



The Technology Channel Partner/Results Group
Better Results Through Effective Partnering

TechChannel Partners

Business Development & Marketing Support Services

Proposal for



Tri-Delta Resources





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Goals & Objectives

In its 20th year of operation, Tri-Delta Resources is a mature company of over twenty employees delivering quality maintenance, repair, and support services to AS/400 computing environments and Wintel-based computing networks in corporate, commercial, government, and educational organizations from Buffalo to Utica NY.

In order to expand its scope of services and thereby increase value to their customers Tri-Delta Resources recently applied for and achieved Platinum status in the Citrix AccessPartner Program, putting them into a very elite group of Solution Providers who have made the investments and agreed to the obligations required by the program.

To fulfill these obligations and fully leverage the opportunity created by their new Citrix partnership status, Tri-Delta seeks the assistance and support of a capable and qualified marketing & business development partner to develop and deliver marketing programs and campaigns designed to accomplish the follow goals:

Maintain Financial Security

Tri-Delta Resources has consistently demonstrated the ability to provide financial security and growth for its people. One of the primary goals of this project is to provide a foundation for continuing to maintain this financial stability and continue also to achieve modest controlled revenue growth particularly in the area of Citrix-related project, product, and license sales.

Create return on investment in Disaster Recovery facilities

Another proactive step recently undertaken by Tri-Delta is the establishment of facilities designed to support Disaster Recovery and Business Continuity services for Tri-Delta clients. The company would like to see this proposed marketing activity significantly reduce the time it takes to achieve full return on their investments and accelerate the progress toward turning profit in this new endeavor.

Fulfill obligations to Citrix

Tri-Delta appreciates and respects the success that Citrix has developed and enjoyed over the years partnering with Solution Providers and helping them achieve new revenues & profits. As such there is a strong desire to fulfill the obligations and requirements of the Platinum Partner program which are designed to help Tri-Delta enjoy similar success to existing Platinum partners. To be successful, this marketing program must align and comply with the requirements of the Citrix AccessPartner Program at the Platinum level.

Exceed Agreed-Upon Goals

Citrix has only recognized a very small community of Solution Providers to participate in the AccessPartner program at the Platinum level. As such, their expectations of these select elite partners are high. These expectations include specific activities which are all designed to assure that the partner achieves or exceeds specific sales goals.

Leverage Citrix Message Through Effective Marketing

Many of the requirements of the program focus on marketing activities, and encourage innovation by providing "Opportunity Funds" beyond the market development funds specifically allotted to each Platinum partner. All activities proposed for this program will be consistent with Citrix marketing guidelines and will best leverage the resources and proven techniques developed by Citrix and its Platinum partners.

Increase Citrix new product sales

Citrix continues to grow through constant innovation. To support this growth there is particular focus on selling new product entries such as the Citrix Access Suite, Access Gateway, and Netscaler products. This program will provide appropriate focus on these new products in an effective balance with the overall Citrix message and the Tri-Delta Resources message.

Messaging

One of the primary goals of any good marketing program is to distill and define a crisp, clear, consistent message that pervades every customer contact, every look & feel, every correspondence from your Company. This has to be developed ultimately by the people within your Company if you want them to own it which Tri-Delta clearly does. It speaks to the relationship you intend to have with your clients, the level of service they can expect from you, and the values you bring to those relationships. It defines your sustainable competitive advantages, those differentiators which drive and will continue to drive clients to select you over your competition.

While we will need to spend some time with your key people to fully understand the Tri-Delta culture and message, we already have the following as a foundation for future development:

Tri-Delta as Unique Resource in the Region

Tri-Delta is the only Citrix Platinum in the region. That alone is a very powerful and compelling message not only that you are a unique resource for a very valuable technology set, but also that you are the kind of company that continues to make significant investments in preparing yourselves to be a better resource for your clients.

Tri-Delta Business Relationships

Tri-Delta is clearly a relationship-based company. You achieve intimacy with your clients, getting very close to their business so you can best understand how to provide them with services & technologies that will increase their profits and decrease their costs.

Citrix as improvement to break/fix offering

Maintenance & repair of the equipment in a customer's IT environment is really only half the story. The other half is in how you achieve control and solid management over the community of client devices and users in that environment. The Citrix Access Suite eliminates a tremendous amount of manual configuration and support time and replaces it with centralized, simplified management. Tri-Delta has invested significantly in preparing itself to deliver these powerful desktop management solutions to their clients.

New Citrix-based offerings coming to augment DR and BC offerings

Another significant Tri-Delta investment has been in developing a suite of much needed Disaster Recovery & Business Continuity services. Plans are now in the works to augment these offerings by leveraging Citrix technology to provide rapid secure access to alternative data repositories should the primary data center become compromised.

More...

As we develop the press releases, case studies, and other collateral to be developed during the course of this program the Tri-Delta Resources message will become more clearly and concisely defined.

If desired at any point a motivating session with the entire Tri-Delta team can be offered which will give them all the opportunity to participate in identifying your sustainable competitive advantages while also developing your mission statement, your vision, and the "elevator" speech that every company needs to make sure that all of its people are on the same page.

Delivering The Message Effectively

Key to the effective delivery of your message is an understanding of who you want to communicate with; not only what companies and other organizations, but who within each hierarchy, what attracts their interest and their investment, and how best to reach them.

A coordinated marketing plan provides for repeated delivery of each message to build unaided name recognition on the part of the prospects you wish to turn into customers. Effective marketing to existing customers requires that you show them a path to improved results by taking advantage of the new developments you've made to your offerings.

This proposal does not include a comprehensive strategic marketing plan as it is still too early to successfully produce one. The steps suggested in this proposal will help us generate immediate results while developing the foundation for future planning.

Press Releases

Three factors influence the success of Press Releases as a marketing device:

- 1) How well each press release builds toward an ever-growing story of success and results
- 2) Who the release is distributed to
- 3) How well the distribution is followed-up and promoted

The following program is proposed to cover all these bases and deliver a highly effective press release campaign.

Research Channels

Tri-Delta Resources serves several markets including corporate, commercial, educational, and government customers across a two hundred mile geography. Reaching this market effectively will require the development of a highly specialized list of media-related recipients including the business and technology editors of as many regional and local newspapers as possible plus business, education, and government-related publications and others.

TechChannel Partners will develop the distribution list for your press releases by researching thorough various resources including local Chambers of Commerce, publishers guides, and others. This list will be used for all subsequent distributions and continually developed as we proceed.

List Development Research - \$1,500

Getting the right contacts

You've also indicated that your contacts within most of your existing accounts are in the IT area and not necessarily the business side of your customers' company. TechChannel Partners offers a proactive research service in which you can submit a list of company names and main phone numbers and then tell us what title or titles you wish us to identify within each company.

Proper Contacts - \$6 per contact provided

Develop Press Release series

All press releases will be developed in standard press release format and standards consistent with those preferred by Citrix Systems. A formal release must be signed by any customer quoted in press releases. It is usually best that this be obtained by your staff. TechChannel Partners will conduct interviews with all involved parties and obtain the actual quotes for attribution.

Press Release Development - Standard - \$250

Press Release Development - Financial - \$750

Suggested topics for the first four recommended Press Releases are:

Tri-Delta Resources Achieves Citrix Platinum Partnership - Only one in area

This release will drive home the message that Tri-Delta is the only provider in the area who has made the investments and commitments necessary to achieve this elite status and describe the value proposition for customers.

Only CCIA in area

This release will focus on the staff resources Tri-Delta makes available to increase the value customers receive from their investments in Citrix technologies from Tri-Delta Resources.

Only Netscaler auth in area

This release will describe the advantages presented by the Netscaler product in the context of how it can only be implemented locally by Tri-Delta Resources.

Case Study

This case study/press release will highlight an actual Tri-Delta customer project that ties the entire Citrix value proposition together.

Distribute

TechChannel Partners will distribute your Press Release to the target media list we have developed in your market as described earlier in this proposal.

We can also selectively distribute press releases over the wire services. All wire service costs will be passed through.

Press Release Distribution to media - \$150

Print Version for Tri-Delta Sales Distribution to customers

Each Press Release we produce will be delivered to you as both a Microsoft Word document and a pdf file for simple, secure distribution and/or webposting.

Your salespeople may wish to send their customers a link to where the pdf is posted on your website, or may wish to e-mail the pdf directly.

Followup

TechChannel Partners will proactively reach selected media contacts on the Press Release distribution list to encourage them to "pick up" the story and feature it in their channel. This service is charged by the day with the anticipation that we can effectively speak to approximately 25 contacts per day.

Press Release Distribution Followup - \$1,500/day

Case Studies

A well-written case study of a quality project can be more effective than just about any other marketing device. Instead of telling a prospect what you plan to do or are going to do for them you are telling them about something you've already done for another client and you can highlight the return on investment they enjoyed as well as the other benefits that resulted from your service.

Once you have identified a customer who is willing to allow us to profile their project TechChannel Partners will interview the customer stakeholders, your service delivery and sales team and anyone else who was involved. This information will be compiled and developed as a powerful statement of the success your customer achieved with your help. This is delivered in a professional format consistent with your graphic and typography standards. It will also be developed in alignment with Citrix Marketing to assure posting on the Citrix website.

The resulting document will help your sales team drive new sales that will return your investment in development of the case study many, many times over.

Basic Case Study Development - \$750

Extensive Case Study Development - \$1,000 - \$3,000

Mailings

While reaching existing customers via e-mail is a very viable way of marketing to them, reaching new prospects is still best accomplished by sending a professionally prepared businessperson-to-businessperson letter via US Postal Service or expedited mail delivery. TechChannel Partners' writers have been producing such letters in the IT channel for many years and can provide well-written highly-impactful messaging whether yours is a letter of introduction, a description of a new development, or one of regret at terminating a service.

Any of your press releases or case studies can be easily converted into a letter format or otherwise prepared for mailing to clients and prospects. Mailing services are available and will be quoted upon request. These services include list generation, printing, assembly, and posting of mail.

Letters can usually be turned around from concept to delivered product within three business days, faster if necessary.

Business Letter Writing - \$75/page

Ask Your Guru about IPSEC vs SSL VPN

The first mailing proposed for Tri-Delta Resources is a letter to business executives and owners and director-level management at educational and government prospects, encouraging them to ask their resident technical experts about whether they are currently still using IPSEC or have made the move to reduce costs and increase secure availability by moving to an SSL/VPN.

The call to action for this letter will be to request a white paper comparing the costs and effectiveness of the two approaches and also inviting the prospect to discuss this cost-saving strategy with an expert from Tri-Delta Resources.



Website Improvements

The Tri-Delta Resources website contains well-written content describing the services and resources made available to customers. However, it does not describe or address the business value proposition the customer will enjoy by engaging with Tri-Delta nor does it introduce them to the personal relationships and partnership Tri-Delta has with its customers. These are critical elements to using your website effectively.

Remember that your website is the primary due diligence tool of choice for anyone considering engaging your services. It should be about your customer, how you serve your customer, why your customers choose you, and what makes you different from other providers in the area.

Also, there is currently no area for posting of new information including press releases, news items, case studies, white papers or other high-value information for customers. TechChannel Partners advises having these sections available on your website at all times, and at all times keeping them fresh and updated.

Our website designers and programmers can update your website to include these segments and also implement a custom-tailored simple editor that your administrative staff can easily use to quickly post new information on your website keeping it fresh and current at all times. Our contemporary but conservative design combined with our expert use of Microsoft and Flash web technologies combine to deliver highly professional sites with "two-clicks-to- info" navigation.

While further discovery will be needed to determine how much of the existing website could be utilized thus reducing cost, our most basic client websites generally cost between \$8,500 to \$12,000 including the content management editor. Demonstrations of our websites and the editor are available upon request.

Telesales

New sales opportunities are the building blocks for a thriving and successful sales pipeline. It's something that every sales manager can agree upon. However, convincing their sales team to prospect daily and generating success from such internal efforts can often be less than rewarding.

Our IT telesales professionals are all experienced channel salespeople. They share the rare ability to get a prospect on the telephone and capture their interest. Then they use their knowledge of your offerings and the IT industry to develop an understanding of the prospect's needs and drive their need to meet with you to further that discussion.

APPOINTMENT ACCELERATOR

Appointment Accelerator Puts You in Front of Prospects

Appointment Accelerator is a comprehensive marketing strategy that combines telephone/internet research, direct mail, incentive marketing and telesales services. The objective of the hybrid strategy is to get the client the maximum number of appointments with qualified prospects from the targeted companies.

We have executed appointment accelerator campaigns tied to such solutions as:

- RISS Storage/Information Lifecycle management
- Server/Storage Consolidation
- SMB Business Protection Services
- Security and Business Continuity

We provide you with pre-screened, qualified leads and contact appointment information, allowing your sales team to focus on making presentations and closing the deals. Our team collaborates with you to help develop the scripts and qualification criteria, as well as coordinate our reporting efforts to integrate with your firm's sales force automation system, when available.

Previous campaigns have generated 20% appointment rates. We say "appointment rates," not just "contact rates" which some vendors may use to over-inflate the results.

What You Get With Our Appointment Accelerator Packages

- Custom Research to Identify Targets – just provide us a list of the companies you want to pursue, or the parameters for the ideal firm. We'll conduct outbound web and phone research to identify the ideal purchasing contact for your solution. At the end of the campaign, this new database of contact information is yours to keep
- Customer Crafted Collateral – our marketing team crafts a personalized sales letter focusing on the technology pain point. The letter refers to the special gift enclosed and encourages them to take an appointment to receive the full gift
- Teaser Gift – we will include a "teaser" item to peak their interest, ranging from a earphone for their new iPod to a case for their new iPAQ.
- Overnight Mail – we send your piece via Federal Express 2-day mail to attract attention and give extra emphasis to your message
- Inbound Call Center – our callers receive and schedule appointments when prospects call to book an appointment to receive their gift and learn more about your services
- Outbound Lead Generation – After 24 hours, we start calling the prospects to remind them of the package and attempt to schedule an appointment for your sales team. Through a combined passive and active telesales approach, we are typically able to generate a 20% appointment rate for this scope of service.

All facets of the appointment accelerator are covered in your fee, with the exception of the actual incentive gift you select for the campaign. Your representative can help you select from among the many low-cost giveaways.

Appointment Accelerator – 50 Target Prospects - \$5,000



Events

A well-planned, well-executed marketing event will impress your prospects & customers and drive new sales.

A Compelling Value Proposition Creates a High-Demand Event

We begin by learning from your team what you do best then we identify the right vendor-partners to blend into the offering and recruit the right presenters.

Carefully Targeted Marketing Combined With Persistent Professional Phone Pursuit

We develop an ideal prospect profile and send high-impact professionally prepared invitations to every qualified prospect within your service territory. Right after they receive the invitation they'll receive a phone call from our demand generation team that will convince your prospects to take an appointment with you or come to your event.

A Room Full of Qualified Prospects

You will walk your sales team into a room full of qualified prospects enthusiastic to hear about what your company does best. Have your best presenter host the event or we'll provide one for you.

Keep Selling – We'll Provide the Extra Techs

Between the appointments we set for you and the attendees your salespeople greet at the event you'll be aggressively selling your best projects. Don't hold back! If you run out of resources to fulfill all the projects you sell we'll provide highly qualified & experienced engineers to go in and get them done for you.

RESULTS!!!

Our experts have been effectively executing on events that win engagements for decades. We know our way through the intricacies of every major vendor- partner market funding program and can help you fund your event from end- to- end. The design team that will produce your invitation is award-winning. Every member of our phone team has been an IT channel salesperson. We can do the important things you simply don't have time for. When we're done you'll be able to grow your business significantly!

Let the experienced professionals at TechChannel Partners produce your next event. From concept to invitation to attendee management to venue to follow- up metrics we'll deliver the kind of marketing event that produces results in the most meaningful terms—new revenue!

Event Marketing draws from many TechChannel Partner services and will be highly customized to your requirements. The following is an "ala carte" menu of some of the services available:

Invitation Content & Design	\$250
Print & Post of Invitation (1,000 qualified prospects)	\$2,500
Full Professional Telesales Attendee Recruitment	\$15,000
"Appointment Accelerator" focused recruitment program	\$5,000
Venue & Refreshment Management	\$75 (plus venue & refreshment costs)
Partner Coordination	\$1,000
Market Development Fund Application & Claim	\$50 per vendor application
Presentation Production (One hour presentation)	\$3,000
Presenter (Multiple Sessions - Same Day)	\$1,500

Business Development & Marketing Administrative Support

Many of TechChannel Partners' clients are wasting precious resources and don't even realize it.

Who in your organization is responsible for applying for prior approvals, placing and tracking claims for marketing funds, making sure applications and renewals are filled out and fulfillment of your vendor obligations is maintained? Often the answer is someone who has better things to do with all that time, a very expensive resource for such fundamental tasks.

Let TechChannel Partners administrative experts take care of all of that for you without having to hire an extra person to get it done. Depending upon the number of vendors you partner with and the frequency with which you use and claim marketing funds we can generally tackle these time-consuming but necessary tasks for you in the equivalent of a few days each month.

We partner closely with Microsoft, Citrix, HP, IBM, Cisco, Juniper, Xerox, and many more and can virtually be your marketing administrative staff saving you money and assuring that you claim every penny that's coming to you.

TCP/RG Business Development & Marketing Administrative Services

By the hour \$60

By the professional day \$500

Reduced rates are available through our Retainer Program. Retainer client hours are aggregated throughout the month and compiled into days before charging.



Proposed Initial Plan

Initial Messaging Development.....\$2,500

Press Releases

- List Development Research\$1,500
- Getting the right contacts - Recommended 250 contacts initial research \$1,500 @ \$6/per
- Develop Press Release series
 - Tri-Delta Resources Achieves Citrix Platinum Partnership - Only one in area..... \$350
 - Only CCIA in area..... \$250
 - Only Netscaler auth in area \$250
 - Case Study \$500
- Distribute Press Releases
 - Press Release Distribution to media.....\$600 @ \$150/per for four releases
 - Print Version for Tri-Delta Sales Distribution to customers..... N/C
 - Followup Initial Press Release \$1,500/day

Development of Three Case Studies \$2,250 @ \$750/per

1. Client for whom you are using Citrix to augment their management of their information infrastructure
2. Client for whom you are using Citrix to provide remote access to applications and data for field-based personnel and/or branch offices
3. Client for whom you are employing Citrix technology to provide business continuity contingency programs

Mailings

“Ask Your Guru about IPSEC vs SSL VPN” Business Letter for Existing Clients..... \$250

Events

Executive Briefing - Target 50 specific executives to invite to a roundtable discussion regarding comprehensive strategies for secure access to applications and data. Includes full production of event excluding venue costs, proactive recruitment of attendees using combined mailing and professional telesales, production and professional delivery of a custom-designed presentation. \$10,875

TeleSales – Appointment Accelerator – 50 Target Prospects\$5,000

Depending upon which of the above services Tri-Delta wishes to engage us for we recommend that you consider the placement of a \$10,000 or \$25,000 retainer as described on the following page. This not only streamlines the engagement process allowing us to move quickly on marketing opportunities but it also allows us to offer significant rate relief.

Your Virtual Business Development & Marketing Department

If you're an IT Solution Provider, VAR, Systems Integrator or other channel member and you don't have marketing or business development resources on your staff let TechChannel Partners be your virtual business development & marketing department. Our writers, designers, telesales professionals and Resultants have all spent years in the channel and have a proven track record for delivering bottom line results. Whether you simply need a document prepared or want to set out a comprehensive marketing plan to grow your business call upon TechChannel Partners for all the resources you need when you need them at rates that won't break your budget. Many vendor MDF and Co-Op programs will provide funds to pay all or part of our fees and several will pay us directly eliminating the need for you to lay out precious operating capital.

If you're the marketing or business development executive at an IT channel company you'll appreciate TechChannel Partners' resources as the tools you need to get your job done. We speak the language of the channel and can "hit the ground running" on whatever project you need help with.

Engagement Structure

Every effort has been made to make it as easy to engage the TechChannel Partners' Results Group as possible. All expenses are always passed through directly including travel & lodging.

Fixed Fee Project

Many of our services are delivered as fixed fee engagements which will be quoted up front. Fees vary based on the size of your company, the depth of involvement you wish us to undertake, and the duration of the engagement. All fixed fee projects require 50% payment prior to commencement with the balance due upon completion of program delivery. Some partner-provided services may require other terms. We will also gladly provide a customized proposal for special projects upon request.

Retainer Program

We recommend that our clients place a retainer with us to simplify the process of obtaining services and also to allow us to provide substantial rate relief depending upon the level of commitment. In addition, hourly services are aggregated each month and billed as days to reduce fees wherever possible for Retainer Clients. Retainers must be paid in full before services can be rendered.

Provider	Senior Resultant	Senior Resultant	Resultant	Resultant	Admin	Admin
Unit	Per Diem	Per Hour	Per Diem	Per Hour	Per Diem	Per Hour
No Retainer	\$ 1,500	\$ 165	\$ 1,250	\$ 140	\$ 500	\$ 60
\$ 5,000	\$ 1,425	\$ 160	\$ 1,175	\$ 130	\$ 470	\$ 55
\$ 10,000	\$ 1,350	\$ 150	\$ 1,125	\$ 125	\$ 450	\$ 50
\$ 25,000	\$ 1,250	\$ 140	\$ 1,000	\$ 115	\$ 400	\$ 45
\$ 50,000	\$ 1,175	\$ 130	\$ 975	\$ 110	\$ 390	\$ 40

* Per Diem indicates a professional day

Respectfully submitted,

TechChannel Partners' Results Group, Inc.
15 Spector Lane • Plainview NY 11803-4832
Phone: 516.320.6191 Fax: 516.213.4949
www.tcprg.com info@tcprg.com

Better Results Through Effective Partnering