

Routes to Market

Antoine Leboyer

Antoine.Leboyer@Gmail.com

+33 6 07 32 96 19

Personal History

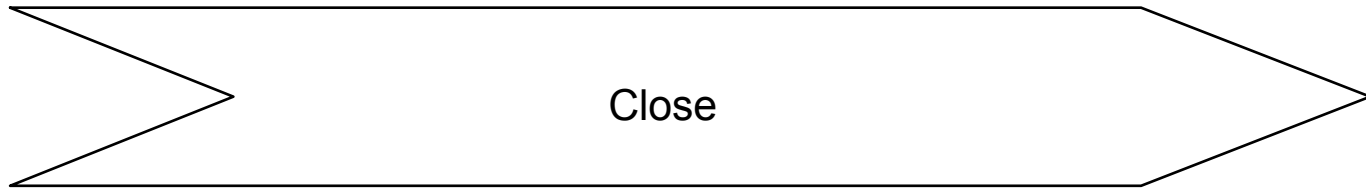
- 96 IBM Europe Task Force
 - How to improve IBM's share of third parties channels ?
 - How to allocate resources ?
 - How to lower the cost of sales ?

Formalisation of the Routes to Market Management system

- RTM Applied at smaller companies Candle, Baracoda, ... and non B2B businesses: Plantronics

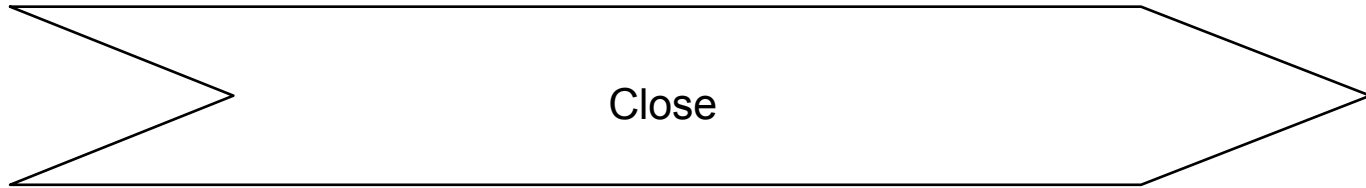
What is selling ?

- **Salesman perspective:**

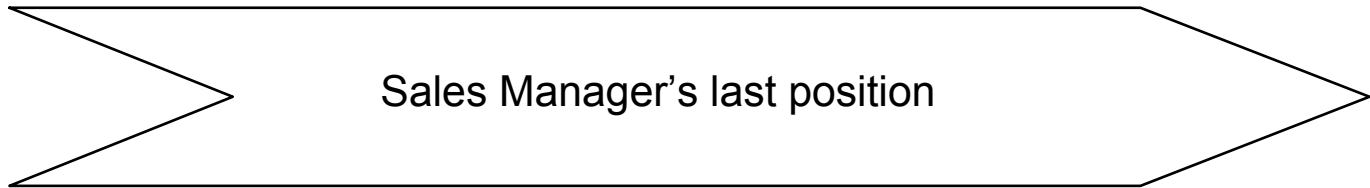


What is selling ?

- Salesman perspective:

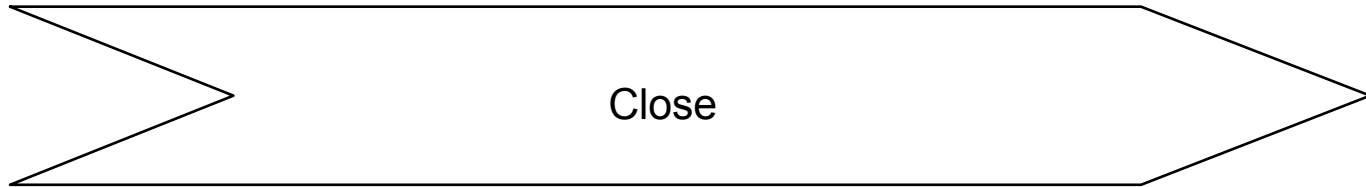


- **Sales Manager perspective:**



What is selling ?

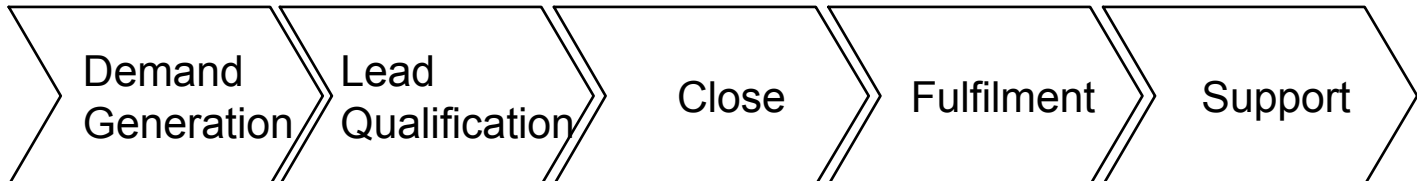
- Salesman perspective:



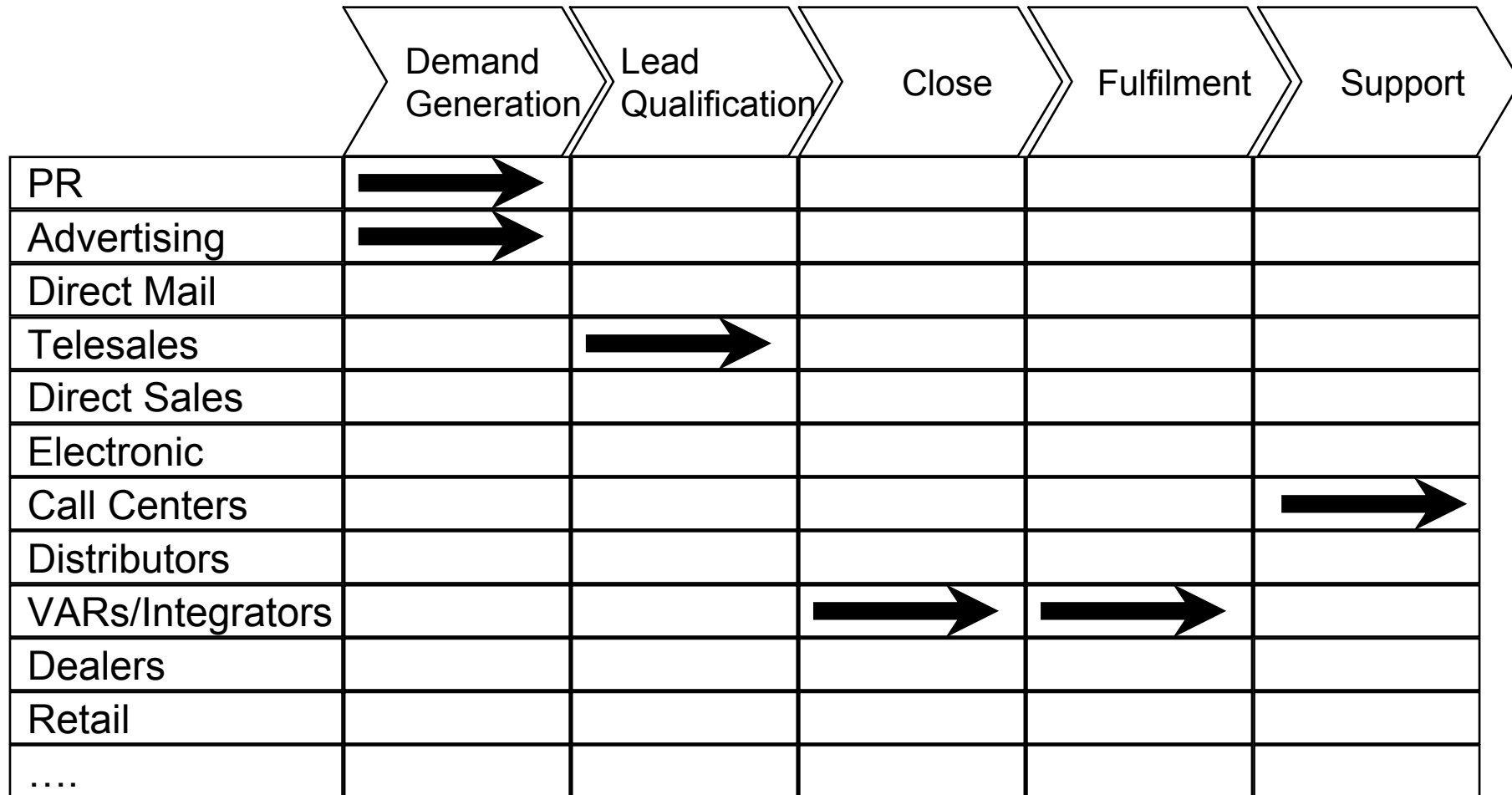
- Sales Manager perspective:



- **General management perspective:**



Multiplicity of resources

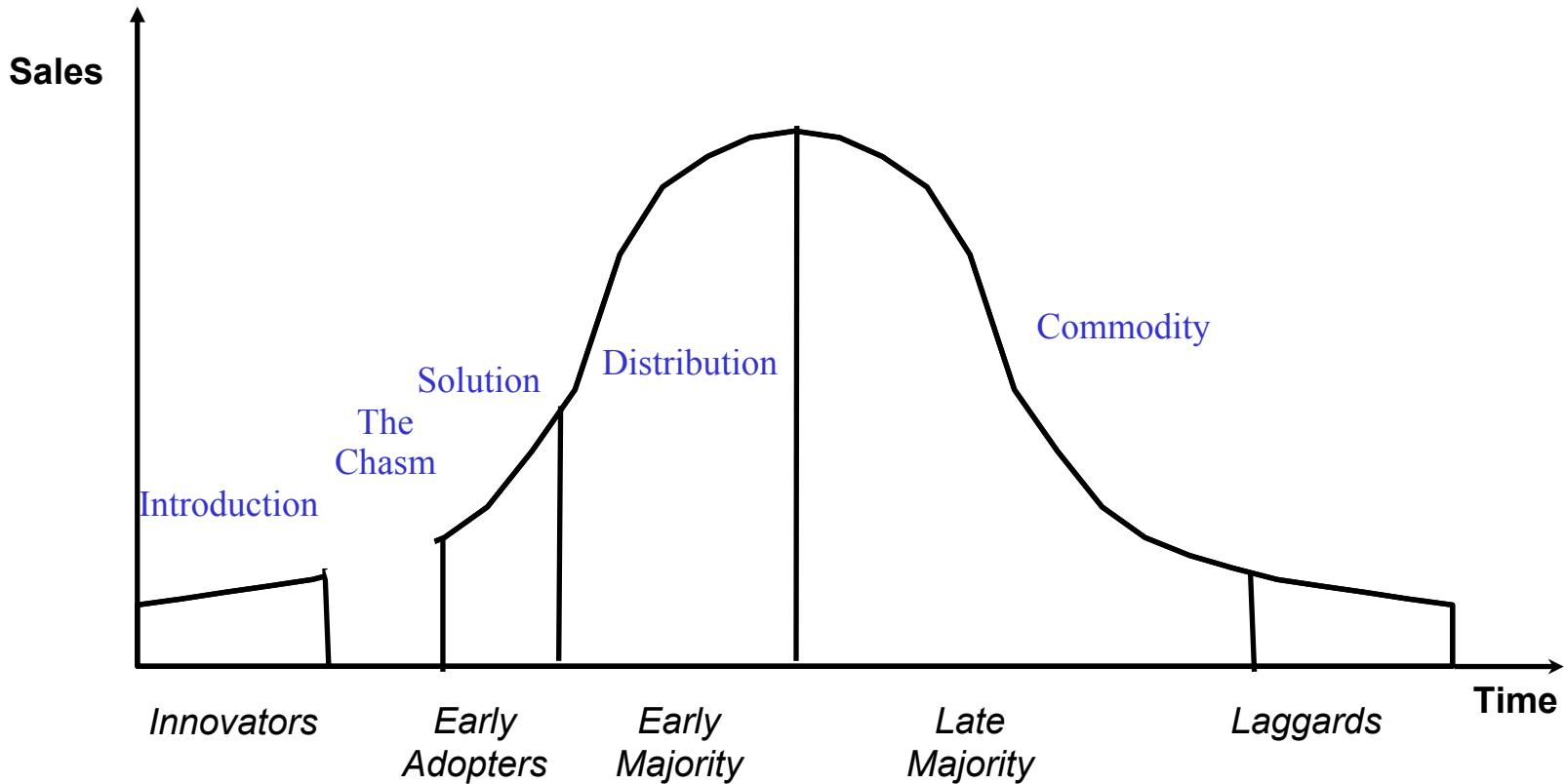


How to define the right mix of ressources to engage ?

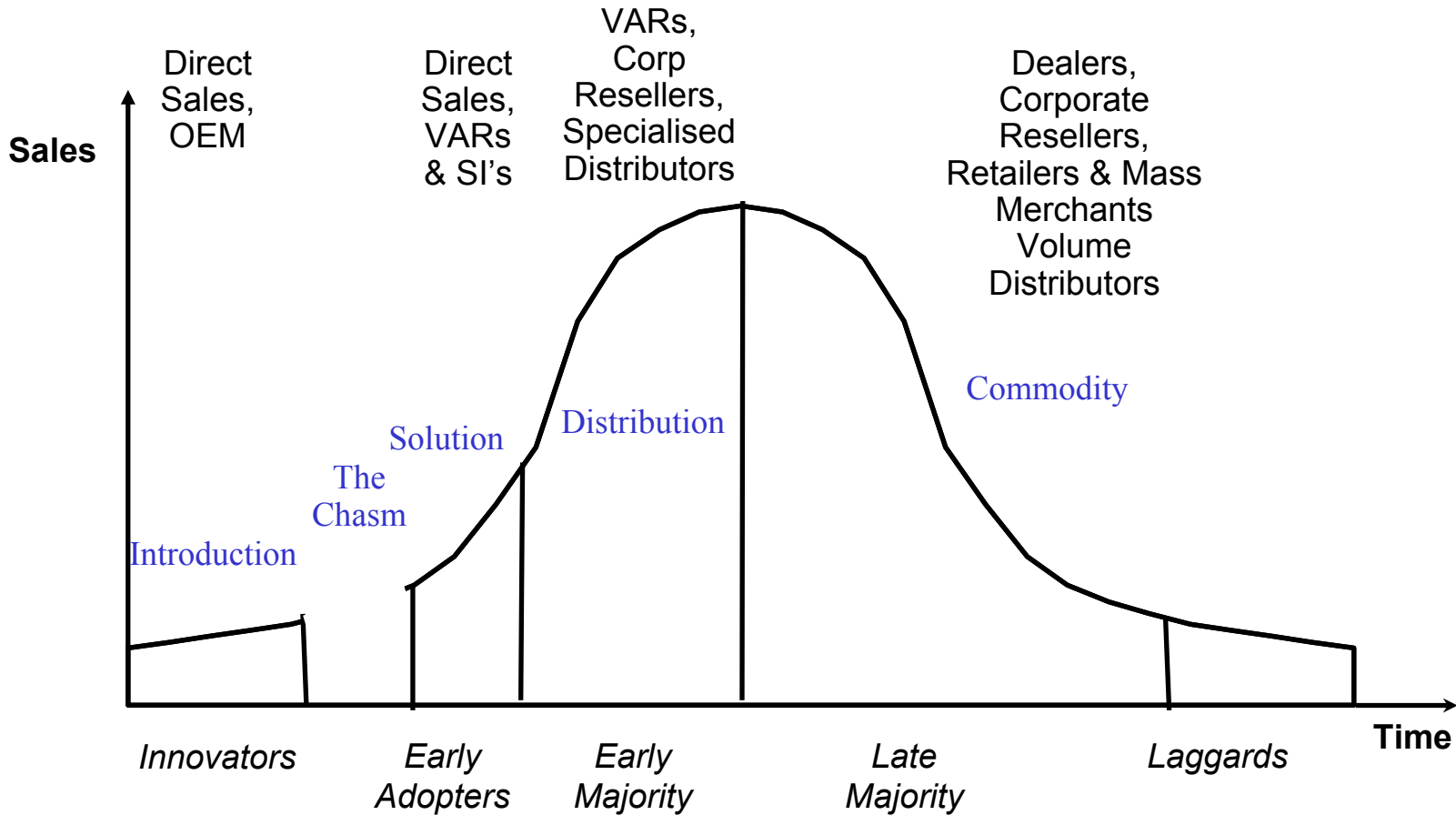
Framework

- Understand and select key segments
- Identify right mix of resources
- Plan and Execute
 - Size resources
 - Engage resources from start to finish
- Measure and correct

Technology Adoption Life Cycle



Sales Resources

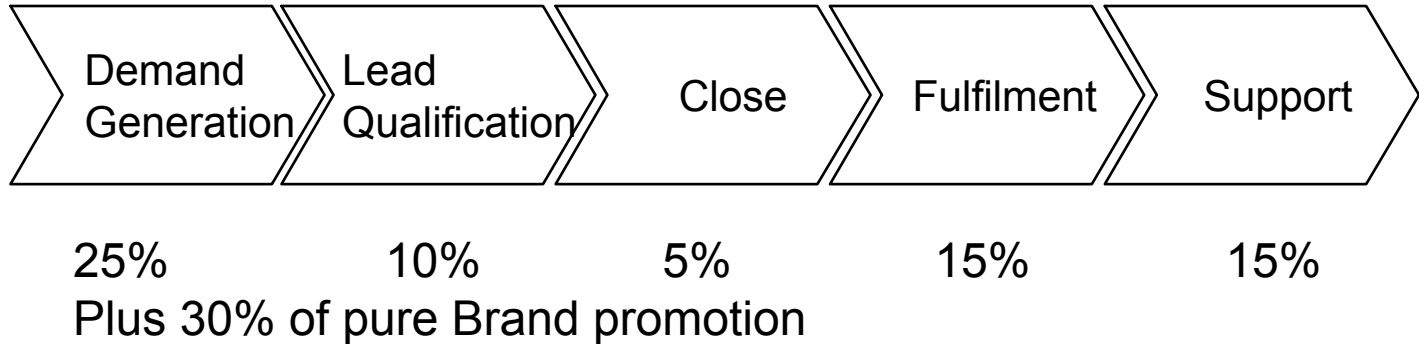


Case Study

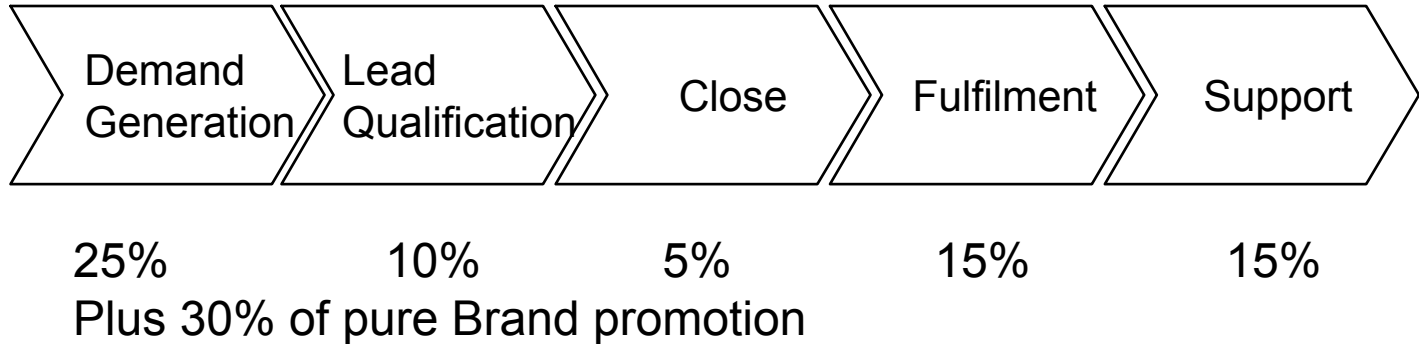


- Bluetooth Barcode scanners
- Start-up post first Corporate VC round: funds used to finalise first batch of products
- Specialised Distributors in each country in Europe
- Revenue not there ...

Analysis of Baracoda's Sales Expenses



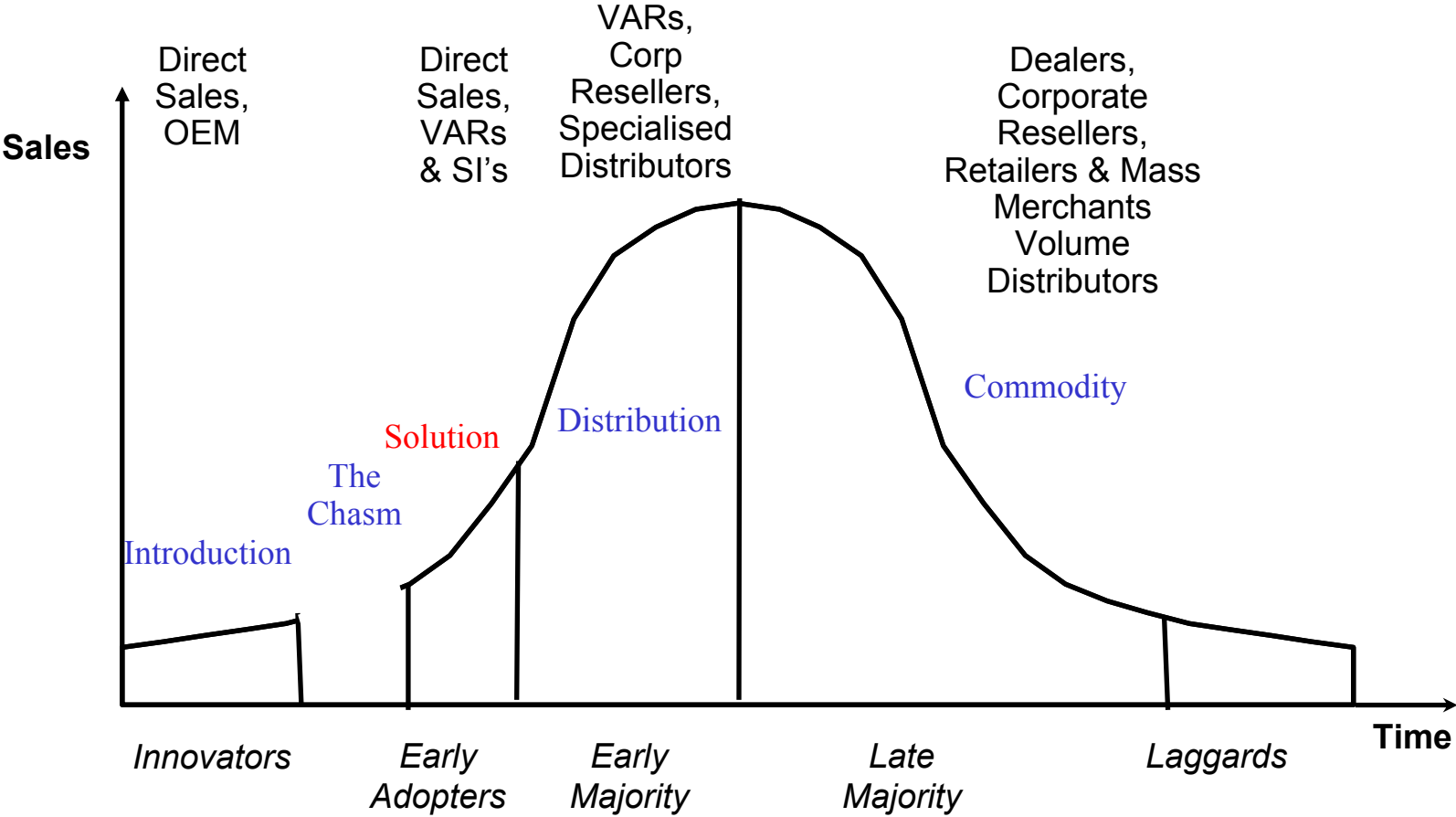
Analysis of Baracoda's Sales Expenses



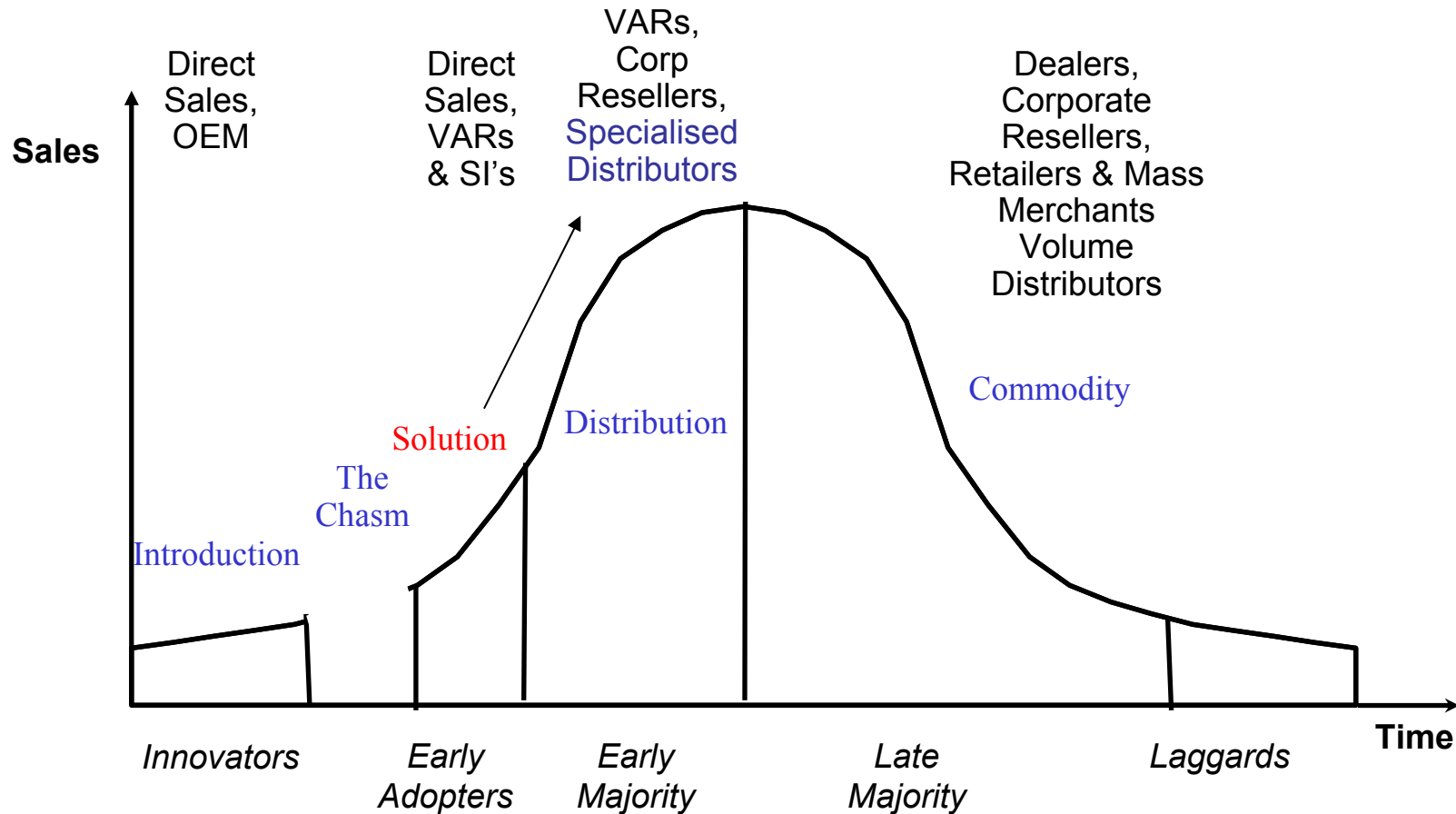
Conclusion:

- Disproportionate amount of time for DG and Support
- Disproportionate amount of effort on Company name promotion
- By opposition to Product promotion
- Too little resources on qualification and closing

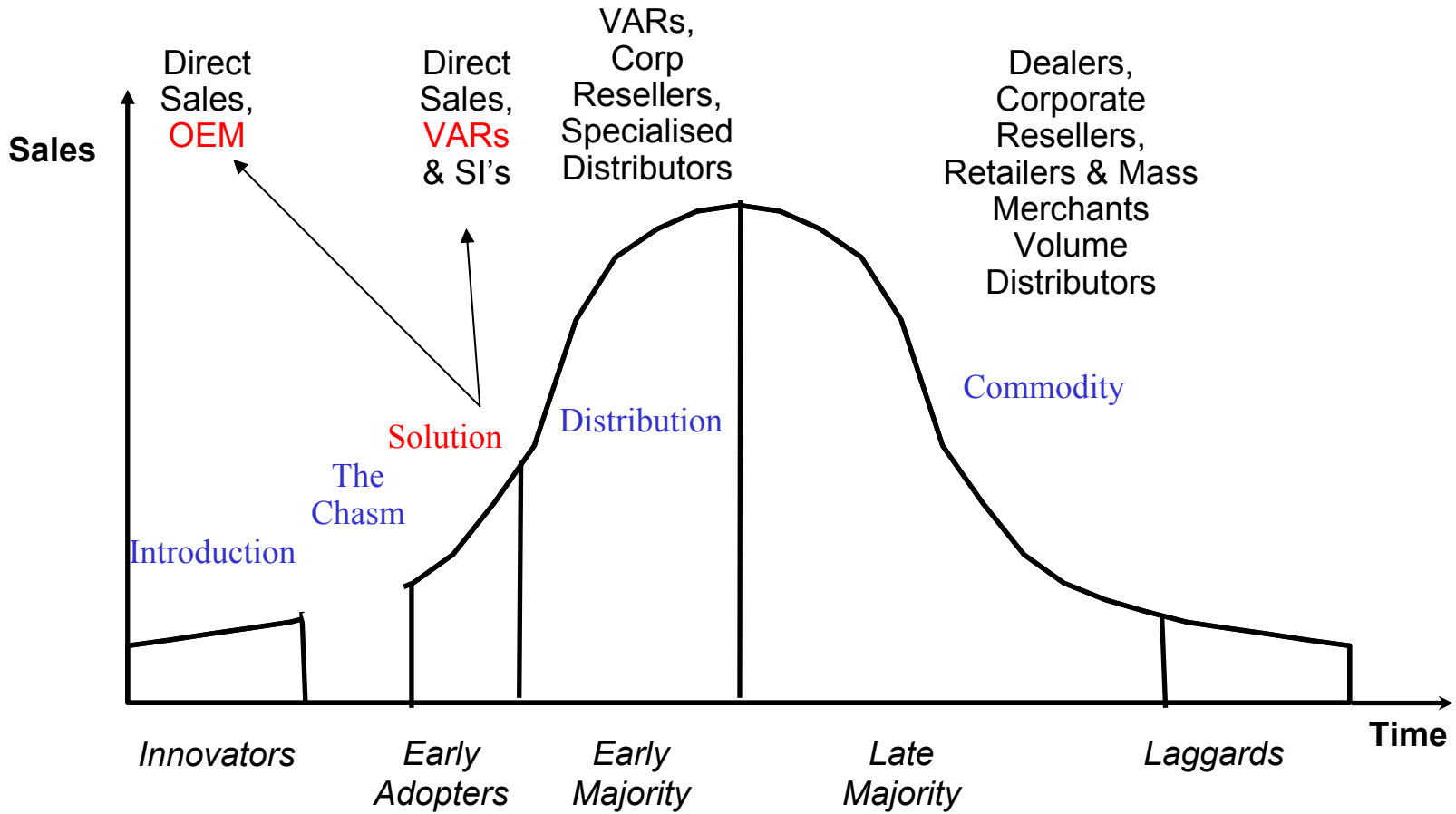
Bluetooth Scanners



Bluetooth Scanners: Mismatch



Bluetooth Scanners: New Strategy



Bluetooth Scanners

- Focus on ISV recruiting
- Specialised Mobility tradeshow rather than generalist events like Cebit
- Comarketing with ISVs
- Management system per lead
- Redesigned web site solution oriented
- Creation of channel support team

baracoda™

Data capture for workforce in motion

In Premise Applications Mobile Applications

Products & OEM | Vertical industry Solutions | Where to buy | Technology | Company | Press & News | Contact

- Latest news**
- Baracoda at S.I.L from 5th to 8th of June - Barcelona
 - Baracoda at Field Service April 23rd to 26th, 2007, Las Vegas
 - Baracoda at D/C Expo – May 22nd to 24th, Chicago.
 - Baracoda at SITL - March 7th to 29th - Paris
 - Baracoda at ITEX - 20th-23rd of March 2007 - Las Vegas
 - Baracoda at HIMSS - February 25th-March 1st, 2007 New Orleans
 - Baracoda at LOGIMAT from 3rd to 15th of February 2007 Stuttgart

Leading the way in the manufacture of Bluetooth wireless barcode and RFID readers, Baracoda serves two complementary markets:

- **Mobile applications:** Adding bar code scanning capabilities to mobile devices such as: mobile and smart phones, PDAs, etc. We deliver a complete set of advanced application program interfaces (APIs) for a large variety of mobile platforms: (Windows Mobile, Blackberry, .Net, Palm, and Symbian).
- **In-premise applications:** Cordless bar code scanning applications such as receiving shipments, goods, asset management, picking, inventory, etc. For small and medium-sized enterprises, customers can utilise the "Plug & Scan" Baracoda solution, which enables instant connection of wireless barcode devices via a RS232 serial port or USB port adapter to the host without the need for any software.

Baracoda RoadRunners

"Designed for applications, where form factor, weight and autonomy are key"



Universal connectivity

[Show Baracoda video](#)

Download & Partners

Email

Password

lost password ?

Bluetooth Barcode Scanners

Bluetooth RFID Encoder/Reader

Seamless Integration Solutions

- Focus on ISVs Solutions

- Help partners get leads

- Support partners technically



Proactive Routes Planning

- What is the target revenue ?
- How many closes ?
- How many leads ?
- Where do I get these leads ?
- Ressources sizing:
 - Direct sales, Demand Generation, ...

Result

- In 3 years
 - Revenue growth from € 300 k to € 3 M
 - Product referenced by US major telecom operator
 - Division achieved break-even on a cash basis
 - Bluetooth APIs embedded in more than 20 ISVs programs

Practical steps

- Pilot with one product line:
 - Market-oriented segmentation
 - Define adequate resources as per TLA criteria quantitatively and qualitatively
- Gather data on plan execution
- Integrate it as part of Finance plan

For those who read French ..



.. And English

