

DXTL Marketing Programs

Digital Transformation in the enterprise has created a great opportunity for Technology Service Providers but, along with that opportunity, a new set of challenges that they are not structured to be able to solve.

- Buying behaviors are in flux and reject “sales engagement” until much later in the buyer journey
- B2B Marketing efforts are competing for attention with a wider array of sources and channels and yet there is an increasing need to establish trust and communicate a more nuanced value proposition
- The cost of having all the systems and expertise in place to address these needs do not fit within budgets of any Technology Service Provider with less than \$150MM in annual sales.

Technology and technology service buyers are tasked with finding solutions to an expanding and changing set of problems but their trust of sales people has never been lower. With the broad reach of the internet, buyers feel like they should be able to arm themselves with sufficient understanding of their options and the value propositions of those options before they engage someone who will be trying to convince them of something.

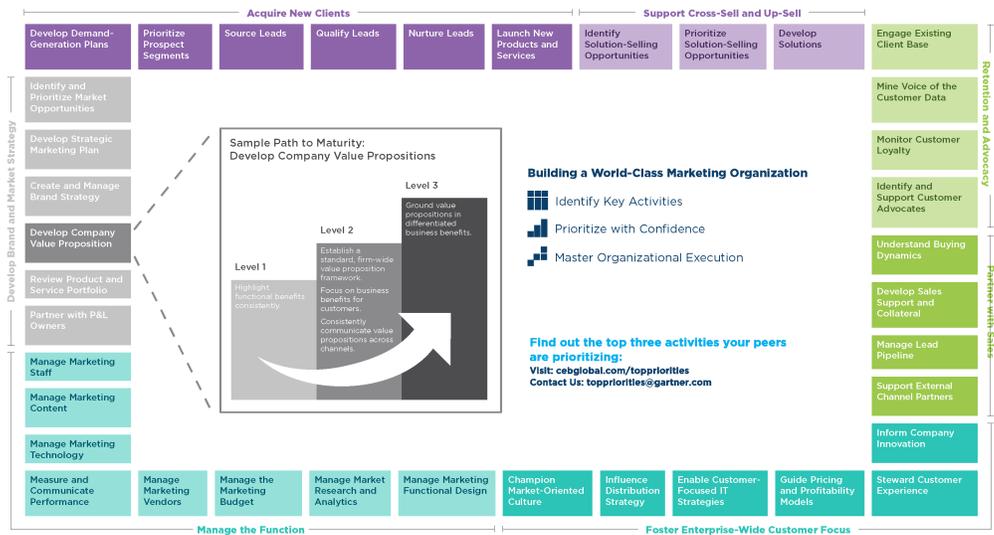
But both the technologies and the offering models are changing faster than the enterprise can understand them. Sales cycles for cloud, IoT, Mobile and other new digitization technologies has been met with apprehension and even suspicion by technology consuming organizations. The models in as-a-Service, managed services, and agile procurement have left the entire purchasing chain uncomfortable due to a lack of experience. Ironically, these are the very tools that would provide the most value and support for accelerating their journey to digital transformation.

Marketing has had to evolve substantially over the past 5 years. Marketing has been tasked with building trust and providing a path for the buyer well into the territory previously handled by sales. Sales isn't trusted unless Marketing has built a foundation of trust and value through the prospect organization.

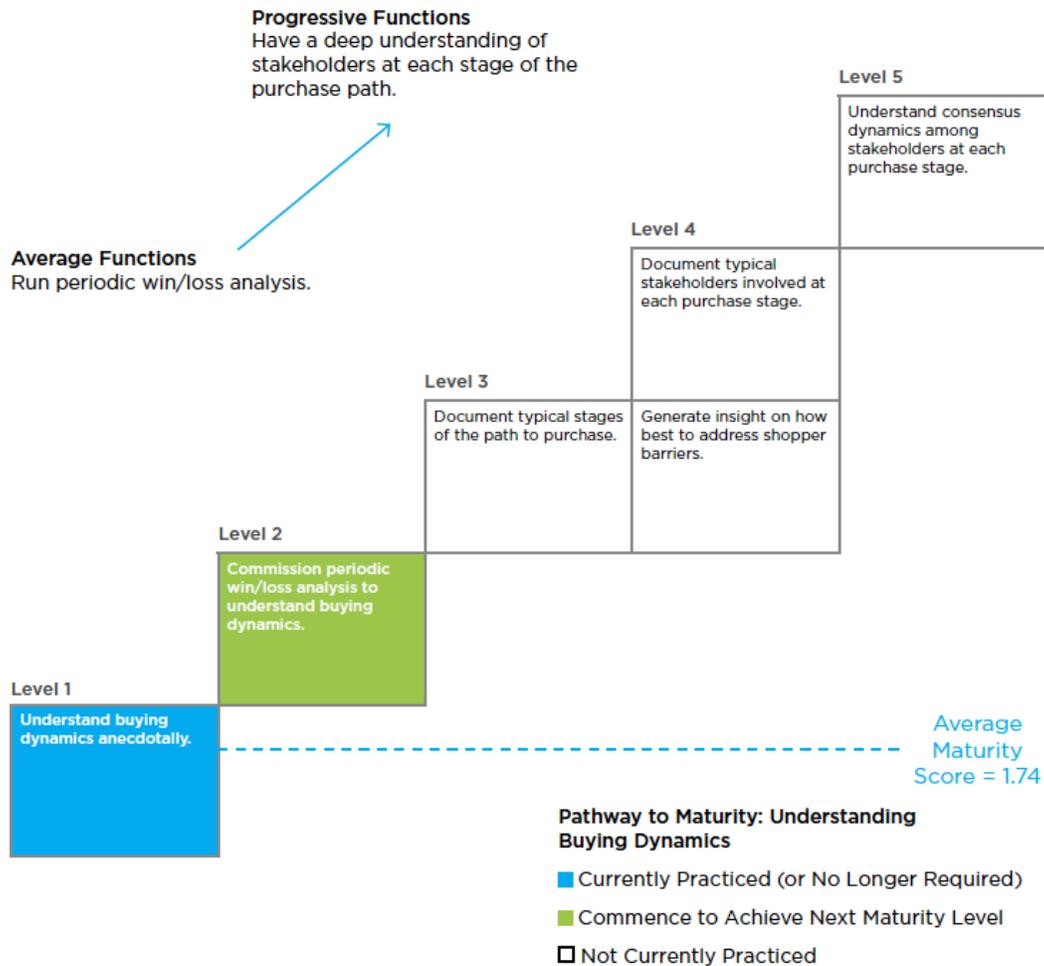
37 Key B2B Marketing Activities



Marketing leaders are searching for ways to improve their department, but competing priorities leave them wondering where to focus attention, time, and money. With the right plan, you can focus on innovating and maturing your function.



The basic economics of running a technology service providing organization have not changed, however. Gartner's CEB outlines 37 Key B2B Marketing Activities that need to be addressed for service providers to be successful. It would take a significantly large marketing organization to give anything more than cursory attention to all 37 of these marketing activities. An worse, the range of talents, skills, and experiences to execute them well would involve having



THE CEB MARKETING MATURITY MODEL REFLECTS THE CHALLENGE THAT MOST ORGANIZATIONS FACE IN DEVELOPING THE NEEDED INSIGHT INTO SUPPORTING THE BUYING DYNAMICS OF THE PROSPECT ORGANIZATIONS SUFFICIENTLY TO SUPPORT THE BUYER JOURNEY

DXTL leverages the fact that all technology service providers share these problems and provide as-a-Service products for marketing and practice development. DXTL solutions provide models and frameworks that can be shared across dozens of organizations that operate in the same eco-system but compete more with fear, uncertainty and doubt than with each other. This allows each DXTL client organization to operate with a marketing function that has the maturity, dexterity, and capabilities of a much larger organization.

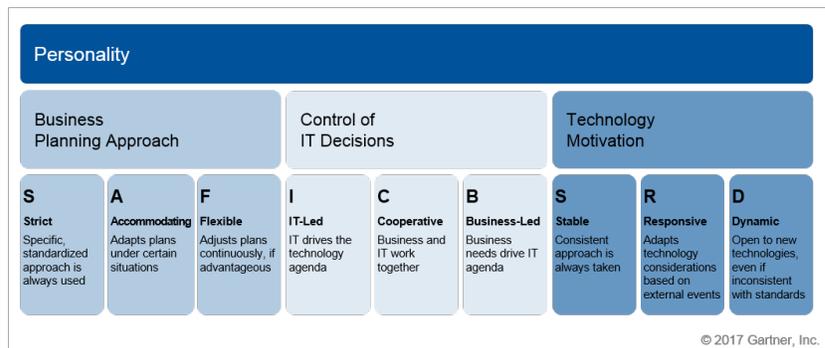
The DXTL Model

All DXTL activities are designed to provide efficient, optimized value to our client partners while also fulfilling the needs of OEM technologies vendors and the DXTL Community members that are future prospects and customers. DXTL provides rich engagement opportunities for all the stakeholders that can be leveraged to deliver value to all simultaneously.

- Members benefit from learning about technologies and services in a non-sales environment and gain confidence in consuming those technologies and services from their peers and their experiences.
- OEM Technology Vendors gain better insight into their partner sales cycles through reporting that doesn't just provide leads and opportunities, but deeper insights into sales readiness and market frictions.
- Most importantly, Technology Service Providers, as DXTL customers, can take part in the activities, consume the content, and provide insights into their needs, challenges, and the paths required to successfully provide them a solution.

A Research-based model

All content and interactions are designed around current research on engagement, customer journeys, and psycho-metric modeling in B2B sales and marketing. For technology service providers, there is no real way to have a independent data and analysis on customer buying patterns. All of the data sets are too small to be reliable, let alone predictive. DXTL uses metrics and models aggregated from a broad set of B2B research to design content, sequence that content, and then place the results in the broadest possible context. All DXTL activities and content are designed with interest tracks, customer journeys, stakeholder personas, and psychographic purchasing models considered and included as part of the meta data.



OF THE 27 POSSIBLE COMBINATIONS OF THESE 9 BUYING CYCLE ELEMENTS, ONLY 7 OCCUR REGULARLY AND ONLY 3 MAKE UP 65% OF THE B2B MARKET.

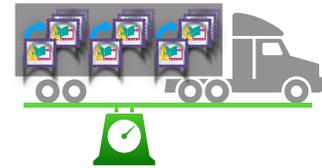
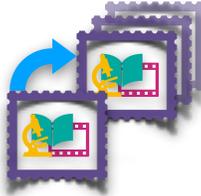
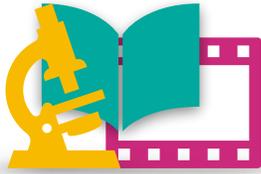
An Outcome-based model

All the portions of DXTL Marketing Programs connect together to lead prospects through a buying journey but also to ensure that we have collected sufficient information about the organization and touched enough stakeholders, that a successful sales program can be executed. Success isn't just someone who wants to but but also an understanding of how to sell it to them.

DXTL programs are also designed to have recursive elements, things that are repeated, like a computer program, following a "do this until" model instead of a "do this then measure" model.

DXTL Engagement Types

The DXTL Marketing Programs are designed to provide both short and long-term impact, leaving behind assets and methods after an engagement that can be applied on an on-going basis. The tiers of service are designed to be layered and align to the tiers of employees that they can be used to enhance or stand in for. Marketing & Metrics is the executive tier service. Context & Sequence is a senior management level service and Content is the thread that runs through all the activities.

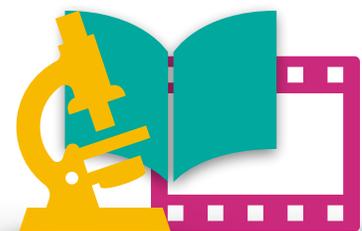


Content	Context & Sequence	Metrics & Management
Content for Engagement	A Plan for Engagement	Business Alignment for Engagement
Includes Meta Content to aid in Interpretation of outcomes	Includes campaign framework for on-going sales and marketing success	Includes business strategy framework for on-going business success
Fees for product or package	Quarterly commitment and monthly fees	Six month commitment and monthly fees
Great for organizations with a successful sales and marketing engine	Great for organizations seeking to establish a new sales and marketing engine	Great for new or revived business initiatives, like new verticals or market selection, requiring part-time sales and marketing leadership

Content

If you have a working marketing and sales engine, then all you need is the *Content Service*.

The inputs to the process for content development are a set of technologies and services that you would like to present to the community and gather feedback on and the format you would like to use to engage. You get a package of content and descriptions of that content that you can plug into your sales and marketing engagement engine. Content projects can include any of the following activities and deliverables:



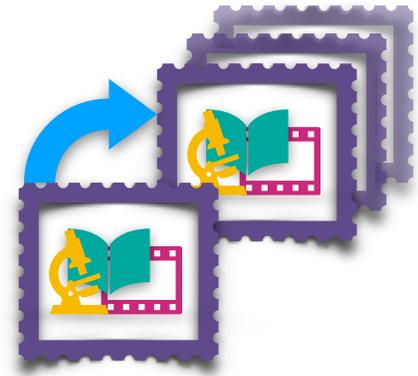
- Webinars
- White papers
- Research projects
- Infographics
- Customer “innovation days”
- Videos and Animations
- Podcasts

Context & Sequence

If you need help achieving specific goals within your sales & marketing engine, the *Context & Sequence Service* is designed to address your needs. The inputs to the process are a campaign goal and a budget. A package of Content and activities will be sequenced, designed to deliver specific outcomes with time and budget being the primary variables. DXTL content and other content sources can be included in the design.

All communications and interactions with DXTL members and partner customers are included in the design, including versions of sales letters, call scripts and marketing outreach for each of the applicable DXTL content tracks and personas.

The output is a project plan that is executed around the sequenced content and communications and, by default, is intended to be executed over 90 days, adjusted and repeated.



When is this the right choice?

The *Context & Sequence Service* can be applied to wide range of business circumstances including:

- Adding new customers to your pipeline
- Addressing specific MDF-funded OEM requirements
- Launching a new product
- Expanding revenue within a segment of customers or accounts

The *Context & Sequence Service* can be designed around either of two frameworks. To be effective, it is important to apply some constraints to the scope of the project and to outline specific, documentable goals.

- **Account-Focused:** The Account-Focused campaign design is intended to make a determination as to what the size and timeline of opportunity looks like inside a defined set of accounts. This focus can be useful for expanding within current clients, expanding into a new geography, or focusing on an industry vertical. The Technology Service Provider selects 50 to 100 accounts that will be the focus of a campaign over a quarter. During that time multiple tactics are employed to engage multiple stakeholders in the selected accounts. By the end of the quarter, a metrics-driven improvement in the quality and quantity of information about those account will made, including an understanding of which accounts deserve sales attention, which are not yet ready for a sales cycle, and which are unlikely to become a customer in the near term. Other accounts will be engaged in the associated activities and outreach and may emerge as better candidates than the originally selected group.
 - Improvements to targeting criteria
 - Advancement of sales cycles within targeted accounts
 - Feedback on the fit and readiness of focus group

- Pipeline-Focused:** The Pipeline-Focused campaign design is intended to achieve line-of-sight visibility to a sales pipeline for a specific set of products or services. This focus can be useful as part of a new or strategic vendor relationship, new product launches, new product testing or in restarting stalled sales efforts. The Technology Service Provider identifies the specific scope of the outcome desired - the more specific the focus, the more likely financial results can be achieved in the near term. From this scope, a plan is designed as well as a method for measuring progress on the plan and feedback mechanisms are implemented to provide input to revision. By the end of the engagement, the client organization has a sales and marketing engine that is predictive of pipeline and that throws-off the insight needed for continuous improvement - both for this offering and for others if it is applied there as well.

	Level 1: Functional	Level 2: Enabling	Level 3: Contributing	Level 4: Differentiating	Level 5: Transformational
Security & Privacy	Perimeter	Content Management	Threat Detection	Predictive Analysis	AI-based Responsive Security
Cost & Budget	Budgets	TEM	Benefits-based budgeting	Mode 2 Vendor Management	XaaS & Agile Budgeting
Use Cases	App Dev	Central Resources, User Stories	App Factory	Shared priorities, Bots	IoT/API/AI
Governance	Silos	Cross-functional PM	COE-style Oversight	Multi-modal Management	Agile Management

CONTENT DECISIONS, RESEARCH AND DIRECTED COMMENTARY ARE ALL CRAFTED TO HELP MEMBERS AND PARTNERS CATEGORIZE COMPANIES BY MATURITY AND PURCHASING MODELS AND USERS BY THEIR INTERESTS AND INFLUENCE.

Deliverables in Context and Sequence Service

In short, the outcome of this project is the design of a repeatable campaign framework and oversight for its execution for a period of time. That oversight can be extended indefinitely.

- Content and activity outline and calendar that utilizes current research and psychographic profiles of purchasing cycles to establish a path through the content and interactions. The standard quarterly plan will be revised during the engagement and as a final deliverable with the intent that this be a living, repeatable set of project management assets that gain value even after the end of the DXTL engagement.
- DXTL Campaign Plan documentation that includes the Metrics Audit and narrative justifications for decisions and areas where decisions have been made based on reasonable assumptions (aka *Testable Theories*)
- The DXTL Targeting Tool which scores both data completeness and fit for a given product or service offering to help rank accounts and prioritize engagement efforts.
- Weekly engagement with key stakeholders including:
 - Marketing team
 - Sales team

3. Product management
4. Vendors sponsors (as applicable)
5. Weekly project management and oversight of tasks assigned to stakeholder groups that are part of the plan that could include:
 1. Content Development
 2. Content deployment and marketing plan execution
 3. Inside Sales outreach projects
 4. Sales outreach projects
6. End User direct engagement through multiple channels, including, but not limited to:
 1. Email
 2. Social outreach
 3. Phone campaigns
 4. Surveys
7. Centralized dashboard and planning tool for all metrics that brings together information from all marketing and sales systems to give a clearer view of data completeness and account understanding both during the engagement and afterward.
8. CRM or marketing automation data gathering specifications to enable dashboard creation
9. Final report from the the engagement outlining outcomes

The *Context & Sequence Service* does **not** include Content, graphic design, or other assets that are delivered as part of the *Content Service*, but Content Services will be recommended as part of the process. Creative around outreach is included in the *Context & Sequence Service*.

Metrics & Management

The *Metrics & Management Service* provides a holistic approach to the development of a sales and marketing engine. For organizations that need to operationalize the connectivity between their sales and marketing engine and the rest of their business goals, the Metrics & Management package provides the portions of a CMO and a CRO dedicated to establishing the methods of measuring the effectiveness of campaigns and the oversight for those campaigns, including data gathering and engagement with all the customer-facing portions of the organization.



When is this the right choice?

The *Metrics & Management Service* can be the right fit for organizations where scale and focus prohibit having a more senior individual designing and overseeing programs that serve all the organization's business goals on a full time basis, including, but not limited to:

- New organizations or divisions
- Small Organizations
- Organizations in leadership transition

Deliverables

Due to the nature of the Metrics & Management Service, Deliverables are more likely to be highly customized to serve the specific business purposes at hand, however, certain tools and design documents are always included.

- Reverse Income Statement: This document is designed to mathematically align sales and marketing activities, plans, and outcomes to achieve specific business goals and can accommodate complex formulae like predicted valuations.
- Cost Benefit Budgeting Formula: This tool connects the cost elements of a sales and marketing plan to the required impact on outcomes to assist in investment decision making.

Service Bundles

The DXTL Marketing Services are designed as extensible building blocks, allowing common methods and tools to be combined in unique ways to address unique or changing circumstances.

If all three services were engaged, an organization would have one (1) *Metrics & Management Service* that oversees one or more (1+) *Context & Sequence Service(s)*, each involving multiple content pieces, some of them being produced as part of the *Content Service*.

Delivery Process

Regardless of the package of services, every DXTL engagement follows a familiar structure.

Discovery Meetings

It takes approximately 90 minutes to complete the initial discovery interview that covers outlining products, customers, and overall goals.

Depending on the intended scope, there may also be a series of 30-Minute meetings with stakeholder groups to complete the initial plan and proposal.

Proposal

The proposal outlines the services and approach in further detail, including requirements for both the Technology Service Provider and DXTL during the engagement. It will also outline the basic metrics for success that we propose that the engagement operate under and the methods of measurement and documentation.

Contract & First Invoice

While significant effort goes into proposing a project or service, no deliverable work begins until a contract is signed and a first invoice is accepted.

Delivery

The delivery process for each service is described above, in general, and will be presented in detail in a specific proposal, including the metrics that would be used to determine if the delivery process needed to be revised.

Approval & Final Invoice

After the audience-facing delivery is completed, a report, including a capturing of both external and internal Plus/Delta

Pricing Format

Content

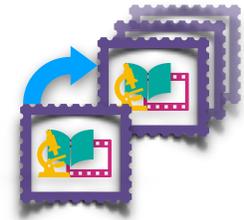
Content Services are priced by the project with Travel & Expenses included. Multiple projects associated with travel can be discounted if contracted together. Invoicing is split into two payments, 50% at time a contract or statement of work is signed and 50% upon completion and acceptance. All payments must be completed within 30 days of deployment of content or completion of an event.



Context & Sequence

The *Context & Sequence Service* is intended to be contracted by 90-day periods, though longer lengths can be accommodated. Invoicing is divided into four equal payments for a 90-day period, as follows:

1. 25% at the time of contract signature
2. 25% at the end of the first 30 days
3. 25% at the end of the second 30 days
4. 25% upon completion and acceptance.



For longer engagements, an invoice will be presented monthly for an amount stipulated in the contract or addendum. Run-state oversight is typically 30% to 60% less than an initial engagement.

Metrics & Management

The *Metrics & Management Service* is intended to be contracted for a minimum of 6 months, though it is designed to accommodate on-going engagements. Initial design and planning work is often extensive; followed by run state periods with regular revisions. Initial fees are averaged over the contract period to better align costs with outcomes.

