PORTFOLIO ANTHONY V. VASCONI

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Client's Challenge (Situation and Measure)	Action	Result	What they said (Tie-In)
(Analysis) Client's Challenge. Provide a **GTM Strategy** into Latin America that specifically targets opportunities in Public-Sector markets. **Socrata**	**The Action.** Evaluate demand for a data-as-a-service data platform and cloud applications exclusively for government organizations in each Latin American country.	**The Result.** The strategic analysis provided business clarity and technical direction.	**What they said.** The framework that formed the basis for the client's field engagements translated into tangible opportunities that the sales closed as deals.
(BPR) Client's Challenge. Leverage existing and add **Partner Relationships** to drive demand, ROI, and will accelerate sales pipeline growth year over year. **Socrata**	**The Action.** Design an evaluation and assurance type work-steam for Partner relationships. Frame the process around industry best practices.	**The Result.** The five-step end to end business process assured partner deals, approvals, configuration proposals, and closure. KPI's and measures included.	**What they said.** Enabled Partners to extend the clients value proposition into addressable markets. Overall partner related subscription and value added professional services sales increased.
(SaaS) Client's Challenge. Fix our **Opportunity Lifecycle**. Performance of Opportunity Management is a top-rated pain point for sales teams. GTM business operations have difficulty managing how many deals are being closed, which accounts need the most attention, and navigating lead stages by our sales team is too complex. **Juniper Networks**	**The Action.** Install a Web-based interface, develop and enable a "new sell model" and simplify opportunity management.	**The Result.** SFDC modules were deployed. The infrastructure upgrade augmented the sales management processes that accurately monitored sales reps and encouraged behavior that drove sales.	**What they said.** Improved sales performance. Sales reps now have techniques that improve deal velocity. Products and services are better aligned with top-line priorities.
(MDM) Client's Challenge. Help **Renew** our **Contracts**. Weak message for Product and Service value proposition. Renewal performance is misinterpreted. Distracted Sales / Service Reps and untrained Sales Staff are assigned to renewal work. Contracts expire unattended. **Juniper Networks**	**The Action.** Muster Content Analytics Experts; precondition and correct master content. Dedicate a renewal selling team. Modernize business processes and operations.	**The Result.** Retooled business processes improved renewal performance and service effectiveness. Upgraded infrastructure Automated and batched process quotes identified expiring contracts. End Customer Accounts and content associated to other parties in the contract were corrected.	**What they said.** Drove revenue growth through better Service to Product SKU attach. Better Renewals engagement models improved renewal performance and customer retention increased. Professional Services margin levels greatly improved.
(BI) The Client's Challenge. Re-Engineer **Business Processes**. Complex and inefficient business reporting tools do not keep pace top-line growth., Finance, Manufacturing,	**The Action.** Optimize how analytics work is performed, simplify end2end business reporting. Connect business	**The Result**. Installed Cloud Based content visualization and analytical tools. This	**What they said.** Partnering with the Core BIZ Leadership Teams and IT developed superior general purpose and functional specific

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Service, and Customer Management business operations are impacted. **Juniper Networks**	subjects to one reporting platform.	transformed reporting efficiencies across businesses. Over 3k users were empowered with skills to leverage content that accelerated better decision making and reduced cycle times.	reports. The innovative approach to training by conducting small group advanced BI sessions made for a faster roll-out. The BI package with key information such as user guides, content dictionary, and how to's was robust and useful. Significantly improved experiences were reported by customers and partners.
(BPR) The Client's Challenge. Business has outgrown current solution. Re-Engineer **Business Processes**. Current business architecture handles only short-term needs. Sub-optimal business processes prevent top line growth over the long term. Inflexible business systems slow transactions and undermine productivity. Customers complain about difficulties in conducting business. **Juniper Networks**	**The Action.** Develop blue prints for Business Processes, consolidate existing business applications to one enterprise based solution.	**The Result.** Retooled cross functional processes improved business operations. New Enterprise wide applications and BI tools improved content transparencies. Leadership made timely and informed decisions.	**What they said.** IT costs improved and revenue growth accelerated in new markets. Better Professional Service was provided and the overall customer experience improved.
(BPR) The Client's Challenge. Re-Engineer **Business Processes**. Front end business operations do not keep pace with sales demands. Manufacturing teams cannot reliably promise product delivery. Customers complain about poor business experiences. **CIPRICO**	**The Action.** Based on business process blue prints, install CRM tools, enable users with the skills and capabilities to transact and manage business.	**The Result.** Practices and business tools were put in use. Systems and content helped manage and analyze customer interactions throughout the customer lifecycle.	**What they said.** Customers commented about how business is easier to transact. Improved processes and tools provide accurate account management. Better sales metrics, predictable forecasting through Opportunity Lifecycle, and Quote Management directly improved revenue achievement.
(BPR) The Client's Challenge. Re-Engineer **Business Processes**. Sales have difficulty managing how many deals are being closed, which accounts need the most attention, and lead stages are too complex Manufacturing teams cannot reliably promise product delivery. **OMNEON Networks**	**The Action.** Based on business process blue prints, install CRM tools (MSDynamics), enable users with the skills and capabilities to transact and manage business.	**The Result.** Practices and business tools were put in use. Systems and content helped manage and analyze customer interactions throughout the customer lifecycle.	**What they said.** Improved processes and tools provide accurate account management. Better sales metrics, predictable forecasting through Opportunity Lifecycle

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(BPR) The Client's Challenge. Re-Engineer **Business Processes**. Because we acquired four major telecommunications carriers, business operations need an integrated process and enterprise. **NEXTEL NEXTEL Communications**	**The Action.** Based on business process blueprints, install CRM tools.	**The Result.** Installed customer management system, order entry, fulfillment processes, and call centers.	**What they said.** Revenue achievement improved with better sales metrics. After four quarters, the newly minted fulfillment system subscribed one million users.
(BPR) The Client's Challenge. ISO Recertification. The ISO de certification reduces run rate business, hinders ISO portfolio growth, and undermines the value proposition in the market. **CIPRICO**	**The Action.** Re-Tool quality management system. Achieve acceptable audit resulting in re-certification of ISO. Roll-out best practices that improve fulfillment to delivery and quality issue to resolution business processes.	**The Result.** Delivered ISO conforming cross functional business processes and achieved ISO certificate. Optimized operations for improved cost effectiveness.	**What they said.** New ISO certificate restored confidence in the Marketplace. Improved quality enhanced customer satisfaction. Increased productivity and regained competitive advantage.
(BI) The Client's Challenge. Improve **Business Analytics.** The business reports portfolio is obsolete. Insight for Sales and Service practitioners is opaque. Unable to measure performance for Key business subjects like, Sale Achievement, Order Management, and Service Requests. **Juniper Networks**	**The Action.** Enrich customer information, assure high quality transaction content, and use standardized KPI's and measures and design state-of-the-art visualizations.	**The Result.** Retrofitted / Redesigned / Rebuilt reporting library using Cloud based technology. Content integrity, Dashboards, and Analytical Reports were among the 275 solution improvements.	**What they said.** New reporting solutions are monitoring the state of operations, providing actionable content, investigating trends and outliers. Transaction velocity accelerated, practitioners are commenting that they get high value insights for the new solutions
(NPI HW and SW) The Client's Challenge. Implement **Technology Solution.** Engineer better cost performance, reduce the cost of computer connectivity to the internet. **PCTEL PCTEL Inc.**	**The Action.** Address the modem technology segment using an inexpensive soft modem solution.	**The Result.** OEM and Contracted Manufacturers adopted new soft modem chipset reference designs. Install base grew to over 125m. 1 in 4 modems with laptops featured this design.	**What they said.** Using the PC's existing processor and memory, in 1997 a 56kbps modem sold for $250, the new soft modem sold for $27 - an order of magnitude decrease. By 2003, that same modem sold to a Tier1 OEM for $2.35 and to the Taiwanese mother board manufacturers for $1.85.
(NPI HW and SW) The Client's Challenge. Implement Technology Solution. Address a new RAID ARRAY technology segment with a solution that is price and margin competitive and that will offset negative growth of existing products.	**The Action.** Realize subsystems and chassis reference designs, develop manufacturability and designs supporting business operations and tier one contract manufacturers (CM's) channels for copy and distribution.	**The Result.** Tier1 CM adopted the reference designs using highly competitive approaches. Pilot runs were delivered that handed off the	**What they said. Sales and** Marketing teams are selling viable and proven platform to customers.

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CIPRICO		solution to phase one production.	
(HW) The Client's Challenge. Implement Technology Solution. Enter the emerging mobile device market. Define a competitive Personal Digital Assistant device. **PALM Computing**	**The Action.** Define the market landscape, develop viable market requirements. As a proof of concept, build a reference design.	**The Result.** Manufacturing partner delivered first engineering articles.	**What they said.** Manufacturing partner adopted the reference design for production. Efforts materially improved Corporate Strategy, Development, and Advanced Technology Alliances.
InvenSense	**IDEO**	**Este Lauder**	**Avnera**
Socrata	**Itron**		