



Software Industry Consulting

Software Industry Consulting: We Know Your Market



We Know Your Market

The Animus consulting team has years of experience working with clients and providers of services and products in the IT space. The unique mixture of experiences over the years has developed a keen understanding of what it takes to market to CIOs, CFOs, IT Directors and the other movers and shakers in IT. As advocates for more effective ways of managing their IT infrastructure, we're deeply committed to these companies, analyzing their needs and architecting practical solutions to help move them closer to best practices.

Nothing succeeds like a marketing plan built on an intimate knowledge of your prospects and customers. It has been our privilege to be a strategic partner with many of the Fortune 1000, many of whom are your customers, whose strategies depend on intelligent use of technological assets. The advantage to your company is that Animus has worked with hundreds of clients, gaining a broader perspective of the market place than can be gained from a single vantage point.

As an independent consultancy — not a manufacturer's representative — Animus has inside knowledge of most of the marketing approaches used by solution providers and can identify the issues and strengths for the different approaches. Our Software Industry Consulting Services provide seasoned coaching to help you succeed and avoid the common and not so common mistakes made by software marketers.

We Know What Works

It goes without saying that the market for software solutions in the ITAM, SAM and IT Service Management spaces is fiercely competitive. Above all, these software marketers must be fully prepared with a visionary strategic, yet practical marketing plan that utilizes many communication techniques and is carried through to all of the appropriate audiences. Just as important as influencing the perceptions of the buying IT execs is preparing your internal resources. Sharing the excitement of a new venture with the sales team, the professional services organization and the training department turns employees into ambassadors. Word of mouth is a powerful marketing device that begins with your people. Animus understands how to give employees a fresh perspective.

Animus helps build momentum by supplementing your team, offering insights, developing materials and supporting the sales and marketing efforts for your solution set. Animus makes sure you engage your end user so that they champion the new products. We know how to market to your resellers and partners, helping them see the discriminating factors that make your solutions the customer's choice. By empowering your resellers and partners, the "feet on the street" are mobilized to gain market penetration.

End User Education and Training

With broad end-user experience, Animus is highly qualified to add the connections between product functionality and business processes accomplished so that satisfied, loyal customers are created through success back at work. Animus is experienced in designing internal and partner training materials, training manuals, training presentations and internal walkthroughs of product training. Our expertise extends to QA scripts and test cases as well.

Strategic Planning and Marketing

Our deep understanding of your customers and competitors allows us to provide a unique, objective perspective on how your product should be branded, positioned and promoted. Animus also assists with development of persuasive content for advertisements, brochures, press releases and other collateral materials to fuel your go-to-market strategy. Animus develops virtual demos for products that address the mindset of typical end users including, simplicity and practicality to the demo.

Sales Force Equipping and Consulting

Animus appreciates that nothing happens until someone is effective in selling your product. Animus knows how to equip sales to identify the clients' pain points and illustrate how the solution solves those problems. Sales team presentations and materials developed by Animus offer sufficient depth to allow the sales force to feel comfortable engaging prospects in meaningful, consultative discussions. Examples of materials developed include positioning training, sales pocket guides, a needs analysis process and presentation templates, including Executive, Industry Vertical and Educational versions.

We also work with those whose primary responsibility is enabling the sales force. For example, Animus helps develop enablement tools including researching and presenting statistics, studies, success stories and more in a compelling way. Let Animus experienced execs demonstrate how to give powerful "White Board" presentations using personal dynamics and group interactivity to convey your message.

Professional Services Support

Your skill in teaming with professional partners is critical can be readily enhanced through Animus Professional Services Support. Engage us to help you scope out both pre-implementation activities and implementation procedures. We can standardize your Proof-of-Concept process and Project Scope Process to assure consistent pre-implementation. Other areas where Animus is an effective resource include preparation of a customer satisfaction document, partner rules of engagement and a partner certification process. Animus is experienced in partnering with software marketers, so we know how to help you get the most out of professional services relationships.





Contact Animus

If our inside knowledge of customers and vast experience providing practical technology solutions could strengthen your organization's product marketing, call Animus today, and discuss the possibilities with one of our Software Industry Consultants.

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The mission of Animus is to help clients achieve the maximum benefit from the IT investment. With the core values of People, Practicality and Performance, Animus develops proactive solutions with best practices processes that are supported by automation and integration. Industry standards, new technologies and compliance requirements are built-into Animus deliverables along with the flexibility to achieve organizational goals. The Animus practical approach leads to long-term grass roots success.