **Manage your portfolio of channels**
 - **Deal with alignment opportunities and conflicts**
- Have a consistent and accurate view of how and where customers buy and the alternatives and substitutes which compete for customer and channel attention
- Understand and successfully communicate the cross-functional requirements for channel worthiness and readiness elements which impact product, support and marketing functions

Finally, you will understand the role and appropriate mix of services, including professional services, from both a customer and a channel proposition perspective

Summing It Up . . .

Rohner and Associates' channel domain experience, knowledge and expertise is ideally suited to help your organization evolve explainable, defensible and sustainable channel strategies and initiatives.

For more information, contact us today:

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