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business solutions



# Columbus Trinidad

Business Review

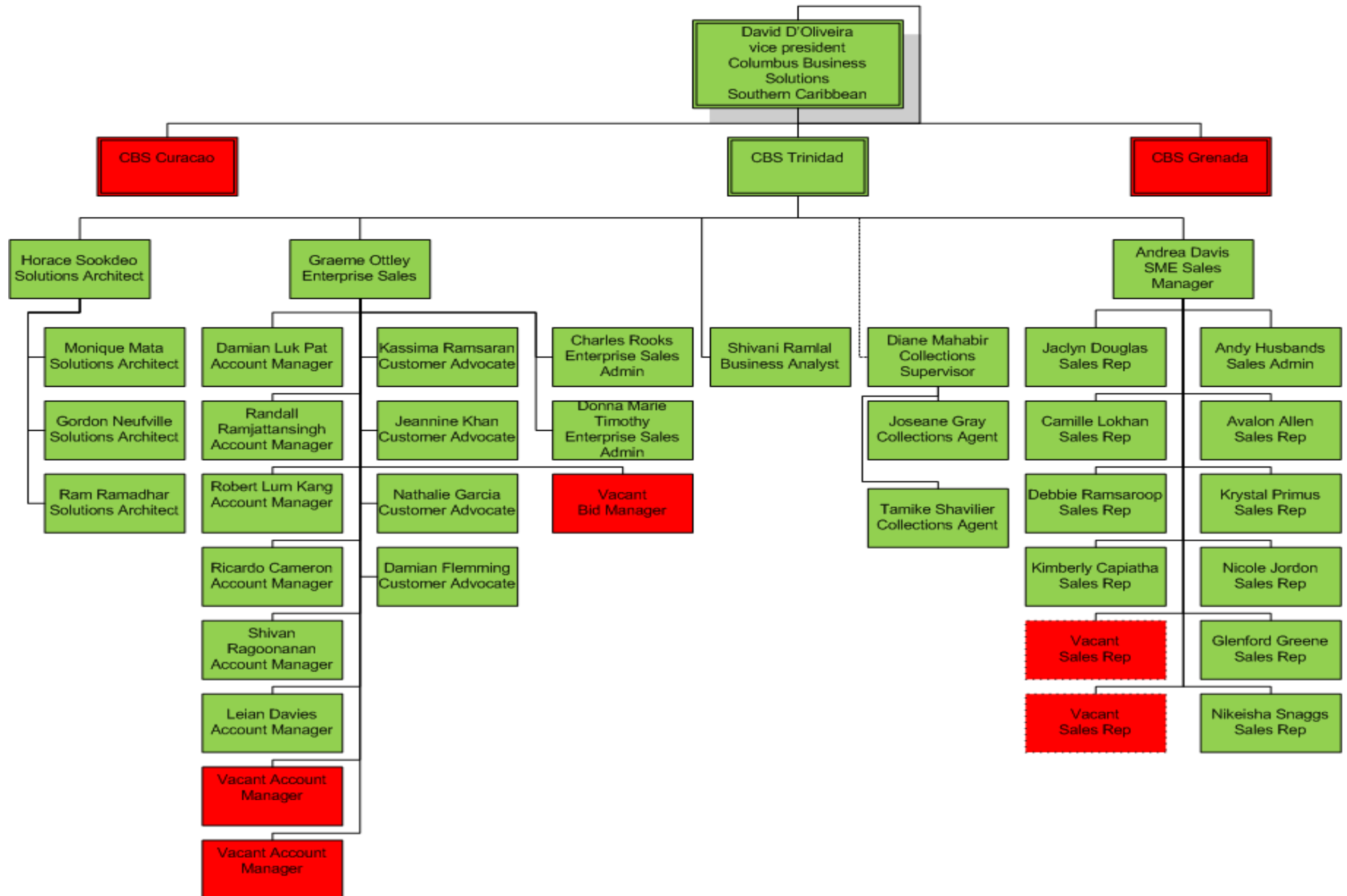
- 2012 Business Objectives
- People
- Portfolio Roadmap
- Market Segmentation
- Marketing Campaigns
- Strategy for developing new markets
- Key Success Factors

## ➤ Non Financial Objectives

- Develop profile of CBS brand to become the #1 regional ICT Cloud Provider
- Develop CBS culture to become the #1 regional company to work for
- Increase employee satisfaction rating to 90%+ in 2012
- Improve efficiency in end-to-end sales process
- Increase avg mthly customer face time from 48 to 240 in 2012
- Develop 12 mth rolling forecast pipeline to 3 times net new rev target by Q2
- Reduce % of expired contracts from 52% to 15% in 2012



# CBS Org Chart



## ➤ Development Program

- Ask Leadership Personal & People Development Program (Managers) (Jan-Mar)
- Major Account Sales Strategies (Enterprise Account Managers) (Jan-Mar)
- Solid Gold Selling (SME Sales Reps) (Jan-Mar)
- Power Presentations (Enterprise Account Managers; Solution Architects; Customer Advocates) (Mar)
- Effective Proposal Writing (Managers; Enterprise Account Managers; Solution Architects; Customer Advocates) (Mar)
- Talk d Talk/Walk d Walk (Enterprise Account Managers) (Apr/Oct)
- Ride with a Tech Program (Feb)





# PRODUCT PORTFOLIO

Columbus Cloud

# Columbus Cloud Portfolio



Cloud Apps



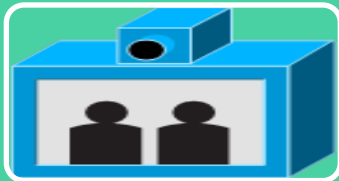
Cloud Collaboration



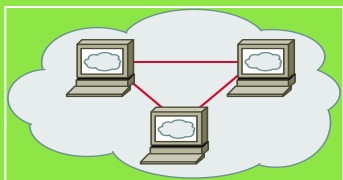
Cloud Business Continuity



Cloud Security



Cloud Communication



Cloud Connectivity





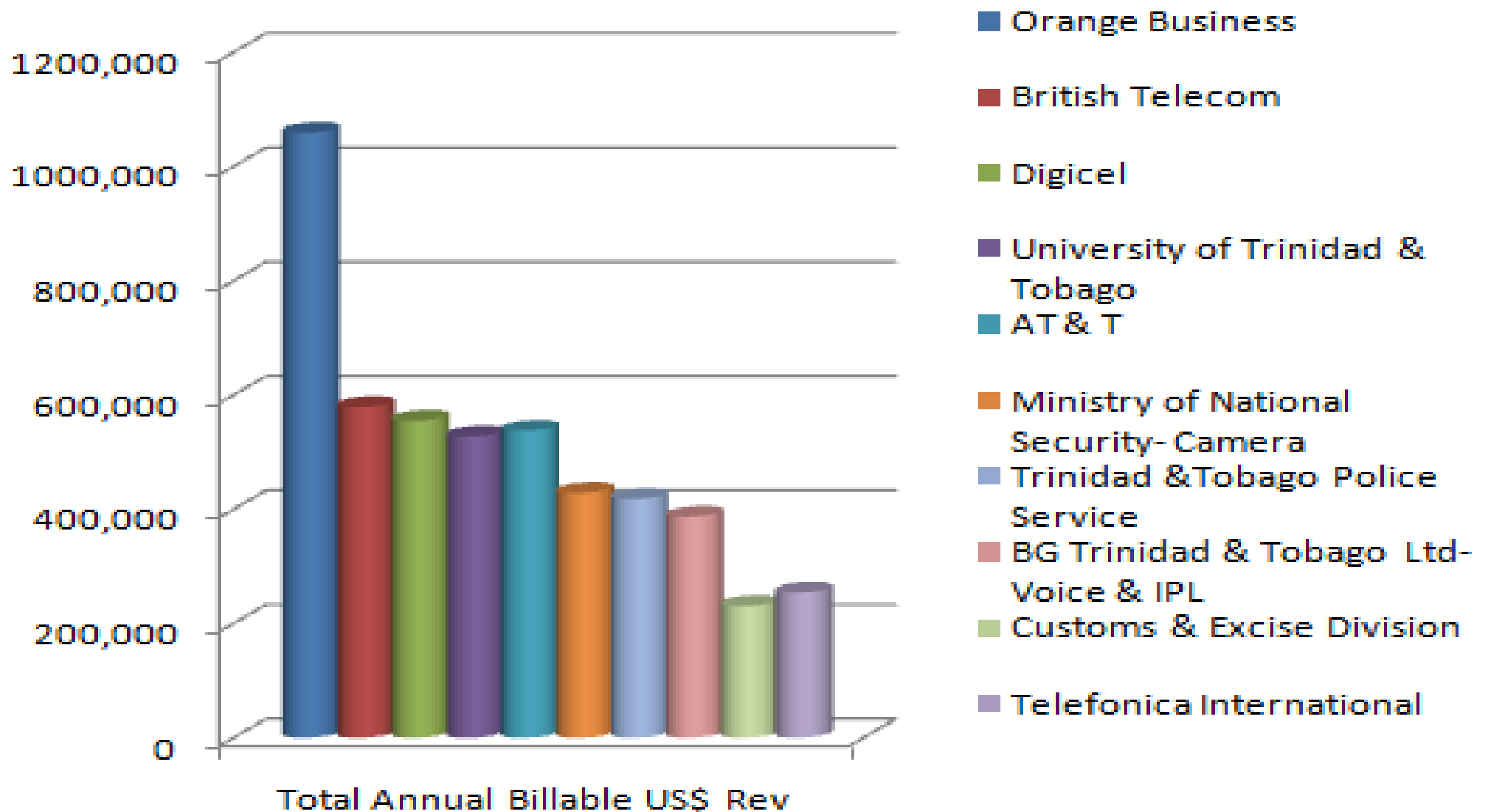
# **MARKET SEGMENTATION**

**Enterprise Sales**

**SME Sales**



# Trinidad Top 10 Customers (2011)



# Trinidad Top 10 Gov't Target Accounts

- Ministry of Science, Technology and Tertiary Education
- Ministry of Health
- Ministry of Education
- Ministry of National Security
- Ministry of Finance
- Ministry of Justice
- Office of the Parliament
- Ministry of Food Production, Land & Marine Affairs
- Ministry of Public Admin
- Ministry of Public Utilities



# Trinidad Top 5 ICT Target Accounts

- Digicel
- Infotech
- Lisa Communications
- Green Dot
- IBM

# Trinidad Top 15 PS Target Accounts

- ANSA McAL Group (Regional)
- VEMCO Group (Regional)
- Atlantic LNG
- BG
- BP
- Repsol
- University of the West Indies (Regional)
- University of T&T
- Guardian Holdings Group (Regional)
- RBC RBTT (Regional)
- Republic Bank (Regional)
- First Citizens Bank (Regional)
- US Embassy
- Sita
- American Airlines





# **SALES & MARKETING CAMPAIGNS**

## ➤ Sales Campaigns

- IPL
- Cloud Voice
- Cloud Security
- Cloud Surveillance
- Cloud Business Continuity
- Non Delinquent Customer Reconnection
- Expired Contract Renewal



- Develop Strategic Alliances
  - Digicel Reseller Bilateral Program
  - PSTG
  - Canadian Embassy
  - Lending Agencies
  - UWI/UTT
  - Infotech
  - Huawei

- Affinity Program Initiative (TTCSI; Chambers of Commerce; TTMF; Nedco)
  - Special offers to all affinity partners and their membership (in return for their customer database)
  - Joint Sponsorship of affinity events
  - Active participation in all affinity partner events by executive and sales team
- Customer face-to-face meetings drive
  - Executive mthly meeting target:
  - Solution Architect mthly meeting target:
  - Sales Team mthly meeting target:
  - Proactively use social membership clubs to network with customers
  - Quarterly customer events



- Reposition CBS brand
  - Quarterly New Product Launch events (1 TVC per product)
  - ICT Leadership Pieces in business papers
  - Monthly executive eat n learn meetings (breakfast/lunch)
  - Affinity marketing
  - Sector based selling at targeted events
  - Canto quarterly ads
- Develop and implement VIP program

4 months

9 months

12 months

12 months


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Dec 11 - Mar 12

Apr 12 - Dec 12

Jan 13 - Dec13

Jan 14 - Dec 14

Customers

Markets &amp; Channels

Products

&amp; Portfolio

People

Processes &amp; Systems

Mgt Systems

Gortt Strategy  
& Pursuit PlanWin National  
Security IP  
Surveillance  
ContractTop 20  
Enterprise  
Account PlansWin iGovTT  
Govnet DC2  
Contract

CBS Relaunch

Launch IPL  
CampaignForm Strategic  
Alliance with  
DigicelForm Strategic  
Alliance with  
PSTGForm Strategic  
Alliance with  
NedcoDevelop Strategic  
Relationship with  
Canadian GovForm Strategic  
Alliance with  
InfotechLaunch Cloud  
Business Continuity  
offeringLaunch Cloud  
Voice offeringLaunch Cloud  
Surveillance  
offeringLaunch Cloud  
Security offeringUpgrade  
Trinidad DCLaunch Cloud  
VC offeringRecruit CBS  
TeamDevelop New  
Compensation  
PlanWin iGovtt Govnet  
Secondary Comms  
Provider contractWin Gov Grenada  
ICT Managed  
Service ContractForm Strategic  
Alliance with UWIDevelop Strategic  
Relationship with  
Lending AgenciesLaunch Health  
Care PortfolioLaunch Cloud  
Smart ISO  
offeringSecure Network  
Access to  
Suriname &  
GuyanaSet Targets &  
Re-allocate  
AccountsExecute Team  
Development  
ProgrammeWin iGovtt Govnet  
Primary ICT Managed  
Service ContractCloud Self  
Service ToolsLaunch National  
Security PortfolioLaunch Education  
PortfolioEmployee  
Survey results  
80+%Develop  
Integrated  
Sales SystemDevelop New  
CBS Pricing  
ModelDevelop New  
CBS Sales  
Governance  
ToolsWin Eastern  
Caribbean Gov ICT  
Managed Service  
ContractEmployee  
Survey results  
85+%Implement  
IaaS service  
processes**Goals**Increase size  
of business  
by 100%  
within 4  
yearsBe the leading  
Regional ICT  
Managed Service  
providerDominate  
Enterprise  
ICT MarketBe *the* place  
to work in  
Caribbean ICTDominate  
SME ICT  
MarketEmployee  
Survey results  
90+%ITIL V3  
ImplementationImplement  
Billing SystemBreakup all  
chains in  
networkStandardise  
management  
rhythmsEnsure OSH &  
STOW  
Compliance in  
Trinidad





**THE END**

**Any Questions???**