



AOpen Reseller Event Presenter: Yogi Schulz

Opportunities for Resellers



Changing Market Opportunities For Resellers

Yogi Schulz



June 2000

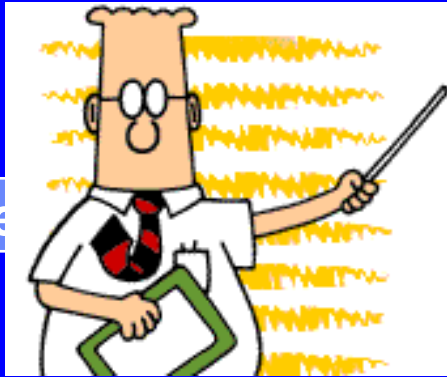
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Presentation Outline

Opportunities



“I’m glad the folks at AOpen know how to help resellers; this stuff baffles me!”



- IT marketplace trends**
- Solutions**
- Professional Services**
- Recommendations**

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IT Marketplace Trends

Opportunities for Resellers

- ❑ Increasing volume sold by direct sellers
- ❑ Declining hardware margins
- ❑ Increasing demand for services

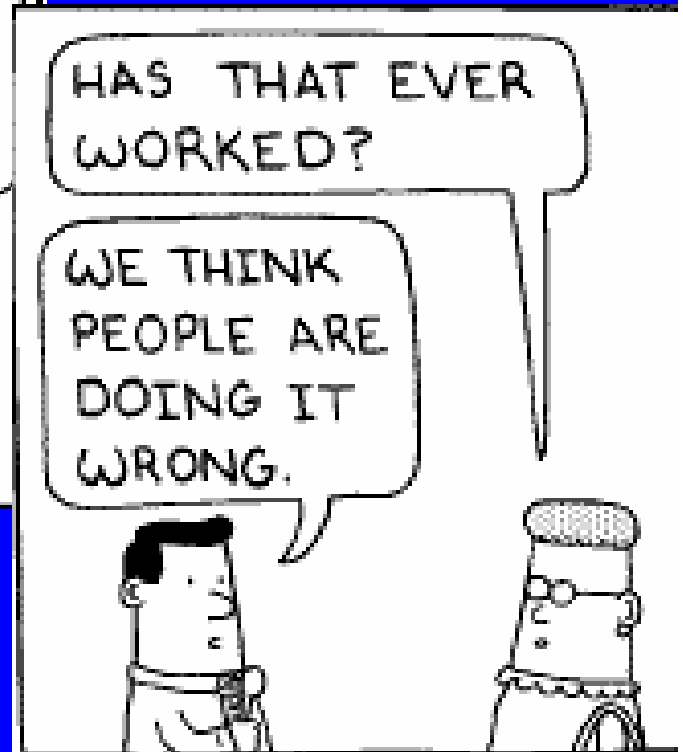


Pursue new revenue opportunities

White Box Benefits

Opportunities for Resellers

- ❑ Customization
- ❑ Margin
- ❑ Service
- ❑ Price
- ❑ Delivery



Solution Components



for Resellers

"This looks complicated"

On-site setup

Application

OS utilities

Operating system

Server/Workstation

Hardware components

Transportation & installation

Installation & configuration

Installation & configuration

Installation & configuration

Assembly & test

Example Solutions

Opportunities for Resellers

❑ Internet related:

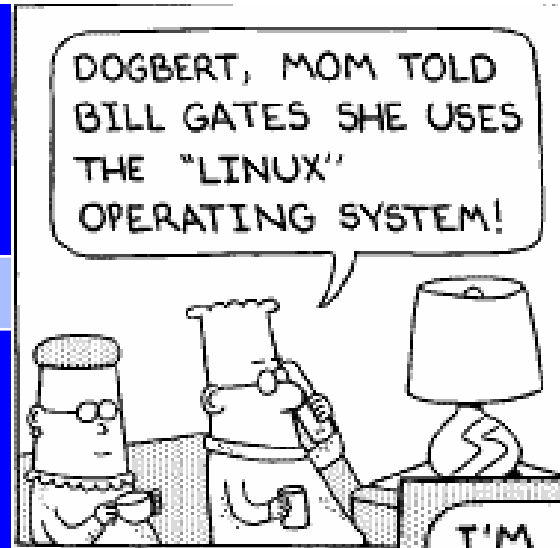
- Web hosting
- Proxy/caching services
- E-mail
- Cluster server
- Firewalls

❑ Office related:

- Office 2000

❑ Application related:

- Financial
- Distribution
- Manufacturing



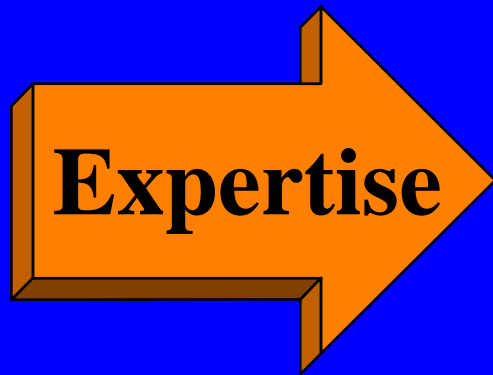
**Add value
to products**

What does a Solution Consist of?

Opportunities for Resellers



Hardware



Expertise

Solution



Facilities

Software

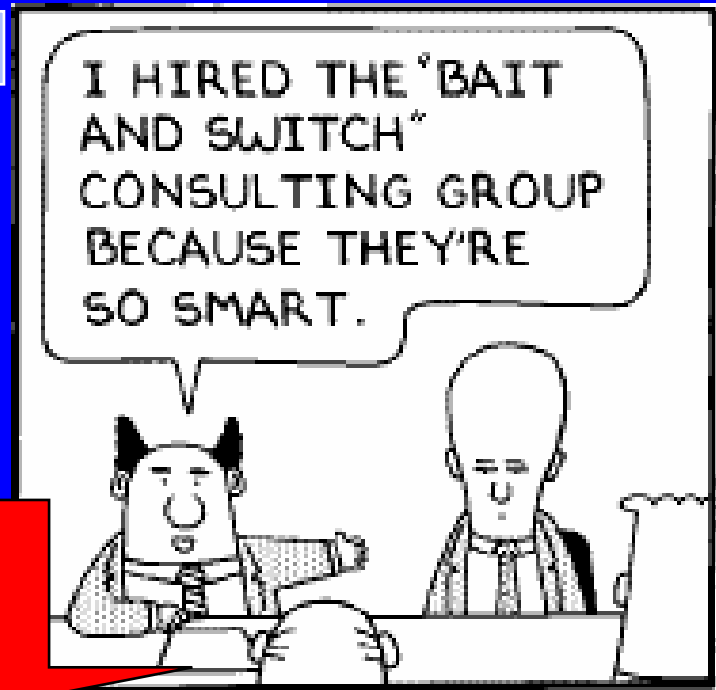
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Professional Services

Opportunities for Resellers

- ❑ Hourly services
- ❑ Productized services
- ❑ Support contracts



**Add value
through services**

Example Hourly Services

Opportunities for Resellers

- ❑ Site preparation
- ❑ Hardware setup
- ❑ Software installation
- ❑ **Trouble-shooting**
- ❑ Training/coaching staff
- ❑ Moves



Productized Service Definition

Opportunities for Resellers



Components:

- Scope definition
- Fixed price
- Roles & Responsibilities

- vendor
- customer

Benefits:

- Predictability
- Defined quality
- Controlled risk
- Assured profitability



Terms & Conditions

"Finally, we achieve some control over IT costs!"

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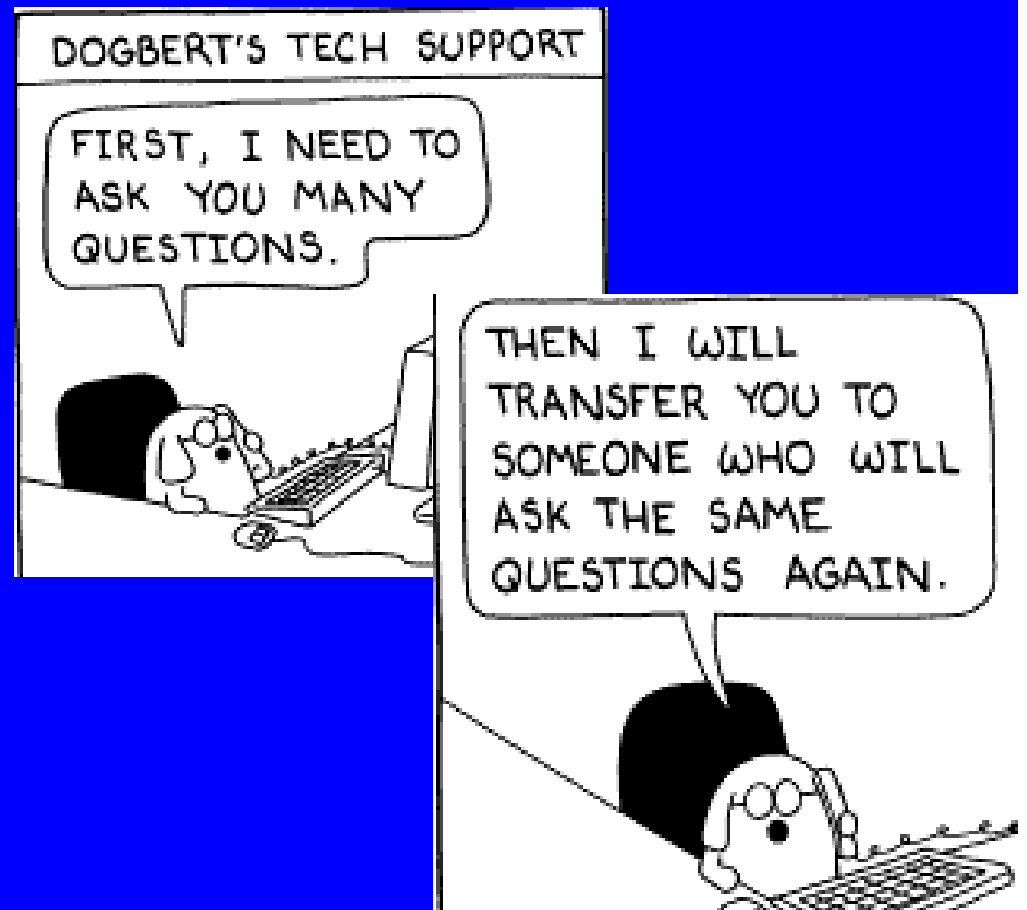
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Example Productized Services - 1

Opportunities for Resellers

- ❑ **Standardized workstation configuration**
- ❑ **Server configuration**
- ❑ **System management**
- ❑ **Backup/Recovery**
- ❑ **Disaster recovery**

**Separate
Design &
Implementation**



Example Productized Services - 2

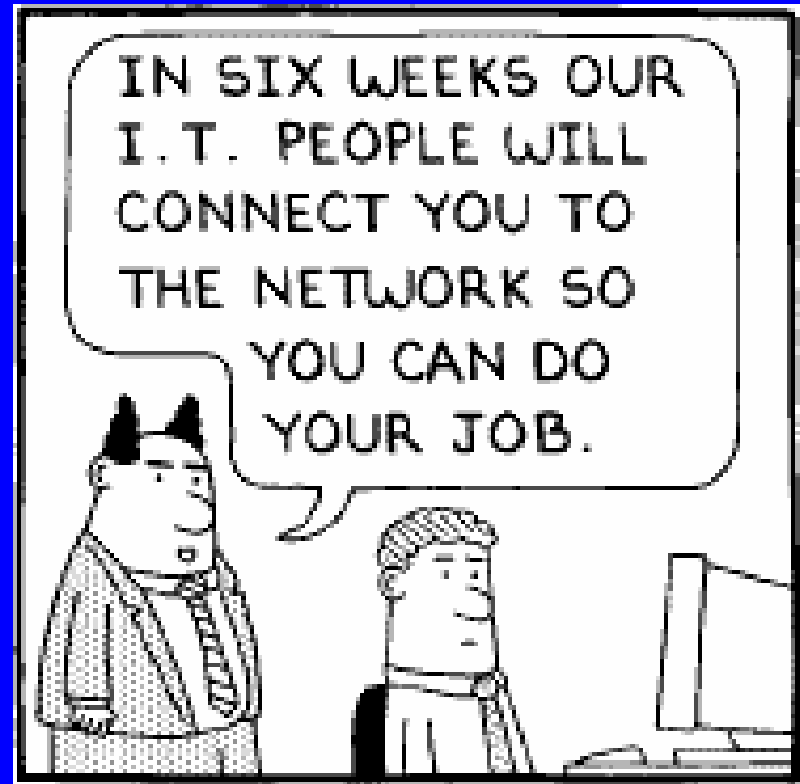
Opportunities for Resellers

□ **Network:**

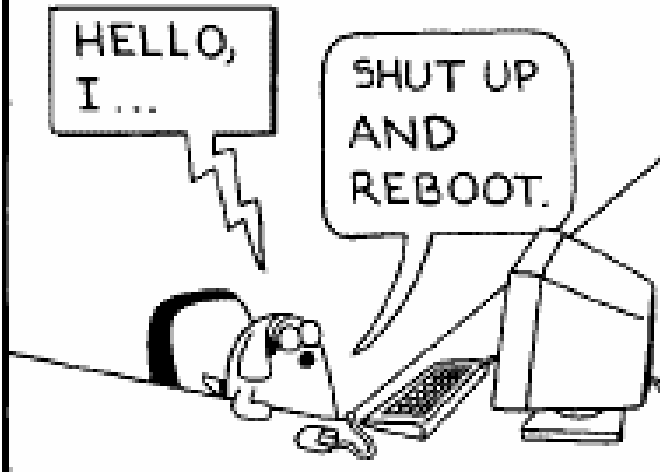
- Monitoring
- Optimization
- Capacity planning

□ **Assessments:**

- Computing environment
- Security



DOGBERT'S TECH SUPPORT



Example Support Contracts



- ❑ **Hardware upgrades**
- ❑ **Software upgrades for:**
 - Operating system
 - Office desktop
 - End-user applications
- ❑ **Help desk**
- ❑ **Asset management**
- ❑ **Network administration**



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Recommendations for Resellers

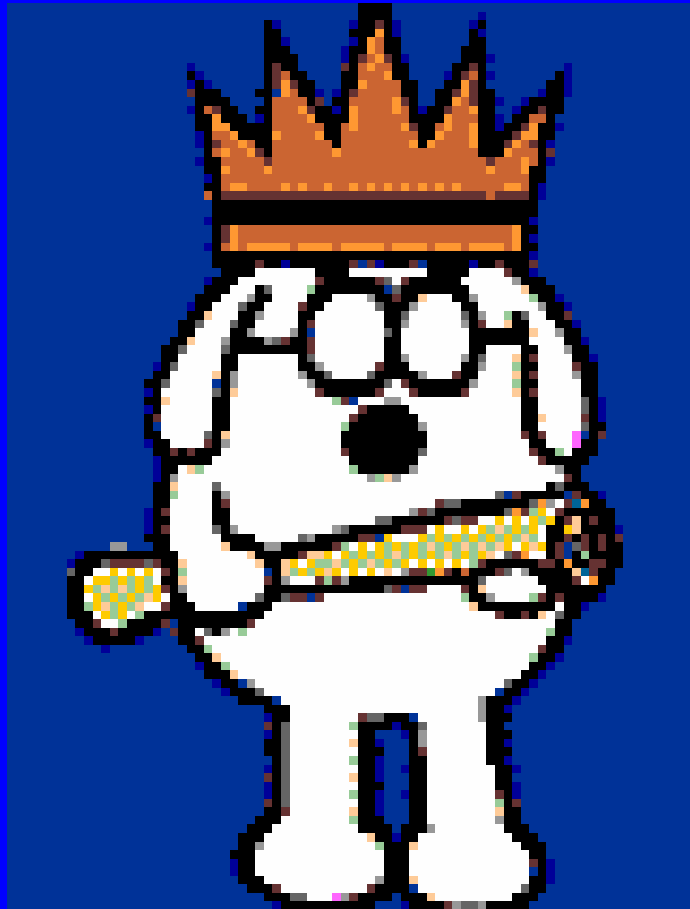
Opportunities for Resellers

- ❑ **Add/enhance a white box product line**
- ❑ **Add more solutions**
- ❑ **Strengthen professional services**



Any Questions?

Opportunities for Resellers



Dogbert
will explain it
to you

Yogi Schulz



Changing Market Opportunities For Resellers

Opportunities for Resellers

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- ❑ **Project management and systems development**
- ❑ **Information technology related management consulting**
- ❑ **Computing Canada columnist**

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Linux Web Resources - 1

Opportunities for Resellers

❑ **Apache Software Foundation**

– www.apache.org



❑ **Directory of LINUX distributions**

– Research Institute for Open Communication Systems

– www.fokus.gmd.de/linux/linux-distrib.html



❑ **Linux.Com**

– www.linux.com



❑ **Linux Central**

– www.linuxcentral.com



Linux

Web Resources - 2

Opportunities for Resellers

- ❑ **Linux Online**

 - www.linux.org



- ❑ **O'Reilly Linux**

 - oreilly.linux.com/



- ❑ **Planet IT**

 - www.planetit.com/techcenters/linux



Professional Services Deliverables

Opportunities for Resellers

- Customer Profile**
- Opportunity Evaluation**
- Project Initiation**
- Status Report to Customer**
- Project Report**
- Customer Sign-off**
- Project Termination**

Control risk
Improve quality
Sell repeat business