



Cloud
COMMUNITY

Cloud Community Virtual Meeting

May 20, 2016

Recording Here: <http://bit.ly/1TsgZGA>

CompTIA®

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<http://www.comptia.org/antitrust>

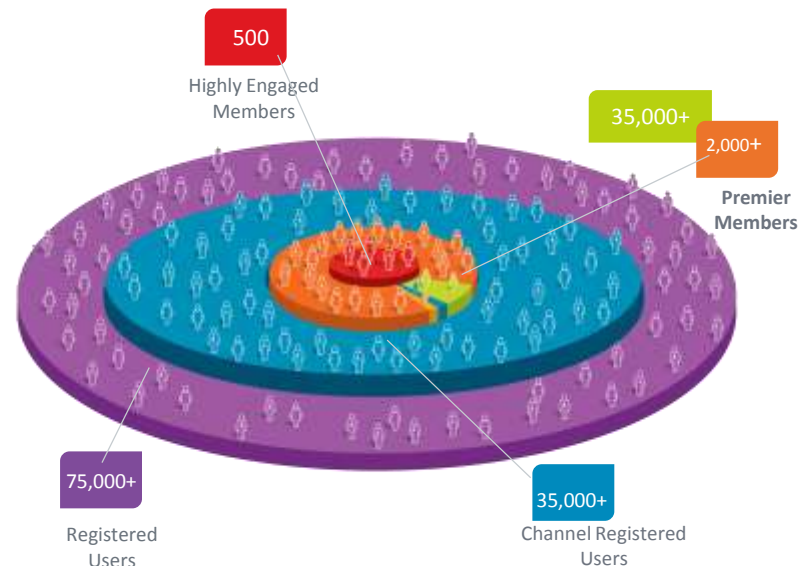
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Agenda

- CompTIA Information
 - CompTIA Premiere Membership
 - Standards
- Cloud Community Business
 - Joining the community
 - Cloud Community Resources
 - LinkedIn Group
- Building a Cloud Go-to-Market Plan
 - Jason Bystrak – Ingram Micro Cloud, CompTIA Cloud Executive Council Chair
- Wrap Up / Open Discussion

Who is CompTIA?

- Global, Not for Profit, IT Industry Trade Association
- World's largest provider of vendor-neutral IT certifications
- Headquartered in Chicago Area with Offices Worldwide
- Premier Member/Open Access Ecosystem
- Global membership from 90+ countries



#CompTIAc

Member Communities & Councils



Advancing Women in IT
COMMUNITY



ANZ Channel
COMMUNITY



Canadian IT Business
COMMUNITY



Cloud
COMMUNITY



Future Leaders
COMMUNITY



IT Security
COMMUNITY



IT Services & Support
COMMUNITY



Managed Print Services
COMMUNITY



Managed Services
COMMUNITY



UK Channel
COMMUNITY

CompTIA

VENDOR ADVISORY COUNCIL

CompTIA

TELECOM ADVISORY COUNCIL

CompTIA

PARTNER ADVISORY COUNCIL

CompTIA



Space Enterprise
COUNCIL

CompTIA



State & Local Govt and Education
COUNCIL

CompTIA



Human Services IT
ADVISORY GROUP

Industry
Initiatives

Research

Certifications
Credentials

Education

Training

Public
Policy

Philanthropy

Purpose of Communities

- Work together to improve ourselves, our businesses, and our industry

Benefit to You

- Networking
- Education
- Making a difference

Your Role

- Share your experiences
- Listen to what others have to say
- Contribute & get involved



Introducing CompTIA Channel Standards

The Definitive Best Business Practices Prescribed by Your Peers

- Industry guidelines for implementing IT processes and procedures
- Built by industry leaders, tech experts and CompTIA members
- Accepted and applied by service providers everywhere



Access and implement the IT Solution Provider Standard today at
comptia.org/standards

Not a Premier Member?

What Are You Waiting For?!

*Accelerate your business
and professional success*

Premier Member Benefits

Networking

- Complimentary Event Registrations
- Community Voting Rights

Leadership Opportunities

- Ability to Serve in Community Leadership Position

Industry Insight

- Research
- Training
- Education

Business Tools & Templates

- Contracts
- Finance
- Marketing
- Human Resources

Affinity Partners

- Geico
- Hertz
- FedEx

Certification Discounts

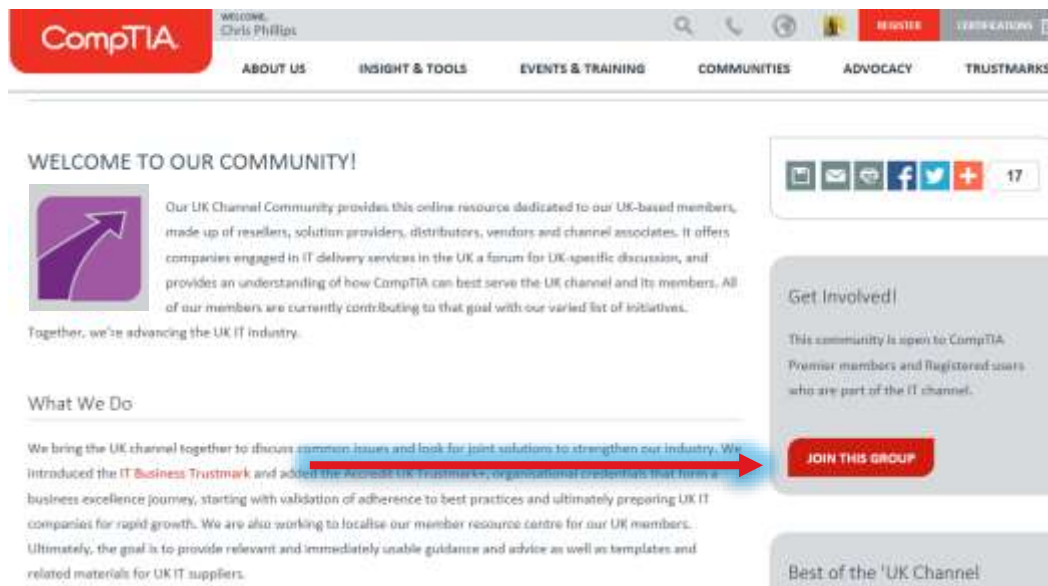
- 15%

CyberSecure

- 50 free seats
- 10% off additional seats

Joining The Community!

- Simple as “Join this group”



The screenshot shows the CompTIA website's 'Communities' section. The header includes the CompTIA logo, a user profile for Chris Phillips, and navigation links for ABOUT US, INSIGHT & TOOLS, EVENTS & TRAINING, COMMUNITIES, ADVOCACY, and TRUSTMARKS. The main content area is titled 'WELCOME TO OUR COMMUNITY!' and features a purple icon of an arrow pointing up and to the right. The text describes the UK Channel Community as an online resource for UK-based members, including resellers, solution providers, distributors, vendors, and channel associates. It offers a forum for UK-specific discussion and provides an understanding of how CompTIA can best serve the UK channel and its members. A red arrow points to a red button labeled 'JOIN THIS GROUP' in the 'Get Involved!' section. The 'Get Involved!' section also includes text stating that the community is open to CompTIA Premier members and Registered users who are part of the IT channel. Below this, there is a section titled 'Best of the UK Channel'.

CompTIA

WELCOME, Chris Phillips

ABOUT US INSIGHT & TOOLS EVENTS & TRAINING COMMUNITIES ADVOCACY TRUSTMARKS

WELCOME TO OUR COMMUNITY!

Our UK Channel Community provides this online resource dedicated to our UK-based members, made up of resellers, solution providers, distributors, vendors and channel associates. It offers companies engaged in IT delivery services in the UK a forum for UK-specific discussion, and provides an understanding of how CompTIA can best serve the UK channel and its members. All of our members are currently contributing to that goal with our varied list of initiatives.

Together, we're advancing the UK IT industry.

What We Do

We bring the UK channel together to discuss common issues and look for joint solutions to strengthen our industry. We introduced the IT Business Trustmark and added the UK Trustmark, organisational credentials that form a business excellence journey, starting with validation of adherence to best practices and ultimately preparing UK IT companies for rapid growth. We are also working to localise our member resource centre for our UK members. Ultimately, the goal is to provide relevant and immediately usable guidance and advice as well as templates and related materials for UK IT suppliers.

Get Involved!

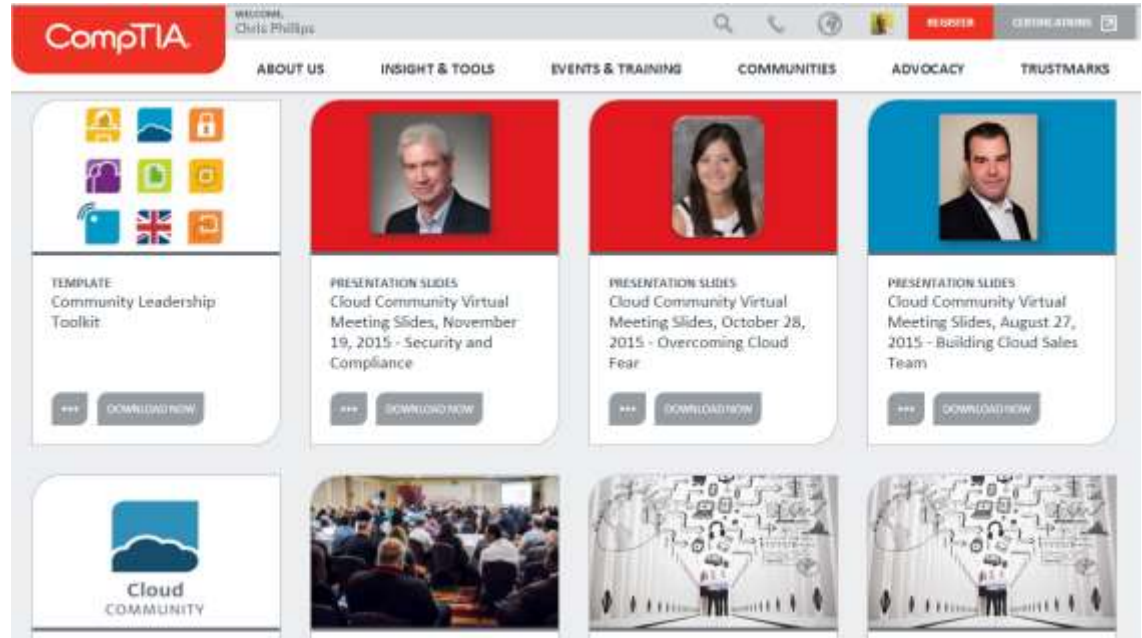
This community is open to CompTIA Premier members and Registered users who are part of the IT channel.

JOIN THIS GROUP

Best of the UK Channel

Cloud Community Resources

- Lots of great content
- Cloud Presentations
- Past Meetings



Don't Forget our LinkedIn Group!



CompTIA Cloud Community

<https://www.linkedin.com/groups/3709911>



8 Steps to Build Your Cloud Go to Market Plan

Jason Bystrak

Executive Director, Ingram Micro Cloud



Step 1: Build Your Solution

- ❑ Pre-build to optimize profitability and drive operational and support efficiency (avoid customization)
- ❑ Conduct market research and analyze customer demand
- ❑ Determine on premise conversion or organic solution focus
- ❑ Factor technical and sales skills required
- ❑ Start with an anchor vendor for core solution and bundle complementary vendors
- ❑ Integrate professional and managed services to add value and margin
- ❑ Consider branding with anchor vendor, but white labeling the bundle
- ❑ Size and package based on typical customers
- ❑ Bundle to drive differentiation and predictable profit
- ❑ Build for business outcomes and vertical or horizontal markets

Jason's Killer Cloud Bundle
Email
Security
Backup
File Sharing
Help Desk
Migration & Set Up

Step 2: Choose Vendor Partners

- ❑ Consider relationship and channel strategy
 - ❑ Understand partner programs and resources
 - ❑ Learn competitive landscape and positioning
 - ❑ Conduct financial and technical due diligence
 - ❑ Consider integrations and ecosystem partners
 - ❑ Validate operational requirements and automation
 - ❑ Review contract terms and SLA's
 - ❑ Know service delivery requirements and support resources
 - ❑ Understand cost basis and discounts
 - ❑ Choose based on ability to change vendors
 - ❑ Partner with an aggregator based on value and cost savings
-

Step 3: Develop Pricing Model

- ☐ Understand cost basis
 - ☐ Consider operational costs and automation benefits
 - ☐ Model for future scale
 - ☐ Utilize value-based pricing methodology
 - ☐ Research market price for anchor vendor
 - ☐ Factor expenses related to services delivery costs
 - ☐ Leverage volume discounts
 - ☐ Develop promotions and trials
 - ☐ Consider volume pricing tiers
-

Step 4: Establish KPI's as Lead Indicators

- ❑ Develop financial plan based on KPI's
- ❑ KPI's become lead indicators used to execute the plan
- ❑ Build model using KPI's as variables
- ❑ Focus on measurable and actionable KPI's
- ❑ Make sure they are reasonable and achievable...yet challenging!
- ❑ Use industry averages if you do not have historical reporting specific to your business
- ❑ Roll out tracking system and scorecard

KPI's
Leads per Month
Lead Conversion Rate
Win Rate
Wins
Average Deal Size
Calls per Lead
Calls per Opportunity
Cost per Lead
Cost per Associate
Attrition Rate

Step 5: Conduct Financial Planning & Analysis

- ☐ Review the financial output of the plan
 - ☐ Make sure it meets ROI expectations
 - ☐ Do not adjust results – adjust KPI's that create results
 - ☐ Review short term, long term, and trending
 - ☐ Understand cash flow impact
 - ☐ Plan for investments and funding sources
 - ☐ Conduct risk assessment and develop mitigation plan
 - ☐ Secure executive commitment based on financial plan
-

Financial Metrics
Bookings
Revenue
Gross Profit \$
Gross Profit %
Operating Expense
Operating Income \$
Operating Income %

Step 6: Build Operational Processes

- ❑ Determine customer contracting process (master services agreement)
 - ❑ Choose scalable automation platform
 - ❑ Understand A/P and A/R requirements
 - ❑ Implement service delivery tools
 - ❑ Develop reporting and financial tracking process
 - ❑ Outline customer onboarding and training process
 - ❑ Determine post-sale support process
 - ❑ Establish vendor management plan and resources
 - ❑ Design quality assurance process
-

Automation Platform Requirements
Purchasing
Provisioning
Subscription Management
Invoicing
Reporting

Step 7: Develop Marketing Strategy

- ❑ Understand monthly lead requirements in KPI plan
- ❑ Develop a master catalog of marketing activities to drive cloud leads
- ❑ Lead = good reason to engage a customer
- ❑ Estimate the number of leads and costs for each activity
- ❑ Align costs with expected cost in the KPI plan
- ❑ Plan monthly activities using master catalog and make sure it achieves target number of leads
- ❑ Target new buyers (line of business) with digital marketing
- ❑ Focus on market education / thought leadership
- ❑ Activities must be quantified and actionable
- ❑ Identify funding sources
- ❑ Track your leads as you execute, and adjust master catalog and monthly plan based on results

Marketing Activities
Webinars
Events
SEO
Social Media
Surveys
Education
Business Intelligence
Surveys
Email
Telemarketing

Step 8: Enable the Sales Team

- ☐ Adjust compensation and incentive plan
 - ☐ Establish goals tied to KPI's in plan
 - ☐ Align with marketing strategy
 - ☐ Provide training for overall cloud value and financial acumen
 - ☐ Conduct business outcome training to engage non-IT decision makers
 - ☐ Deliver solution and technical training
 - ☐ Communicate pipeline management and forecasting process
 - ☐ Outline pre-sales opportunity support process
 - ☐ Develop up-sell / cross-sell process
 - ☐ Design engagement process to drive consumption
 - ☐ Determine customer business review process
 - ☐ Develop customer experience and win back process
-

Cloud Financial Plan Spreadsheet

Cloud Financial Plan						
Note: Orange boxes are variables and can be changed. All other cells are formula-driven.						
Provider	Solution	Model	GP%	Per Unit		
				MSRP	Cost	GP\$
Vendor #1 Name	Service #1 (Email)	Per Seat MRR	10%	\$ 14.00	\$ 12.60	\$ 1.40
Vendor #2 Name	Service #2 (Security)	Per Seat MRR	35%	\$ 5.00	\$ 3.25	\$ 1.75
Vendor #3 Name	Service #3 (Backup)	Per Seat MRR	35%	\$ 12.00	\$ 7.80	\$ 4.20
Vendor #4 Name	Service #4 (Collaboration)	Per Seat MRR	35%	\$ 15.00	\$ 9.75	\$ 5.25
Vendor #5 Name	Service #5 (Help Desk)	Per Seat MRR	40%	\$ 20.00	\$ 12.00	\$ 8.00
Vendor #6 Name	Service #6 (Migration & Set Up)	Per Seat One Time	70%	\$ 125.00	\$ 37.50	\$ 87.50
Total			57%	\$ 191.00	\$ 82.90	\$ 108.10
KPI's						
Lead Convesion Rate		18%				
Win Rate		35%				
Cost per Marketing Lead		\$ 25				
Monthly Cost per Marketing Associate		\$ 6,250				
# Leads Supported		1200				
Monthly Cost per Sales Associate		\$ 6,250				
# Calls per Month per Sales Associate		1083				
# Calls per Lead		3				
# Calls per Opportunity		3				
Attritition Rate (Annual)		10%				

Download Spreadsheet Here

<https://www.comptia.org/communities/resources/cloud-financial-plan-spreadsheet>



Thank you!

Jason Bystrak

Jason.Bystrak@IngramMicro.com





Nominate a Young Leader

Now - June 13

Honorees to be recognized at
ChannelCon 2016

CompTIA.org/ChannelChangers





Premier Members
receive unlimited
complimentary
registration.

Registered Users
and Non CompTIA
Members pay just
\$350 and receive a
one-year
membership

(Vendors & Distributors apply fee towards
member dues)

What to Do Next..?

- Join us for our next community meeting:
 - July 21, 2016 - Tony Francisco, CEO of CloudPlus
- Ways to Get Involved:
 - Initiatives
 - Charity Selection
 - Meeting Planning



Make the most out of CompTIA membership! – June 16th at 10 AM CT

Wrap Up / Open Discussion

Thank you for attending!

Any questions? cphillips@comptia.org