

B2B: INFORMATION TECHNOLOGY

FINDING IT DIFFICULT TO DELVE CLIENTS/
PROSPECTS FROM IT?



WHY YOU READING THIS?

Begining 2016, IDC predicted the global information technology (IT) market including hardware, software, services and telecommunication to foster to \$3.8 trillion up from \$3.7 trillion the previous year.

The US information technology market values approximately 28% of the total or slightly more than \$1 trillion.

This provided solution providers, Managed Service Providers, Value Added Resellers, vendors, distributors, cloud service providers, and more, opportunities to pitch their products, services and solutions to the global IT audience.

If you are into any one of these businesses, this document will help you understand current opportunities for your business. You will be able to understand current trends in the IT industry and pitch your product, services and solution accordingly to target IT audience.

HOW YOU ARE SELLING?



Doesn't matter whether you are solution provider, MSP, VAR, vendor, distributor, or a cloud service provider, you are responsible to supply and support all technological requirements of your IT clients.

The mechanism of distribution to connect clients/Customers to products, services, and solutions differs by industry.

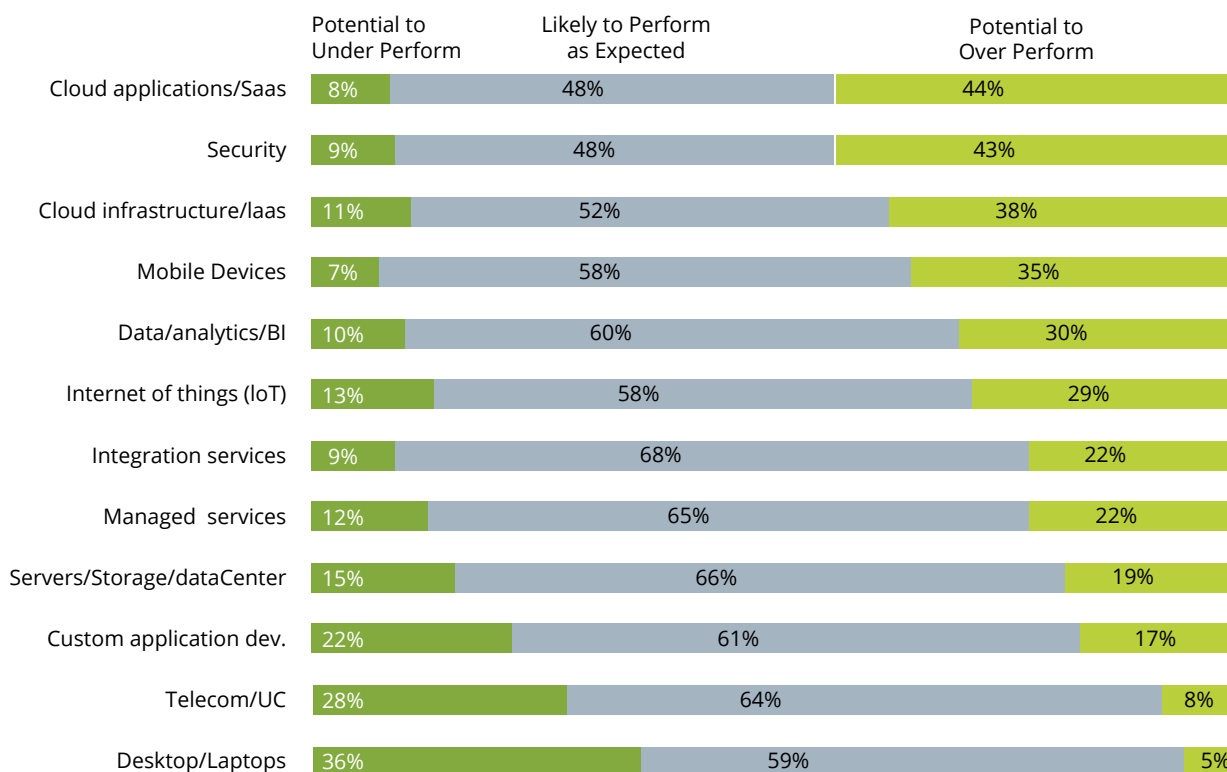
Most sellers in IT rely on intermediaries or indirect channels that can deliver products, services, and solutions efficiently and effectively to the client/Customer.

You may serve anyone of the below mentioned ecosystem but your goal after all is to reach the right customer post brief understanding of his/her technical requirement.

EXPECTED PERFORMANCE OF IT PRODUCTS & SERVICES

Expectations for 2016 Product Performance

Relative to general industry expectations



Source: Comptiat IT Industry Outlook

HIGHLIGHTS

- » Data, Analytics and Business Intelligence is expected to increase
- » Custom Application development - key to aim for higher B2B customer

engagement

- » Cloud Application, Infrastructure and SaaS demand is rising as expected
- » B2B Companies along with social media also implementing IOT strategies

The need for managed services (e.g services like our's) is gaining momentum

FACTORS CONTRIBUTING TO RISE IN SALES....

Growth expectations for the U.S. market are in line with the global figures. As the largest market in the world for IT products and services, U.S. forecasts and global forecasts will always be inextricably linked.

According to IT industry executives, the factors most likely to contribute to hitting the upside of the forecast include:

- » Reaching new customer segments,
- » A boost in business from existing clients,
- » By successfully launching marketing strategies to sell new product, services and solutions
- » By improving internal operations
- » Improving sales and Marketing

SELL ACCORDING CURRENT IT TRENDS

Aim for Better end User experience

As technology has become pivotal for all facets of business, the primary aim is to provide an enhanced end-user experience via mobile, cloud, data and social.

Companies to hone More in house Tech Talents

Companies will continue to work to get the right mix of technology to achieve their business objectives, they will also seek to get the right mix of tech talent.

Cloud computing takes new heights

Businesses are adopting a cloud-strategy as they plan new technology projects. In time, cloud is Pivotal part of any planning. On the front end of the computing spectrum, mobile devices will follow a similar pattern. The ultimate goal is the complete solution of both Mobile and cloud.

Companies Go stringent with Security

Factors such as adoption of new technology and dependence on digital data have shifted the focus on security. Companies will increase activities such as penetration testing, external audits, and end user evaluations that lead to investments in new security training platforms.

Its Analytics - The show stopper

Since Big Data, Marketers have gained interest in insights which result in a data driven approach. Hence the role of Data, analytics and visualization will remain strong areas of interest.

The Software Gets More Attention

Companies have Realized the fact that a digital workflow require development in customization and integration of applications. Integration also suggests at the growing demand to virtualization and automation. As the demand for more programming skills are increasing companies are reaching out to software defined data hubs.

Getting Closer to the Customer

Today, including technology the end customer is also changing. customers today for example chief marketing officers, knows quite a bit about the technology they want to buy and possesses a fair amount of hold in terms of price transparency and deal negotiation. They know you, its time you start knowing them individually and set up more personalized campaigns.



HOW WE CAN HELP

Some of our key products and solutions tailored for an IT service provider include:

Multichannel Database Marketing: Span Global Services integrates online and offline capabilities so that clients can become more consumer-centric and effective in their marketing activities.

Global Consulting: Our highly-skilled business consultants' help clients increase revenue, reduce costs, improve customer loyalty, and raise their market share.

Technology Leadership: We manage a huge list of customer and prospect records which are integrated to its respective customer records.

Database/CDI: Span Global Services provides operational data stores for supporting real-time, front-office customer management applications across all channels.

IT integrated database marketing: If you have been providing IT services to the world's leading companies, government agencies, and others with innovative solutions in mainframe outsourcing, managed server service, network management and desktop, storage and security issues, then we can aid you in integrating database marketing solutions accordingly.

WHAT ELSE

Our low-cost data-driven solutions enable you to delight, engage, and bring fundamental changes in the way you connect with customers and prospects.

From the get-go, Span Global Services is focused on providing personalized data-driven solutions to IT and other diverse business verticals; thereby driving relationship marketing to new heights.

By using our advanced IT-integrated strategies, data-centric solutions, and gamut of Data-Driven Marketing services, you can boost technology business growth as desired.

- » Email Marketing
- » Database Management & Solutions
- » Direct Mail
- » Lead Nurturing
- » SEO & Social Media Marketing
- » Market Research
- » Demand Generation

THE BALL IS ON YOUR COURT NOW

About Us

Over 32 million B2B Decision Makers in our repository - Customized & Segmented.

We've been helping Technology Companies with Marketing Database to reach any industry vertical for over a decade now.

We have conquered the territory of high-end data services including Data Appending, Profiling, Verification, and Cleansing, in addition to Email lists & List Management.




Winning or losing is not about chance; what matters is the approach.

Not everything comes with Price?

Call Us Today for Free Consultaion on how we can foster your business achieving ROI you expect.



SPAN
GLOBAL SERVICES
GLOBAL GROWTH PARTNER

 www.spanglobalservices.com
 info@spanglobalservices.com
 877-755-0023



USA | CANADA | UK | INDIA

© Span Global Services, All rights reserved

Span Global Services brings to the table first grade innovative data services for diverse companies - 32 million verified customer records and pro-change strategies. Our execution styles are versatile for which different types of industrial players find Span Global Services a useful stepping stone towards building excellent brand value and maintaining it.