

Service Deliverables

The *Sageza Strategic Retainer* is an annual subscription of services to keep you aware and build your business:

Strategy Sessions connect your product and marketing professionals with a Sageza analyst in focused half-day sessions at your facility of choice to discuss strategy, competitive, or legal developments that affect your business planning and execution. Sessions can cover a variety of issues or focus on a specific topic depending on your needs.

Monthly Teleconferences foster an ongoing low-impact relationship with key staff. These one-hour sessions can continue discussions stemming from Strategy Sessions or address other topics of immediate relevance.

Custom Market Briefs are custom one- or two-page articles focused on two different audiences:

- ◇ **Snapshots** provide insightful market and business analysis about products and services for customers, partners, and members of the media.
- ◇ **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.

Public Speaking Engagements feature a senior Sageza analyst to provide market and industry context targeted at supporting your message in a public forum (e.g., partner meeting, customer conference, executive briefings, etc.)

Presentation Training assists in positioning your sales, marketing, and engineering teams as trusted advisors to your clients and helps increase your effectivity in working with other analyst firms.

Strategic Retainer

In today's world, strategic marketing plays a more important role than ever. Competitors engage in guerilla marketing where the objective is to destabilize the position of the competition. In today's marketplace, you need the clarity to cut through competitive hype and FUD. Sageza's Strategic Retainer actively engages your organization in ongoing strategic thought with seasoned industry veterans to help clarify your strategies in presenting clear and compelling messages to key audiences.

The Sageza Group, Inc.

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

Systems.
Servers.
Storage.
Software.
Security.
Services.

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Pricing and Distribution

Standard Retainer

4 Strategy Sessions and 8 Monthly Teleconferences

2 pages of Custom Market Briefs

MarketWatch Service add-on at substantial discount

15% discount on additional consulting services

Enhanced Retainer

All of Standard Retainer plus:

6 total pages of Custom Market Briefs

1 Public Speaking Engagement

Additional Services

- ◇ **MarketWatch Service** provides Business Intelligence into emerging key market and technology trends affecting IT Infrastructure vendors in North America and Europe.
- ◇ **White Papers** objectively examine the significant competitive and technological issues affecting the IT marketplace of today.
- ◇ **Partner Evaluation** provides a view of how your partners view you and the overall effectiveness of your programs.
- ◇ **Custom Primary Research** is available through panel surveys, telephone interviews, tracking studies, etc.

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Client Benefits

Business Development and Strategy

- ◇ Sageza analysts help you build credible business strategy to achieve a differentiated competitive marketplace advantage.
- ◇ We engage your marketing and product professionals on an ongoing basis to you with your go-to-market strategies.
- ◇ Sageza analysts provide honest feedback as an independent sounding board to validate or test your own competitive positioning.
- ◇ Our extensive relationship with the media allows us to deliver credible positioning, quotations, and references on your behalf.
- ◇ Direct access to our team of analysts located in North America and Europe provides a multi-faceted, multiple-market view in support of your business planning process. Our rapid response ensures effective response when you need it most.
- ◇ Our out-of-the-box, no-nonsense approach to technology and the market not only provides insight into current trends but looks for disruptive opportunities to change the course of market futures.

Marketing Influence

- ◇ Sageza analysts are frequently quoted in leading newspapers, trade publications, and broadcast media. Our publications are regularly distributed to over 400 members of the press in North America and Europe.
- ◇ Our corporate blogs offer public access to our views for end users, channel partners, and other ecosystem participants.
- ◇ Our participation in independent analyst portals and communities provide end users, channel partners, and other ecosystem participants select access to our research and analysis as well as an opportunity to engage in discussion with knowledgeable industry analysts.
- ◇ Sageza analysts act as references for your firm's marketing initiatives and provide quotes or other attributions for your interactions with the media, developers, and other end-user communities to help you better explain your competitive position and its advantages.

The Strategic Retainer is an invaluable resource designed for product managers and marketing executives seeking to build credible business strategies to achieve a differentiated competitive marketplace advantage. This service delivers an ongoing, personalized engagement with senior industry analysts who will partner with your organization to help achieve your strategic marketing goals and marketplace success.

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