

AMaC Limited

Using the Value of Professional Networks

You're with a world leader in enterprise software. You must take a new software acquisition global and in to new markets.....

You committed \$100k plus to a key global conference and need your executive team to deliver.....

Your new CxO is superb but doesn't have the contacts you thought.....

Your Chairman's wants dinner with the industries Top Players and influencers. But your sales team operate a level below.....

Your President fresh from a sell-out event in New York is due in London and the CxO audience isn't.....

You signed a global agreement in a multi-national and now need the local subsidiaries to buy-in.....

Your sales force is over target but the pipeline is drying up.....

- Do you pull sales away from closing business?

Outsourced relationship development firms leverage both extensive internal networks of professional contacts and web 2.0 social network platforms to research and connect with target individuals. The role extends beyond the basic lead sourcing and e-blast tactics of early outsourced CRM firms with rent-a-list business models of often outdated contact information. Rather, internal Knowledge Management Systems and processes are rich in added-value content with tailored conversations being engineered on behalf of the client over weeks and months to produce programmes producing pre-qualified opportunities.

The new industry of outsourced relationship development provides value by generating highly-targeted introductions with senior key-decision makers and influencers in target accounts. The old e-blast tactics with high bounce and ignore rates is gone as transparent and trusted third-party sources achieve targeted in-depth conversations that generate senior meeting programmes.

The value of the professional social network is now a common commercial asset. The value extends beyond a database of anonymous leads based on minimal and often erroneous contact data to include the added-value of the relationships every contact represents with the inherent trust and transparency of a professional network rather than a soulless database. The benefit to dynamic and fast expanding business units is that they gain a constant stream of opportunities and conversations with new targeted accounts, without the stigma of the traditional marketing channels of large corporate enterprise.

So, at a highly competitive pricing model and often subject to NDA we could see better targeted and personal way of doing business.

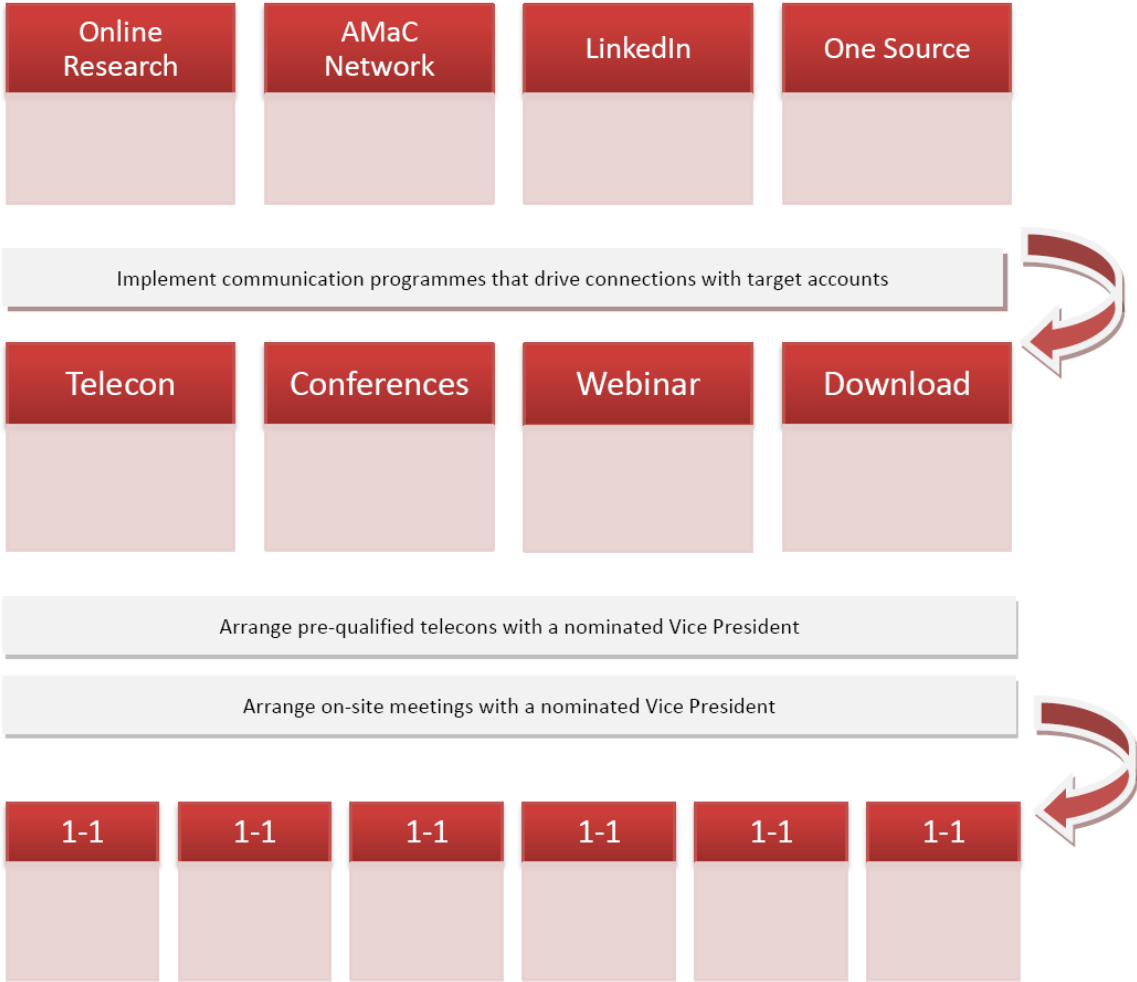
Professional networks have the ability to facilitate inter-firm exchange and managers must have a clear strategy for leveraging their network effectively.

The ability to tap into an inter-organisational professional network can be a source of both competitive advantages for professionals and organisations alike by providing a global channel of information exchange and referrals.

Indeed, an organisation functions as a system of interdependent actors who collectively share some goals for realising value through their interactions. As an open-system, the firm has to interact and maintain a high-connectivity with its environment in order to survive and optimise the value of its extended network of contacts.

The way we do it...

AMaC Limited



CASE STUDY

“THE LEADING INFORMATION COMPANY”

The acquisitions of technologies outside of an organisations core product portfolio have seen the creation of global business units that operate with the support of the corporate parent but obtain the properties of a smaller dynamic SME.

The emergence of open-source technology and royalty business models has allowed business units to operate outside of traditional corporate channels. In conjunction with the inter-connectivity of individuals enabled by telecommunications, smaller units of experts can operate within the benefits of the corporate umbrella while gaining the competitive advantage of operating as global virtual teams.

The characteristics of the dynamic global business unit lie at the basis of important strengths such as important flexibility, motivation, customisation and unique competences, but also don't inherit the disadvantages of the SME like lack of functional expertise, diseconomies of scale and little spread of risks. The inherent need for close relationships when integrating technologies within black-box solutions from Network Equipment Manufacturers (NEM), Telecommunication Equipment Manufacturers (TEM) and Electronic Equipment Manufacturers (EEM) requires managers to develop both long and short-term strategies to maintain the high inter-actor ties required to achieve timely information exchange within a product-development life-cycle of the prospective partner.

In order to achieve this goal a “leading information company” turned to AMaC to parachute them into their target accounts and take on the responsibility of maintaining the relationships of their prospective clients when outside of the narrow window of the product-development life-cycle that invites conversations about technology add-ins.

AMaC Limited successfully worked together with their executive team to support their CxO level product development programmes across the US and EMEA. They trusted us to deliver on our promises and our unique ability to develop key relationships to support their plans for rapid market growth.

AMaC Limited

AMaC are a global relationship development firm working with our client executives to research and build the CxO connections they need in place to achieve their goals. We create professional networks amongst global enterprise and alliance partners often under Non Disclosure Agreement (NDA).

In support of our client's objectives to create a valuable professional contact base we compliment their programmes at global conferences and establish on-site and off-site meetings and teleconferences, managing connections with their peers for business development.

With an 180,000 strong professional network and access to 9 million worldwide we have a good global footprint. Adding additional Knowledge Management processes and specialist online platforms we can develop and manage relationships with key influencers and decision makers for our clients across target accounts and markets.

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Global Business Development

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