



The Mx Group

AHEAD **CI/HCI Regional Campaign Discussion**

September 1, 2017

Agenda

- Your situation/assignment
- Our approach
- Estimate
- How we work
- About The Mx Group



Your Situation/Challenge

Your Situation

- **Growing VAR, consulting, managed services entity**
- **Growth thru strong sales...now shift to marketing**
- **Dell/EMC one of many vendors – funding source**
- **Value propositions**
 - Balance between agility and compliance
 - Service breadth – strategy/vision, design/plan, deploy/manage
 - Enterprise cloud leadership
- **Seeking marketing partner to drive more growth**
- **CI/HCI pilot to test the fit**



Our Approach

#1 Target Companies/Locations

- \$700 Million - \$5 Billion revenue
- Segments
 - Automotive Construction Consumer Products Discrete Manufacturing Energy / Oil and Gas Financial Services Healthcare/Life Sciences High Tech Hospitality Marketing & Publishing Media & Entertainment Process Manufacturing Public Sector Retail Telecommunications Transportation
- Review/match existing database against targets



Preliminary Company Counts

		Industry																		
		Auto	Const	Cons	D Mfg	E/O&G	Fin Ser	H&L/S	Tech	Hosp	Mark	Media	Proc	Pub	Ret	Tele	Tran	All		
	\$s in millions																			
MN	700 - 1,000	0	1	1	8	2	7	5	1	0	0	0	0	2	3	0	0	0	30	
	1,000 - 2,500	0	1	2	15	3	10	4	0	1	0	1	9	0	7	0	0	0	53	
	2,500 - 5,000	0	2	0	4	2	5	2	0	1	1	1	6	0	0	0	1	25		
Sum		0	4	3	27	7	22	11	1	2	1	2	15	2	10	0	1	1	108	
OH	700 - 1,000	0	2	0	13	1	7	9	0	0	1	4	5	2	2	1	3	50		
	1,000 - 2,500	1	2	1	28	14	20	12	2	5	2	4	15	0	22	1	4	133		
	2,500 - 5,000	0	0	1	13	5	5	2	3	0	0	0	8	1	11	0	5	54		
Sum		1	4	2	54	20	32	23	5	5	3	8	28	3	35	2	12	12	237	
NC	700 - 1,000	0	2	0	11	1	3	10	5	0	0	2	12	1	5	1	6	59		
	1,000 - 2,500	0	0	0	17	2	6	12	7	1	1	3	13	0	7	2	3	74		
	2,500 - 5,000	0	0	0	4	2	2	2	1	0	1	2	5	0	7	1	1	28		
Sum		0	2	0	32	5	11	24	13	1	2	7	30	1	19	4	10	161		
All		1	10	5	113	32	65	58	19	8	6	17	73	6	64	6	23	506		



#2 Personas/Targets

- Ian – primary target ... gateway to CIO and potential final decision-maker
- Ian Jr. ? – secondary target...gateway to Ian
- HR ? – resource management -- lower head-count
- Purchasing ? – less tech/people, long term ROA
- Software Development ? – eliminate red tape, procedures and unnecessary time to establish a VM
- Use contact data from DB plus outside sources

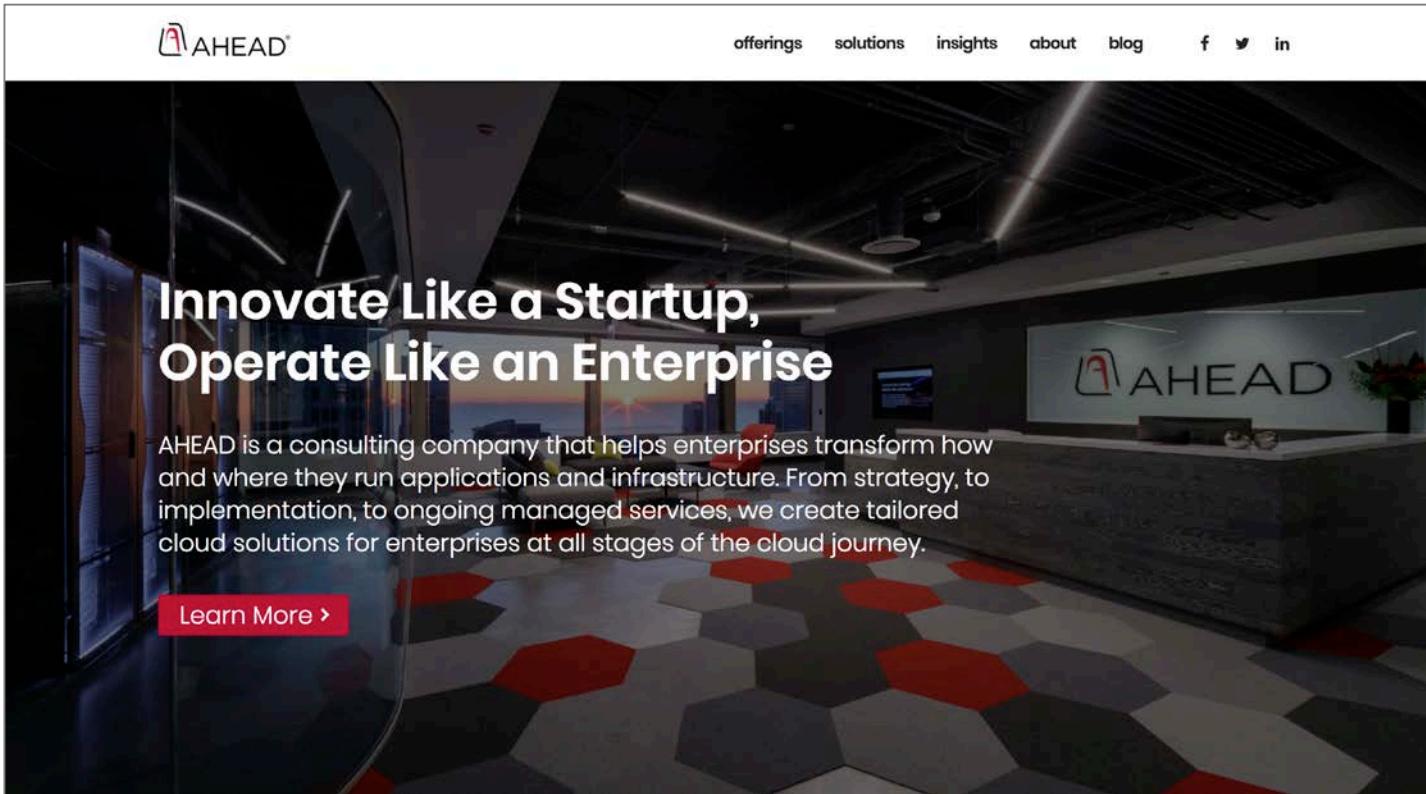


#3 Campaign Messaging

- Use current persona work plus VOC confirmation
- Competitors – not much specific to CI/HCI
- Some ideas:
 - Make it about them – we know your world...fire drills vs. methodical research and planning
 - Make it easy – CI isn't a simple, but it can be practical and incremental with the right partner
 - Make it appropriately transactional - given who you are, what you've said and your stage...try out this tool
 - Make the offer relevant and meaningful – Dell/EMC give-away, assessment session, proactive partnership review
 - Branded solution – strengthens AHEAD brand with unique focus on specific offering



Ahead: Home Page



The screenshot shows the homepage of AHEAD Consulting. At the top left is the AHEAD logo. To its right are navigation links for offerings, solutions, insights, about, and blog. Further to the right are social media icons for Facebook, Twitter, and LinkedIn. The main visual is a dark photograph of a modern office interior featuring a large curved wall of glass, a reception desk with a computer monitor displaying the AHEAD logo, and a hexagonal patterned floor. Overlaid on the left side of the image is white text that reads "Innovate Like a Startup, Operate Like an Enterprise". Below this headline is a paragraph of text describing AHEAD's services: "AHEAD is a consulting company that helps enterprises transform how and where they run applications and infrastructure. From strategy, to implementation, to ongoing managed services, we create tailored cloud solutions for enterprises at all stages of the cloud journey." At the bottom left of the image is a red button with white text that says "Learn More >".

Innovate Like a Startup,
Operate Like an Enterprise

AHEAD is a consulting company that helps enterprises transform how and where they run applications and infrastructure. From strategy, to implementation, to ongoing managed services, we create tailored cloud solutions for enterprises at all stages of the cloud journey.

Learn More >



Ahead: CI & HCI References

The screenshot displays the AHEAD website's blog section. It features three distinct posts:

- Hyperconverged Infrastructure**: Published on March 24, 2017, by Yon Ubago. The post discusses the evolution of Hyperconverged Infrastructure (HCI) and its relationship to Converged Infrastructure (CI). It includes a "Read More" button.
- Converged Infrastructure**: Published on May 21, 2015, by Jonathan Hartmann. This post is part of a series titled "Cloud, Infrastructure and Innovation". It mentions the upcoming AHEAD Tech Summit and provides a sneak peek. It also includes a "Read More" button.
- Converged Infrastructure is Dead? Say It Ain't So! (Hint: It Ain't So!)**: Published on March 24, 2017, by Yon Ubago. This post challenges the notion that CI is dead, pointing to Dell's continued investment in VxBlock (CI), VxRail (HCI), and VxRack. It includes a "Read More" button.

On the right side of the page, there is a sidebar with a "Subscribe To Our Blog" section containing an email input field and a "Subscribe" button. Below that is a "Search Our Blog" input field.

Detailed descriptions of the posts:

- Hyperconverged Infrastructure**:
As the Converged Infrastructure (CI) and Hyperconverged Infrastructure (HCI) practice lead at AHEAD, I spend a significant portion of my time evaluating and designing solutions that include Dell CPSD (Converged Platforms and Solutions Division) components. In my last post, I introduced Dell's primary pillars of CI/HCI, notably VxBlock (CI), VxRail (HCI), and VxRack (a bit of CI and HCI). In this post, I am going to focus in on VxBlocks and Vblocks, providing an update on the products themselves, as well as providing my opinion on how I expect these CI products to fare during the HCI frenzy that we are currently in.
- Converged Infrastructure**:
Looking AHEAD Tech Summit is less than a month away. While we are still finalizing the agenda, Chicago, our team would like to share a sneak peek of what to expect. We will be featuring a number of speakers from across the Dell organization, including our own Jonathan Hartmann, who will be sharing his thoughts on the future of Cloud, Infrastructure and Innovation.
- Converged Infrastructure is Dead? Say It Ain't So! (Hint: It Ain't So!)**:
As the Converged Infrastructure (CI) and Hyperconverged Infrastructure (HCI) practice lead at AHEAD, I spend a significant portion of my time evaluating and designing solutions that include Dell CPSD (Converged Platforms and Solutions Division) components. In my last post, I introduced Dell's primary pillars of CI/HCI, notably VxBlock (CI), VxRail (HCI), and VxRack (a bit of CI and HCI). In this post, I am going to focus in on VxBlocks and Vblocks, providing an update on the products themselves, as well as providing my opinion on how I expect these CI products to fare during the HCI frenzy that we are currently in.

Forsythe: Home Page



FORSYTHE®
MAKE IT HAPPEN

≡

Is your IT as **agile** as it needs to be?

Transform your hybrid data center to meet the needs of your business.

[LEARN MORE](#)

FORSYTHE | OFFICIAL SPONSOR - TOURING SHOWS, CIRQUE DU SOLEIL.

Photography & Costume Credits



Forsythe: Services

FORSYTHE
MAKE IT HAPPEN

Services & Solutions Partners Ideas About Careers Contact

quickly revealing a strategy to maximize savings. In as soon as one week, you will have a comprehensive assessment directing a strategy for maximized savings—with the potential to reduce your systems TCO by up to 70%.

Solutions

Software-Defined Data Center
Standardize, secure, virtualize, converge, automate and orchestrate your compute, storage and networking environments more efficiently with software-defined data center technology.

Systems Compute Solutions
Perform systems cost optimization (SCO) assessments and evaluate, implement and manage solutions that help optimize your systems compute investments and deliver better IT services to your organization.

Storage Solutions
Plan, procure and build storage infrastructure. Determine your return on investment (ROI) for storage, including net total cost of ownership. Optimize your storage based on our proven methodology for storage optimization.

Converged Infrastructure Solutions
Select, implement and manage convergence platforms that are the best fit for your environment. Consolidating your network, server, storage and management software into one platform gives you the ability to handle utilization spikes without over-investing in your systems.



Transform Your IT Operations with Forsythe's Service Transformation Enablement Process (STEP)

[Watch Video](#)



7 Steps to a Successful Virtual Desktop Infrastructure Implementation



Presidio: Home Page

The screenshot shows the Presidio website homepage. At the top, the Presidio logo is displayed with the tagline "Future. Built." Below the logo is a navigation bar with links for Contact Us, Locations, Careers, Client Login, and a search bar. The main content area features two images: a man sitting on a wooden floor looking at a smartphone, and a woman sitting on a couch looking at a tablet. Overlaid on these images are several white network connection icons, including nodes and lines forming a grid-like pattern. A large, semi-transparent callout box is positioned over the man's image, containing the heading "DIGITAL INFRASTRUCTURE" and a brief description: "The right infrastructure is more important than ever. Digital Infrastructure solutions from Presidio offer everything needed to decode the ever evolving IT landscape." It also includes a link to "Discover our digital infrastructure solutions" and a video thumbnail titled "Internet of Things: Shawn Rahn". The Presidio logo and tagline are repeated at the bottom of the page, along with links for Locations, Contact Us, and social media icons for Facebook, LinkedIn, Twitter, and YouTube.



Presidio: Focused Page



The screenshot shows a website for Presidio, featuring a banner with two people working on laptops. The banner has a 'DIGITAL INFRASTRUCTURE' section with a flowchart graphic. The main navigation bar includes links for Contact Us, Locations, Careers, Client Login, and a search bar. Below the banner, the breadcrumb navigation shows Home > Solutions > Solutions > Digital Infrastructure. The main content area has sections for 'DIGITAL INFRASTRUCTURE', 'CUSTOMER CHALLENGES', and 'OUR SOLUTIONS'. The 'OUR SOLUTIONS' section details how digital infrastructure makes IT more efficient and provides a foundation for future innovation. It also lists 'Digital Infrastructure' solutions like Enterprise Collaboration, IoT Software Integration, and Transportation Solutions. A 'CONTACT US' form at the bottom allows users to enter their first and last names.

PRESIDIO®
Future. Built.

SOLUTIONS INDUSTRIES RESOURCES COMPANY

DIGITAL INFRASTRUCTURE

Digital infrastructure makes traditional IT more efficient and provides a foundation for future innovation.

Home > Solutions > Solutions > Digital Infrastructure

DIGITAL INFRASTRUCTURE

CUSTOMER CHALLENGES

Innovative technologies offer enterprise leaders an unprecedented number of opportunities to modernize and consolidate their infrastructure. IT plays a critical role in this digital transformation, which starts with a reexamination of traditional network, security, data center, mobility, and collaboration infrastructures and practices to ensure they can support new applications to come.

Only with this foundation in place can organizations tap new capabilities enabled by hyper convergence,

OUR SOLUTIONS

Our Digital Infrastructure solutions help make existing IT infrastructure more efficient, while equipping our clients for a cloud-flexible, mobile-ready, highly secured, insight-driven future. Given the millions of potential configurations across these technologies, our clients rely on our expertise to simplify a highly complex IT landscape, helping to identify and deploy the solutions most appropriate for their business needs. Our Digital Infrastructure solutions scale from workgroup to the largest enterprises, supporting mission-critical, hyper-converged environments.

Digital Infrastructure:

- Enterprise Collaboration: Top 10 Insights Study
- Presidio Managed Services Overview
- IoT Software Integration
- Transportation Solutions

CONTACT US

First Name * Last Name *



Idea - MAVERICK


A Rockwell Automation Company

Call Us 888.917.9109 Safety Blog Customer Support Intranet

Search the site

About Us Services Solutions Platforms Industries Clients Rethinking Automation Careers Locations Contact Us

MAVERICK is now part of Rockwell Automation

See how this exciting new opportunity will help us provide even better support to a much broader market.

[Learn more](#)



 Live support

MAVERICK SOLUTIONS

Whether you're looking to better manage your assets, start up your equipment or upgrade your distributed control system, [MAVERICK is here to help](#).

DCSNEXT



SURESTART

PLANT FLOOR

Get live help now

MAVERICK “branded solutions”

The image shows the homepage of the Maverick Technologies website. At the top, there is a large red banner with the text "MAVERICK “branded solutions”". Below the banner is the company logo, "MAVERICK TECHNOLOGIES", with the tagline "A Rockwell Automation Company". To the right of the logo are links for "Call Us" (with a phone icon) and the number "888.917.9109", followed by navigation links for "Safety", "Blog", "Customer Support", and "Intranet". A search bar with the placeholder "Search the site" and a magnifying glass icon is also present. The main menu below the banner includes "About Us", "Services", "Solutions" (which is highlighted in blue), "Platforms", "Industries", "Clients", "Rethinking Automation", "Careers", "Locations", and "Contact Us". On the left side of the page, there is a vertical red bar with a white "Live support" button. The central content area features a dark background with industrial piping and structures. The "DCSNEXT" logo is prominently displayed in white, with the tagline "Don't replicate. Innovate." underneath it. Below the logo, text reads "See how DCSNext can help you get more value out of your migration." A "WATCH VIDEO" button with a play icon is located at the bottom of this section. In the bottom right corner, there is a small circular icon with a gear symbol.

Call Us 888.917.9109

Safety Blog Customer Support Intranet

Search the site

About Us Services Solutions Platforms Industries Clients Rethinking Automation Careers Locations Contact Us

DCSNEXT®
Don't replicate. Innovate.

See how DCSNext can help you
get more value out of your migration.

WATCH VIDEO

©2017 The Mx Group

#4 Content

- Interactive – compatibility/needs assessment tool
- White paper – 5 practical steps to CI efficiency
- White paper – new skill set for a progressive DC environment
- Digital workbook – CI and beyond
- CI/HCI web content, journey, landing page -- branded solution

How Do You Stack Up?

Your Modern Marketing Score is: **Average**

Your Overall Score is **37** out of 100

How You Compare regarding your ranking can have a dramatic impact on revenue generation.

Year Name: **37** Average Score: **50.7**

YOUR MODERN MARKETING ASSESSMENT REPORT

Sam Jones
The Company
April 1, 2017

Provided by:  The Mx Group

Take our modern marketing assessment and compare your performance to your peers.

[TAKE THE ASSESSMENT](#) 



vAuto Approach

The collage consists of several screenshots from the vAuto website, each highlighting a different aspect of inventory management:

- Top Left:** A banner featuring two cars with the text "I'M NEW CAR" and "I'M USED CAR". Below the cars are buttons for "FRANCHISE" and "INDEPENDENT".
- Top Right:** The main navigation bar with links to "PRODUCTS", "SOLVING CHALLENGES", "SUCCESS STORIES", and "LEARNING CENTER".
- Middle Left:** A section titled "HAS THIS EVER HAPPENED TO YOU?" with a sub-section "FRANCHISE USED > PRICING". It includes a "PREV" button, a "NEXT" button, and a note: "It happens every Saturday. Some customer has finally done enough research to show up on your lot." with a "NEED SOME HELP?" button.
- Middle Right:** A large headline "WHAT ARE YOUR BIGGEST INVENTORY CHALLENGES?" followed by two smaller sections: "NO ONE'S BUYING MY INVENTORY" with a "LET'S TALK STOCKING" button, and "THE INTERNET IS KILLING" with a "CALCULATE WHAT YOU'RE LOSING ON YOUR LOT" button.
- Bottom Right:** A "CALCULATE" button with input fields for "AVERAGE PROFIT MARGIN PER UNIT" and "UNITS SOLD PER MONTH".

At the bottom center, the copyright notice "©2017 The Mx Group" is visible.

DCS NEXT Campaign

The screenshot shows the homepage of the DCS Next campaign. At the top, there's a navigation bar with links for "HOME", "ABOUT", "RESOURCES", "TESTIMONIALS", and "CONTACT". Below the navigation is a large video player showing two men in a studio setting. To the right of the video are two buttons: "Watch now" and "Click to chat live with an expert". Below the video, there are several promotional banners: one for "DCS Gap Identification", another for "DCS Top 10", and a third for "DCS TOP TEN". A central banner features a man sitting in a chair with the text "I have a DCS problem." and "Don't worry, Pat. We have the solution: DCSNEXT™". Another banner features a man sitting in a chair with the text "I have a DCS problem." and "Don't worry, Steve. We have the solution: DCSNEXT™". At the bottom of the page, there's a footer with links for "About Us", "Leadership Team", "History", "Mission", "Maverick & Subsidiaries", "Awards & Certifications", "Press Releases", "Careers", "SA Performance", "Locations", and "Contact Us". The footer also includes a phone number "866.917.9109" and a "CALL 866.917.9109" button.

The first banner is titled "DCS GAP IDENTIFICATION" and features a man sitting in a chair with the text "I have a DCS problem." and "Don't worry, Pat. We have the solution: DCSNEXT™". The second banner is titled "DCS TOP TEN" and features a man sitting in a chair with the text "I have a DCS problem." and "Don't worry, Steve. We have the solution: DCSNEXT™". Both banners include a "Watch now" button and a "Click to chat live with an expert" button.



Tidal Wave of DCS Replacement On the Horizon

ON THE WEB
Find an Integrator CSA offers an online directory that can help manufacturers find the right integrator for their migration project. Visit bit.ly/csadir

DELIVERABLES EXPECTED
Planning needs to be a continuous cycle of assessing business requirements, developing project plans, defining system boundaries, understanding inputs and outputs, and refining the system details. Automation service providers can be expected to deliver a complete plan for DCS migration, including the business case, project budget, I/O list reconciliation, detailed project execution plan, defined interfaces with information systems, vendor comparisons, plans for commissioning and documenting the work, training and transfer of ownership. As the project develops, manufacturers can expect detailed design drawings and functional specifications.

The piecemeal approach to retrofitting older systems is riddled with problems. Project paths are determined by input/output (I/O) tag counts. Manufacturers focus on hardware and software replacement, resulting in increased down time. Current code is converted, for better or worse. Finally, responsibilities are divided among stakeholders, resulting in little buy-in overall.

A DCS migration process that starts with building the business case, then incorporating planning, delivery and sustainability into one cohesive solution—a process that Maverick Technologies calls “DCS Next”—shows better returns.

GETTING THE RIGHT FIT
As with any professional service relationship, the manufacturer and automation service provider need to meet and determine if

Once the initial migration has occurred, manufacturers will want to lock in the gains achieved by implementing a preventive maintenance program and ongoing staff training on the new tools and software. DCS migration is not a ‘replace-and-run’ solution. Continuous improvement is necessary to sustain the

Meetings with Top Prospects

Johnson & Johnson

 COVIDIEN

ExxonMobil

 GENERAL MILLS

Boston Scientific



ConocoPhillips

DU PONT®



CAT



JOHN DEERE



Campaign Metrics

- **10,000+ visits to microsite**
- **3,000+ inquiries**
- **160 MQLs generated**



#5 Market Activation

- SEO/SEM - CI/HCI corporate site & localized content
- Banner ad placement
- Top 20 per region – multi touch, multi contact ?, dimensional mailing, tm follow-up for appointment setting and verification
- Branded solution or assessment tool messaging, development and deployment
- Outbound calling of past prospects and new (cold) data for appointment



#6 Technology/Process

- Content updates directly in WP and landing page(s) in Pardot with digital notification if necessary
- Mx telemarketing in AHEAD system or our system (Noble) via file transfer or digital notification
- Daily processing and contact of leads
- Reporting out of Pardot and SF.com, weekly and monthly



#7 Additional Thoughts

- Noisy space, lot's of competition and IT exhaustion
- Limits of strategic investments with 5 month “test”
- Full approach vs TM campaign
- Collaboration is key - no “here you go” silver bullet
- Less of a final plan and more of an approach, thought process and directional discussion
- Is our value prop reduced by Co-Op approach?





Estimate

Campaign Estimate

Description	Estimate	
	Low	High
Discovery, campaign planning/design and final scope	\$7,500	\$7,500
Data review, market map and acquisition of names (.5m vs. min)	\$9,500	\$12,000
Content development (assessment tool/branded solution, landing page, overall messaging, CI/HCI web content for messaging and SEO)	\$68,000	\$78,000
Market activation (SEO @ 5 months, dimensional mailer and TM follow @ 60, outbound calling @ 300, media)	\$84,800	\$127,800
Lead Process set up, management and follow up @ 5 months	\$10,000	\$17,500
Program management	\$31,465	\$42,490
Total	\$211,265	\$285,290





Working Together

Getting Started...Program Development

- Collaborative approach for discovery and scoping...detailed input and access to data, systems, people critical
- Program estimates, timelines, budget, statement of work and project work authorization
- Mx Group time & materials based
 - Monthly progressive invoicing for time accrued against approved projects
 - Generally not a retainer or fixed bid approach...can discuss if preferred by you



Ongoing Operations

Flexible to fit around your needs

Martech

- Work in your systems (you host)
- Host on your behalf

Marketing Operations

- Campaign execution
- Tele team acts “your brand”
- People-based services (lead management, rep follow-up, etc.)



Team Structure

- Our account teams act as the main point of contact for strategy, program development, project management and results
- Account team acts as the initial liaison to design/content, digital and demand team members
- We encourage ongoing, open collaboration and interactions with all team members as appropriate



About The Mx Group