



WHAT WE DO

Saugatuck Technology is a strategic advisor to senior executives, leading information technology vendors, services providers and investors, providing market strategy consulting and subscription research services that help our clients to win, keep and grow customers.

Since 1999, we have helped our clients to assess, conceptualize and build world-class technology strategies. Leverage our premium *CRS subscription research* offerings, and tap into our proven consulting methodologies. Our business is squarely focused on the *key trends and disruptive technologies driving change in enterprise IT markets* – including SaaS, Cloud Infrastructure, Social Computing, Open Source, CPM & Advanced Analytics, among others.

Our veteran team of business strategists, industry analysts and operating executives average 25+ years of experience – from companies such as Gartner, Forrester, AMR, IBM and Apple.

We are expert at helping vendors and services providers validate their strategies, and identify and assess new market opportunity “white spaces”. In addition, we provide go-to-market support, including helping clients refine their core positioning / messaging, and value-proposition.

For senior IT and business executives, we help them better understand key market trends, assess their technology and investment strategies, pick appropriate providers and apply best practices. And for investors, we are adept at helping to identify promising new opportunities, as well as providing advisory services such as M&A and diligence support.

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*
- *Fact-based Research*
- *Influential Industry Network*

Vendor Strategy Consulting Services

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

Strategy / Market Assessment – *assess key market trends, refine 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
- Evolving channel / partnership strategies, and routes-to-market
- Alliance program support

User Consulting Services

Research-based consulting services that leverage Saugatuck’s on-going thought-leadership

- Leadership and Planning Workshops
 - Executive-level presentation and interactive workshops focused around key industry trends, directions and disruptive technologies
- Strategy and Program Assessments
- Deployment and Management Best Practices
- Vendor selection

Subscription Research Services

On-going access to our premium subscription research / advisory services (CRS), including analyst inquiry

- Comprehensive research agenda delivered via *Research Alerts, Strategic Perspectives, QuickTake vendor profiles* and *Research Reports*, focusing on:
 - Emerging technologies and markets (e.g., SaaS, Cloud Infrastructure, Open Source, Social Computing, CPM)
 - Key business/ technology trends. buyer behavior
 - Disruptive market forces at the bus. process layer
- “Analyst Days”, Exec. Briefings, Webinars, Events

Value-Added Services

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

- Competitive Analysis and Market Intelligence
- Investment Advisory, M&A / Diligence Support
- Primary and Secondary Market Research

LEADERSHIP 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. Expert in SOA, IT Value/ROI, eCommerce. 20+ years: Tallán, Gartner, TeleChoice, IDC.



Mike West, Vice President. Cloud Computing & Dev. platforms, SaaS, Integration, Social Computing, and GRC. 20+ years: CEB, Gartner, Apple, Fidelity, John Hancock.



Robert McNeill, Vice President. Business / IT Outsourcing, IT Management, Business / IT Services. 15+ years: Service-now.com, Deloitte Consulting, Forrester Research, Giga Information Group



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



Andrew Jeffs, Senior Director. Regional sales / marketing. Deep experience in software / services, telecom, wireless. 20+ years: 3SIX0 Advisors, Gartner, DataPro/McGraw Hill.

Al Vanek, Senior Director. Major account development, with focus on software / services. 30+ years: Modem Media, Viant, GE Info Svcs, Burroughs.

Frank Sempert, Sr. Program Executive, Europe. Business development, Central Europe. Board member, Open Source Business Foundation (OSBF) – Germany. 30+ years: Wang, Ericson, Teamco, Informix, Gartner.

ASSOCIATE RESEARCH ANALYSTS

Lee Geishecker, Senior Strategist. Business / Enterprise Application software. 25+ years: AMR, Gartner, Lawson, Marcam, Cullinet.

Andrea Goldberg, Ph.D., Advisory Board Member. Disruptive / emerging technologies and markets. Deep global experience in market research, strategy and branding. 25+ years: IBM (Market Intelligence)

Hassan Hosseini, Senior Strategy Consultant, EMEA. Business applications, partner/channel management, and key verticals. 15+ years: Pierre Audoin Consultants, SAP AG

WHAT WE KNOW

Business Applications

- CRM, ERP, Supply Chain Management
- HR and Financial Accounting Applications
- eProcurement
- Business Intelligence, Knowledge Management
- Business / Corporate Performance Management
- B2B Commerce / eMarkets / SaaS Marketplaces
- Web 2.0 and Social Computing

Technology Infrastructure

- Cloud Infrastructure
- Virtualization / Utility Computing
- Platform-as-a-Service
- Corporate Portals and Platforms
- Web Services and SOA
- Open Source
- Application Integration (EAI) and Middleware
- Database and Data Warehousing
- Security, Privacy and Encryption
- Wireless Infrastructure/Applications

IT / Business Services

- Software-as-a-Service (SaaS)
- On Demand IT / Systems Management
- Business Process Management
- Business Process Outsourcing (BPO)
- Business Transformation Services (BTO)
- Strategic Sourcing
- Managed Services
- Application Service Provisioning
- Vertical and SMB Services

Representative List of Clients Who Have Used Saugatuck Services:

Accenture	Adobe	ADP	AGETO
Ariba	Avaya	Bell & Howell	British Petrol (BP)
Business Objects	BusinessWeek	Cast Iron	CA
Cisco	Cognizant Tech	Cognos	Deutsche Telecom
DreamFactory	EMC	Epicor	EthicsPoint
Federal Reserve	Fiberlink	General Atlantic	GUS Group
HP	Hitachi	HZD	IBM
Infor	Intacct	Intel	IP Apps
Microsoft	Monexa	NCR/Teradata	NetSuite
Novell	OpSource	Oracle	Peer1
Pitney Bowes	Plateau Systsems	Progress SW	Prolifiq
QAD	SafeNet	Sage Software	SAP
SAVVIS	Sybase	SUN Micro	ThomsonReuters
TowerGroup	Trident Capital	Unisys	VeriCenter
Warburg Pincus	Workday	Xactly	XATA



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