



Sales Enablement Playbook

Average cost of telecom bills per month by industry:

- Finance and insurance industry averaged **\$1,800/month**
- Manufacturing, wholesaling and transportation industries averaged **\$700 to \$800/month**
- Retail businesses averaged **\$380/month**
- Farming and agriculture averaged **\$200/month**
- Companies are overpaying by **30% or more**

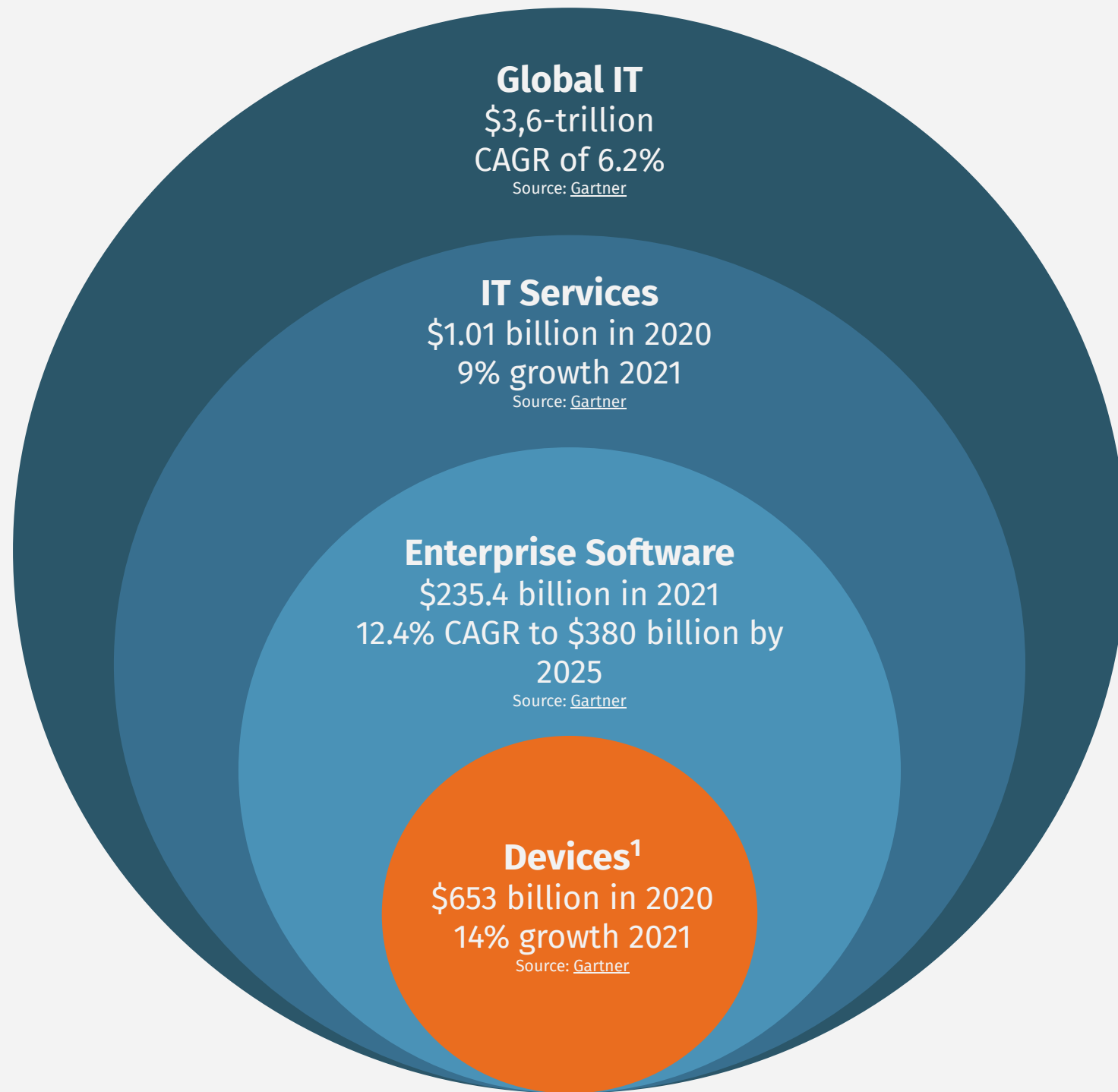
By focusing on the industries like finance and insurance, where businesses are experiencing a high amount of telecom bills per month, they may find faster traction with leads.



Market Opportunity



Total Addressable Market



Global IT is the technical skills, process rigor, tools, methodologies, overall structure and strategies for seamlessly delivering IT-enabled services (IT or business process services) from global locations. Global delivery locations are broadly categorized as being inclusive of four options: onsite, onshore, nearshore and offshore.

IT services refers to the day-to-day management responsibility for a customer's network environment (including LAN hardware and software, WAN — voice and data — and voice network hardware and software) and, in some cases, the ownership of the technology or personnel assets, to an outside vendor.

Enterprise Software is solutions designed to integrate multiple facets of a company's business through the interchange of information from various business process areas and related databases.

Devices refers to Desk-Based, Notebooks, Mobile Phones, Mobile OS

Ideal Customer Profile



These Are The Layers of Your Filters

01

Company Size

Minimum 200-250
(500-10,000 sweet spot)

02

Company Location(s)

Minimum 3 locations
(Usually ≥ 5)

03

Spend Level

\$50K-\$500K/month

04

Personas

Director/VP of IT
VP of Finance/CFO

05

Intent

Technology adoption
Business outcome



Buyer Personas



Robert

CIO

Priorities:

1. Decides the IT growth path for the organization
2. Align business needs (C levels) with IT investments
3. Achieve tangible outcomes within X time-frame & against budget
4. Usher large scale transformations to stay competitive

Responsible for:

- Engage with LOB to understand business goals, and advise LOB on what big tech transformations will drive
- Make the business case to usher new architectural changes - either for efficiency, cost or competitive reasons
- Understand security implications of big transformations, and how to resolve them
- Battle with CFO to show financial metrics on past projects, and request budgets for new ones
- Report to CEO or CFO

Pains:

- No visibility to contractual terms, vendor stack, costs
- Breaches and IT interruptions lead to embarrassing justifications
- Explaining why IT is behind other companies on cloud, UCaaS, SASE etc.
- Unable to know why Current transformation projects are mired in delays
- Complex operations drain the IT budgets
- Unable to get trusted opinions on strategic directions

Buying Role:

Decision-maker

Robert (CIO)

Position on Org Chart	Job Role	Common Titles	Buyer Role Type	Buying Center
<pre> graph TD CEO[CEO] --- CFO[CFO] CEO --- CIO[CIO] CIO --- Box1[] CIO --- Box2[] Box2 --- ITHead[IT Head] </pre>	<p>Robert's team is responsible for:</p> <ul style="list-style-type: none"> • Providing the business with the technology tools it needs to succeed • Ensuring sensitive data and information stays private • Driving and managing the transition to the cloud • Creating corporate standards for dealing with breaches and security implications of BYOD 	<p>VP / Director / Manager of:</p> <ul style="list-style-type: none"> • Security/Cyber-security • Information Technology 	<ul style="list-style-type: none"> • Buyer • User • Influencer • Decider 	<ul style="list-style-type: none"> • Security <p>Watering Holes</p> <ul style="list-style-type: none"> • LinkedIn, Flipboard • Peer reviews • CIO summits • CIO and other IT mags, Forbes, Business Insider, WSJ, Bloomberg • Gartner, IDC forums • TechRadar.com and other web sites

User's Journey

Bored at Work	Vague Notion of Possible Solution	Interested in a Solution	Researching Vendors	Evaluating Products	Narrowing Field	Social Vetting	Negotiation	Purchase
<ul style="list-style-type: none"> •Viral Video •Podcast •Telecom Rant •Dramatization video on site 	<ul style="list-style-type: none"> •Explainer Video •Blog 	<ul style="list-style-type: none"> •Trend Report •Industry Article 	<ul style="list-style-type: none"> •Webinar •Demo Video 	<ul style="list-style-type: none"> • Comparison Chart •Demo Video 	<ul style="list-style-type: none"> •Whitepaper •Case Study 	<ul style="list-style-type: none"> •Gartner MQ •Testimonials 	<ul style="list-style-type: none"> •Comparison Chart •eBook 	<ul style="list-style-type: none"> •ROI Calculator

Robert's Concerns

Initiatives	<ol style="list-style-type: none"> 1. Decides the IT growth path for the organization 2. Align business needs (C levels) with IT investments 3. Achieve tangible outcomes within X time-frame & against budget 4. Usher large scale transformations to stay competitive
Challenges	<ul style="list-style-type: none"> • No visibility to contractual terms, vendor stack, costs • Breaches and IT interruptions lead to embarrassing justifications • Explaining why IT is behind other companies on cloud, UCaaS, SASE etc. • Unable to know why Current transformation projects are mired in delays • Complex operations drain the IT budgets • Unable to get trusted opinions on strategic directions
Important to Robert	<p>"I want to focus on projects that reduce the most risk, increase our agility, and have the largest business impact"</p>



Steve

Director of Infrastructure/IT

Priorities:

1. Decides the IT growth path for the organization
2. Align business needs (C levels) with IT investments
3. Achieve tangible outcomes within X time-frame & against budget
4. Usher large scale transformations to stay competitive

Responsible for:

- Network performance & uptime
- Predictability of network for all types of use-cases, systems, apps etc.
- Responding to business requests, network issues etc.
- Executing RFP process for transformation projects: Cloud, SD-WAN, SASE
- Implementation of committed transformation projects
- Testing & leveraging innovations including cloud-based applications

Pains:

- Cumbersome manual work & intervention in everyday operations
- Hard to move at required speed when learning new technology
- Lack of time and ability to shortlist the vendor landscape for RFPs
- Fear of getting blamed for outages
- Calls in evening/weekends and troubleshooting
- Lack of visibility & predictability - very little control
- Unable to justify high cost structure for circuits (e.g. MPLS)
- Little innovation in networking - fighting for relevance with Cloud teams

Buying Role:

Decision-maker

Steve (Director of Infrastructure / IT Director)

Position on Org Chart	Job Role	Common Titles	Buyer Role Type	Buying Center			
<pre> graph TD CEO[CEO] --> CTO[CTO] CTO --> CIO[CIO] CTO --> VPEng[VP Eng] CIO --> NetArch[Net. Arch.] CIO --> NetEng[Net. Eng.] </pre>	<p>Steve's team is responsible for:</p> <ul style="list-style-type: none"> • Availability & performance of production apps from a networking/security infra perspective • Secure all aspects of the apps / infrastructure - with new hybrid models • Evaluating and Deploying networking & security tools for LOB needs 	<p>VP / Director / Manager of:</p> <ul style="list-style-type: none"> • IT • Operations/Security Operations • Technical Operations • Production Applications • Data Center Operations • IT Infrastructure • Network Support 	<ul style="list-style-type: none"> • Buyer • User • Influencer • Decider 	<ul style="list-style-type: none"> • Information Technology (IT) Department 			
				Watering Holes			
				<ul style="list-style-type: none"> • Facebook, LinkedIn, Twitter • ONUG, SDWAN Expo, TechEd • SdX Central, DZone, High Scalability, Performance Tuning, InfoQ, SourceForge • Cybersecurity blogs and websites 			

User's Journey

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<ul style="list-style-type: none"> •Viral Video 1 •Viral Video 2 •Social Media 	<ul style="list-style-type: none"> •Explainer Video •Blog 	<ul style="list-style-type: none"> •Trend Report 	<ul style="list-style-type: none"> •Demo Video 	<ul style="list-style-type: none"> •Demo Video 	<ul style="list-style-type: none"> •Whitepaper •Case Study 	<ul style="list-style-type: none"> •MQ •Testimonial 1 •Testimonial 2 	<ul style="list-style-type: none"> •eBook 	<ul style="list-style-type: none"> •ROI Calculator

Steve's Concerns

Initiatives	Cut costs, Increase productivity and connectivity with existing resources, Accelerated deployment of SDWAN / SASE.
Challenges	Production breaches, slowdowns & outages, Teams are reactive to end user complaints, Delayed projects, Decreased uptime, Infrastructure cost & spend, High number of support tickets. Unable to execute important RFI/RFP process for transformation projects.
Important to Steve	"For me personal success is streamlining existing processes to make my team more productive, cutting costs, and delivering an exceptional user experience."
Fears	Blindsided by questions from executive teams on outages, being perceived as part of the problem and not part of the solution, Team wasting time troubleshooting. Competitors gaining advantage from rapid deployment of new tech.



Jenn

CFO

Priorities:

1. Define organization's budgets based on revenue/cost
2. Reign in on wasteful spending
3. Investment in tech where ROI is the highest

Responsible for:

- Define overall budgets of IT teams
- Analyze budget requests from IT teams
- Understand how IT investments will help LOB
- Determine the business returns of past tech investments
- Seek spending cuts during bad business periods

Pains:

- No visibility into the utility value of IT spend across diff vendors and services
- Unable to determine if big IT investments will materialize
- Unable to determine how to get quick cost cutting wins on wasteful spending

Buying Role:

Decision-maker

Jenn (CFO)

Position on Org Chart	Job Role	Common Titles	Buyer Role Type	Buying Center			
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				Watering Holes			
				<ul style="list-style-type: none"> LinkedIn, Flipboard Peer reviews Exec summits CIO and other IT mags, Forbes, Business Insider, WSJ, Bloomberg Gartner, IDC forums 			

User's Journey

Bored at Work	Vague Notion of Possible Solution	Interested in a Solution	Researching Vendors	Evaluating Products	Narrowing Field	Social Vetting	Negotiation	Purchase
<ul style="list-style-type: none"> Viral Video Podcast 	<ul style="list-style-type: none"> Tech ROI models Industry analysis 	<ul style="list-style-type: none"> Trend Report Industry Article 	<ul style="list-style-type: none"> CIO Case Studies 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A

Jenn's Concerns

Initiatives	<ol style="list-style-type: none"> Define organizations budgets based on revenue/cost Reign in on wasteful spending Investment in tech where ROI is the highest
Challenges	<ul style="list-style-type: none"> No visibility into the utility value of IT spend across diff vendors and services Unable to determine if big IT investments will materialize Unable to to determine how to get quick cost cutting wins on wasteful spending
Important to Jeff	"I want to allocate budgets to IT only where ROI is deterministic. I want visibility into our cost structure"
Fears	Finding that she rejected IT request to deploy game-changing solution. Wrong technology/vendor drags down company for years. Teams are writing long term contracts on low utility solutions.



Company Battlecard

Solution Offerings



Technology Advisory Solutions

Assessment of the tech stack to deliver complete visibility across tools, vendors and contracts. Telapprise identifies all the areas where there are billing errors and wasteful costs, plus identifies opportunities for consolidation.



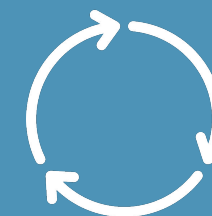
Business Communication Transformation

Complete support in major transformation initiatives like SD-WAN, SASE, UCaaS along with other major cloud and infrastructure projects. Telapprise identifies the technical requirements and implements an efficient sourcing process for vendor selection, and executes the implementation.



Layered Cybersecurity

Telapprise experts provide a comprehensive audit of the security architecture by taking a layered approach, from end devices to cloud infrastructure, and identifying the vulnerable areas and the appropriate solutions.



Full Lifecycle Management

The Telapprise engagement extricates the organization from a vicious Lifecycle of Pain, and enables enterprises to define an efficient process across all the major steps in technology lifecycle management. It significantly simplifies cost of operations and speed of execution, while gaining complete control on outages and other IT setbacks.

Audience

The Telapprise solution is vertical agnostic and fits the solutions of most enterprises with 250+ employees. The issues related to telecom costs are seen with organizations that have multiple locations like retail, healthcare, insurance and more.

- Decision-makers - IT teams (primary), Finance teams (secondary)
 - IT: CIO, CTO, VP of Infrastructure, Director of IT
 - Finance: Controller, VP of Finance, CFO, Dir of Finance
- Company Size
 - 200-250 Minimum
 - 500-10,000 sweet spot
- Company Location(s)
 - Minimum three locations
 - Usually ≥ 5
- Spend Level
 - \$50K-\$500K/month





The diagram features a central white circle containing the text "The Lifecycle of Pain". This central circle is surrounded by a ring of eight white circles. The space between the central circle and the ring is divided into two main sections: a blue section on the left and an orange section on the right. The background of the entire image is a light blue network of interconnected nodes and lines.

The Lifecycle of Pain

Customer Pains



Lack of Visibility into vendor stack and contracts

- Number of tech solutions are unmanageable
- Lack of visibility in IT vendors, contracts and spending
- Procurement and billing complexity drains time and resources



Cost overruns due to delayed projects and faulty starts

- Long and complex RFP / RFI process
- False starts due to vendor misrepresentation
- Inability to identify wasteful spending due to complexity, especially in Telecom



Lack of Expertise in multiple areas of technology, finance and operations

- Lack of expertise in the technical areas of cloud and infrastructure transformation
- Important projects like SD-WAN, SASE and UCaaS delayed due to inability to access technical requirements and vendor capabilities
- Faulty architecture designs introduces more problems later

Business Benefits



Visibility into vendor stack and contracts

- Achieve complete visibility into the tool stack and contracts
- Eliminate time spent by technology leaders in procurement and contract discussions
- Consolidate tools and vendors to eliminate complexity



Gain complete control of Costs

- Identify and eliminate wasteful spending on Telecom and other areas
- Extract savings to fund other important projects
- Receive refunds from billing errors, vendor consolidation, and renegotiated contracts



Builds Expertise across all critical technologies

- Speed up design and implementation of cloud and infrastructure technologies
- Turnaround projects stuck in delays by backtracking mistakes and correcting designs
- Streamline technology decision making and sourcing process

Real Customer Results

- **Gave back 40% of a CIO's weekly time** that was spent on Telecom contract discussions
- **Delivered \$1m annual savings** on renegotiated telecom contracts
- **Delivered \$100k refunds** from faulty telecom billing
- Delivered Comprehensive CIO-level dashboard into tool stack and vendors **within 2 months**
- Cut down sourcing process for new projects **from 9 months to 3 months**
- Executed complete sourcing and implementation of UCaaS and SD-WAN transformation **within 6 months**
- **Turned Around multiple failed cloud and SD-WAN transformation projects** by identifying mis-steps and taking corrective action



Why We Win

- CIO/VP understands the inefficiencies and lacks the resources to address them
- CIO/VP wishes to gain credibility for his IT team with the CFO and other leadership by means of significant cost savings and faster implementations
- CIO/VP doesn't want to spend time on billing, procurement and contract management
- CIO is aware of the telecom overspend but doesn't have the resources to fix it
- CIO desperately wishes to have the tool and vendor stack visibility
- CIO wants to fix IT team perception with the lines of business
- A recent outage has driven the IT team to fix some fundamental issues
- IT team has already prioritized UCaaS, SASE and SD-WAN but lacks resources for sourcing, selection and implementation
- Important transformation projects are delayed making the IT team look bad, which is frustrating the CIO

Why We Lose

Sometimes Enterprises need help understanding our track record and our adherence to a tested philosophy:

- IT teams don't understand that there is a better, efficient way
- CIO/VP doesn't believe that faulty projects can be backtracked and fixed
- CIO/VP will not trust outside vendors with critical transformations
- Price compression, Dishonesty by other players - competitors aren't truthful about profiting from brokered services. Telapprise is always upfront about such arrangements, especially how it is a win for all parties involved.
- Lack of Transparency. Telapprise emphasizes the Baseline assessment as being critical for visibility of invoices and contracts, and to understand the new tools needed. This enables accurate assessments of total costs & timeline. Competitors skirt this step and make unrealistic promises which helps them close the deal.



Thank you!