

Why BlueBird?

SPECIALISTS IN IT AND TELECOM

Our experienced team has significant IT and Communications background prior to BlueBird. Our team has been introducing IT and Telecom products to potential European customers for over 20 years, and has the know-how, the commercial experience, and the strategic awareness to drive sales, and thereby successful expansion.

LOW RISK

In using BlueBird as an extension of your operations in a start-up or turn-around situation, you instantly lower your risk. BlueBird's expertise and market knowledge will help you rectify current situations or provide you with expertise to avoid the usual pit-falls made by many new entrants in the market. With subsidiary start-up costs typically being over \$1m, BlueBird can substantially reduce your investments needs saving valuable cash-flow when as a start-up you most need to.

RELATIONSHIPS

As a team we have been introducing new products and service to the EMEA IT and Communications market over 20 years and we are very well connected with major System Integrators, OEM's, VARS, Software vendors and most importantly with Service Providers. All these are available to our customers through our comprehensive services.

SPEED TO MARKET

All of the base work required for setting up a sales channel and marketing organisation has already been conducted by BlueBird. The attention to detail required in setting up a remote sales function inevitably de-focuses current operations, and requires a disproportionate amount of management time and effort to get up to speed. In jointly pursuing sales, BlueBird can accelerate your sales orders within targeted accounts.

PAID ON RESULTS

Our philosophy is to develop a mutual partnership where we share common goals to achieve agreed sales performance within your target market. Our business model means that we are in sync with your sales operations to generate new opportunities as cost effectively and swiftly as we can.



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Sales and Distribution
Solutions for the
Communications Market



Intelligent Sales
Distribution for the
Communications
Market

consulting
sales
marketing
staffing
support



Cost Effective Sales Expertise

BUILDING YOUR BUSINESS BY GENERATING COST EFFECTIVE SALES

At BlueBird we have the experience of building and exploiting new products in the service provider, IT and Communications market. We know that it is not an easy task, but creating an International customer base means establishing effective sales channels in all the available markets. This is especially so for companies operating in specialist markets where there is often limited domestic sales opportunities. Moreover a move internationally ensures that rival organisations can be challenged in their own core markets, and can substantially increase the value of the organisation.

In the current environment, where access to capital is difficult and risks are high, the need to have a tried-and-tested sales & marketing team to generate sales has never been more important. BlueBird can provide this. We are able to rapidly become an extension of your own organisation to support direct sales, channels or as a VAR. Our experienced sales and marketing professionals have worked in senior positions in leading software and hardware vendors in the business, providing you with a near certain advantage.



SALES AND DISTRIBUTION SOLUTIONS

- MARKET ASSESSMENT
- DISTRIBUTION MODEL EVALUATION
- TACTICAL SALES SUPPORT
- FIELD AND CHANNEL SUPPORT
- INTERIM MANAGEMENT SUPPORT
- VIRTUAL SUBSIDIARY
- DEDICATED DISTRIBUTOR

Sales acceleration solutions for your Business

BLUEBIRD HELPS YOU BUILD YOUR BEST CHANNEL TO MARKET, IN THE QUICKEST POSSIBLE TIME

MARKET ASSESSMENT SOLUTIONS

BlueBird provides a full 360 degree assessment of your products or services in your target markets. This includes looking at each segment to figure out where your proposition is most likely to succeed. Areas covered in the report are: competition, go to market models, channels to market, complementary software partnerships, implementation and support issues.

BlueBird can recommend short, medium or long term strategies as well as practical solutions to implement them. This service is built into BlueBird's "Red Pill" Report.

DISTRIBUTION MODEL EVALUATION

Based on the product type, target market, risk, pricing structure and company ambitions for the product(s), BlueBird can conduct an in-depth sales "Distribution model evaluation". This will provide recommendations and details on what channel to market best fits, which organisations are the company's requirements, with a detailed implementation plan.

FIELD AND CHANNEL SALES SUPPORT

Bluebird's comprehensive sales and marketing expertise can be used by existing field sales teams to supplement their skills to accelerate and support their activities. These comprehensive services are part of BlueBird's Prospecting and Market Management solutions.

INTERIM MANAGEMENT SUPPORT

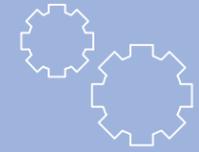
In order to get a subsidiary or sales team up and functioning correctly it is essential to get the right management in place. In new or turn-around situations BlueBird can provide interim managers that are skilled in sales, marketing, financial and legal help to get your organisation on-track.

VIRTUAL SUBSIDIARY

Create a subsidiary rapidly with BlueBird to get a local presence in the EMEA market, where we set-up a local office and presence for your organisation, and run it on your behalf. Our staff will act as an integrated part of your company, developing a sales pipeline based on direct and in-direct channels. The subsidiary can be fully owned and funded by our clients, or part funded at a lower cost and owned by BlueBird. If the subsidiary is owned by BlueBird as part of the agreement there would be a transition back to the parent organisation at an agreed price and timeframe based on an agreed contract.

DEDICATED DISTRIBUTOR

BlueBird can de-risk your investment by acting as a distributor for your organisation, and sell your products alongside other organisation offerings if they are considered non-competitive and complimentary.



CUSTOM SOLUTIONS

Whatever your requirements they are likely to be unique for your product and your organization. We can create a custom solution that best suites you and your requirements.



PERSONAL CONTACTS

With decades of selling and marketing to the IT & Communications markets, the BlueBird management team has a comprehensive list of personal contacts across the industry which can be utilized to accelerate your sales.



EXPERTS

We have experience in start-ups, turn-arounds, as well as larger organizations, and the know-how on what it takes to win new business in competitive markets. Blue Bird's team has experience of Fixed, Mobile and Cable operators in EMEA and APAC. The BlueBird Team have been selling and marketing in the IT & Communications market so you can utilize their knowledge to help your organisation grow more rapidly for your organization.

