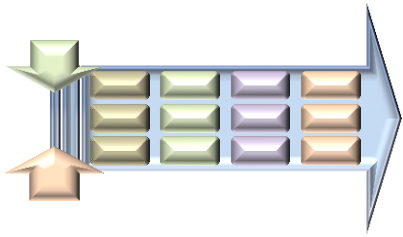


DEAL



Technology Proposition
Modelling Methods for
Managed Service Providers

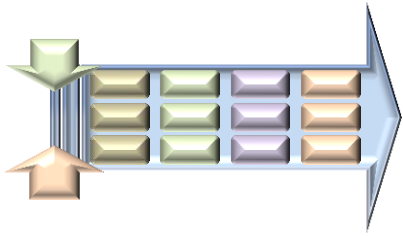


DEAL OVERVIEW

Supporting top-down, bottom-up or hybrid approach as best suited to requirements, the Beyond Solutions **DEAL** Proposition Methods allow modelling of bespoke propositions for technology, software and services organisations.

| | | | |
|---------------------------------------|---------------------------------|---|---|
| <p>Define • conceptual</p> | <p>Objectives and targets</p> | <p>Priorities of the business</p> | <p>What is available to reach the targets</p> |
| <p>Elaborate • generic</p> | <p>Evaluate initial results</p> | <p>Elaborate as propositions</p> | <p>Determine targets and ‘first focus’</p> |
| <p>Apply • specific</p> | <p>Refine proposition(s)</p> | <p>Package proposition(s)</p> | <p>Sell propositions</p> |
| <p>Leverage • Improve</p> | <p>Review results</p> | <p>Extend successes and adjust for misses</p> | <p>Continue to define, refine and create market successes</p> |

DEAL provides a flexible, real-world approach tailored to deliver to individual requirements and designed to exploit the unique, specific and extensive knowledge of internal resources regarding successes, failures, strengths and weaknesses



DEAL OUTPUTS

Propositions and frameworks selected, modelled and built collaboratively with internal stakeholders, partners and customers as appropriate, which are

- Matched to a specific requirement
- Generic, based on your capabilities and competencies
- Targeted to Account or Sector
- Proposition and Solutions Catalogues
- Internal Capabilities Catalogue
- Lifecycle Replacement

Intelligence as input to:

- Prospect / Opportunity qualification
- Requirements clarity: business; technical; delivery
- Account and Sector development planning
- Product, technology and market roadmap
- Competitor position and comparison

DEAL OVERVIEW

