i.D

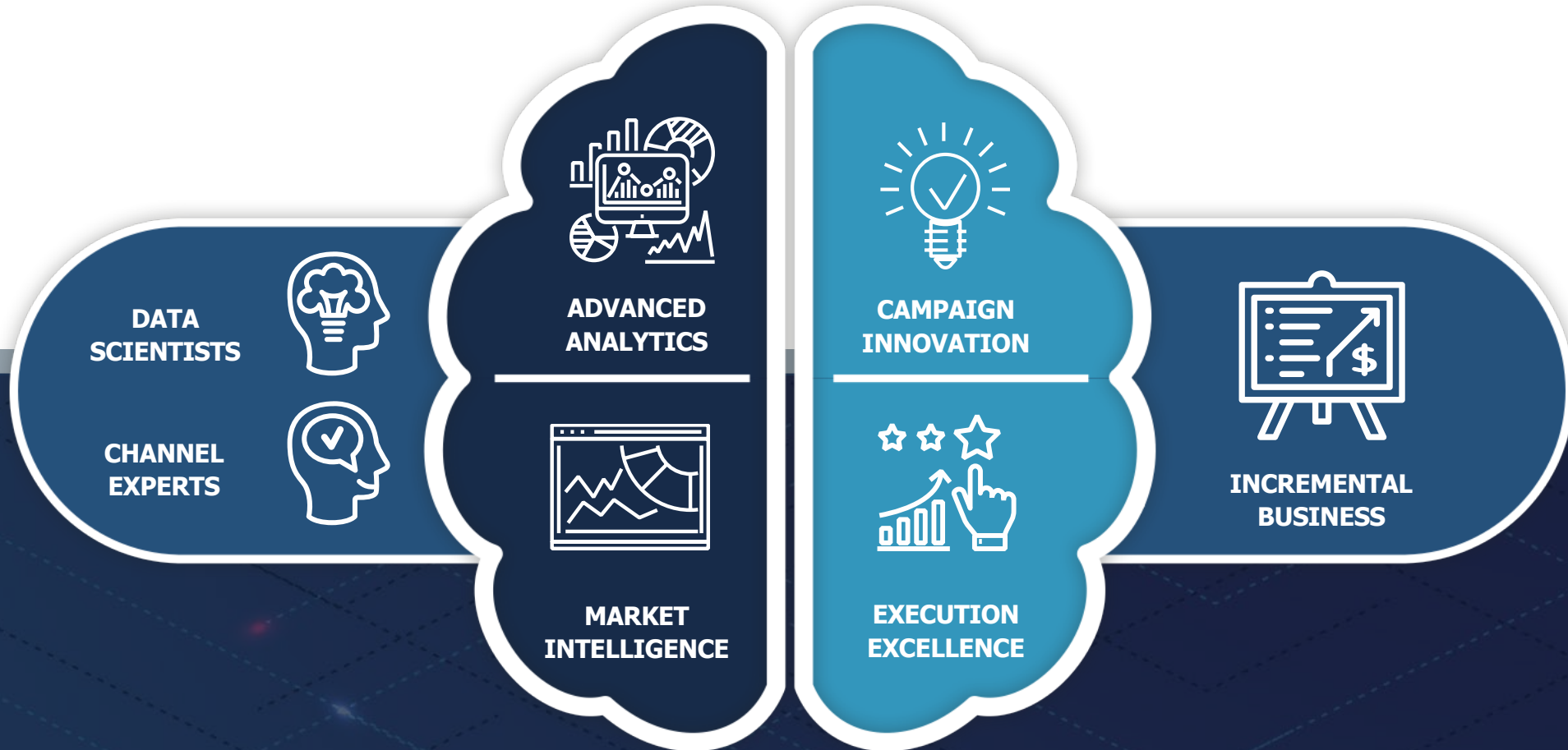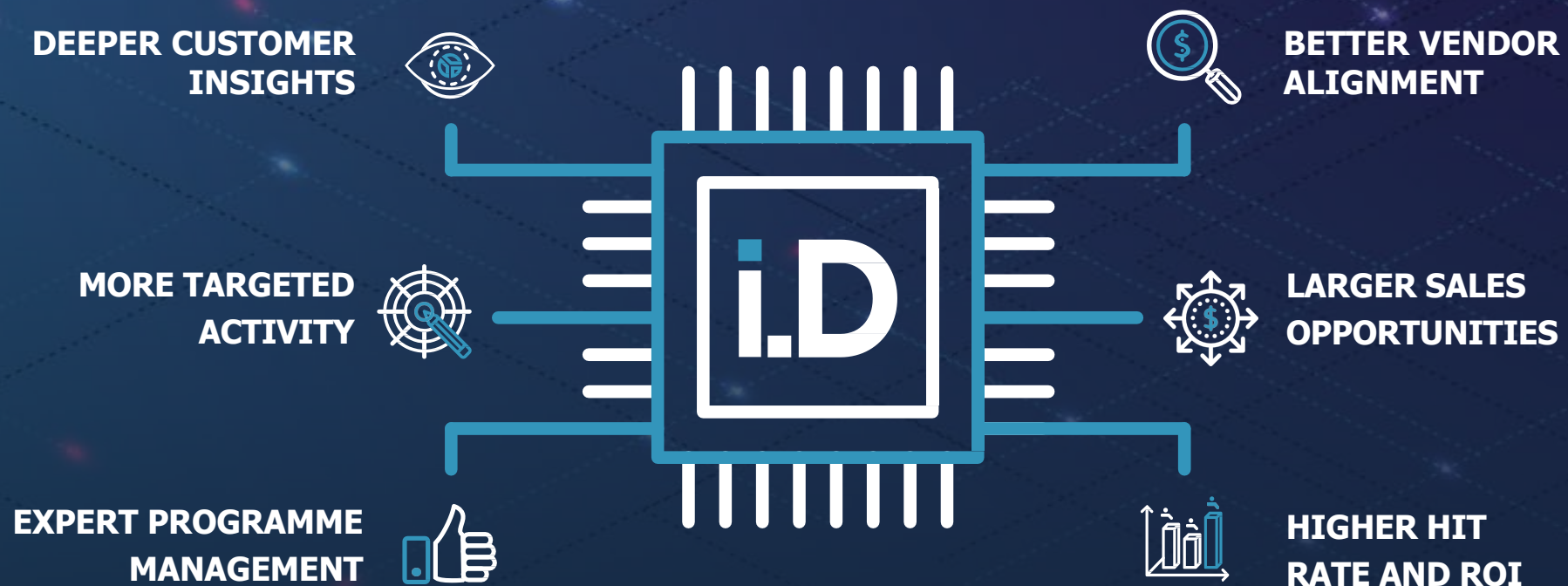**Westcon Intelligent Demand**

What is i.D?

i.D (Intelligent Demand) is an advanced marketing programme using the power of data to build highly-targeted demand generation activities that drive measurable business growth.

DATA SCIENTISTS

CHANNEL EXPERTS

ADVANCED ANALYTICS

MARKET INTELLIGENCE

CAMPAIGN INNOVATION

EXECUTION EXCELLENCE

INCREMENTAL BUSINESS

What is i.D

Smarter, more targeted activity that delivers results

DEEPER CUSTOMER INSIGHTS

BETTER VENDOR ALIGNMENT

MORE TARGETED ACTIVITY

LARGER SALES OPPORTUNITIES

EXPERT PROGRAMME MANAGEMENT

HIGHER HIT RATE AND ROI

Better vendor alignment

Our insight and expertise enables us to maximise customer lifetime value

understand customers better

We can identify market growth, share of wallet, addressable market and the most efficient route to market

successfully **retain** customers

We can predict obsolescence, understand churn, and target the right customers with the right products at the right time

grow the value of existing customers

We can spot legacy inefficiencies and opportunities for refresh, consolidation or migration

acquire more valuable customers

We can identify and target more valuable customers when they are likely to buy – at scale

What does this mean for vendors?

We can drive activity that supports specific vendor go-to-market strategies.
So when vendors want to …

Vendor

GROW NET NEW BUSINESS
We can identify net new end-customers based on existing buyer characteristics

TARGET NEW VERTICALS
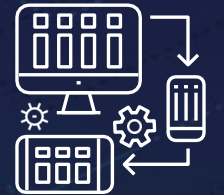We can explore and understand which market segments or verticals can be penetrated

MAXIMISE RENEWAL RATES
We can accurately predict which subscriptions will not be renewed and take action

OUTSMART THE COMPETITION
We can target and displace a competitor with a vendor in our portfolio
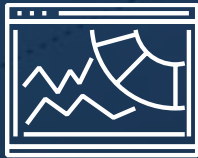
OPTIMISE TECH REFRESH
We can anticipate obsolescence in both vendor installed base and competitor opportunities

The building blocks of i.D

We use this data to predict what end users are doing now – and will do in the future

DEMOGRAPHIC
Who the customers are

GEOGRAPHIC
Where the customers are

COHORT
When they became a customer

FIRMOGRAPHIC
Customer size and segment

TECHNOGRAPHIC
What tech the customers use

BEHAVIOURAL
What customers buy and when

Intelligent Demand Phases

Initiation

- Business submits project request with high level requirements

Consultative Review

- Consult with the business requestors to understand the scope of the project

Market Analysis

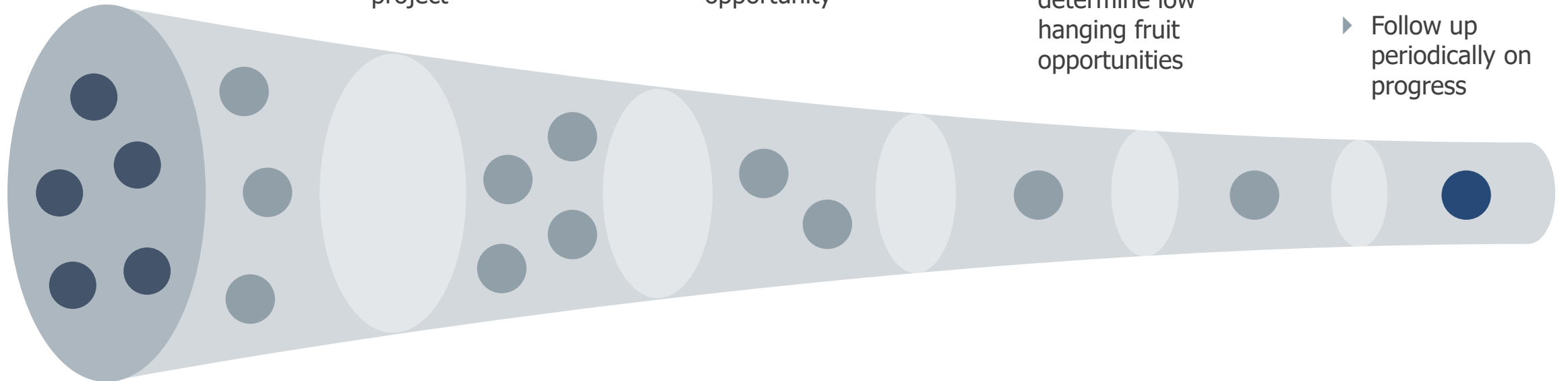- Leverage external data sources to identify the potential opportunity

Westcon Opportunity Analysis

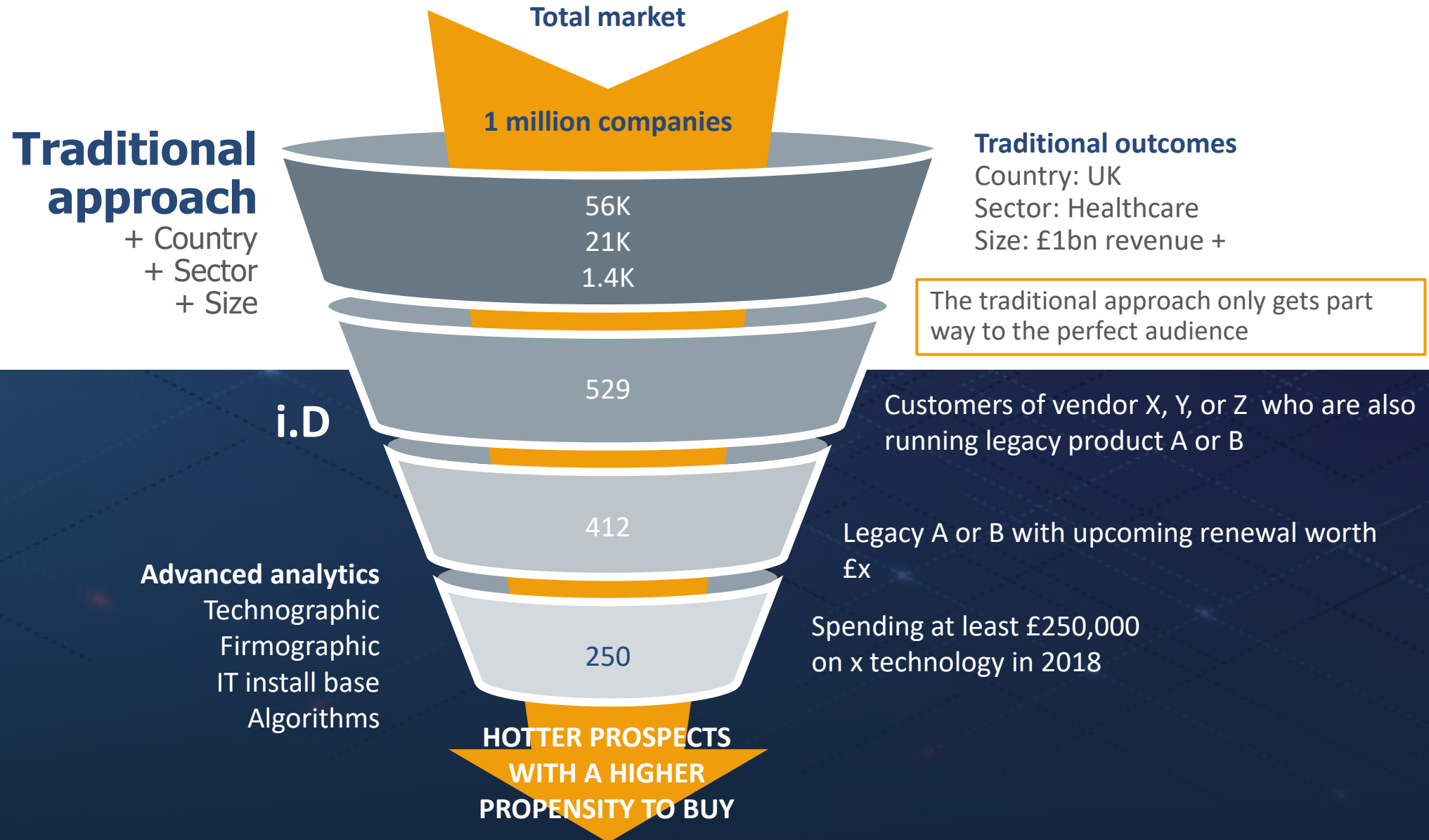- Merge potential opportunity data with Westcon POS data to determine low hanging fruit opportunities

Execution

- Review the opportunity with business requestors before turning leads over to be executed on
- Follow up periodically on progress

i.D marketing funnel: using healthcare vertical as an example

Total market

1 million companies

Traditional approach
+ Country
+ Sector
+ Size

56K
21K
1.4K

Traditional outcomes
Country: UK
Sector: Healthcare
Size: £1bn revenue +

The traditional approach only gets part way to the perfect audience

i.D

529

Customers of vendor X, Y, or Z who are also running legacy product A or B

412

Legacy A or B with upcoming renewal worth £x

Advanced analytics
Technographic
Firmographic
IT install base
Algorithms

250

Spending at least £250,000 on x technology in 2018

HOTTER PROSPECTS WITH A HIGHER PROPENSITY TO BUY

The future of demand generation