

**DISTRIBUTION CENTRAL<sup>®</sup>**  
your services hub for IT logistics<sup>™</sup>

Whitepaper

**Land, Expand, Extend, Protect<sup>™</sup> – LEEP<sup>™</sup>**

The modern sales cycle revolutionised

Sydney | Melbourne | Brisbane | Perth | Canberra | Auckland | Wellington | Singapore

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

# Land, Expand, Extend, Protect™ – LEEP™

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## Introduction – delivering true value

Since our inception in 2004, Distribution Central® has delivered advanced and emerging technologies through our home-grown and unique business models, which deliver value to the IT channel. We define value to be *something that someone can't do without*.

As our business models have evolved over the past decade, transaction optimisation has become as important as adding value in the areas of professional services and field support, and marketing and business development. We have invested heavily in our systems and tools through R&D and resources to enhance value at the transaction level. We are now moving into a new phase of evolution, which has been shaped by the market itself.

Guided by how our customers prefer to transact, Distribution Central® has developed LEEP: Land, Expand, Extend, Protect™. This channel engagement strategy aims to make it simple and effective for channel partners to transact with Distribution Central®.



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## The disruptive sales cycle

LEEP™ provides Distribution Central's® partners with systems, tools, products and programs that can help ensure they remain relevant to their customers. It helps them take on a consultative role that delivers relevant business propositions to solve their customers' contemporary business problems.

The majority of the focus in business has traditionally been on landing a deal.

This remains important and Distribution Central® has integrated the process of landing a deal into the rest of the disruptive sales cycle, based on four emerging trends in the IT industry:



### 1. Disruptive technologies

Some technology is essential to a business in the same way that walls and a roof are essential to a house. These technologies, while vital, don't deliver any kind of competitive advantage or customer relevance. For this, businesses need disruptive technologies that give them the tools they need to innovate and deliver something to customers that they *just can't do without*.

Distribution Central® focuses on advanced and emerging, and therefore disruptive, technologies. We also deliver reference architectures and other integrated solutions through DC PODs™ (Product-on-Demand) and DC CloudPODs™. We integrate storage, servers, networking, applications, security and more into a validated, integrated solution that address contemporary business problems.

DC PODs™ and CloudPODs™ give partners an opportunity to deliver a solution that will work and align to the customer's business strategy, and will also work well over the lifecycles of the many products that come together to form that one solution. Therefore partners use disruptive technologies to not only 'land' a deal, but to 'extend' that opportunity through reference architectures and integrated solutions between vendors.

To be able to 'extend' an opportunity, Distribution Central® provides partners with the information they need about that opportunity based on their current customer or installed base. This removes the needs for partners to invest in additional resources to analyse data and be trained on the technology refresh, upgrade and transfer requirements. LEEP™ and its associated systems do this automatically and in real-time.



### 2. The lead of the future

New business is about mining the existing installed base as much as it is about finding a new customer opportunity. To do that successfully, you need to understand what constitutes a new conversation with a customer.

Vendors and distributors have traditionally been expected to provide net new leads to a reseller, who would then take a technology to a customer. That was based on the premise that there were gaps in technology that needed to be filled.

The lead of the future will come through proactive consultation, giving customers the competitive advantage and relevance they need through the acquisition and use of disruptive technology. This includes enhancing the customer's technology investment through feature-set upgrades that sit on top of the technology platform that they've already invested in. By 'expand'ing your customer's technology investment, you maintain relevance with your customer.

It is vital that partners be able to do this to scale in order to make it work across the entire customer base.

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### 3. Disruptive systems

Distribution Central® has made it possible for partners to proactively consult with their customers to expand their technology investment by developing unique systems that let partners mine their installed base in a way that is scalable.

Over the past decade we have collected data relating to a range of advanced and emerging technologies, or disruptive technologies, transacted through Distribution Central®, and we know:

- How the technology was acquired;
- Who acquired the technology;
- Who sold the technology; and,
- How it was sold.

Furthermore, we have expanded our renewal system, formerly called Annuity Systems™, to include models of expansion and extension, now called DC IBAM™ (Installed Base Analytics and Management).

We have developed systems that let the partner construct an accurate bill of materials and quote to provide a customer something that they want, *or can't do without*. Our DC ChannelControl™ online transaction and enablement resource centre offers access to the following, all of which ensures a partner can 'land' a deal successfully:

- Real-time online configurator;
- Accurate partner-specific pricing;
- Deal registration;
- Advance hardware replacement; and
- Access to evaluation stock.

Our DC ChannelGateway™ online payment gateway streamlines the transaction process for partners by offering online ordering and payment, which includes usage-based consumption transactions.



### 4. Protect your customer by protecting their technology assets

Finally, once partners have exhausted all upgrade, refresh, cross-sell and cross-grade opportunities, they need to 'protect' the assets that they have already sold to their customers by renewing software, licencing and maintenance agreements.

DC IBAM™, powered by iasset.com®, offers partners an effective solution for renewals, so you never miss out on an opportunity. DC IBAM™ will issue 90-, 60- and 30-day reminders to the partner and the end user on upcoming expirations, including a quote to renew. Distribution Central's® partners can log into DC IBAM™ at any time to view their upcoming renewals, current renewal rate and pipeline.

'Protect'ing your customers' technology lifecycle is the last step in what is now a single workflow based on the systems Distribution Central® has produced. LEEP™ ensures that partners extend the life of their customer by extending the life of the technology that their customer has acquired to solve their contemporary business problems.

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## Distribution of the Future

Distribution Central® delivers innovation-driven distribution. Part of this is the integration of the intelligence in DC ChannelControl™ and DC IBAM™ systems, which provide partners with, at an elementary level, unsolicited proposals to take to their customers. At an advanced, mature level, we provide a qualified lead, and the systems and services that let our partners deliver a relevant business proposition to solve their customers' business problems.

Partners can access this data through any media and on any device, and it's tailored to the partner representative. We are mass-customising the data to each partner representative so that they can stand in a contemporary consultative role, rather than a reactive transaction management role.

Through LEEP™ and Distribution Central's® innovative systems and services, we ensure that our partners remain relevant to their customer by *providing them with something they can't do without.*



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## LEEP™ – Land, Expand, Extend, Protect™

LEEP™ is guided by the following principles:

1. Intelligently mine the installed base of technology acquirers; in order to:
2. Create proactive proposals that partners can take to their customers; to ensure that:
3. The ultimate user, their customer, remains relevant in their quest for competitive advantage, revenue maximisation and cost minimisation.

Contemporary business problems are now being solved in a completely different way based on disruptive systems that allow disruptive technologies to be acquired by the customer through a new pathway, such as cloud. Distribution Central® is investing in all of these elements to ensure that we and our partners are successful in a market where the acquisition of technology has changed so dramatically.

### Land

We provide partners with the following to ensure they 'land' every opportunity:

- Systems – DC ChannelControl™, DC ChannelGateway™ & DC CloudSelect™;
- Channel services – professional services, transaction services, market development services; and,
- Technology solutions and pathways, for example, cloud.

### Expand

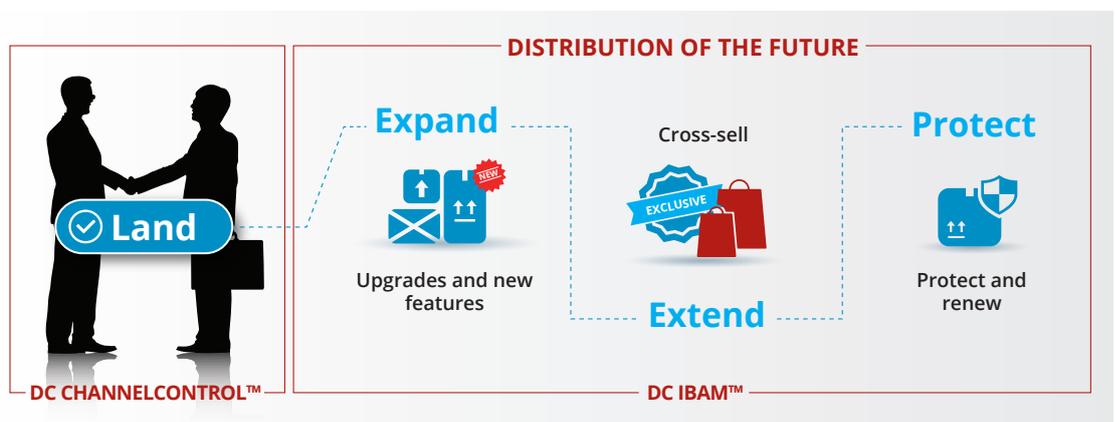
Through our DC IBAM™ service and online tool, we offer our partners a unique opportunity to mine their customer base for upgrade and feature attach opportunities. Further supported by our channel services and our technology solutions (DC PODs™ and CloudPODs™), our partners are armed with the data intelligence and tools to make the most of their 'expand' opportunities.

### Extend

Through our DC IBAM™ service, we offer our partners the opportunity to cross-sell, including reference architectures, to their existing customer base. These include DC PODs™ and CloudPODs™. By initiating these 'extend' conversations, Distribution Central's® partners can ensure their customers benefit from a broader range of technology solutions, and they remain relevant and "sticky" to their customers.

### Protect

Finally, if there are no further opportunities to 'expand' or 'extend', partners can 'protect' their customers through the DC IBAM™ service by having their licence and maintenance renewals managed effectively and efficiently.



For more information email [info@distributioncentral.com](mailto:info@distributioncentral.com)

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