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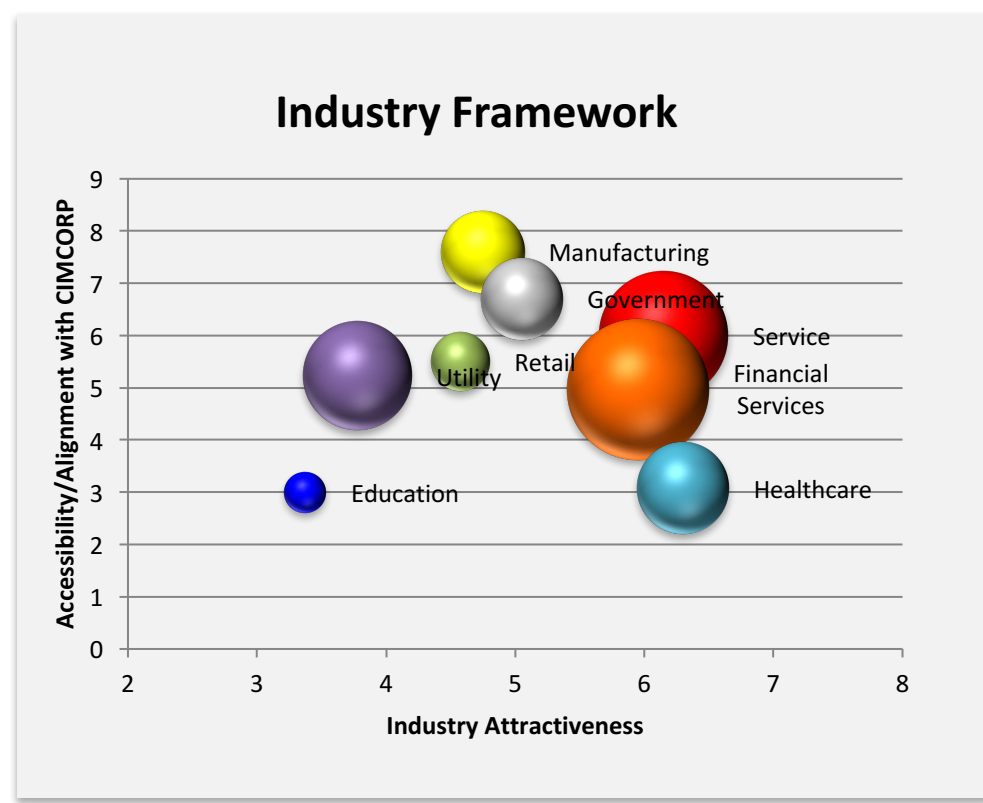
## Industry & Company Analysis

Industry Attractiveness = factor \* factor weighting

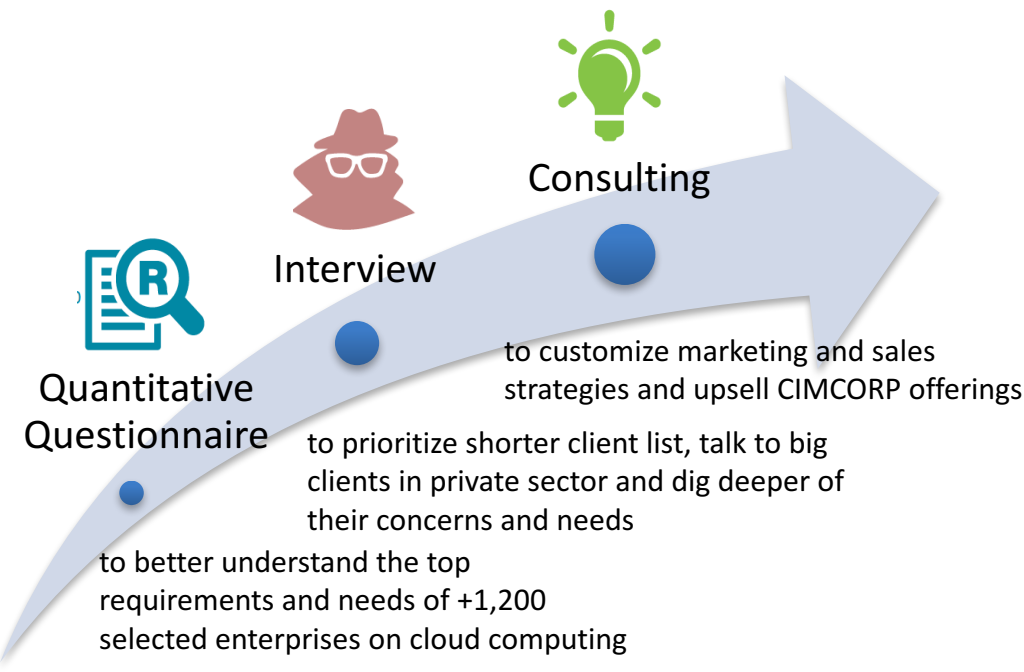
- Market Size
- Market Growth Rate
- Profit Margins
- Strength of competition
- Macro Factors
- Entry Barrier

Accessibility/Alignment with CIMCORP = factor \* factor weighting

- Existing Client #
- Client Cloud Purchase Power
- Partnership Capacity
- Resource Capacity
- Client Recognition/Branding



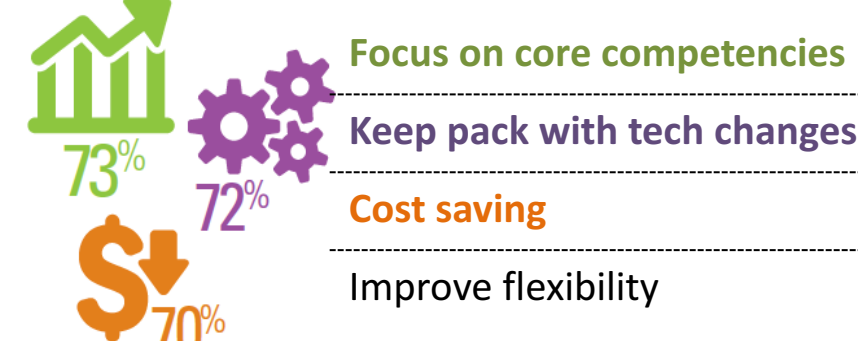
## Cloud Computing Questionnaire



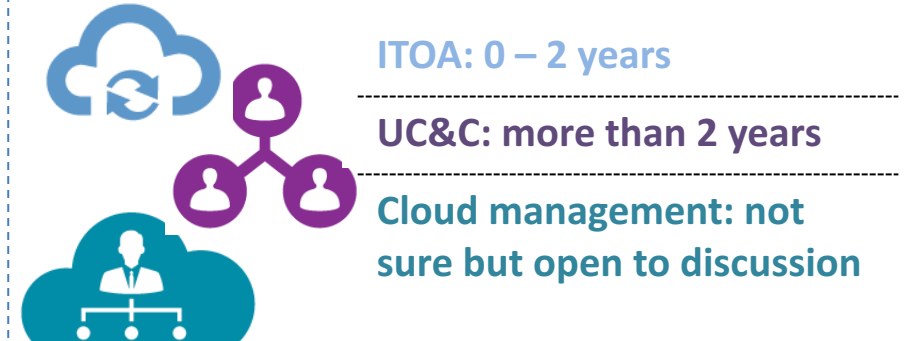
**Q6**  
Please describe the timing of when you expect to utilize following cloud applications at your organization. Is it 0 to 2 years, more than 2 years, or not sure but open to discuss?

- IT operations analytics (ITOA): automatically monitor performance and anticipate problems in the infrastructure and applications of entire organization
- Unified communication and collaboration (UC&C): bring daily communications tools, such as voice, e-mail, instant messaging and video conference, into a single interface
- Hybrid cloud management platform: migrate and manage your applications on any private or public cloud
- Others

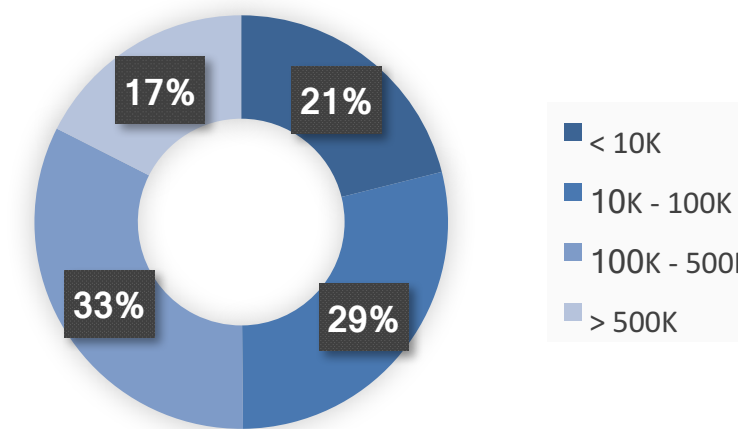
**Q4. Key drivers to adopt cloud computing:**



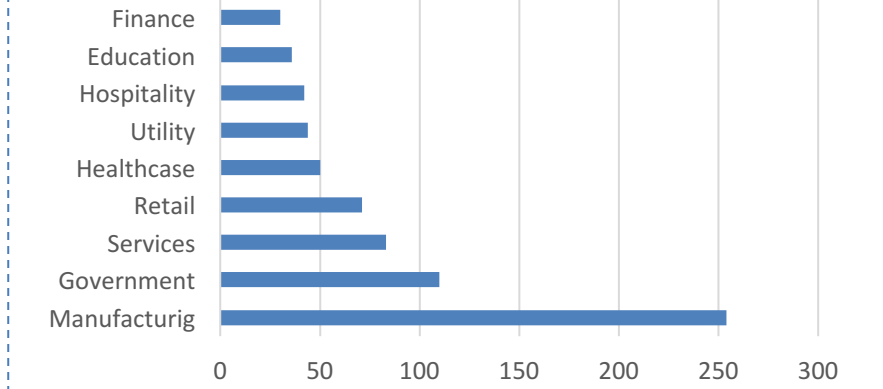
**Q7. Expected timing to adopt following:**



**Q9. Cloud computing budget:**

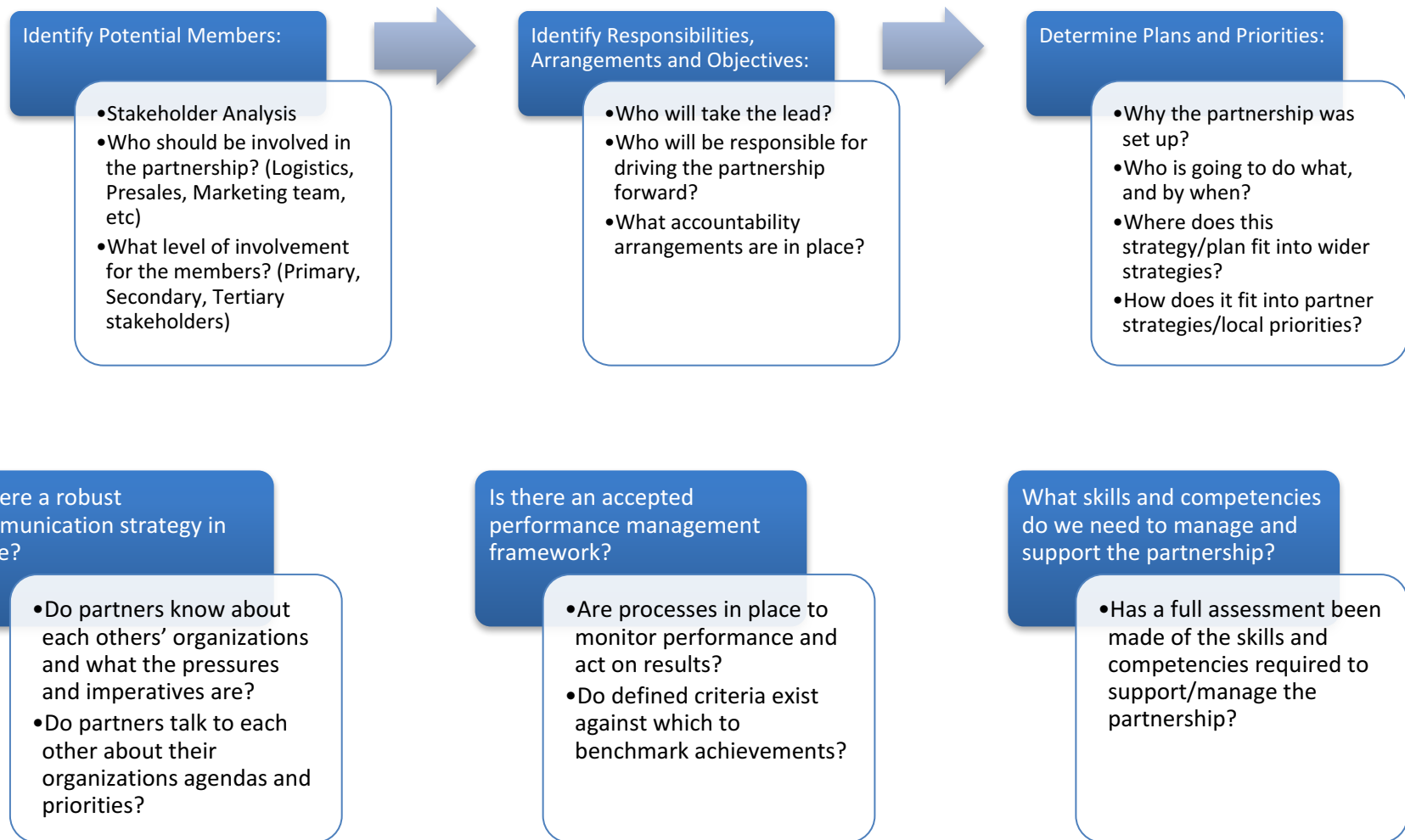
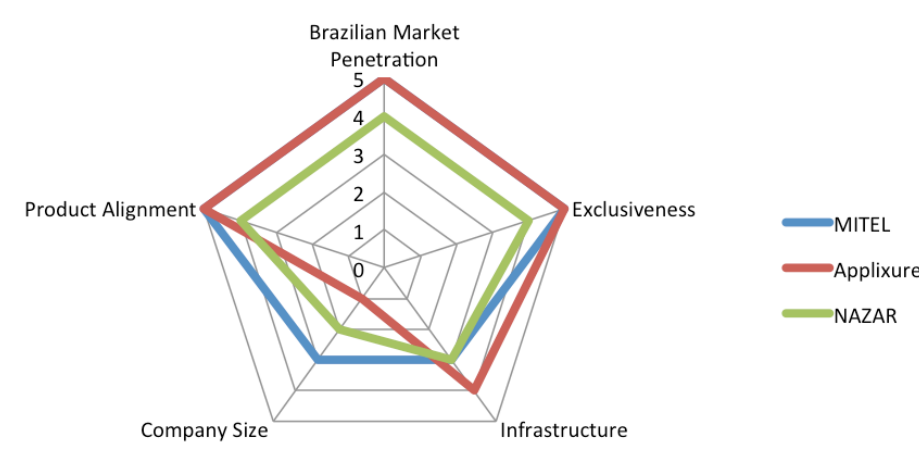


**Q10. Industry type:**

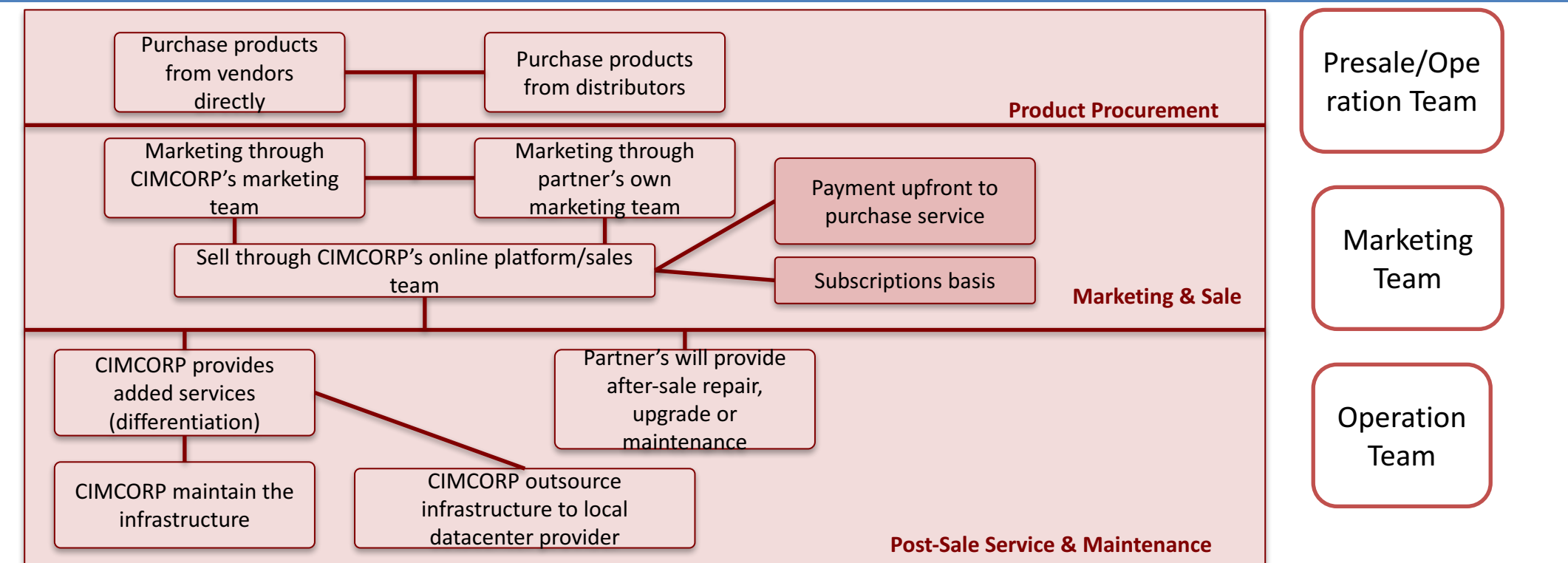


## Partnership Framework

Evaluation Questions	MITEL	Applixure	NAZAR
How to describe the market penetration in Brazil of the product?			
How to describe the exclusiveness of the partnership?			
How to describe CIMCORP's infrastructure investment difficulties to partner?			
How large is the company?			
How to describe the product alignment with CIMCORP's existing product line?			



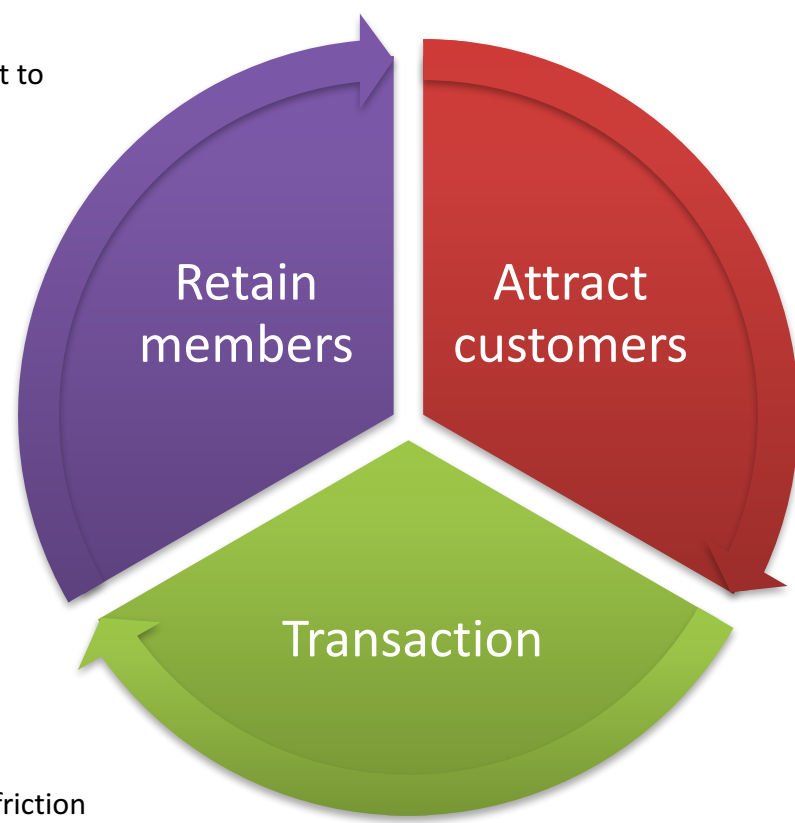
## Partnership Framework - Cont'd



Where can you establish partnership norms?	Shared values	Partnership norm
<b>Communication</b> Perspective-gathering questions: - What is important to you when you are talking to someone? - How do you communicate that you are looking for solutions versus looking for understanding? - What methods of communication work best for you? (email, phone, in person, etc)		
<b>Resource Management</b> Perspective-gathering questions: - What issues have you experienced in sharing your resources with others in collaborative partnerships (equipped and supplies, facilities, professional contacts, etc)? - What is an effective way for us to share our resources?		
<b>Decision-Making</b> Perspective-gathering questions: - What has been your experience in collaborative decision-making? - How do you like to be involved in solving collaborative issues?		
<b>Conflict Resolution</b> Perspective-gathering questions: - How do you approach conflict in relationships? - What effective mediation strategies have worked for you?		

## Platform Benchmark

- Automation of technical support to minimize our human cost while keeping customer happy.

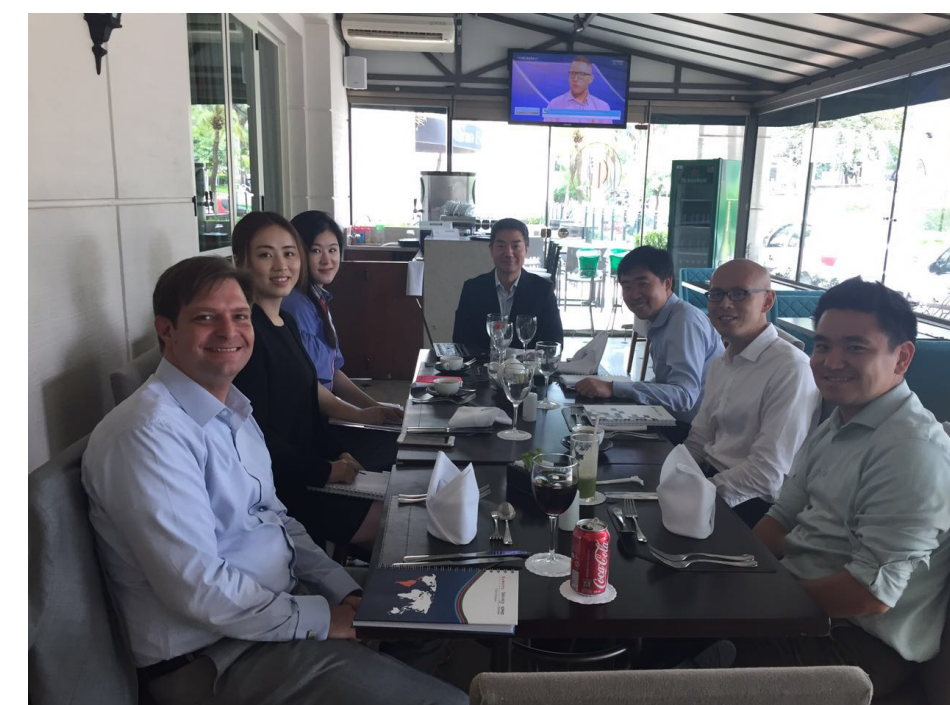


- Customers acknowledge what, why, and how we can help their business. Engage them at their interest to the ecosystem that we build so as to increase the conversion rate.

- Eliminate purchasing friction
- Tools that facilitate clients in navigating the resources, and finding the right solution.
- Searchable document of Q&A to eliminate customers' concerns
- Instant in-person respond to hesitant customers



- Value Proposition
- Portfolio
- Whitepaper
- Blog
- Press release
- Customer reference/success story/case study
- Customer community/Forum
- Searchable solutions
- Solution advisory
- Demo
- Free trial
- In-person tech support
- Payment method
- Billing & cost management
- Q&A/Tutorial/guideline/university
- Account management with mobile device
- In-person support



Meeting with CISCO



Wonderful gift from the colleagues



Celebrating birthday of Sao Paulo city



Yeah.... We will come back soon!