7 Tips to Successful Engagements with your Business Partners

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Speakers

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Agenda

- Introduction
- 7 Tips for Successful Engagements with your Business Partners
- About OpenLogix – IBM Premier Business Partner
- Summary

Tortoise & the Hare

Who is your Business Partner, the Tortoise or the Hare?

Collaborative Communication

Simple communication will not suffice!

Collaborative Communication –
- Open Communication for both parties to discuss goals and concerns
- Both parties MUST bring something to the table
- Communication must be on-going through out the engagement from initial stages to after completion

Bridge the Gap

- On going process
- All parties should be involved
- Follow up and Follow Through

Lean on SME

- Leverage your BP's experience and knowledge
- Look to them for direction and guidance on something new that you are trying to do.
- Have your BP help you to access information, solutions and documentation you might have to dig for or not have access to.
- BP should be someone whose advice you can TRUST.

Licensing Educators

- Constant Education
- Leverage knowledge for best solution and pricing
- Renew, Reinstate, Entitlements, THEN New
- Leverage them for proper capacity planning and sizing.
- Wheeling and Dealing

SHARE for Growth

- **S** – Situation; Describe a specific situation
- **H** – Hindrances; Identify and hindrances or challenges faced
- **A** – Actions; Explain the action(s) you took in response
- **R** – Results; Discuss the Results of outcomes for said actions
- **E** – Evaluate; Explain and evaluate what was learned from the experience

"Continuous improvement is better than delayed perfection."

- Mark Twain

Flexibility for the Future

Niche the things that Matter

Review

1. Collaborative Communication
2. Bridge the Gap
3. Lean on SME
4. Licensing Educators
5. SHARE for Growth
6. Flexibility for the Future
7. Niche the things that Matter

Company Background

- Formed in 2006, privately held.

- Tax ID: 20-4088566 / DUNS# 79-682-2547

- An IBM Premier Business Partner & IBM certified DataPower partner.

- Authorized Reseller of IBM Software

- Headquartered in Wixom, Michigan (Northwest Suburbs of Detroit)

- Offices in Michigan, Texas & South Carolina.

- Predominant presence in the US and with offices in UK, Canada and India.

- Over 250 employees worldwide

- Ranked in the <u>top 100 Fastest growing private companies</u> in Michigan in 2009 to 2012.

- Management Team has over 70 years of combined experience in delivering enterprise IT solutions to customers.

Core Practice Areas

SOA-Integration & BPM Practice:
- Application Integration, Process Integration & B2B Integration)
- IBM BPM Stack
- Operation Decision Management

Enterprise Mobility
- Mobile Consulting, App Dev, App Management and Deployment
- IBM, SAP and other platform support

Smarter Commerce
- Commerce Strategy to Maintenance
- Retail e-commerce site deployments using IBM Sterling
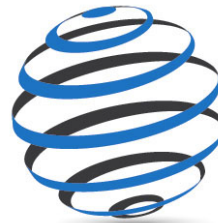
Portals & Web Content Management (Digital Experience, UX)
- Internets, Intranets and Extranet Web Apps
- Mobile Enable Portal
- Customer Engagement, Gamification, UX

Big Data, Analytics & IoT
- Big Data Analytics
- Social Analytics
- Internet of Things (IoT)
- Beacons, Sensors
- Eg: Connected Car

Engagement Models

We engage with customers in the following areas:

- IT + Business Strategy
- Solutions to Business Problems
- Consulting Services
- Application Architecture, Information Architecture
- Solution Architecture
- Application Development
- Application Maintenance
- Application Testing
- Application Security
- Staff Augmentation

Delivery Models

- Onsite Model
  - Resources will be onsite at Client location.
  - Collaborative and Cohesive Development
  - No travel and living expenses are charged to the customer if project is > 6 Mos
- Offsite (or Onshore) Model
  - Onshore is within the US, but not onsite – further reduces the cost.
  - However, there will be a certain onsite component as well.
- Offshore Model
  - Our offshore location is based out of India

- HYBRID =
  - Onsite + Onshore
  - Onsite + Offshore
  - Onsite + OnShore + Offshore
- Services On Demand (Utility-type Model)
  - Will make a dedicated resource available for OnDemand basis.
  - Pay for what you use (Utility Model)
  - Min of 40 hrs/Month is required per resource.

Questions & Answers