

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	30
	1,000 - 2,500	0	1	2	15	3	10	4	0	1	0	1	9	0	7	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	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	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**

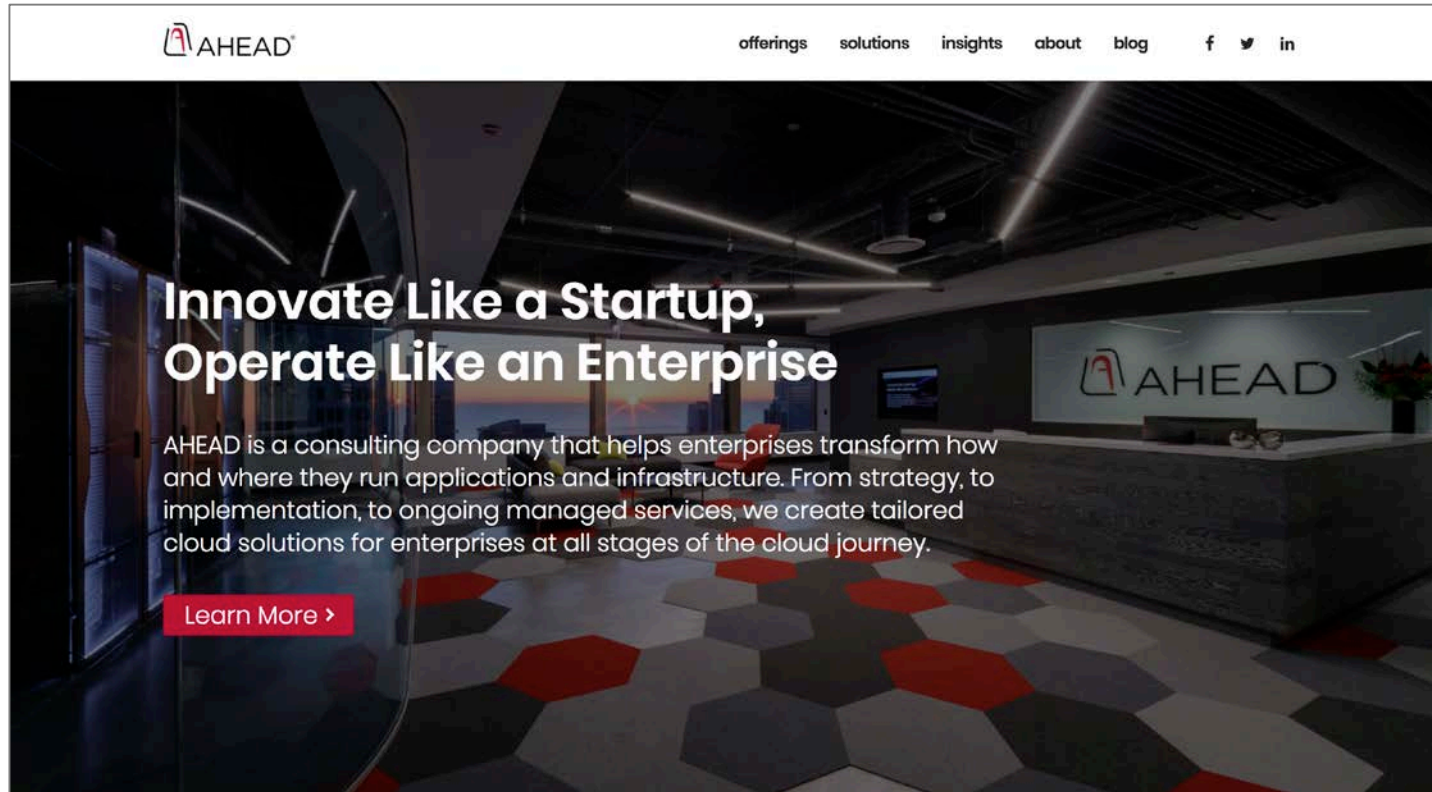


#3 Campaign Messaging

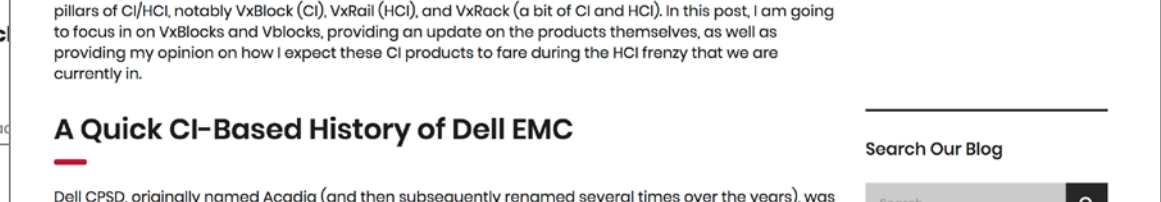
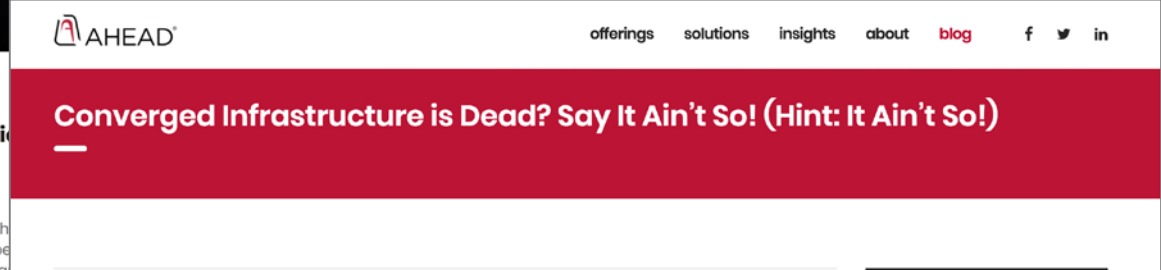
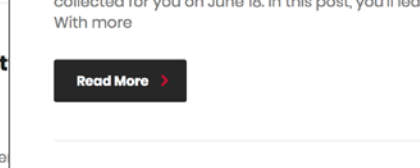
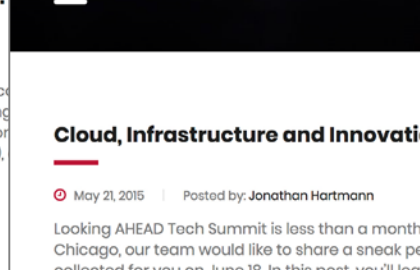
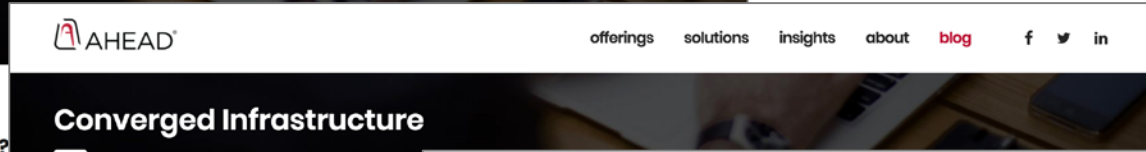
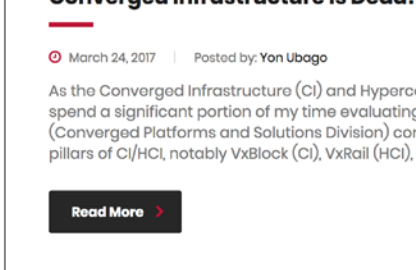
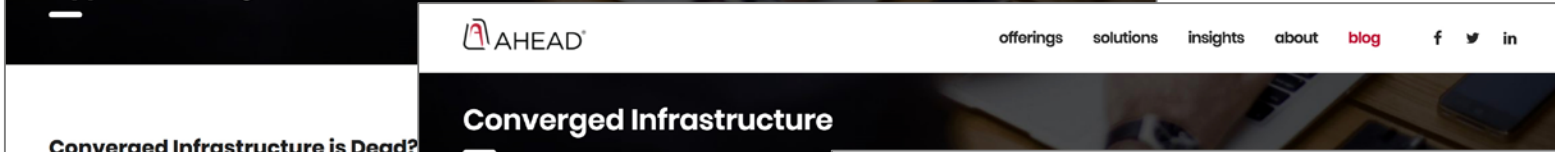
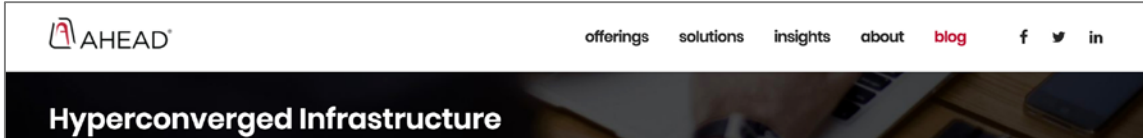
- **Use current persona work plus VOC confirmation**
- **Competitors – not much specific to CI/HCI**
- **Some ideas:**
 - Make it about them – we know your world...fire drills vs. methodical research and planning
 - Make it easy – CI isn't a simple, but it can be practical and incremental with the right 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



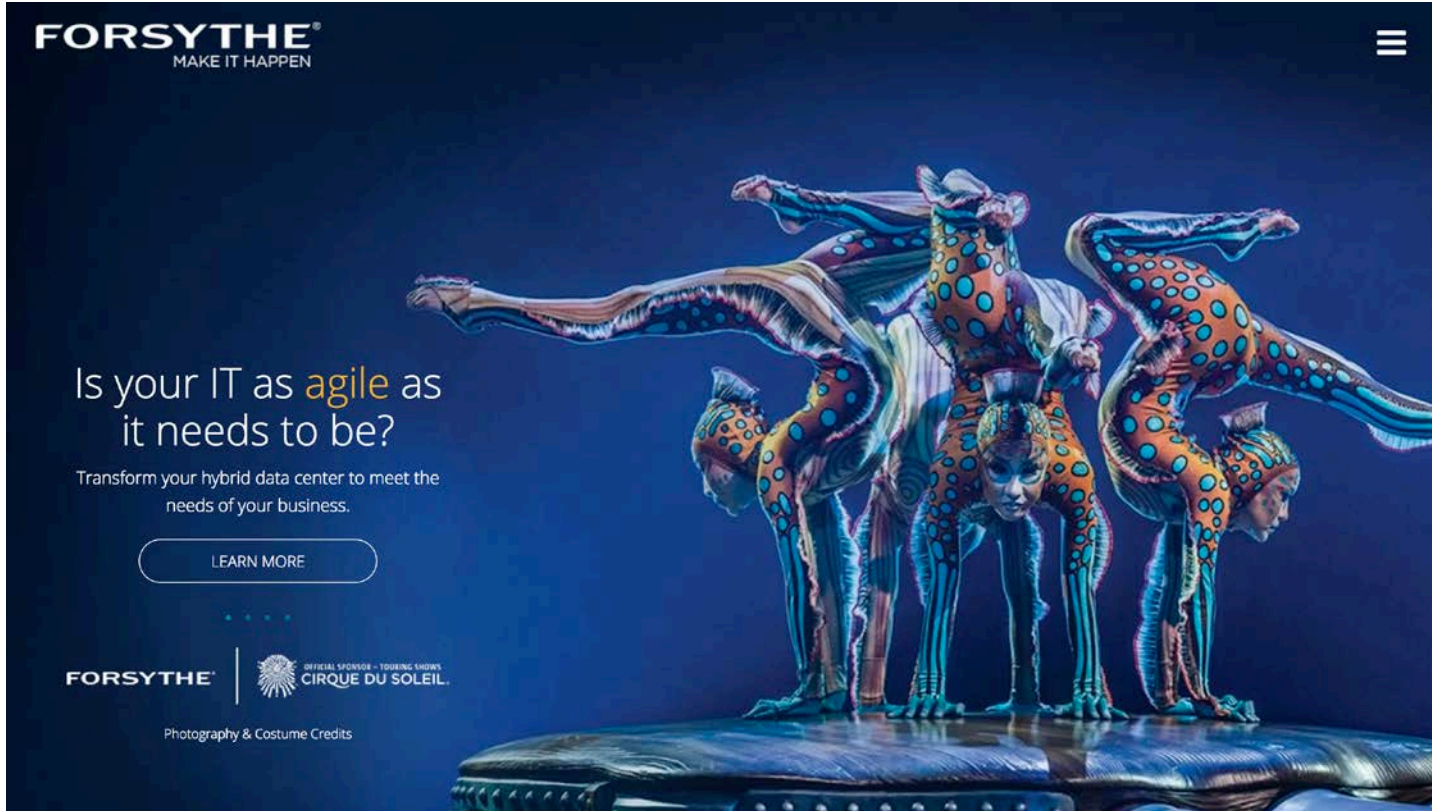
Ahead: Home Page



Ahead: CI & HCI References



Forsythe: Home Page

The image shows the Forsythe website home page. The background is a vibrant photograph of four performers from Cirque du Soleil in elaborate, colorful costumes with blue and orange polka dots, performing acrobatic stunts on a stage. The Forsythe logo is in the top left, and a hamburger menu icon is in the top right. The main text asks if IT is as agile as it needs to be, followed by a sub-headline about transforming hybrid data centers. A 'LEARN MORE' button is centered below the text. At the bottom left, there is a section for 'OFFICIAL SPONSOR - TOURING SHOWS CIRQUE DU SOLEIL' with a small sun logo and a link to 'Photography & Costume Credits'.

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 & SolutionsPartnersIdeasAboutCareersContact

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.

Storage Solutions

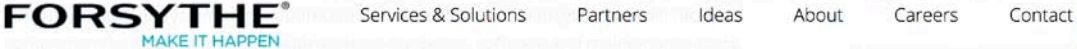
Plan, procure and build storage infrastructure. Determine your return on investment (ROI) for storage, including net total cost of ownership. Optimize your storage based on our proven methodology for storage optimization.

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.

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.




Forbes | 2017
AMERICA'S BEST
MANAGEMENT
CONSULTING FIRMS




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

[Watch Video](#)



7 Steps to a Successful Virtual Desktop Infrastructure Implementation

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A stylized logo consisting of a large, grey, blocky letter 'M' with a smaller, white, blocky letter 'x' nested inside it.

Presidio: Home Page



Presidio: Focused Page

PRESIDIO®
Future. Built.

Contact Us Locations Careers Client Login Search

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 enterprise environments. We offer professional

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

SafetyBlogCustomer SupportIntranet

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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](#).



DCS**NEXT**

ONTRACK

SURE**START**

PLANT
FLOOR

 Get live help now

MAVERICK “branded solutions”

The screenshot displays the top section of the Maverick Technologies website. The header features the company logo on the left, contact information in the center, and navigation links on the right. Below the header is a horizontal menu with various site sections. The main content area is a large banner for DCSNext, featuring a background image of an industrial facility. The banner includes the product name, a tagline, a descriptive sentence, and a call-to-action button. A vertical 'Live support' button is located on the left side of the banner.

MAVERICK
TECHNOLOGIES
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

DCSNEXT
Don't replicate. Innovate.

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

WATCH VIDEO


Live support



#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: **37** (out of 100)

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

vAuto
LIVE MARKET VIEW

PRODUCTS SOLVING CHALLENGES SUCCESS STORIES LEARNING CENTER

I'M NEW CAR I'M USED CAR

FRANCHISE FRANCHISE INDEPENDENT

vAuto
LIVE MARKET VIEW

PRODUCTS SOLVING CHALLENGES SUCCESS STORIES LEARNING CENTER

WHAT ARE YOUR BIGGEST INVENTORY CHALLENGES?

NO ONE'S BUYING MY INVENTORY

LET'S TALK STOCKING

THE INTERNET IS KILLING

CALCULATE WHAT YOU'RE LOSING ON YOUR LOT

PREV FRANCHISE USED > PRICING NEXT

HAS THIS EVER HAPPENED TO YOU?

It happens every Saturday.

Some customer has finally done enough research to show up on your lot.

NEED SOME HELP?

AVERAGE PROFIT MARGIN PER UNIT

UNITS SOLD PER MONTH

CALCULATE

DCS NEXT Campaign

DCSNEXT Don't replicate. Innovate.

INSIDE DCSNEXT™

Straight Talk on DCS Migration
A candid discussion with MAVERICK's industry leaders.

▶ WATCH NOW

Watch MAVERICK's migration webinar

Watch now

Click to chat live with an expert

DCS Gap Identification
Part 2 - Avoiding Migration Through Design and Migration Planning

First Name: _____ Last Name: _____
Email: _____

Download while paper now

DCS Top 10
We've compiled a mountain of research and identified The 10 Essential Elements of a Successful DCS Migration. Packed with critical information, it's just a click away.

First Name: _____ Last Name: _____
Email: _____

A DCS Migration Solution
MAVERICK Technologies has been helping manufacturers migrate to DCSNEXT. More than a DCS, it's the latest DCS technology in a new platform independence and proven.

Call us today
888.917.9100

Questions?
CS@mx.com

About Us
Leadership
Company
Mission
Partnership & Support
Product & Services
Contact Us

MAVERICK Technologies | CALL 888.917

DCS GAP IDENTIFICATION

"My name is Pat, and I have a DCS problem. I can't upgrade without a plan... and I can't find a plan that's proven to work."

Don't worry, Pat. We have the solution: **DCSNEXT™**

MAVERICK helps you upgrade with confidence—on time, on budget and in scope, maximizing uptime throughout the process.

Step out of the dark and leave the legacy behind. Call 877.913.6579 or visit DCSNEXT.com to learn how.

MAVERICK Technologies

"My name is Steve, and I have a DCS problem. I know we need to migrate. But we can't drain resources along the way."

Don't worry, Steve. We have the solution: **DCSNEXT™**

We'll partner with you to drive this project, to maximize risk and deliver visibility into real TCO of DCS migration.

Step out of the dark and leave the legacy behind. Call 888.275.9391 or visit DCSNEXT.com to learn how.

MAVERICK Technologies

DCSNEXT™
Don't replicate. Innovate.

Do you have a DCS problem?

We have the solution ▶

Tidal Wave of DCS Replacement On the Horizon

INTEGRATOR VIEW

MANY INDUSTRIES ARE FACING A "TIDAL WAVE" of distributed control system (DCS) replacement in the next five to 10 years. Manufacturers are either phasing out, or no longer supporting legacy DCS systems, and the cost of maintaining legacy systems is outpacing the cost of migration. (This column is based on a presentation the author gave at The Automation Conference, hosted by *Automation World* in May.)

A DCS migration yields a positive return on investment by increasing uptime, improving operator visibility, lowering maintenance costs and reducing product switchover time. Companies are looking for solutions that improve operation, don't break the bank, and can be sustained and improved for a generation.

Manufacturers attempting migrations have discovered that 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.

The piecemeal approach to retrofitting older systems is riddled with problems. Project paths are determined by input/output (I/O) tag counts. Current code is converted, for better or worse.

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

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/csadirectory

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.

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

Boston
Scientific



JOHN DEERE



ExxonMobil

ConocoPhillips



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?



The background features a series of overlapping, semi-transparent planes in various shades of red and maroon, creating a three-dimensional, architectural effect. The word "Estimate" is centered in a white, sans-serif font.

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