

## OPERATOR MARKETING ASSISTANCE PROGRAM

*Helping Our Customers Accelerate Time to Market*

**As the communications market is rapidly changing, communications operators face challenges to their installed base from traditional, new entrants and over the top competitors. Service providers need to quickly deliver solutions that retain and evolve their existing customer base, capture new subscribers with competitive and innovative offerings, and generate new revenue opportunities.**

GENBAND **GENVelocity** is a Marketing Assistance Program that rapidly educates and arms service provider teams with the knowledge and tools required to sell A2 Communications Application Server powered IP solutions, and educates their customers on the benefits of moving to an IP based solution, in an ever competitive environment. **GENVelocity** works hand in hand with your employees to help you successfully launch new IP-based services and expand existing services delivering revenue generating opportunities that exceed customer expectations.

### GENVELOCITY PROGRAM COMPONENTS

- **Market Introduction Plan:** A plan for rapid service introduction to market – identified target markets, deliverables, promotional activities, customer event opportunities, program management.
- **Market Messaging and Service Definitions:** Joint development of Service Definition and Market Messaging to target customers with a key vertical focus.
- **Pricing & Packaging:** Established initial service bundling and pricing for attractive positioning at launch.
- **Education of sales personnel and customers:** Facilitate service launch by educating service provider sales teams as well as prospective customers.
  - Lunch and Learn
  - Web-based tutorials
  - Customized sales messaging
  - Sales Engineer technical training
- **Customized Sales Toolkits:** Development of external marketing media/collateral, and internal sales training tools.
- **Total Cost of Ownership (TCO) tools:** Joint development of a TCO tool to assist service provider sales teams to quantify customer migration to new IP-based services.
- **Demo Systems:** GENBAND cloud-based demo systems and accounts that provide prospective customers with the service experience to stimulate demand.



### GENVELOCITY KEY INITIATIVES

- **Increasing Sales:** Aggressive sales targets start with a careful assessment of the market. **GENVelocity** assists service providers with zeroing in on the most lucrative segments of the market while modeling various pricing scenarios to optimize positioning. The program also provides customized business case tools as both a sales and customer education tool
- **GENVelocity** delivers effective sales tools that educate and persuade prospective customers.
  - Sales presentations
  - Business case models
  - Marketing collateral
  - Key value propositions

### STRENGTHENING CUSTOMER RELATIONSHIPS:

Managing customer churn is an ever present concern for service providers; today's new customer quickly becomes tomorrow's target for the competition. **GENVelocity** assists service providers with the earliest stages of new service planning including service definition and development of attractive SLAs. Once the service is ready for launch, **GENVelocity** supports service providers at forums such as tradeshows, regional events and on-line seminars. Service providers can leverage these capabilities to promote new service offerings and enhance customer loyalty.

- **Increasing Market Awareness:** Proactively managing communications ensures our customers' brand delivers its fullest, most positive impact in the market. **GENVelocity** provides

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supports in developing and managing an effective service communications strategy. An integrated communications plan can greatly reinforce a message and generate awareness in the market. To reinforce messaging to target markets, direct marketing (mail, email, web) campaigns are often used to generate interest. **GENVelocity** can prime the creation and layout of customized collateral around the service provider's branding and key messages.

### GENVELOCITY OPERATOR BENEFITS

- **Reduce Introduction Costs** by leveraging off-the shelf collateral, sales aides, toolkits and marketing materials.
- **Accelerate Time to Revenue** through lead generation, joint selling, customer events and marketing campaigns.
- **Increase Sales Force Effectiveness** through sales training, sales tools and presentation materials, business cases, marketing messaging, collateral, market analysis and segmentation.
- **Decrease Time to Market** with customized service definitions, pricing analyses.
- **Maximize Market Impact** with lead generation, database mining and targeted sales efforts.
- **Build Sustainable Revenue Engine** by offering unique and customized IP-based services to your markets quickly and effectively.

### INTERESTED IN LEVERAGING GENVELOCITY?

- When you become a GENBAND supported customer, you can tap into **GENVelocity** at no charge when you access our self-service items via your customer support portal login.
- For those who need more customized and specialized marketing assistance, **GENVelocity** industry experts can work with you to provide customized collateral, training, consulting or other professional services assistance giving you the necessary tools and services you need to ensure your success.
- For more information contact [GENVelocity@GENBAND.com](mailto:GENVelocity@GENBAND.com)

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