

THE ASSOCIATE PROGRAM ADVANTAGE

Success in marketing today requires that you keep your finger on the pulse of the industry, your customers, and all the latest marketing strategies, tactics, and techniques.

This isn't an easy task when you work in a marketing department that doesn't have IBM's budget. But ITSMA has made it easier.



ASSOCIATE PROGRAM OVERVIEW

As a marketer charged with growing the business with limited resources at your disposal, you are faced with a number of challenging realities:

- The industry is becoming more and more competitive, forcing you to differentiate your firm from competitors large and small
- Traditional marketing and sales approaches are less effective, forcing you to continuously search for new ways to connect with customers
- Customers are less loyal and more skeptical of provider claims, demanding greater proof of business value before making any IT-related investments

To help you meet your marketing goals in today's hyper-competitive climate, ITSMA's Associate Program is specifically designed for smaller and emerging firms.

"Any time I need good industry data or ideas, ITSMA is the first place I go."

—Symbol

ASSOCIATE PROGRAM BENEFITS

For a fraction of the cost of a full Corporate Program, Associate Clients gain access to strategic marketing insights culled from ongoing study of industry leaders such as Avaya, Cisco, Cognizant, Dell, EMC, Ericsson, GE Healthcare, HP, IBM, Microsoft, Oracle, SAP, Siemens, Symantec, VMware and Xerox, among others.

In addition, Associate Clients gain access to:

- **Insight**—Stay on top of the latest marketing and sales practices, as well as buyer preferences and priorities, through ITSMA's ongoing research
- **Community**—Meet, network, and compare experiences with other services and solutions marketers at ITSMA events

By focusing specifically on the unique requirements for marketing services and solutions, ITSMA programs goes far beyond the more generic approaches of most marketing advisors and associations.

INSIGHT

The Associate Program includes access to ITSMA's research and insight on marketing and sales practices. Specific benefits include:

- Unlimited organizational access to ITSMA's online research library of more than 250 reports, briefings, and tools on a wide range of marketing and sales issues
- Ongoing insight into buyer perspectives and behavior for services and solutions through research such as ITSMA's annual *How Customers Choose* study
- Ongoing coverage of marketing and sales best practices and trends
- Annual give-to-get benchmark research on marketing budgets and priorities, as well as sales performance

COMMUNITY

Associate Clients can participate in ITSMA's community of seasoned services and solutions marketers. Specific benefits include:

- Unlimited access to ITSMA Client Briefings
- Client rates for ITSMA workshops and conferences*
- Client rates for multiclient research studies*

*Additional fees required.

ADD-ON SERVICES

In addition to client activities, Associate Program clients take advantage of a variety of add-on services, including:

- Unlimited subscriptions to the monthly ITSMA's newsletter, *Marketing Strategist*
- Access to custom research, consulting, and training
- Speaking opportunities
- Event sponsorships
- Access to ITSMA's Services Marketing Professional Program

WHO BENEFITS?

The Associate Program benefits the entire organization via unlimited access to ITSMA briefings, marketing tools, research library, and client rates for add-on services.

Primary beneficiaries typically include senior marketing executives, marketing directors and managers, and individual practitioners.

The program also benefits related functions, such as sales, service delivery, and training.

PRAISE FROM ITSMA CLIENTS

"Great for networking and learning about new best practices!"

—IBM

"As independent experts, with the benefit of being objective and politically neutral, ITSMA provided a valuable injection of external information and sparked new thinking."

—Computacenter

PROGRAM PRIORITIES

Program activities are focused on the challenges identified by clients each year as most essential to services and solutions success. The program is focused on the following issues:

- **Transforming the Marketing Organization:** What are the new models, functions, practices, and skills
- **Building the Idea Organization:** How to use thought leadership to build brand preference, generate leads, and engage clients
- **Learning to Love the Data Explosion:** Realizing the promise of analytics for improved targeting, lead management, and decision-making
- **Preparing for the B2B Social Buyer:** Determining the right marketing balance for traditional buyers and the new social buyer
- **Sales Channel Enablement:** Improving the impact from your portfolio of enablement activities across direct and indirect sales channels
- **Next Generation Account Based Marketing:** Optimizing the model, mix, and staffing across the entire sales and delivery cycle

ABOUT ITSMA

ITSMA specializes in helping companies market and sell services and solutions more effectively. As a membership organization, we work with the world's leading technology, communications, and professional services providers to generate increased demand, strengthen customer relationships, and improve brand differentiation. ITSMA members include business leaders as BT, Cisco, Deloitte, Hewlett-Packard, IBM, Microsoft, SAP, and Tata Consultancy Services, among others. Our comprehensive research, consulting, and training on topics including ITSMA Account Based MarketingSM, Brand Positioning, and Solutions Development provide the insight and experience companies need to improve business results. ITSMA is based near Boston, and has offices in London and Tokyo. Learn more at www.itsma.com.

MORE INFORMATION

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