



## Competitive Positioning Services

Ideas International's (IDEAS) **Competitive Positioning Services** provide customized sales messaging, sales coaching, sales collateral, and competitive tools development to help boost sales effectiveness.

An important responsibility of worldwide competitive marketing teams is providing sales with the appropriate information to successfully position their products against the competition. Sales professionals want a quick, simple way of educating themselves about their company's solutions in relation to their competitors'. They must be able to pinpoint not only a product's technical strengths and weaknesses, but also its top selling points, overcoming objections, and positioning to client requirements. Supplier organizations and even vendor internal sales websites provide bits and pieces of the necessary data, but not usually in an organized, succinct manner or in an easy-to-use format. Field sales support organizations also face the problem of keeping competitive materials "current" in light of rapid technology changes to their products and those of their competitors.

As a result, sales professionals often have to "hunt" for information or contact marketing frequently with information requests.

IDEAS Competitive Positioning Services provide customized sales messaging, sales coaching, sales collateral, and competitive tools development to help boost sales effectiveness. Leveraging our in-depth technical expertise gained through ongoing IT research on major system hardware and software vendors, ISVs, and IT end-user requirements, we produce hard-hitting and detailed field sales collateral and tools to help vendor marketing and sales personnel successfully position their products in the marketplace.



actionable intelligence  
[www.ideasinternational.com](http://www.ideasinternational.com)

### Target Users

IDEAS Competitive Positioning Services are targeted at vendor sales and sales support; field marketing; and competitive intelligence support organizations. The primary "consumers" of our Competitive Positioning Services are field sales staff, business partners, marketing executives, and competitive analysts.

### Service Benefits

IDEAS Competitive Positioning Services provide vendor marketing and field sales organizations with hard-hitting product and competitive sales information to accelerate the sales process and close the deal. With deep-dive product comparisons and in-depth analysis of the strengths and weaknesses of a company's products, our Competitive Positioning Services serve as an invaluable supplement to existing competitive analysis organizations.

### Representative Deliverables

- » Product/platform-specific comparative positioning documents/tools for use by field sales and business partners. These comparisons include:
  - Product highlights and positioning
  - Technical features comparisons
  - Key vendor marketing messages
  - Key competitor marketing messages
  - Product strengths and weaknesses
  - Rebuttals to competitor claims
- » Internal SWOT analysis
- » Sales messaging, coaching, and training guides for new product launches
- » Competitive content for vendors' on-line sales tools

### Scope of Coverage

IDEAS Competitive Positioning Services provides competitive vendor coverage across the following IT infrastructure areas:

- » Servers
- » Storage
- » System Software (including Virtualization and Cloud Computing)
- » IT Infrastructure Support Services

### Representative Vendor Coverage

- » AMD
- » Dell
- » EMC
- » Fujitsu
- » HDS
- » Hewlett-Packard
- » IBM
- » Intel
- » Microsoft
- » NetApp
- » Novell
- » Oracle
- » Red Hat
- » SGI
- » Unisys
- » VMware

### About Ideas International

Ideas International (IDEAS) is the leading global supplier of comparative intelligence on enterprise IT infrastructure. Servicing both IT vendors and large-scale IT users, IDEAS products focus on: servers; storage; virtualization and consolidation; and software and infrastructure services. IDEAS online

products are backed up by expert industry analysts who can also deliver specialized advisory and consulting services.

For more information about Ideas International, please visit:

[www.ideasinternational.com](http://www.ideasinternational.com)



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