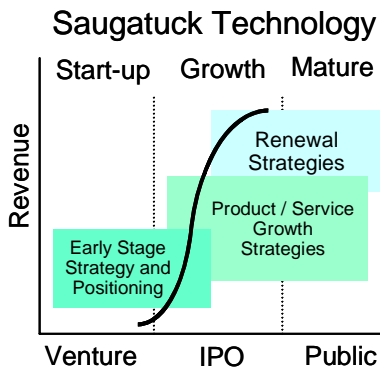




WHAT WE DO

Saugatuck Technology is a strategic advisor to senior executives, leading information technology vendors and investors, providing market strategy consulting, custom research and (C-level targeted) thought leadership-based research programs that help our clients to win, keep and grow customers.



Since 1999, we have been helping clients to assess, conceptualize and build world-class companies. Whether it is an emerging venture or an established business, we identify winning market opportunities

and build sustainable business strategies.

Tap into our proven research and consulting methodologies and profit from our deep industry network. Our veteran team of business strategists, industry analysts and operating executives average 20 or more years of experience. We are expert at market assessment and strategy validation, opportunity analysis, and identification of new market “white spaces”.

We further enable market plans and execution through follow-on go-to-market program support. We specialize in developing “C”-level thought-leadership, supported by fact-based research, and are expert at creating and refining vendor value propositions. In special situations, we also provide investment advisory services such as M&A and due diligence support, and facilitate venture financing. We live and breathe the combination of *marketing, business and technology*, viewing new markets from the outside in, and placing the greatest importance on the customer’s point of view. Our collaborative approach leads to creative thinking and *strategies that are bold, pragmatic and actionable.*

WHY SAUGATUCK

- Thought Leadership
- Deep Industry Experience
- Proven Processes and Methods
- Influential Industry Network

Strategy Consulting Services

Custom consulting engagements supported by a fact-based, research-centric delivery model.

Strategy / Market Assessment – *help clients assess key market trends and refine their business strategy and vision*

- Assess key market trends relative to emerging strategy / offering alternatives
- Perform competitive and environmental analysis
- Develop market assessment models / frameworks
- Read and react review of offering / marketing plans

Opportunity Analysis – *assist clients to identify new market and offering opportunities*

- Identify / recommend “white space” opportunities
- Scenario planning using Saugatuck Scenarios™
- Develop winning product / service strategies
- Evaluate M&A opportunities

Go-to-Market Execution Support – *assist clients with pragmatic strategies, tactics and program support to acquire customers and to maximize revenue*

- Create / refine core messaging and value propositions (product, service and/or company)
- Launch Support, including tie-ins to sales training
- Establish profitable pricing and licensing frameworks
- Identify channel and partnership opportunities
- Alliance program support

Thought-Leadership Research

Ongoing research programs providing access to our published research and to our analysts / consultants

- Weekly Research Alerts
- Research Perspectives
- In-depth Strategic Research Reports
- Saugatuck-sponsored Primary Research
- “Analyst Days”, Executive Briefings, ATCs, Events

Fact-based custom research programs, targeting IT, business and finance decision makers and “C”-level executives

- Delivered as Research Reports, White Papers and Briefing / Conference Presentations
- In-depth perspectives on emerging technologies, business trends, common business / IT challenges
- Integrated marketing / demand generation programs

Value-Added Services

Supplemental research / advisory offerings that extend beyond the scope of our other programs

- Competitive Analysis and Market Intelligence
- Investment Advisory Services
 - M&A / Due-diligence Support
- Primary and Secondary Market Research
 - Web and print/mail-based surveys
 - Executive (“C”-level) Interviewing

THE TEAM

Bill McNee, Founder and CEO. Software and services strategy. 20+ years research mgmt., market/product planning: Gartner, Comshare, HBO, CBS. Former *Gartner Research Fellow*.



Bruce Guptill, Managing Director. Expert in high-tech marketing and business strategies. Thought-leader in IT Value/ROI, eCommerce. 20+ years: Tallán, Gartner, TeleChoice, IDC.



Jim Cassell, Vice President. Recognized expert in product / marketing strategy related to enterprise hardware, software, storage. 30+ years: Gartner, IBM.



Charlie Burns, Vice President. Enterprise software, business/IT services, and IT systems technologies. 35+ years: Giga, Gartner, IBM.



Mark Koenig, Senior Program Director. eBusiness strategy/deployment, enterprise applications and integration, eProcurement. 15+ years: KPMG Consulting, ASG.



Julien Beresford, Senior Research Director. Primary research. 25+ years: TBG, Peppers/Rogers.

Adrian Bowles, Senior Strategist. Software dev, advanced technologies. 25+ years: Co-Source, Giga, Atelier, New Science. Assoc. Professor, New York U.

Priscilla Emery, Senior Strategist. Recognized expert in document, content and email management. 20+ years: AIIM, Gartner, BCBS, Combustion Eng.

Bruce Kasanoff, Senior Director. Thought-leader in CRM, personalization. Author of "Making it Personal." 20+ years: Accelerating1to1, Peppers/Rogers, Ogilvy.

Erik Keller, Fellow. Enterprise software. 20+ years. Former *Gartner Research Fellow*.

Paolo Magrassi, Senior Director. Advanced tech. Professor Milan Polytechnic. Consultant to European Commission. 20+ years: Gartner, Siemens, GE.

Jim Mendelson, Senior Strategist. Enterprise software. M&A/due-diligence support. 25+ years: Lazard, Soundview Technology, Morgan Stanley.

Chris Morris, Senior Research Director-Asia/Pac. Business continuity, data center, CRM. 25+ years: Gartner, Memorex Telex, Fujitsu and NAS.

Igor Stenmark, Senior Strategist. Software infrastructures, systems management, security. 15+ years: Gartner, Legent.



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Al Vanek, Director. Major account development, with a focus on software and services. 30+ years: Modem Media, Viant, GE Info Services, Burroughs.

Mary Welch, Senior Strategist. Software pricing, licensing, asset mgmt., and product launch strategies. 20+ years: Gartner, Digital Equipment.

Mike West, Senior Strategist. Apps dev / integ., portals, compliance, open source. 20+ years: CEB, Gartner, Apple, Fidelity, John Hancock.

WHAT WE KNOW

Business Applications

- CRM, ERP, Supply Chain Management
- HR and Financial Accounting Applications
- eProcurement
- Business Intelligence, Knowledge Management
- Business Performance Management
- B2B Commerce / eMarkets
- Document, Content and Email Management

Technology Infrastructure

- Utility Computing
- Corporate Portals and Platforms
- Web Services and SOA
- Open Source Infrastructure
- Application Integration (EAI) and Middleware
- Database and Data Warehousing
- Security, Privacy and Encryption
- Network/Systems Management
- Data Center Architecture
- Wireless Infrastructure/Applications

IT / Business Services

- Software-as-a-Service (SaaS)
- Business Process Outsourcing (BPO)
- Business Transformation Services (BTO)
- Business Services Provisioning (BSP)
- eBusiness Services
- Strategic Sourcing
- Managed Services
- Application Service Provisioning
- Vertical and SMB Services

Representative Clients:

ACS	ADP	Ariba	Avaya
BEA	Bull SA	BusinessWeek	Carnegie Mellon
CFO Publishing	Cognos	Employease	Epicor
Gartner	Hewlett Packard	Hitachi (HDS)	IBM
Intel	Microsoft	NCR/Teradata	Network Assoc.
Oracle	Perfect Commerce	QAD	SAP
Sybase	SUN Micro	Trident Capital	Unisys
VeriCenter			

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