

**Back to back support to
drive more business from
your clients**

What Is The App Challenge?

- Demonstrate to a client your ability to quickly meet business needs.
- Do this within a week.
- Transition the client to a position where they are cooperating and driving the deal with you.
- The deliverable is demonstrable to the business end-user.
- Getting the business involved can get the deal done.

Why and When Utilizing the App Challenge

- Client opportunities – existing or new
 1. Accelerate an existing sales process
 2. Drive more revenue from existing client
 3. Increase traction within an account
- When in competitive situation
 1. Get more momentum by involving the end user.
- A project you've already won
 1. Suggest an alternative way – test a sub system.

Why and When Sale Situations

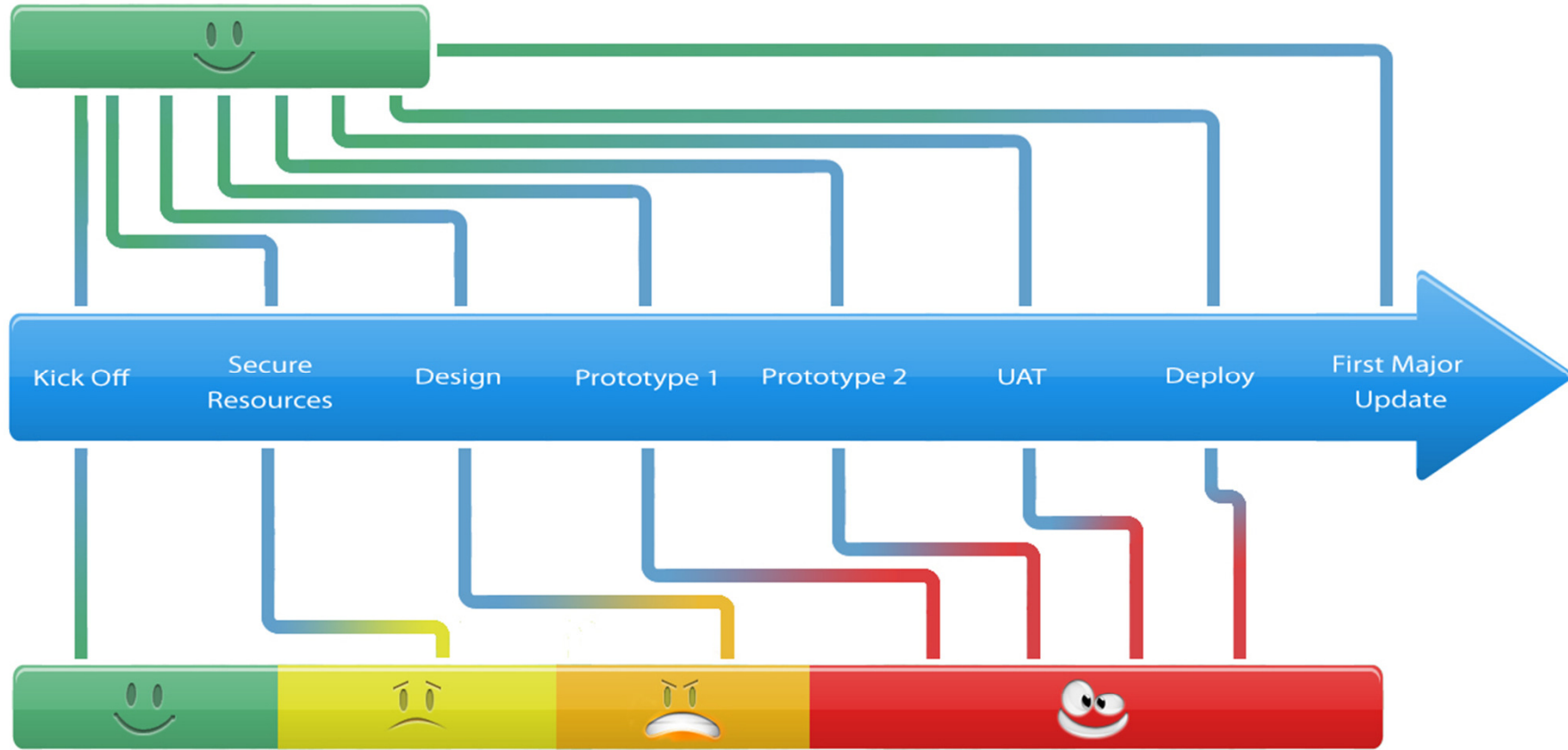
- Project you're bidding on
 1. Get the business user on your side
- New business from existing clients
 1. something you identify as valuable to the client but they think it might be too expensive to do
 2. Create new category of projects within each client
- When in competitive situation
 1. Improve account management and control – increase chances of a win.

Quick Start Templates

- Network roll out
- Project management
- Managing sub contractors
- Any app currently running on spreadsheets
- Contact management

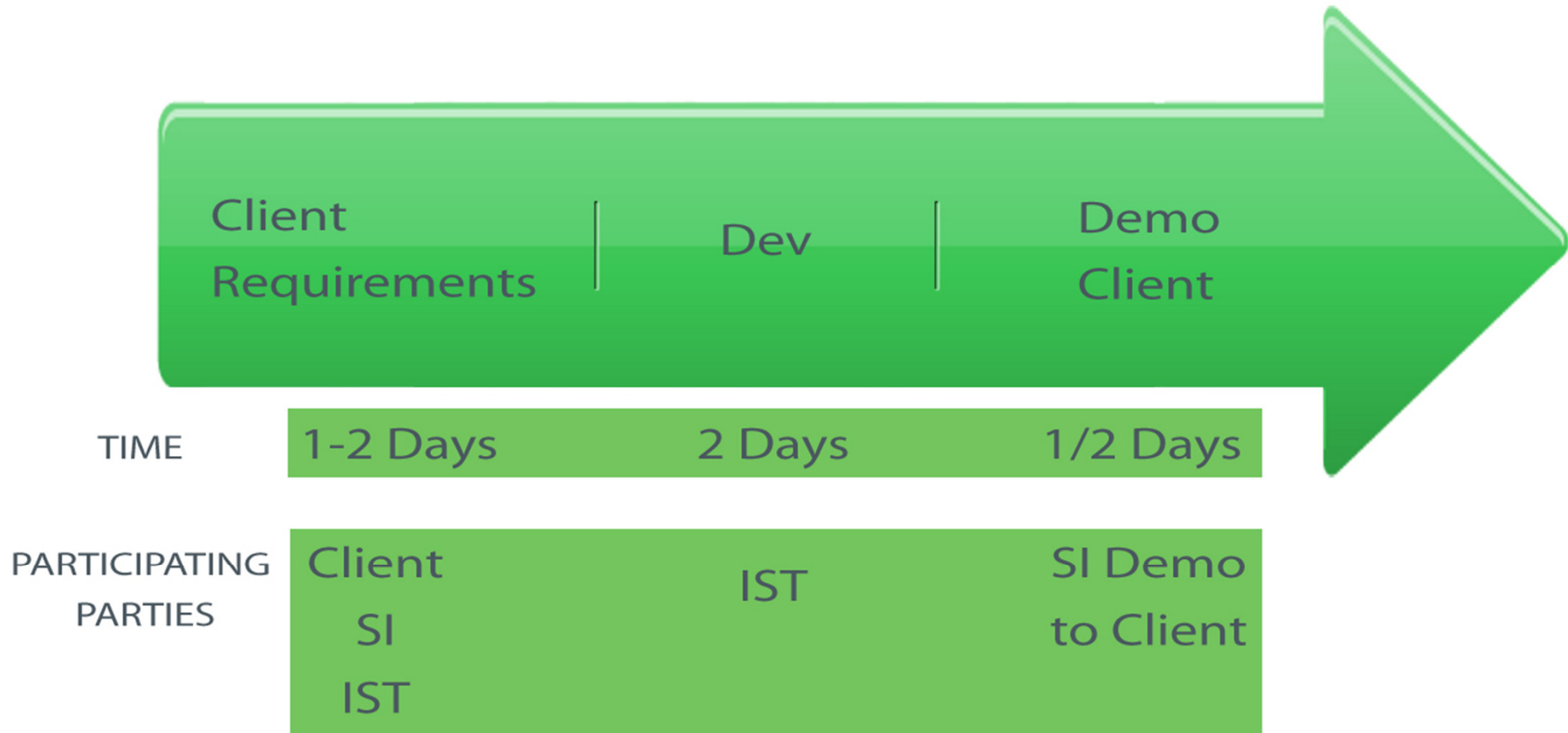
Quicker Time to Value

IS Tools



Traditional Process

How it's done



How it's done

DAY 1	<p>Initial meeting with the client</p> <ul style="list-style-type: none"> • What area should the app address • Sketch the data model (object relations and structure, listing of data properties) • Scope of usage (number of users, user roles, access rights to data) • Outline business logic to be implemented (rules, e-mail notifications) 	Client SI IST
DAY 2	<ul style="list-style-type: none"> • Development of application prototype 	IST
DAY 3	<p>Presentation of prototype to client</p> <ul style="list-style-type: none"> • Evaluate form entries used for data access and input. • Evaluate and refine implemented business logic. • Clarify reporting needs, what report templates should be implemented. 	Client SI IST
DAY 4	<ul style="list-style-type: none"> • Configuration and adaptations of the application based on the feedback from the prototype review session 	IST
DAY 5	<ul style="list-style-type: none"> • Demo application to client 	Client SI

Back To Back Support

- The Key is to demo ability:
 1. Quickly meet business needs
 2. Quick start, very limited efforts on client side
 3. Ability to adopt quickly to changing business needs
- You own the business contact and management
- IS Tools supports you in the quick development to help land the project

The Full Process

- Qualify project
 1. Identify target audience.
 2. Email campaign (sample follows) or discussion with account managers
- Set scope (full app or a sub system)
- Define (business) success criteria
- 1-2 weeks lead for IST engagement
- 1 week execution (remote/on-site per case)

Client Involvement

- First Day
 - It's important to gather a reference group with insights in the data, flow and logic of the app/problem. typical roles: business information owner (the man with the problem) and representatives for key user roles of the system.
- Prototype presentation
 - Same audience with emphasize on the key user roles.
- Final presentation
 - Emphasize towards the man with the problem



Provider Of The Adaptive IS Solution

Sample Email Campaign

Dear customer,

As you know our company XXX, is always looking for ways to bring more value to our customers both on the business and technology aspects.

In the past few months we identified an exciting technology platform that enables the creation of enterprise grade application within days or a few weeks.

We have announced an early adopter program called the Application Challenge which I wanted to bring to your attention. The new program will accommodate up to 3 customers so if you think you might be interested – I urge you to contact me ASAP.

How does it work?

It is fairly simple really. We would like to identify a custom application development project within your company that meets our criteria.

Once we have identified the project – we will gather the basic requirements for about a day or two. Then our team will initiate the application definition process which we will present back to you within less than a week.

The new application might not cover 100% of your overall requirements but it should be a great starting point and we are confident that within 1 or 2 additional weeks we can deliver a fully functioning application that would be ready to go into production.

This Application Challenge is offered FREE for the first 3 customers and since YYYY is an important customer for us, I wanted to let you be one of the first companies to take advantage of this amazing opportunity.

Please contact me at your earliest convenience so we can discuss this further.

Best....

Full scale Solution Development

