



PosMax™ Positioning Matrix

Defining a compelling and sustainable market position

Example: Internet Services

Name and website	Key points, extracts (quotes in italics) and observations	What it means (positioning)
<p>Client</p> <p>URL www.highway1.com.au</p> 	<p><i>Established in 1994, Highway 1 provides business internet solutions including ADSL2+, BDSL, fibre optic, web hosting and server co-location services. We provide low network contention ratios, redundant carrier links and experienced support staff to deliver connectivity you can rely on.</i></p> <p><i>Established in 1994, we are a founding member of the WATA. From our early origins based in Western Australia we have grown and now provide a national-wide DSL and fibre network with co-location space in most major capitals. Our major offices are located in Sydney and Perth.</i></p> <p><i>We believe that service reliability and customer support are the most important aspects of the services we provide. Our reputation has been built on providing our customers with agreed service levels. We are unique in that we utilise multiple telecommunications suppliers to assist us in providing the services levels that business expect.</i></p>	<p>Positioning summary - WA based, long term provider of business internet solutions; 94% focused on small business; small team of 35; person you call will be able to action your request; don't just talk about service, we deliver; documented service level agreements and rebates ensure you get the best service; real speed because network is not overloaded/oversubscribed; committed to channel model; ADSL and ADSL2, mobile broadband by year end; building channel in Eastern states.</p> <p>Origin/experience/reputation - WA and Sydney centric, 14 years' experience, focus on service and reputation.</p> <p>Locations/accessibility/distribution - Sydney, Perth.</p> <p>Size/resources - Staff of 35; established; credible.</p> <p>Product/service offering - Broad business internet services, domain and web hosting, collocation, fibre optic with services for IP telephony, network consulting, IT, media streaming.</p> <p>Markets targeted - business only; size unclear but language suggests SME rather than corporate.</p> <p>Value/price comparison - Good value for more benefits;</p>
<p>Tier 1 Competitors</p> <p>Internode</p> <p>www.internode.on.net</p> 	<p>Internode is an Australian owned, national Internet services provider. We love the Internet - and Internode delivers so much more than just an Internet connection.</p> <p>Here are just some of the features and benefits of selecting Internode for your Internet services:</p> <ul style="list-style-type: none"> • We really do love the Internet. And we love exceeding our customers expectations. • Our own <u>high performance, high reliability, un-congested national and international network</u> dedicated to Internode customers, offering performance and reliability that are simply second to none. We believe there is no better and more consistently performing broadband service in Australia. • Friendly and caring staff offering free, expert support and sales advice, and based entirely 'in house' here at 	<p>Positioning summary - friendly, national ISP who loves the internet and cares about customers.</p> <p>Origin/experience/reputation - Uni of Ade, internet innovator and pioneer; long history.</p> <p>Locations/accessibility/distribution - HO Ade; national reach.</p> <p>Size/resources - 330 employees, mgt team of 10; I BRW's top 500 cos, \$116m TO 2007-8.</p> <p>Product/service offering - dialup, broadband, VOIP, email, web-hosting and IBC (private business IP network)</p>



TECHNOLEDGE TOOLS

This is the first page from a client document. The names has been changed and the content is confidential.

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