

Service Deliverables

Sageza offers two deliverables in this service; each is a one- or two-page article.

Snapshots provide insightful market and business analysis about products and services for external audiences such as customers, partners, and the press.

Partner Insights provide perspectives on products, programs, and the competition to increase sales effectiveness, and are targeted at sales forces, channel partners, and internal company distribution.

Service Advantages

- ◊ Fast turnaround resulting in **shorter sales cycle**.
- ◊ Sageza analysts' insight resulting in **added clarity** to internal marketing messages.
- ◊ Sageza-branded articles offer **improved credibility** and high **marketing value**.
- ◊ **Brevity of articles** enables customers to get the message quickly.
- ◊ **Audience targeting** further hones the clarity of your firm's message.
- ◊ Deliverables function as **training materials for employees and partners**.

Go-to-Market Service

Sageza's Go-to-Market service provides clear messages to key audiences about product launches, key initiatives, and competitive activities. Working with your marketing and sales executives, Sageza's analysts develop concise articles outlining your firm's critical business proposition to deliver high-impact results for your business.

The Sageza Group, Inc.

Forward-looking analysis and insight for IT infrastructure companies and their partners.

Systems.
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Pricing and Distribution:

The Go-to-Market Service is as an annual retainer-based program developed with you and addressing your marketing needs. Sageza delivers concise one- or two-page articles with enterprise-wide and worldwide external distribution rights.

This service provides a 10-page prepaid bank that can be drawn upon to deliver one- or two-page articles during the annual service period. The bank can be recharged at any time during the service period.

Additional Services

- ◊ Custom Primary Research executed through panel surveys, telephone interviews, tracking studies, etc., can provide your firm with current user perceptions and budgetary plans.
- ◊ White Papers objectively examine the significant competitive and technological issues affecting the IT marketplace of today.
- ◊ Competitive Reviews articulate your firm's competitive position and advantages in the IT marketplace.
- ◊ Private Analyst Conferences assist in clarifying your firm's message to the marketplace.
- ◊ Partner Evaluation provides a view of how your partners view you and the overall effectiveness of your programs.
- ◊ Strategy Planning Sessions provide your executives with an interactive half-day strategic planning intensive.

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