



XCHANGE
SOLUTION PROVIDER

I P E D

Channel Research,
Consulting & Education

MARCH 8-11, 2010
Hyatt Regency Century Plaza
Los Angeles, CA



Reboot Your Business

**A Systematic Plan for Reigniting Growth
& Profit for IT Solution Providers**

A Quick Reality Check

The Truth About '09

- Stink ... Stank ... Stunk / HOWEVER ... Not Everyone Affected the Same
- Net Negative Trend of -4% in the Channel
- Not Nearly as Bad as Predicted

So Far in '10: Stabilizing Market Indicators

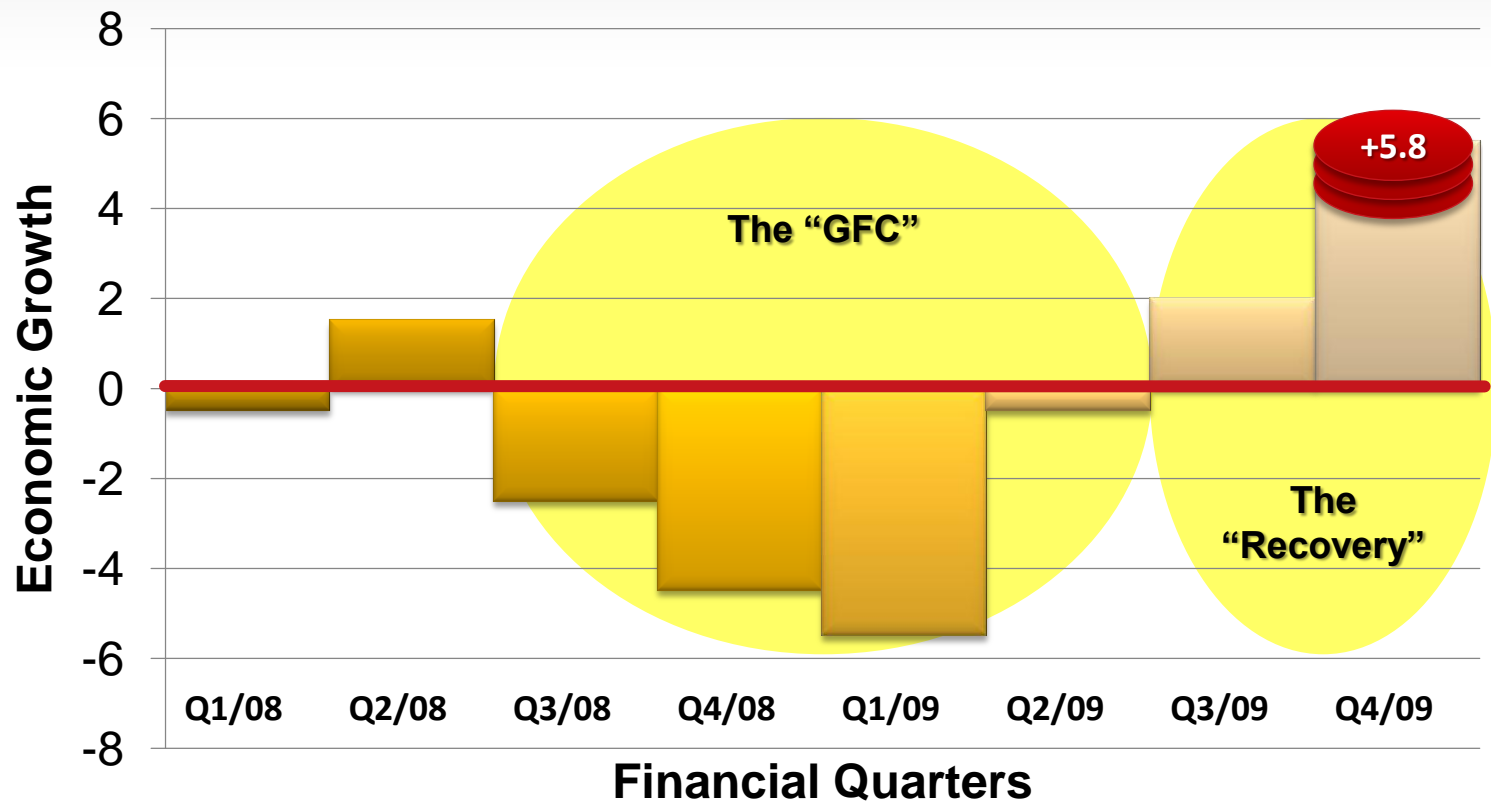
- Announced job cuts
- Corporate financial health
- Stock market volatility

The Good News: You're Still Here

- Not Everyone Can Say the Same ... **CONSOLIDATION**
- Customers are Starting to Spend ... **DIFFERENT DRIVERS**
- The Story You Tell has to Change ... **NEW VALUE PROPOSITION**

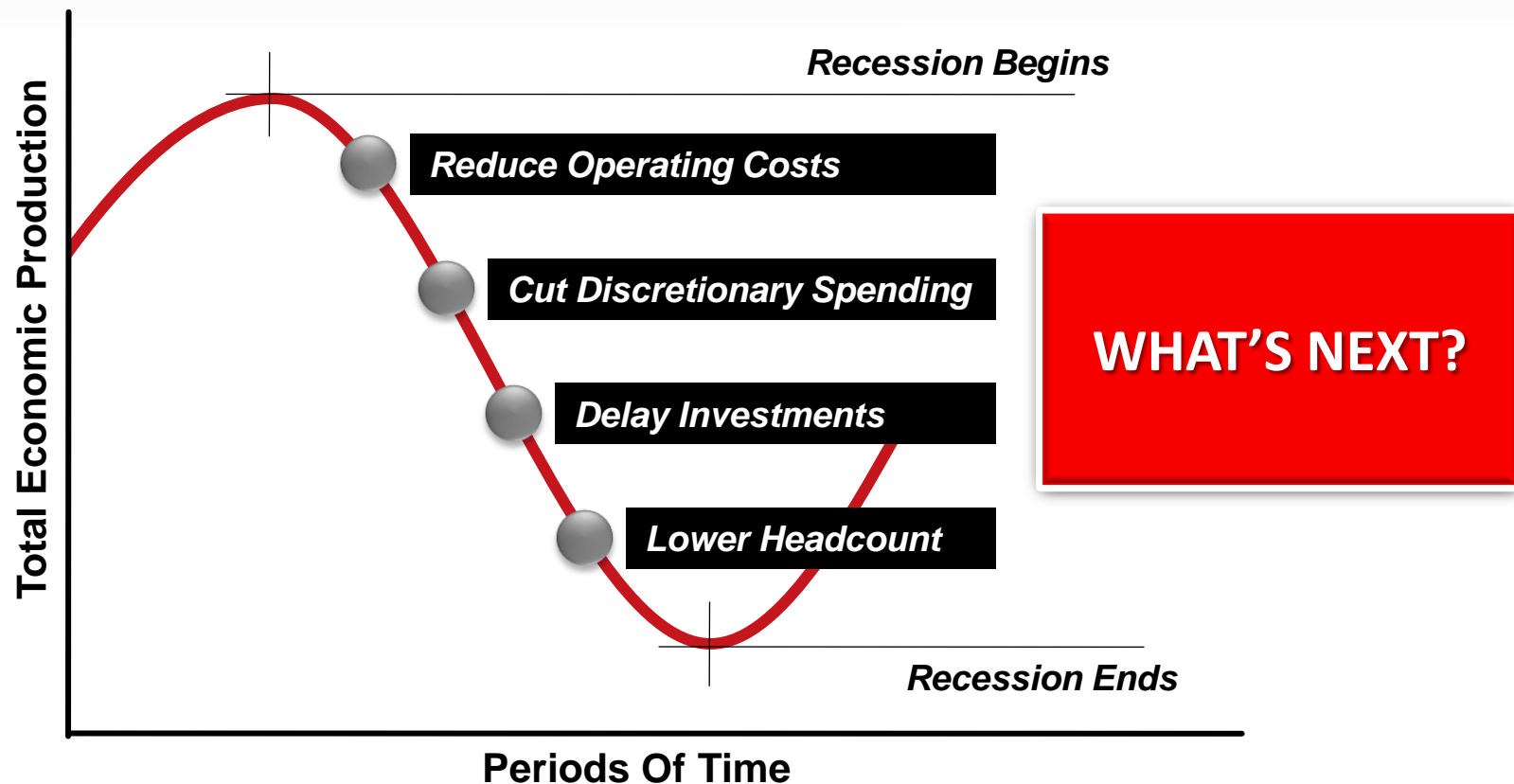
Tracking The Path of GDP

- 2008 / 09 US Economic Performance



A Brief History Of The GFC

- Warning Signs Ignored ... Panic Ensues ... Over-reactions Common ... Deep Cuts Across The Board ... Wobbly Restart



Options for Your Next Move

OPTION 1: Do Nothing

OPTION 2: Hash / Re-hash

OPTION 3: Hope

OPTION 4: Do Something ... Anything

OPTION 5: Rebound On Purpose

Options For Your Next Move

Defense

**Reduce Headcount
/ Cut Expenses**

**Improve
Operations /
Productivity**

Offense

**Promote / Develop
Markets**

**Invest / Acquire
Assets**

A Systematic Plan for an Aggressive Rebound

Ctrl

**What
You
CAN**

Alt

**What
You
MUST**

Delete

**What
Holds
You
BACK**

A Systematic Plan for an Aggressive Rebound

Ctrl

Alt

Delete

Manage Expenses & Investments

Define & Optimize Productivity

Measure & Hold People Accountable

A Systematic Plan for an Aggressive Rebound

Ctrl

Alt

Delete

Define & Adapt Your Business Model

Define & Adjust Your Sales Process

Define & Adjust Your Technology Portfolio

A Systematic Plan for an Aggressive Rebound

Ctrl

Alt

Delete

Non-Performing Products / Services

Negative People re: Performance + Culture

Negative Attitudes

The “Secret” To A Fast Rebound

Cynicism  Resilience

There is no such thing as a legitimate, sustainable, successful cynic. True success demands a ***sincere belief*** ... in you, your offerings, your value.

A Checklist For Resilience

Characteristics of Resilient Organizations	Your Status
Ability to Spot Opportunities & Changes	
Ability to Move from STRATEGY to OBJECTIVES to ACTION	
Alignment of “Balanced” Rewards with Intended Results	
Establish, Articulate, Execute & Reward Your Values	
Make Decisions, Define Actions, Gain Commitment, Measure & Adjust	
Balance of Urgent Execution with Stable Operations	
Bias Toward Constant Progress instead of Heroic Victories	

I P E D

Channel Research,
Consulting & Education