

# Solution Battle Card (For Example: Cloud Computing Hosted Services)

## VALUE PROPOSITION

- The pertinent message to lead with specific to this solution (and underlying products) relative to the industry drivers.
- **For example:** Rapid adoption of cloud computing through secure, turnkey, hosted services.
- Additional or secondary message of value this solution brings to compliment the primary message.

## WHAT TO SELL

- A brief (one line), customer-focused, description of each product and service making up the solution.
- **For example: Converged Cloud Applications:** voice, video and data services as a service rather than a product.
- **Product two.**
- **Product three.**
- **Etc.**

## WHO TO CALL

- Titles and ranks of stake holders required to address the industry trend or driver:
- **For example:** CIO/G6 (Agency, Department or Command)
  - Associate or Deputy CIO's of IT, Infrastructure, Architecture, Operations or Command
- Titles and ranks of stake holders who own the budget line item or key prime contractors:
- Directors of Engineering, Operations and Acquisition
  - Program Manager, Director, Program Executive Office (PEO) and Prime Contractor
  - Key System Integrator partners

WORLDWIDE MARKET OPPORTUNITY (for your company's target segment): \$\$\$B+ / year

ADDRESSABLE MARKET (your potential \$): \$\$B / year

Other ADDRESSABLE MARKET: \$\$B

WORLDWIDE MARKET OPPORTUNITY FOR *Subset* ((Other revenue opportunities): \$\$\$B

## DIFFERENTIATION

- How your company offer is different from your competitors.
- **For example:** Superior on demand access to command and control information 24x7.
- Additional differentiators.
- Etc.

## NEXT STEPS

- Specific actions your field sales and marketing personnel can, and should, take with the customer.
- **For example:** Invite your customer to your company's scheduled agency update on cloud computing.
- Additional next steps.

## KEY RESOURCES

Names and contact information for internal resources.  
Website links for internal and external sources.

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## Specific Solution: Major Trends and Drivers

Driver	Agency Requirements Addressed
Driver specific to this solution.	Deeper dive into trends and drivers for this particular solution.
<b>For Example:</b> Managing Cloud Services	Need to manage services now in the Cloud; responsive service from service provider.
Driver specific to this solution.	Deeper dive into trends and drivers for this particular solution.
More trends	Deeper dive into trends and drivers for this particular solution.

## What to Sell: Product Components (only products composing this solution)

Product 1	A brief, internal-focused, description of the product. Can be a bit more technical if necessary.
<b>For example:</b> Converged Cloud Applications	VoIP: <i>partner</i> product for LTE networks; Data product "Name"; Video resold from <i>partner</i> under name: "Name".
Product 2	A brief, internal-focused, description of the product. Can be a bit more technical if necessary.
Product 3	A brief, internal-focused, description of the product. Can be a bit more technical if necessary.
Product 4	A brief, internal-focused, description of the product. Can be a bit more technical if necessary.
Suite of Services and Consulting	A brief, internal-focused, description of the services. Can be a bit more technical if necessary.

## Discovery Questions

- Leads the sales individual through a real life discussion with the customer designed to establish credibility through knowledge of trends and drivers and direct conversation to company solution.
- **For example:** What has been your experience thus far with the "Cloud First" directive? Which services have you selected to move to the Cloud first? Where are you in that process?
- Additional discussions based on relevant drivers, programs and policies.
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## Programs/Policies/Directives/Mandates (Specific to this solution)

Specific programs, policies, directives and mandates to this solution that military and civilian agencies are tasked to embrace and execute. References your company sales individuals will hear and will need to be aware of.

**For example:** "Cloud First" policy (December 2010) stating: "Each agency will identify three 'most move' services within three months, and move one of those services to the cloud within 12 months and the remaining two within 18 months."

**For example:** SAJACC – Standards Acceleration to JumpStart Adoption of Cloud Computing.

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