

Introduction to Solution Marketing

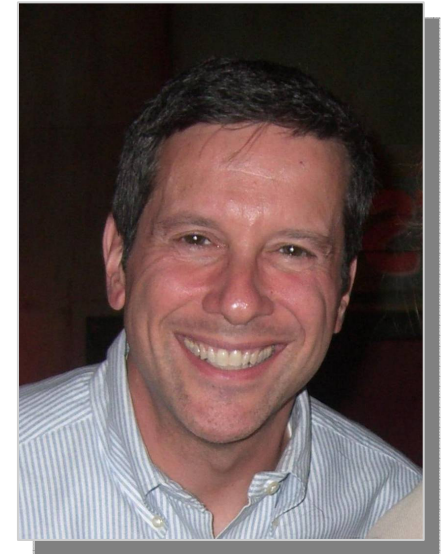
Steve Robins
Product Marketing Leadership
March 2009

snr@robins4.com



Steve Robins

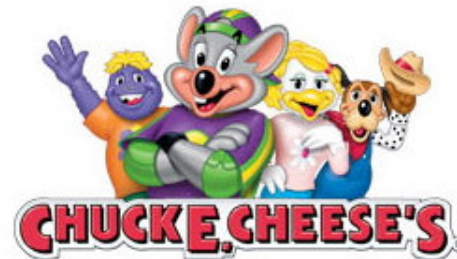
- Nine years in solution marketing
- Expertise in product, solution and industry marketing
- Experience: EMC, KANA, the Yankee Group as well as office products



email: snr@robins4.com



What Do These Have In Common?



Hyundai

Removing the Biggest Obstacle to Car-Buying



THE WALL STREET JOURNAL
WSJ.com

JANUARY 6, 2009, 11:25 A.M. ET

Hyundai Plans 'Giveback' Program on Cars

By SHARON TERLEP

Hyundai Motor Co. announced a new incentive plan Monday that would allow buyers to break contracts and return vehicles if they lose their job or income.

The program is the latest effort to v offering to cover up to \$7,500 in n

To qualify for the giveback program covers the first 12 months of own

The company would decide whethe much the vehicle is worth.

If buyers loses their income for rea

Owners returning a car or truck wo remaining on a truck that is now w liability.

The industry sales slump has trigge been far less generous with deals an

Hyundai, though its sales are down



A decade ago Hyundai pioneered America's Best Warranty™ to show you the faith we have in our cars. Today, in addition to our warranty, we're introducing Hyundai Assurance, to show you the faith we have in you. Right now, finance or lease any new Hyundai, and if in the next year you lose your income*, we'll let you return it. That's the Hyundai Assurance.

Overview

Hyundai is the first automaker in the U.S. to offer a vehicle return program that allows you to walk away from your loan or lease without having to worry about negative equity. It lets you return your vehicle in case of certain life-altering circumstances. That's the Hyundai Assurance.

Program details

- Available on all new Hyundai vehicles.
- Available to everyone regardless of age, health, or employment history.
- 12 months complimentary on every new Hyundai vehicle financed or leased.
- Covers up to \$7,500 in negative equity.

Receive Updates



SIGN UP FOR PRODUCT UPDATES, OFFERS & MORE.

Need Coverage?



FIND A DEALER NEARBY.

ChuckE Cheese's *Party Complete*

The screenshot shows the Chuck E. Cheese's website homepage. At the top left is the Chuck E. Cheese mascot. The main header features the logo "CHUCKE.CHEESE'S." in red. Below the logo is a navigation menu with links: "The Experience", "Locations", "Menu", "Coupons", "Parties", "Gift Cards", "Promotions", "Company Info", and "Chuck E-Games". A secondary navigation bar contains "Games & Rides", "Great Food", "Prizes", "Parties", "Kid Check Program", and "Entertainment". The main content area is titled "The Experience" and contains two paragraphs of text. To the right is a video player with a thumbnail showing the mascot and other characters, with the text "CHUCKE.CHEESE'S Experience It Again (Press Play)". Below the video player is a green bar with a play button icon and the text "Any Kid. Any Age. Any Day.". At the bottom left is the slogan "Where A Kid Can Be A Kid.™". At the bottom right is a green button labeled "Register for Coupons" with a text input field "Enter Email Address" and a red "Go" button.

CHUCKE.CHEESE'S.

The Experience | Locations | Menu | Coupons | Parties | Gift Cards | Promotions | Company Info | **Chuck E-Games**

Games & Rides | Great Food | Prizes | Parties | Kid Check Program | Entertainment

The Experience

Chuck E. Cheese's features age appropriate games, rides, prizes, food and entertainment that children of all ages from toddlers to big kids will love. We also provide great food for the family including freshly baked pizzas and a garden fresh salad bar. We are a great place to take the kids for everyday fun or for special occasions such as birthdays, play groups and school fundraising events.

We believe that today, more than ever, kids need a safe, wholesome environment in which they can laugh, play and simply enjoy being kids.

CHUCKE.CHEESE'S
Experience It Again
(Press Play)

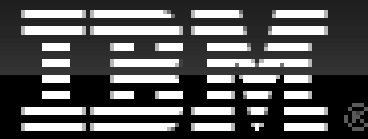
▶ Any Kid. Any Age. Any Day.

Where A Kid Can Be A Kid.™

Register for Coupons
Enter Email Address **Go**

IBM

Thinks Like a Customer



United States [change]

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Solutions

Related links

- Success stories
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CEO study & the midmarket



Why midsize companies are stronger than you think

→ Read the findings

Solutions by industry, business need, IT issue or top Business Partner

IBM integrates hardware, software, business consulting and IT services into business solutions to meet your goals. IBM also has strong alliances with partners to deliver business solutions.

By industry



By business need



By top Business Partner



By IT issue



Small and medium business solutions

We also provide solutions designed specifically for small and medium businesses.

→ Small and medium business

Business consulting

We combine deep industry expertise, practical tools, powerful research capabilities and innovative thinking to ignite growth in your business.

→ Business consulting services

Financing

We are the world's premier single-source provider for multivendor IT financing solutions.

→ Financing

New for midsize business



Find solutions to help you overcome your business problems

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Meeting the challenge



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Amazon Kindle

The Complete Experience



amazonkindle

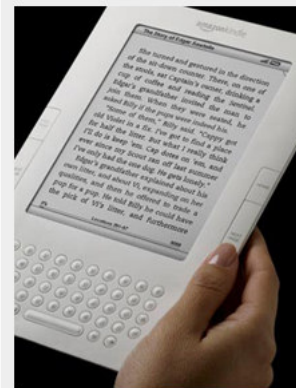
Technology
PUBLISHED BY MIT
Review

Monday, February 09, 2009

Amazon Unwraps Kindle 2.0

The device betrays a plan to dominate the transition from printed books to electronic ones.

By Erica Naone



Out of print: The new Kindle is less than a centimeter thick, weighs 300 grams, and turns pages 20 percent faster than its predecessor. The e-ink technology powering its screen is also a newer generation, displaying sixteen shades of gray rather than four.

Credit: Amazon

At a press conference held at the Morgan Library in New York City this morning, Amazon announced a new version of its Kindle electronic reading device. While the new device offers important improvements over the original Kindle, it is most significant as a sign of Amazon's ambitions to dominate the transition from printed books to electronic ones.

The Kindle 2's biggest new feature is text to speech, powered by software from [Nuance](#). The device can read a book aloud to a user, and is designed to make it easy to switch between reading and listening. At Monday's launch event, Jeff Bezos, the founder and CEO of Amazon, demonstrated this technology by having the Kindle read from the Gettysburg Address. The device betrayed the stilted speech that is characteristic of most text-to-speech software, but nonetheless pronounced the words clearly and accurately.

Most of the other changes to the Kindle are improvements designed to further its ability to "disappear" while the user is reading, as Bezos put it. At just under a centimeter thick, the device is smaller; is, at 300 grams, slightly lighter than the previous version; and turns pages 20 percent faster, Bezos said. The e-ink technology powering its screen is also a newer

generation, displaying sixteen shades of gray rather than four. And the Kindle 2 has enough storage space for 1,500 books instead of just a few hundred. The Kindle 2 will sell for \$359 and, as with the first Kindle, will come with free wireless access to Amazon's store.

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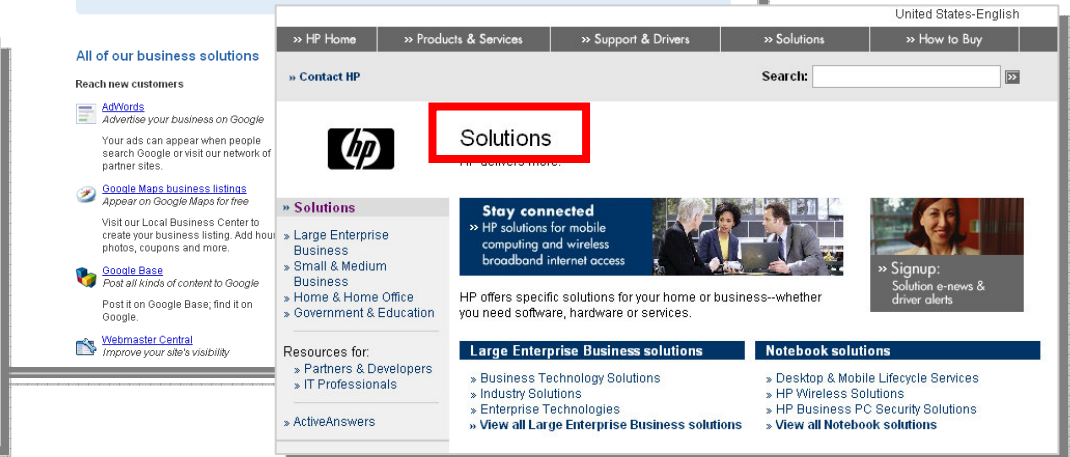
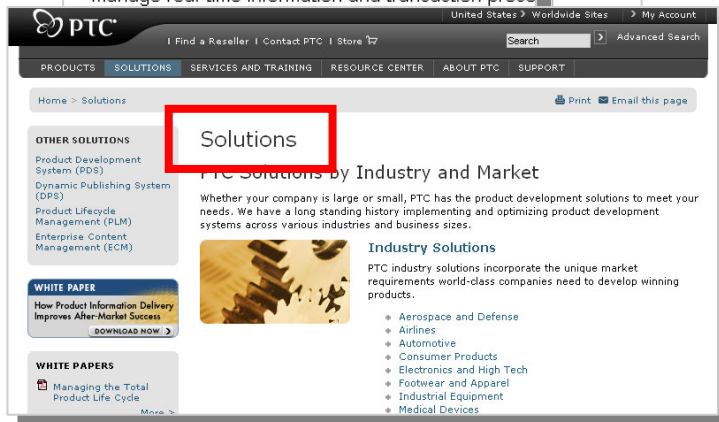
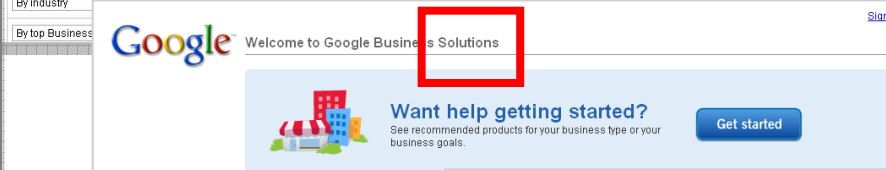
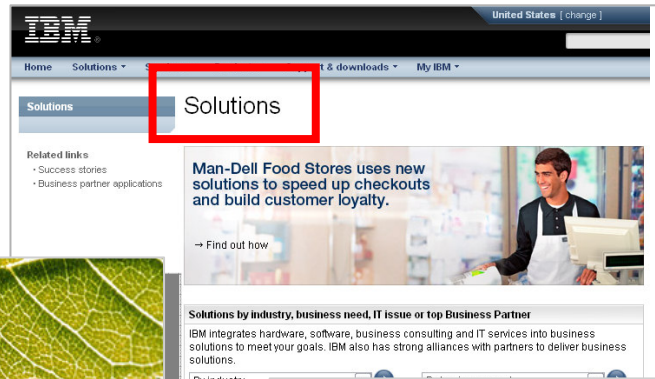
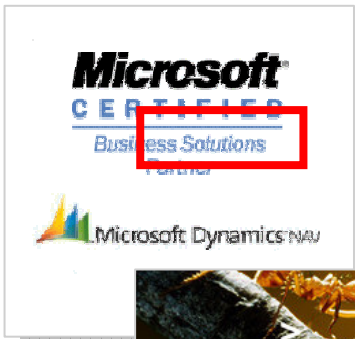
Articles & Tips Tools New Products Samples & Coupons

SOLUTIONS
Products that make life easier®



As a member, you'll receive:
Updates on new pro
innovations and sa
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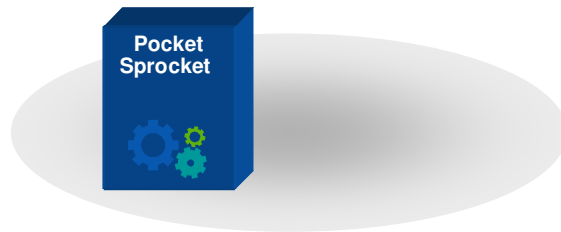
Solutions Everywhere!



Is This You?

Product

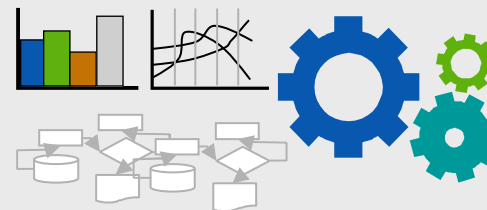
- Addresses only part of customer need
- Feature-function
- Prone to commoditization



Pocket Sprocket

This new product will revolutionize your life!

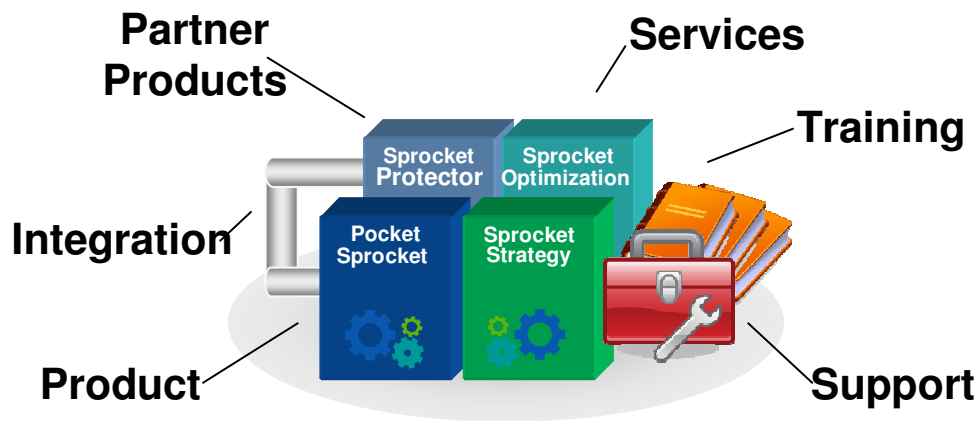
- ☑ Best features!
- ☑ Newest capabilities!
- ☑ Technically advanced!
- ☑ Fastest processor speed!



Customers Want Solutions

Solution

- Addresses the entire customer need
- Includes the ecosystem
- Provides unique value



Complete Sprocket Solution

Increase your profits

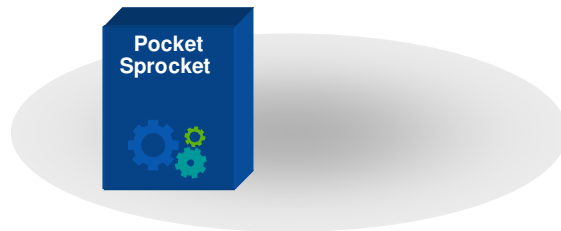
- ✓ Streamlines processes.
- ✓ Improves customer service.
- ✓ Lowers costs.
- ✓ Ensures compliance.



Comparing *Product* Marketing vs. *Solution* Marketing

Product Marketing

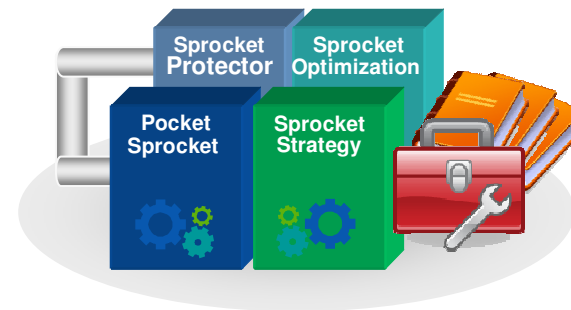
- **Product:** features-benefits
- **Promotion:** push communications
- **Pricing:** cost-plus
- **Place:** distribution



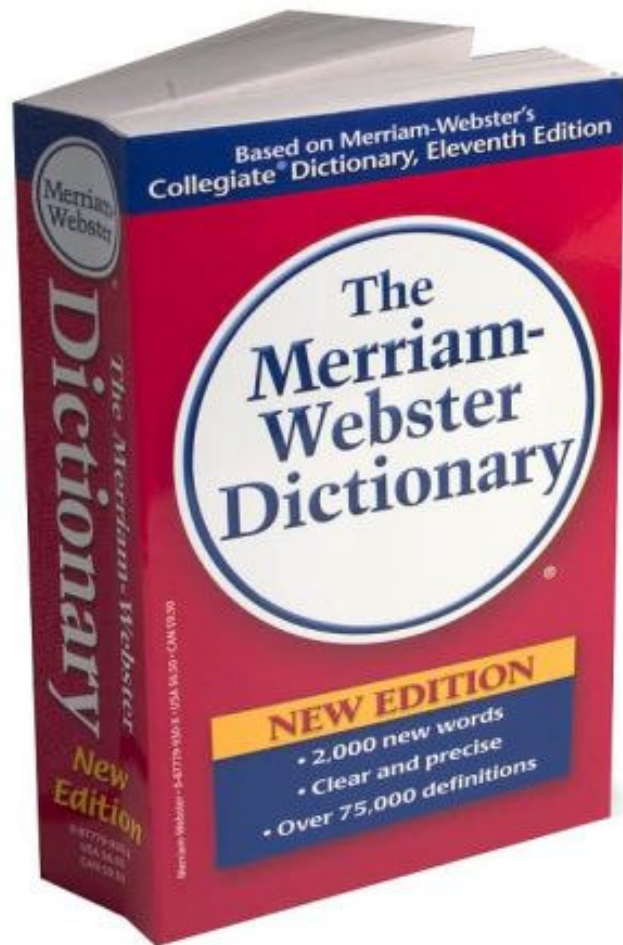
Solution Marketing

- **Solution:** Customer needs
- **Information:** Dialog
- **Value:** Cost vs. benefit
- **Access:** Customer choice

* Based on Dev & Schultz in *Marketing Management*, 2005



What is a Solution Anyways?



so·lu·tion. \sə-'lü-shən\
noun

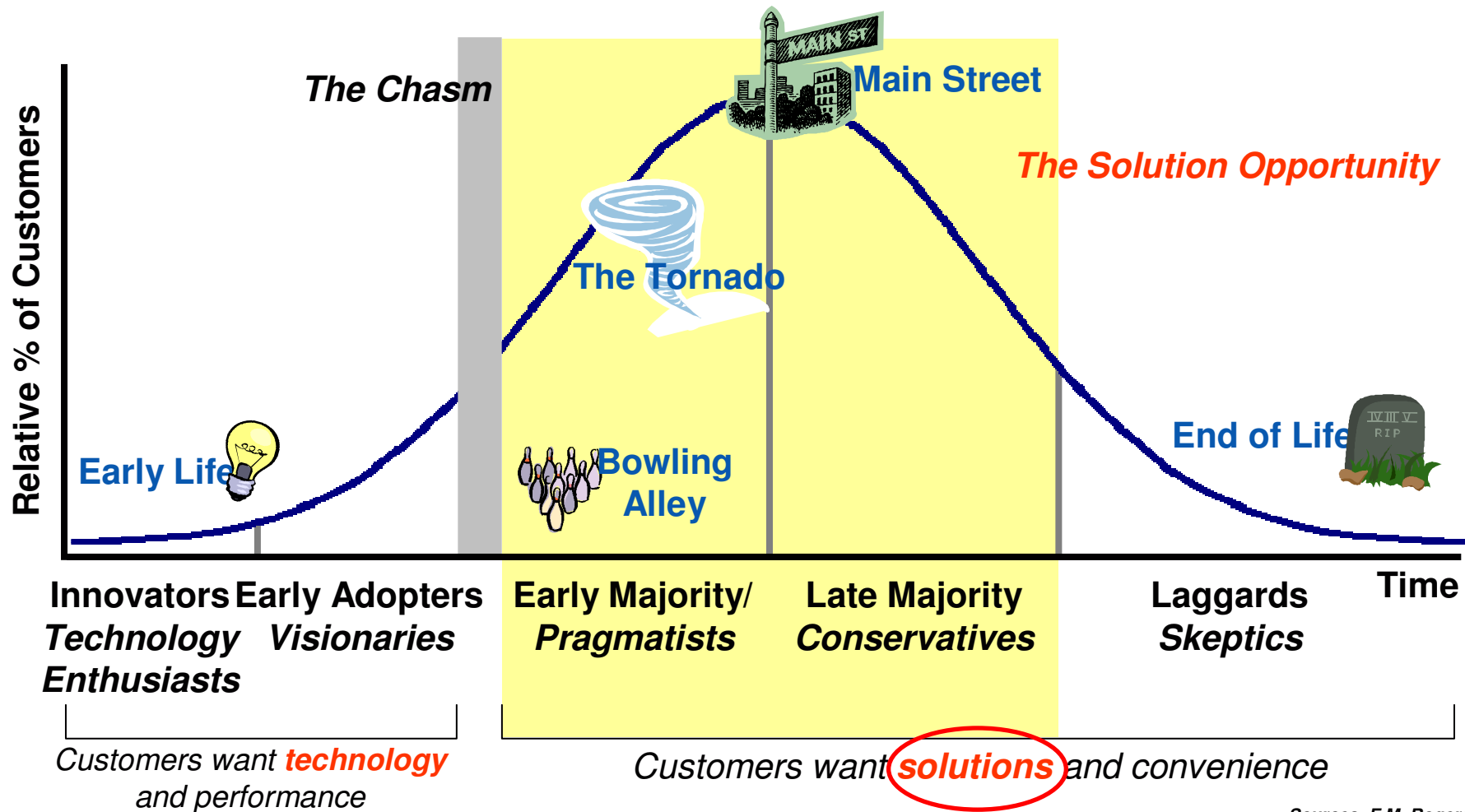
1 a: an action or process
of solving a problem b: an
answer to a problem

solve \ 'sälv 'solv\
verb

Solution Marketing Defined

- **so-lu-tion mar-ket-ing.** *Noun.*
The process of defining, informing, and providing access to complete and integrated solutions that help customers to solve their problems and deliver value.

Technology Adoption Curve



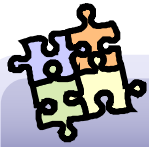
Sources: E.M. Rogers, G. Moore

Geoffrey Moore's Technology Adoption Lifecycle

- **Early Market** – Technology enthusiasts look to be first to get on board.
- **The Chasm** – Early market's interest wanes but mainstream thinks technology is immature.
- **Bowling Alley** – Niche-based adoption in advance of the general marketplace, driven by compelling customer needs and willingness of vendors to craft niche-specific whole products.
- **The Tornado** – Mass-market adoption as general marketplace switches over to the infrastructure paradigm.
- **Main street** – Aftermarket development, when base infrastructure has been deployed and goal is to flesh out potential.
- **End of Life** – New paradigms supplant the leaders.

Adapted from "Inside the Tornado", G. Moore

Solution Marketing – Answering Four Basic Questions



Solution

Customer: “How can I solve my problem?”



Information

Customer: “Where can I learn more about it?”



Value

Customer: “What is my total sacrifice to get this solution?”

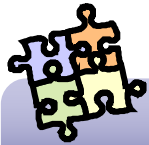


Access

Customer: “Where can I find it?”

Adapted from *In the Mix* (Marketing Management) (Dev & Schultz, 2005)

Solution Marketing What Do Prospects Want?



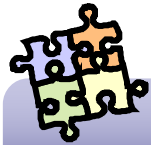
Solution



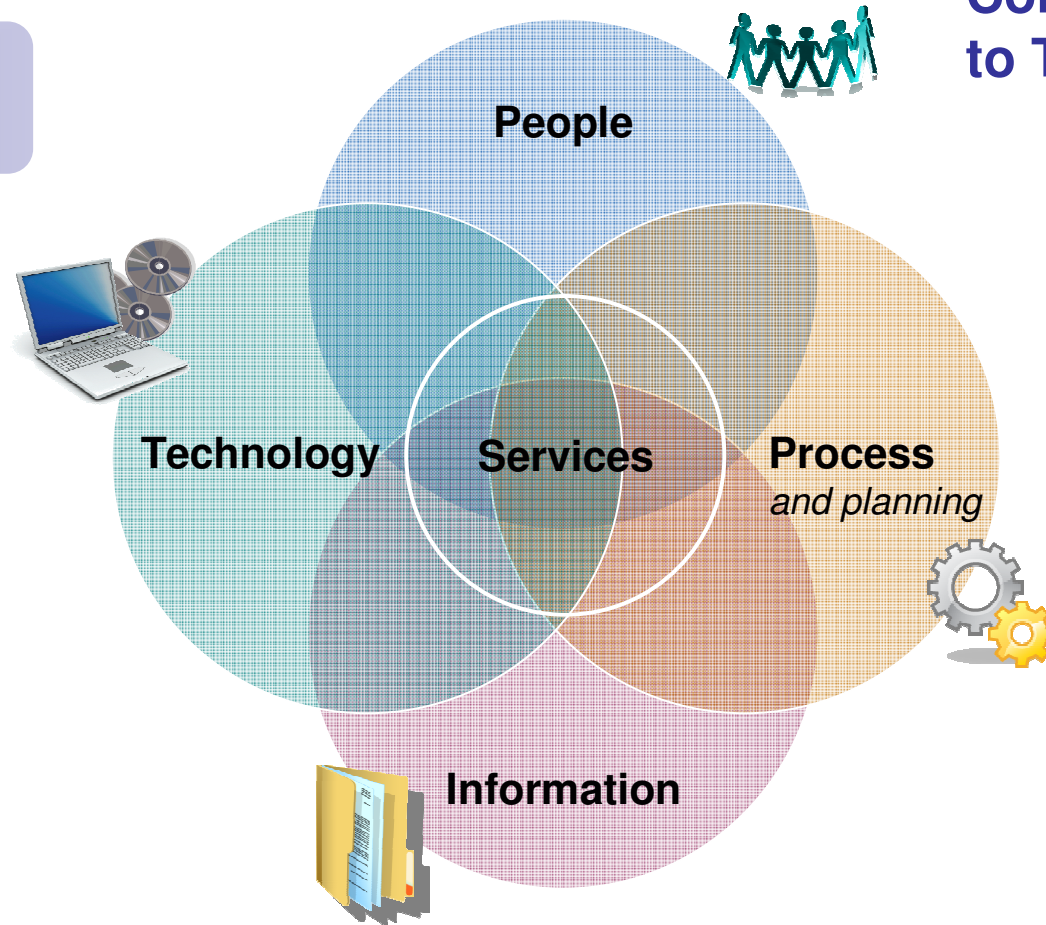
Technology

Solution Marketing

What Do Prospects Want?



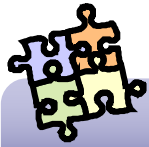
Solution



Complete Solution
to Their Problem

The Complete Solution:

People – Process – Information – Technology - Services



Solution

Technology

- Applications
- Complementary technologies
- Infrastructure
- Custom coding
- Integration services



Information

- Data
- Content, documents, images
- External data sources
- Security



People

People

- User interfaces
- Training
- Support
- Best practices
- Domain expertise

Technology

Services

Process

and planning

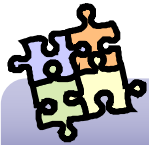
Process, Planning, Risk

- Business Strategy
- ROI studies
- Reengineering
- Process optimization – efficiency, effectiveness
- Risk management



Information

Solution Marketing Solution Portfolio Management



Solution

Market
Assessment

- Market sizing
- Technology
- Competition

Solution
Strategy

- Target markets/
industries
- Technologies
- Partners
- Tech/Services
Mix

Target Solution
Identification

- Use cases
- Bill of materials
- Users, decision
makers
- Business value
- Revenue
potential

Solution Strategic Plan

Overview



Users

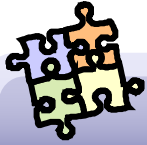


Business
Process



Technologies

Solution Marketing Solution - Research



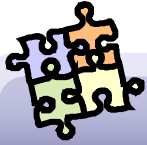
Solution

Customer: "How can I solve my problem?"

- **Solution Research – Solving the Problem**
 - Determine target use case, users, purchasers
 - Industry/functional issues and regulations
 - Business challenges
 - Operational challenges with current process
 - Legacy systems
 - Training requirements
 - Other business and system requirements

Solution Marketing

Solution – Develop the Solution



Solution

Customer: “How can I solve my problem?”

- **Action - Develop the Solution!**
 - Product – enhancements required?
 - Partner technologies
 - Services – strategy, process reengineering, integration, training, support
 - Beta – partners, prospects and customers

Solution Marketing Information – Research



Information

Customer: “Where can I learn more about it?”

- **Research**

- Functional/industry terminology and buzzwords
- Target job titles and companies
- Optimal communication channels.. live events, podcasts, web, most popular publications, etc.
(e.g., government employees often lack web access)

Solution Marketing Information – Message



Information

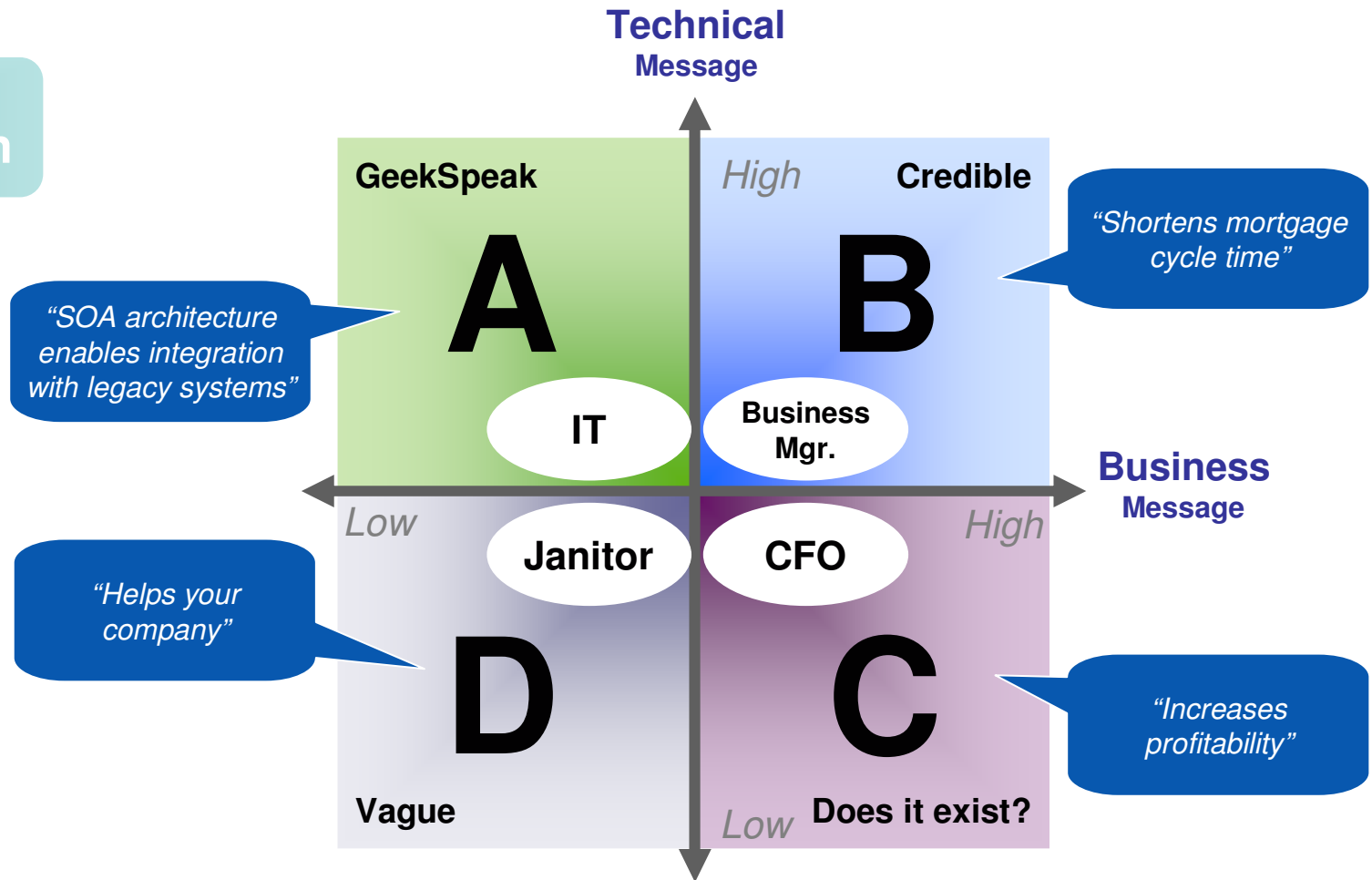
Customer: “Where can I learn more about it?”

- **Message – It’s About Relevance**
 - Use language the prospect understands...
 - Industry/function terms
 - Common business issues and challenges
 - Remember – this is all about how your solution solves their business problems
 - Benefits: business-oriented rather than technical...
 - Higher profits, lower expense, higher revenue, better customer service, ensures compliance

Solution Marketing Information - Tuning the Message



Information



Solution Marketing Information – the “Solution Paradox”



Information

Customer: “Where can I learn more about it?”

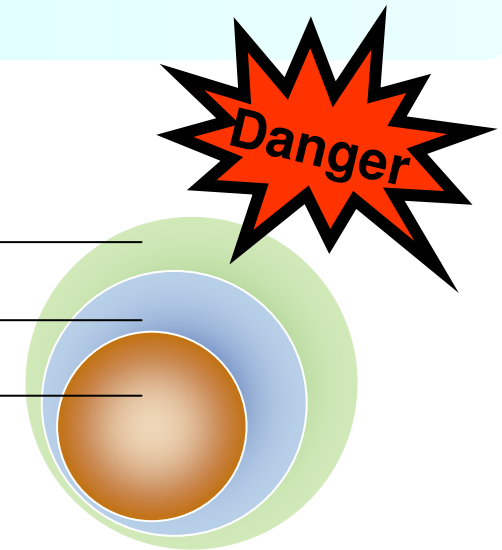
Beware “the Solution Paradox”

- The customer wants out-of-box offerings...
....but no one company can provide everything out of the box
- Even a fully integrated and “complete” solution **cannot** possibly solve all of a customer’s problems due to:
 - Unique environments
 - Specific industry requirements

Customer
Expectations

Message

Solution



Ask:

- Does the solution meet customer requirements?
- Is the message backed up by the solution?

Solution Marketing Information – Create a Dialog



Information

Customer: “Where can I learn more about it?”

- **Action – Create a Two-Way Dialog with the Market**
 - “Give customers the right information on the right subject at the right time on their terms” *
 - Enable prospects to find your solutions
 - Enable market education
 - Use Web 2.0 tools – Blogs, Podcasts, Twitter, Facebook, etc.
 - Provide *recent* customer references, who are most likely to advocate *
- ***Go beyond one-sided “push” promotion***

* *In the Mix* (Marketing Management) (Dev & Schultz, 2005)

Solution Marketing Information - Sales



Information

Customer: "Where can I learn more about it?"

- **SALES**

- **Sales training:**

- Solution selling methodology, consultative selling
 - Business problems, industry/functional issues
 - Business solutions
 - Company and solution messaging
 - Partner engagement models – system integrators, tech partners etc.

- **Sales tools:**

- Collateral, references
 - ROI models and value tools
 - Pricing

Solution Marketing Value



Value

Customer: "What is my total sacrifice to get this solution?"

- **Value = Benefit - Cost**
- **Research**
 - Identify and place value on significant customer purchase drivers *
 - Common ROI models/"before-afters"
 - Purchasing habits
 - Budget trends
- **Action!**
 - Articulate value in terms of price, ROI, TCO
 - Develop ROI assessments with consulting/system integrator partners
 - Reference customers – value achieved

* *In the Mix* (Marketing Management) (Dev & Schultz, 2005)

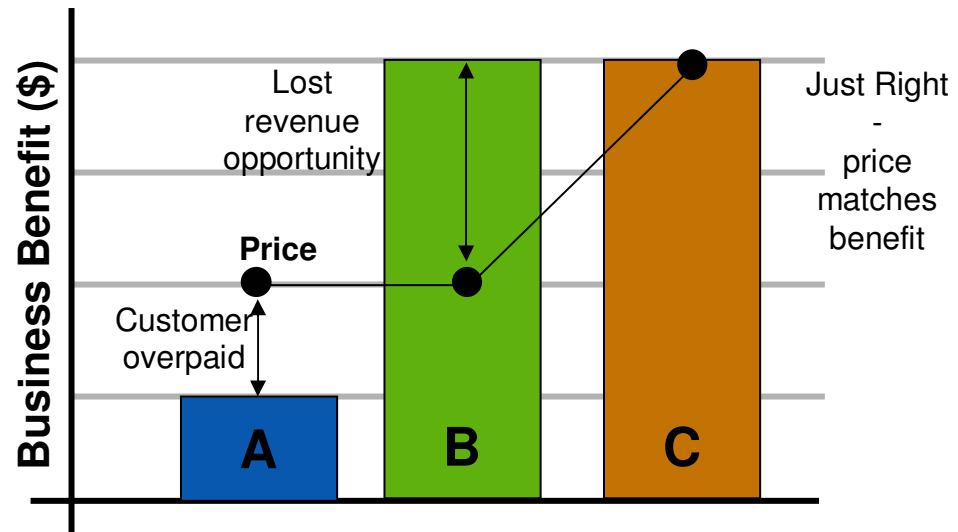
Solution Marketing Value



Value

Customer: "What is my total sacrifice to get this solution?"

Value-Based Pricing



Solution Marketing Access



Access

Customer: "Where can I find it?"

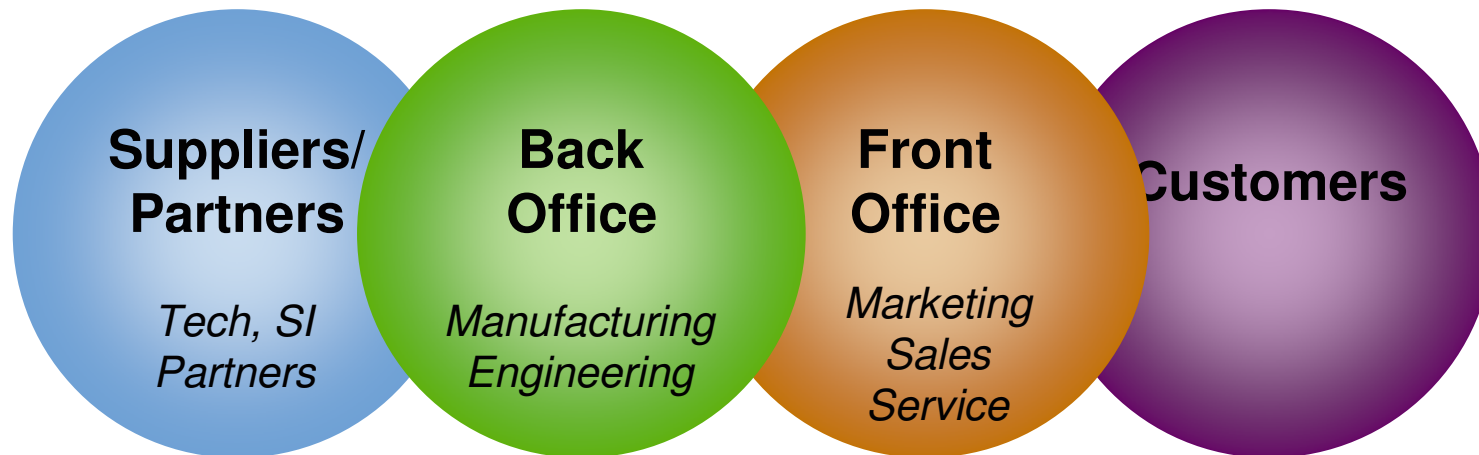
- **Research**

- Common purchasing channels?
- Do they prefer to buy through VAR's? Through SI's? Direct? On contract?
- Preferred delivery models... Software? SaaS? Business Process Outsourcing?

- **Action!**

- Enable the customer to purchase the solution through the channels that *they* want
- New channels – beyond the traditional
- Marketer provides fastest, least-expensive access
- Successfully complete the sale
- Ensure customer success through "the last mile"

Ensure Alignment Throughout the Extended Enterprise



- **Goal: Customers get what they were promised**
- **How Do You Achieve This?**
 - Consistent **messages** across entire company and ecosystem
 - **Sales** – longer sales cycles; solution training; specialized sales teams
 - **Support from** engineering/product management, services, tech support, consulting teams
 - **Executive** support

Conclusion

- **Solutions meet customer needs**
- **Solution Marketing - SIVA**
 - Solution
 - Information
 - Value
 - Access
- **Benefits**
 - 3-7% return (increase) on sales (McKinsey, 2003)
 - Higher margins - price based on value rather than cost-plus
 - More differentiated offering
 - Increased customer satisfaction

Continue the Dialog!

Steve Robins
Product Marketing Leadership



snr@robins4.com



solutionmarketing.wordpress.com



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Thank You

solutionmarketing.wordpress.com

the blog

HOME ABOUT INDEX SURVEY

Software Solution Marketing

FEBRUARY 28, 2009

ProductCamp Boston

Check out the following [link](#) to get a sneak peak of my presentation proposed for ProductCamp Boston. I'll post the final prez once it's available.

Filed under [Overviews](#), [Presentations](#), [Solution Marketing](#) | [0 Comments](#)

FEBRUARY 27, 2009

More To Come!

As you may have guessed, this is a new blog. But there's a whole lot to write about the subject of software solution marketing. I'm planning to write an entry at least once each week and will be following software solution marketing - and general solution

Why Solution Marketing?
The word "solution" may just be the most over-used and least understood term in the English language (or in Techno-English. This blog is dedicated to defining, understanding and sharing information and trends about solution marketing.

Recent Posts

- [ProductCamp Boston](#)
- [More To Come!](#)
- [Fixing the Mix](#)
- [Survey!](#)
- [Comparing Products and Solutions](#)

Archives

opportunity to the technology adoption life cycle/Crossing the Chasm.

S M T W T F S
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Introduction to Solution Marketing

Steve Robins
Product Marketing Leadership
March 2009

snr@robins4.com

