



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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PosSum™ Positioning Summary

Expressing your position in compelling terms

Example: Managed services provider

Who is the company?

MSP is an Australian provider of a full suite secure Managed Services specifically for small to medium business seeking access to world class solutions, at affordable prices. MSP offers an array of 'best of breed' email, collaboration and policy management solutions, which are fully integrated, tested and available as hosted services. Unlike competitors, MSP provides an extended suite of services to cover all communication needs, available from one supplier and at affordable prices. MSP supports its complete solution with responsive, accessible, reliable local service which is available under a single contract, to which services can be added as clients' needs change .

What are its key benefits?

- One provider for the complete solution = accountability, certainty, confidence and convenience
- Far more than just email and web protection – a complete suite with pick and chose options
- No need to spend time integrating, testing, no compatibility issues – saved time, peace of mind, no extra consulting fees, no downtime, increased productivity and saved \$
- MSP is independent - no vested interest, best solutions available, wider choice, peace of mind
- Array of best of breed, fully integrated – not tied to any one supplier, freedom, security
- One agreement for all solutions – convenience, time saved, money saved
- Single fee for multiple services, adding more is cost effective = value, peace of mind
- Hosted service of best of breed solutions costs far less than buying individually from vendors – best solutions available at a fraction of the price.

Who are the target markets?

MSP seems best suited to a target size rather than type of market; specifically SMEs with between 1-350 users; MSP has cross-vertical appeal..

What are their needs and pains?

- Continuity and protection of their email service with minimum management and cost
- Reduced risk of viruses, worms, Trojans and other electronic malware
- Reduced or eliminated spam and time needed to sort/filter/discard it
- Advice they can trust without bias/commissions/vested interests
- Ability to access the best solutions without paying too much
- Responsive local service by people who understand and care
- A service they can rely on without needing extra resources to manage it.