



**An introduction**

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value, unlocked

# | Our focus

Vector stands for fully aligned and integrated business development, based on an end to end approach that unites key stakeholders, internal and external, including strategic partners, in pursuit of competitive advantage.

For Vector, the ultimate proof of success is long-term improvement to corporate business development performance.

Since starting the business in mid-2007, Vector has:

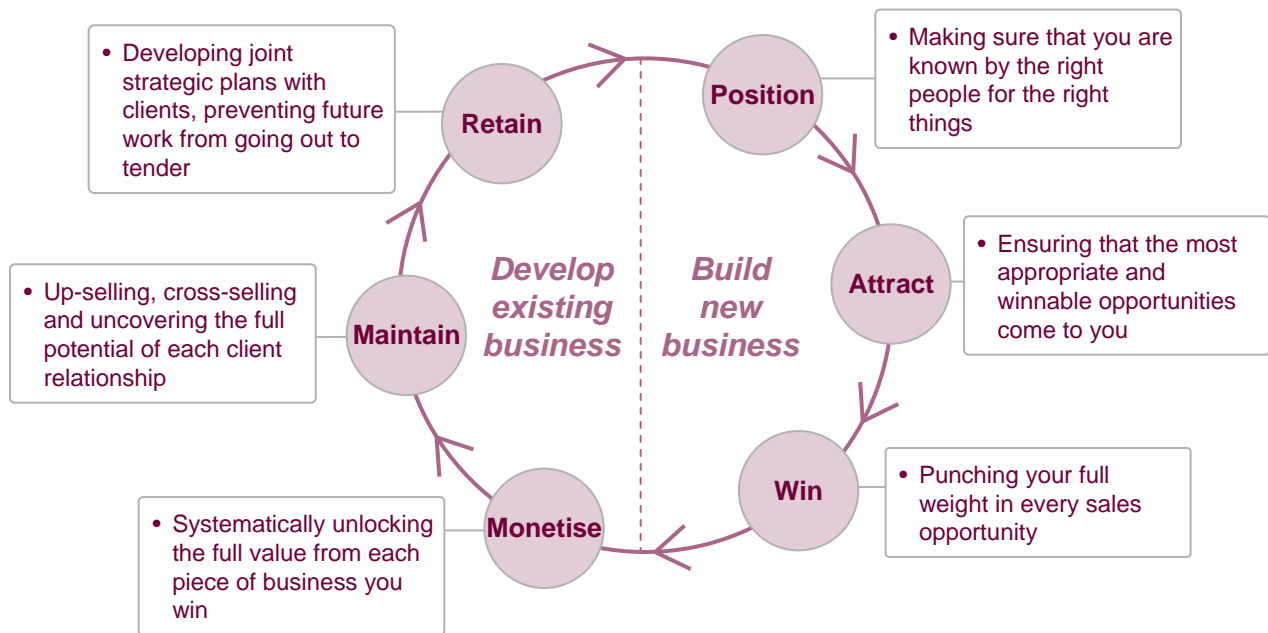
- Established a number of blue chip account relationships including HP/EDS, Capgemini, Adobe, Microsoft and Siemens.
- Won business in the US, the UK, and in Continental Europe.
- Developed a robust and proven methodology for managing all aspects of business development as an integrated, straight through process.

Vector's services are rooted in practical reality, backed by proven success in the market and clearly focused on the priority needs of business leaders and business developers, alike.



# The value circle

Business development is a continuous process. Vector supports its clients at each stage of the value circle.

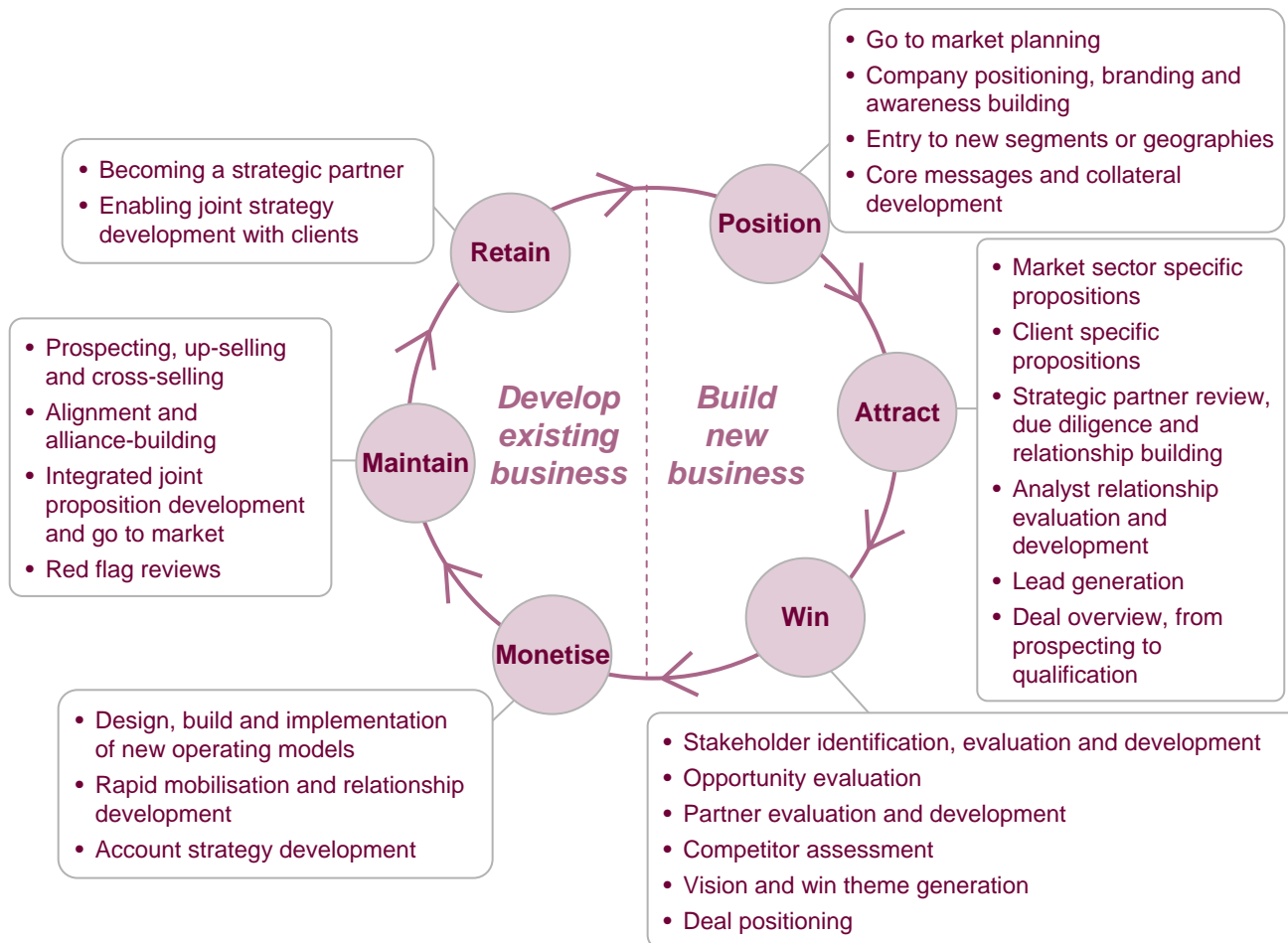


Integrated business development reduces friction, helping an organisation to open up new opportunities and continuously develop existing business more effectively and efficiently.



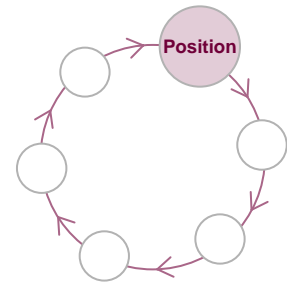
# I Our capability

All of Vector's methodologies grow out of practical marketplace experience, and are focused on delivering measurable performance improvements for the companies we work with.



A key aspect of Vector's approach is to align critical functions and stakeholders, both inside and outside the company, so that everyone involved in business development works together smoothly and efficiently towards a common goal.





## I Position: an example

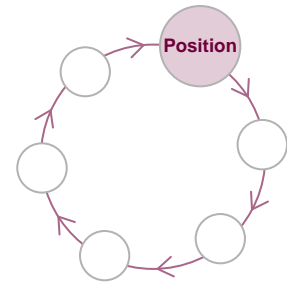
### Targeting value in a strategic partnership

A leading services company and a top global technology business have been working together worldwide for a number of years but believed that more could be done to unlock the full value of their working relationship. They decided to extend the business and geographical scope of their alliance in order to drive growth.

Vector worked with the partner leads from both companies, using our own methodology to assess the current status of the alliance, focus on key areas of potential value, identify priorities and build an integrated go to market approach across agreed key geographies.

Now there is a solid foundation of shared knowledge and capability for the future, based on an agreed joint strategic vision and a strong growth plan.





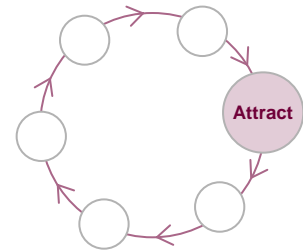
## | Position: an example

### **New market positioning for a major services business**

A mid-sized IT services business, part of a larger industrial group, had never gone to market with a specific positioning and set of value propositions of its own, relying instead on the parent company's own branding. Now, to support its growth agenda, it focused on developing a clear and differentiated go to market approach and asked Vector to play a lead role in contributing both content and best practice methodology.

Vector worked with key stakeholders to develop, test and evaluate a range of options, leading to selection of the agreed final positioning, which will play a key role in underpinning the company's ambition to grow the business.





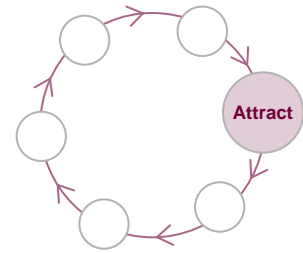
## | Attract: an example

### Fine tuning a new service offer

A medium-sized European systems integrator needed to change its market profile after several years of strategic draft and financial concerns. Its task was to identify the core market segments where it had the track record and capability to be a genuine leader and build stronger awareness about this change in direction.

Vector worked with the analyst community, using our best practice methodology to validate core thinking, drive significant improvements into the core value proposition and support a successful launch into key markets.





## I Attract: an example

### Sales efficiency at a leading software company

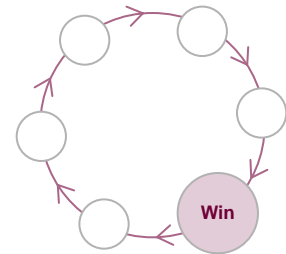
A leading technology company wanted to achieve better results across the full spectrum of its business development activity. An outsourced approach was not meeting expectations so management decided to bring management back in house, and brought in Vector to make it happen in the UK.

Using our 'new deal' methodology we worked with management to ensure operational alignment across the business development process, developed the demand generation and qualification process and approach, trained and launched the team, and delivered an operation that was much more strongly focused on generating qualified, winnable leads.

The success of the integrated business development approach has been demonstrated by significant improvements both in the quantity of leads delivered to sales each month and their quality, when compared to previous performance.

"In designing, developing and delivering the Demand Centre in the UK, Vector ensured the critical success factor was in place: alignment between Sales and Marketing. They got the right deal negotiated, agreed and adhered to by the four players; Sales, Pre-Sales, Marketing and Demand Generation. The Demand Centre now reliably hits its targets for both lead quantity and quality, and the demand generation process works effectively and efficiently across all four departments."  
UK Sales Director





## | Win: an example

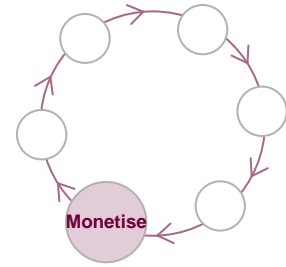
### **Enhancing the bid process for a major government procurement**

One of our clients, a highly successful BPO provider to the public sector, was given the chance to participate in one of the largest public sector procurements to take place anywhere in the world over the past two years.

Vector worked as an integral part of the bid team, using our own methodology to create strong win themes, to develop and structure the content, and to build a powerful relationship-building effort targeted at individual decision-makers and influencers.

The client was positioned to profit significantly from this contract, and our role was recognised: “Vector brought a high degree of professionalism and focus, together with specialist expertise and industry knowledge, which had an immediate and positive impact.”





# I Monetise: an example

## A new operating model for a global BPO

A global technology business turned part of its internal shared services organisation into a successful, externally-focused BPO company.

Despite excellent sales performance and high levels of customer satisfaction, the company knew it needed to move to a new operating model if it was to achieve its aim of doubling the business within two years.

Vector worked with senior management right across the business worldwide to design, develop and implement a new global operating model.

Now live across sales, solution & transition, delivery, client management and the core service line, as well as technology, the new approach is strengthening customer focus, and bringing greater efficiency and consistency into core and enabling processes. It will also speed time to profit, thus enabling faster monetisation of each new project.



# | The next stage

Vector works with its clients to unlock value across the full cycle of business development, from initial positioning to building successful, long-term strategic relationships.

We enable our clients to maximise their opportunities by managing business development as an integrated, end to end process.

Vector's proven methodologies for effective targeting, stakeholder alignment and market engagement, allied to an unwavering focus on results, drives improved performances from both individual businesses and strategic alliances.

We look forward to working with you.

Louise Beaumont  
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Founders





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