



The MAXTVSM Advantage



Using Maximum Total Value as a Sales Imperative

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Value: the Post-Y2K Imperative

- Customers Spent Heavily on Y2K and Now Wonder Why!
 - » “After all, nothing really happened!”
- Today’s CxOs Want to Know:
 - » How do I recoup the millions of dollars and scores of person-years I invested in my implementation?
 - » How do I ensure and improve the effectiveness of my new system going forward?
 - » What is the real value of this beast I’ve installed?



It's a Noel Coward World!

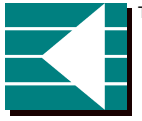
- Suppliers & customers: “a people divided by a common purpose”
 - » One goal: to maximize the total value of an enterprise solution
 - » But two perspectives:
 - Suppliers must sell as quickly and efficiently as possible. Key metric: revenue
 - Customers must improve operations to the greatest degree and for the least cost possible. Key metric: value





The Result? Hurry Up and Wait

- It's a long, 'springy' sales cycle
 - » First customers enthuse over their promised new efficiencies, and events move quickly
 - » But then they realize how complicated the work will be, and events slow or even stop
- The solution? Keep to the customer context
 - » Focus on value, not cost
 - » Understand there's more to value than just economics



So Just What is “Value”?

- “Attributed or Relative Worth, Merit, or Usefulness”¹



So Just What is “Value”?

- “Attributed or Relative Worth, Merit, or Usefulness”¹
- Customers Say a System is Valuable if it:
 - » saves money
 - » saves time
 - » saves effort



So Just What is “Value”?

- **Key Value Characteristics**
 - » rapid return on investment and/or low cost of ownership – the economic “must-haves”
 - » ability to achieve business imperatives – via process analysis and change
 - » ability to improve communications flow – by streamlining webs and enhancing information access

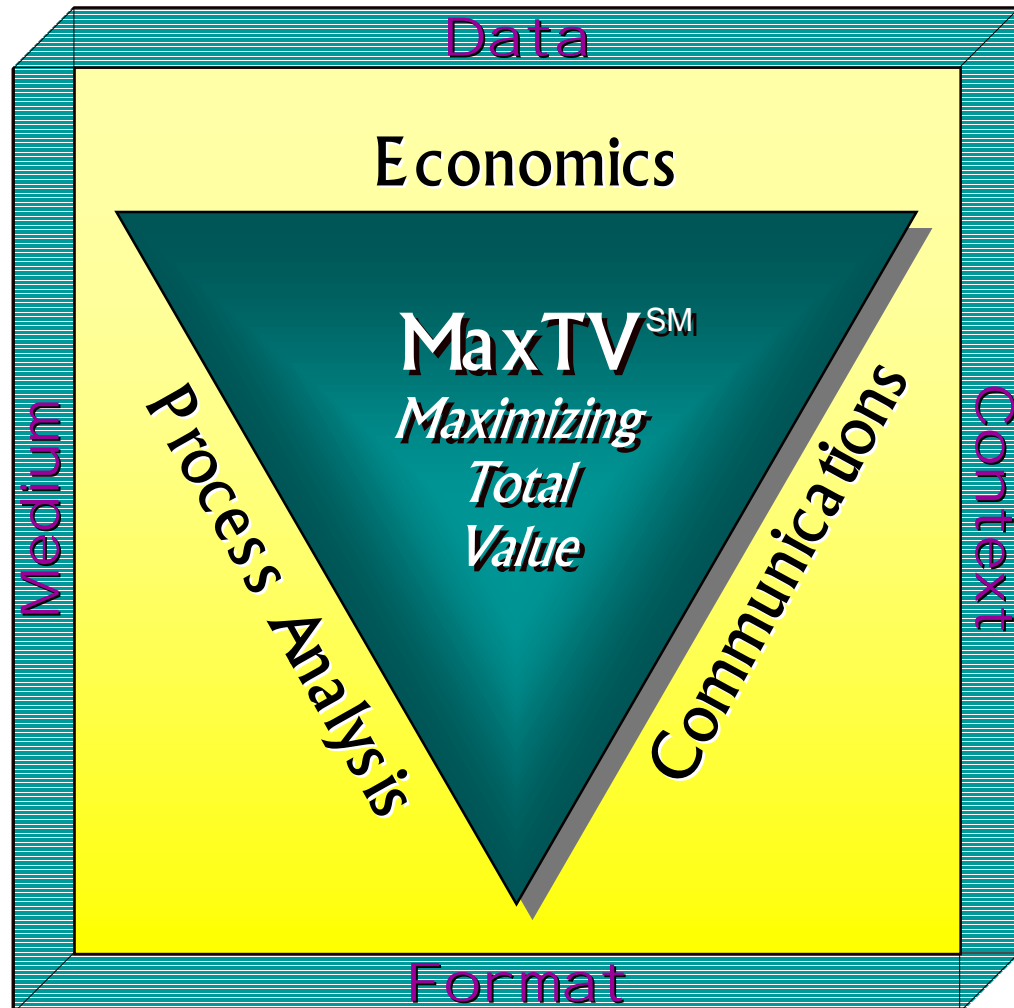


MaxTVSM to the Rescue!

- Maximizing Total Value
 - » It's more than just ROI & TCO
 - » It helps people work better, and work better together
 - » It enhances system value over time



MaxTVSM Value Metrics





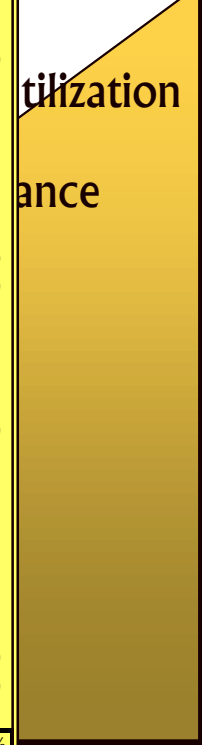
Inside the Triad: Economics

Do	Investment	Organization Name				
		1997	1998	1999	2000	2001
	Server(s) hardware	\$ -	\$ -	\$ -	\$ -	\$ -
	Client(s) hardware	\$ -	\$ -	\$ -	\$ -	\$ -
	Server software	\$ 1,750	\$ -	\$ 1,750	\$ 15,000	\$ 1,750
	Client software	\$ 450	\$ -	\$ 450	\$ -	\$ 450
	Peripheral(s)	\$ 4,000	\$ -	\$ 2,000	\$ -	\$ -
	Other	\$ -	\$ -	\$ -	\$ -	\$ -
	Training, IT staff	\$ -	\$ -	\$ -	\$ -	\$ -
	Training, employees	\$ -	\$ -	\$ -	\$ -	\$ -
	Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -
	Other	\$ 7,000	\$ 5,000	\$ 9,450	\$ 6,000	\$ 6,000
	Total Investment	\$ 13,200	\$ 5,000	\$ 13,650	\$ 21,000	\$ 8,200
	Cumulative Investment	\$ 13,200	\$ 18,200	\$ 31,850	\$ 52,850	\$ 61,050
	Returns					
	Labor	\$ 36,000	\$ 108,500	\$ 108,500	\$ 108,500	\$ 108,500
	Development	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000
	Materials	\$ -	\$ -	\$ -	\$ -	\$ -
	Turnaround	\$ 38,400	\$ 38,400	\$ 38,400	\$ 38,400	\$ 38,400
	Customer Retention	\$ -	\$ -	\$ -	\$ -	\$ -
	Incremental Business	\$ -	\$ -	\$ -	\$ -	\$ -
	Supplier relations	\$ -	\$ -	\$ -	\$ -	\$ -
	Employee retention	\$ -	\$ -	\$ -	\$ -	\$ -
	Other	\$ -	\$ -	\$ -	\$ -	\$ -
	Total Return	\$ 77,400	\$ 149,900	\$ 149,900	\$ 149,900	\$ 149,900
	Cumulative Return	\$ 77,400	\$ 227,300	\$ 377,200	\$ 527,100	\$ 677,000
	ROIs	486%	2898%	998%	614%	1728%
	Cumulative ROI	486%	1149%	1084%	897%	1009%
	Average Annual ROI	486%	1149%	329%	206%	178%
	Avg Ann ROI, newly calculated		253%	128%	78%	62%

Investment



TCO

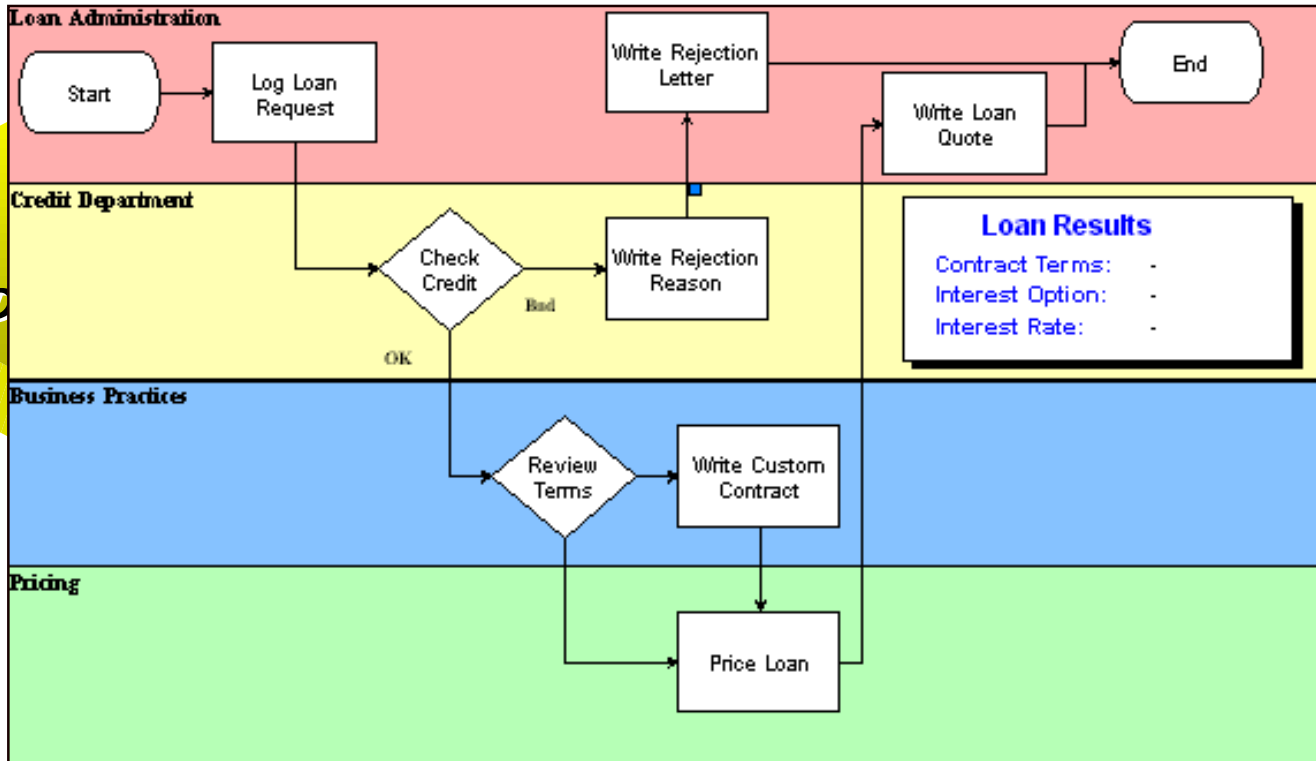


Return





Inside the Triad: Process Analysis

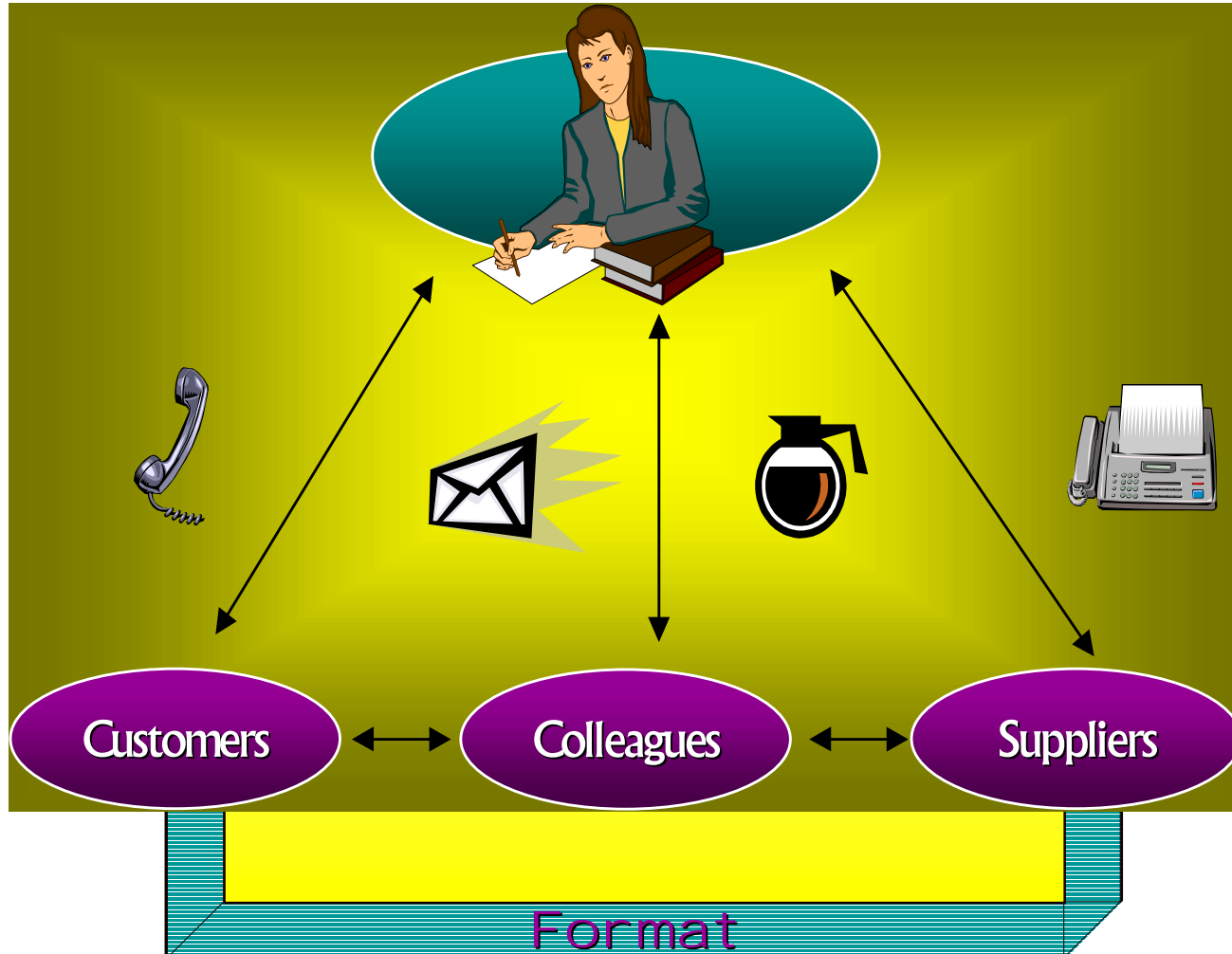


Business Objectives

discrete process innovation · continuous process improvement



Inside the Triad: Communications





Example: Bausch & Lomb

- Eyewear Division Installed Supply Chain Planning Technology
 - » Reduced inventory and planning cycle times





Example: Bausch & Lomb

- Lowered Inventory Across the Supply Chain
 - » So far has reduced finished goods stocking constraints by \$2 million (*economics*)





Example: Bausch & Lomb

- Lowered Inventory Across the Supply Chain
- Reduced the Planning Cycle
 - » So far has cut planning time from 40 days to 10 (*process analysis*)





Example: Bausch & Lomb

- Lowered Inventory Across the Supply Chain
- Reduced the Planning Cycle
- Flexibly Modeled Business on a Global Basis
 - » Drove upper-level analysis of supply and demand, future outlook, and interim levels (*communications*)





Example: Sears, Roebuck & Co.

- Installed Integrated HR & Financial Management Program
 - » Replaced “spaghetti chart” of legacy systems





Example: Sears, Roebuck & Co.

- Streamlined HR Functions
 - » Company expects 46% decline in ongoing operating expenses (*economics*)





Example: Sears, Roebuck & Co.

- Streamlined HR Functions
- Streamlined Invoice Processing
 - » Reduced administrative tasks and freed staff to handle more value-added responsibilities (*process analysis*)





Example: Sears, Roebuck & Co.

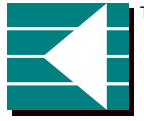
- Streamlined HR Functions
- Streamlined Invoice Processing
- Unified Existing Interfaces and Systems
 - » Provided greater data integrity and smoother information flow throughout the organization
(communications)





Customers of the World, Revive!

- **Wanted and Delivered: Opportunity for a New Perspective**
 - » On How to Survive
 - by getting the work done ... the system built ... their users up and running
 - » On How to Thrive
 - by ensuring they receive maximum total value at every step of the way



It's a Jungle Out There ...

- Your Customers are:
 - » Under pressure, over spent
 - schedules & budgets are measures of “behindness”





It's a Jungle Out There ...

- Your Customers are:
 - » Under pressure, over spent
 - » Warped by politics, baggage & religion





It's a Jungle Out There ...

- Your Customers are:
 - » Under pressure, over spent
 - » Warped by politics, baggage & religion
 - **Politics:** boardrooms, budgets, behaviors
 - **Baggage:** legacy systems, existing applications, prior experiences
 - **Religion:** “HP rules!,” “NT or bust,” “My way or the highway”





It's a Jungle Out There ...

- Your Customers are:
 - » Under pressure, over spent
 - » Warped by politics, baggage & religion
 - » Juggling Y2K, e-business & Web fallout
 - nothing like trying to do it all, and to do it all at once!

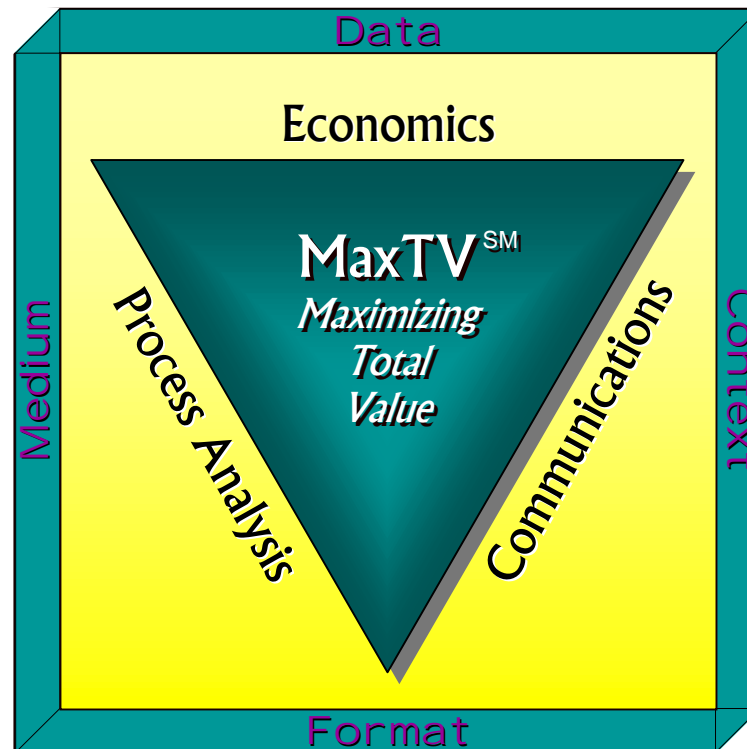
No wonder a CIO's average tenure is only 18 months!





MaxTVSM is the Answer

- Focus on Value and Be a Hero
 - » It takes some up-front effort, but pays back-end dividends





Put MaxTVSM to Work

- Address Everything
 - » Economics
 - Look at purchase orders, timecards, licensing agreements, maintenance contracts, etc.



Put MaxTVSM to Work

- Address Everything
 - » Economics
 - » Process Analysis
 - Look at procedure manuals, org charts, supply chain 'telemetry,' etc.



Put MaxTVSM to Work

- Address Everything
 - » Economics
 - » Process Analysis
 - » Communications
 - Look at e-mail directories, telephone lists, calling & mailing patterns, correspondence policies, etc.



Put MaxTVSM to Work

- Address Everything
- Encompass Everyone
 - » From the mailroom to the boardroom
 - Line of business managers
 - Technology directors
 - Senior executives
 - Purchasing agents
 - HR staff
 - Folks like you 'n' me



Put MaxTVSM to Work

- Address Everything
- Encompass Everyone
- Look Everywhere
 - » Up and down the process chain
 - Inside
 - Outside
 - In Between



Put MaxTVSM to Work

- Address Everything
- Encompass Everyone
- Look Everywhere
- Quantify, Quantify, Quantify!
 - » Populate an ROI/TCO calculator
 - » Plot the procedures & processes
 - » Map the communications web



Put MaxTVSM to Work

- Address Everything
- Encompass Everyone
- Look Everywhere
- Quantify, Quantify, Quantify!
- Take a Long-Term View
 - » Plan for continuous follow-up
 - » Demonstrate MaxTVSM on an ongoing basis
 - » Be there when add-on services are required



Facilitate Sales with MaxTVSM

- In the End, You'll:
 - » Shorten your sales cycle
 - by making it easier to buy from you
 - » Engender customer loyalty
 - by demonstrating that you really care
 - » Create opportunities for additional sales
 - by understanding your customers' total context



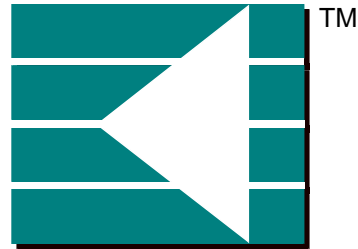
Closing the Circle ... and the

Sale

- “Consider the public ...
 - » Never fear it nor despise it. Coax it, charm it, interest it, stimulate it, shock it now and then if you must, make it laugh, make it cry, but above all ... never, never, never bore the living hell out of it.”



That's the MaxTVSM Advantage!



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