

Marketing		Product Management		Business Dev	Sales
<u>Strategic</u>	<u>Marketing Communications</u>	<u>Product</u>	Product business case	Partnerships	Customer Ombudsman
Competitive Data	Advertising	Product Migration	Product definition	OEM Relationships	Customer Data Base
Industry Data Base	Trade Shows	Sales literature	Mapping of Customer requirements into technical reqs	Licensing Agreements	Prospect Data Base
Customer Surveys	Customer Newsletter	Data Sheets	Copy for marketing material	Exploration	Networking
Segmentation	Brochures	Implementation of marketing mix	Approval marketing material		Prospecting
Targeting	Promotion Material	(Price, Promotion, Dist) for product	Roadmap / Plan Of Record		Qualifying prospects
Positioning	Seminars	Product document.	Presentations to strategic customers		Getting Orders
Pricing strategy	Mail Campaigns	Sales Training	Beta test coordination		Forecasting Orders
Channels strategy	Analysts/Media	Customer training	Product Launch coordination		Managing Accounts
Branding	Public Speaking				Managing segments
	Web Site				Managing Channels
<i>Inbound: Analyses the market</i>	<i>Outbound: Talks to the market</i>	<i>Markets the Products and Services</i>	<i>Listens to the market; Defines and launches the right Products for the right market segments</i>	<i>Explore new market segments; Develops alliances</i>	<i>Sells to the market; Develops existing market segments</i>

Professional Services			Research & Development		Admin
<u>Development</u>	<u>Consulting</u>	<u>Hosting</u>	<u>Infrastructure</u>	<u>Development</u>	<u>H/R</u>
Analysis	Project Mgt	Application hosting	SDE	Analysis	Compensation strat
Design	Knowledge transfer	Application mgt	Net & Sys mgt.	Design	Benefits
Implementation			Load build	Implementation	Hiring
Integration			Production Eng..	Module Testing	Employee handbook
Module Testing			S/W delivery web site	Integration	Employee comms
Installation			<u>Quality Assurance</u>	Rapid prototyping	Training
Validation with customer			Product Testing	Alpha testing	Personnel devt
Maintenance			Service Testing	Beta test support	Talent management
Off-line Support			Test environment	Maintenance	Linkages with Universities and the community
			Quality Engineering	2 <sup>nd</sup> -line product support	<u>Finance</u>
			S/W Eng practices	S/W documentation	Accounting
			<u>Customer Support</u>		Service Costing
			Customer Engineering		Audit
			On-line support		Fund raising
					Financial engineering
<i>Deliver the right services to customers the right way</i>			<i>Develops the products the right way Drives innovation</i>		<i>A strategic resource for reaching excellence</i>