Von der Produktidee zum Umsatz

Uwe Brodtmann – CEO, INCHRON

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Today’s issues

• Products
• Customers
• Tasks
• Team
What do you want to sell?
Mission

We enable our customers to develop their embedded systems in shorter time and at lower cost while simultaneously achieving a higher standard of quality.

Customers

"The complete task was performed in approx. 15 man days compared to 40 man days using conventional development methods."

"…the software architecture could be improved to result in a significantly more robust embedded system."

Wolfram et al, Design of Robust System Architectures for Automotive ECUs, CONQUEST 2009
Tools + Know How = Productivity

Tools

Know How

Modeling of e.g.
- Operat. environment
- Time requirements
- Interrupts
- Scheduling schemes

Interpretation of e.g.
- Runtime errors
- Task suspensions

Optimization of e.g.
- Scheduling strategies
- Function distribution
- Task activation
- Execution times

Training
Training on the job with INCHRON on customer project

Consulting
Involvement of INCHRON experts in selective projects.

Support
INCHRON experts as source of know how for selective tasks.

Productivity

Expert

1. Task solved

Weeks

2

8

INCHRON

THINK REAL-TIME

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Product Management at INCHRON

**Basis for**

**Ideas INCHRON**

**Requests Customers**

**Additional Products / Features**

**Existing Products / Features**

**Benefit / Feature x**

**Benefit / Feature y**

**Benefit / Feature z**

**Bugfixes / Improvements**

**Workload planning Developers**

Which Persons?

- Which Methods?
  - Interviews
  - Online Panel
  - Others?

Which Persons?

- Tooluser
- Toolmanager
- Others?
Example of a value chain and the players involved.
Know the players – Get the people!

- Personal networks
- Recommendations
- Online research
- Events
Speed up sales process

- 5 visits per week asap
- Present and learn
- Initiate quick response
- Short, guided evaluation
- Valuable deals

Sales rep's visit productivity

Months after hiring:

- 1. Visit: Present / Learn
- 2. Visit: Propose
- 3. Visit: Sell evaluation
- 4. Visit: Sell value deal
Channels and Multipliers

1. Task
solved

Productivity

1 6

Expert

Strategic multipliers

Dept. 1
Dept. 2
Dept. n

OEM

Tier 1

Requirements
Interdepartmental
Collaboration
Specification
Validation
Testing
Development
Implementation
Integration
Manage sales complexity

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<th>Uwe Brodtmann [Ändern]</th>
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**Bewertung**

- Need (0-5) 5
- Budget (0-5) 4
- Competition (0-5) 5
- Solution (0-5) 5
- Relationship (0-5) 4
- Probability 88%

**Leistungsspektrum**

- chronSim Lizenzen 1
- chronEst Lizenzen
- chronVal Lizenzen

Serviceleistungen Service-Vertrag
Develop productivity and team

Sales productivity

Candidates profile
- Industry network
- Sales experience

Training
- Technology
- Sales Know How

Support
- Pre Sales
- Leads
- Marketing activities

Tracking
- salesforce.com

Coaching
- Leadership
- Mentoring

Vertical Rollout
- Utilize success stories for recommendations
- Focus on attractive pain / volume ratio
- Account Managers focus on verticals

Regional Rollout
- Start in Germany / Europe
- Follow customers
- US office in Q1 2008 (Build with success)
Marketing at INCHRON

- Competitors
- Customers
- Sales
- Professional Services
- Marketing Communication
- Partner Management
- Product Management
  - Requirements
  - Market Research
- Marketing
  - Collateral
  - Website
  - Publications
  - Events
- Joint MarCom
- Partners

R & D
It may be a long way!

You may be here
Team building! What’s the mission?
INCHRON Mission Statement

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Tools
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Expert Consulting
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Support
- INCHRON experts as source of know how for selective tasks.

Sales
Developer
Engineers
Finance
Administration

Weeks
1. Task solved
Productivity
2

Training
- Training on the job with INCHRON on customer project

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User
The scope of being different

- **INVESTIGATIVE**
  - THINKER
  - Prefers scientific, research and intellectual pursuits

- **REALISTIC**
  - DOER
  - Prefers technical, outdoor and athletic pursuits

- **ARTISTIC**
  - CREATOR
  - Prefers creative, imaginative and intuitive pursuits

- **CONVENTIONAL**
  - ORGANIZER
  - Prefers data, numerical and organizational pursuits

- **SOCIAL**
  - PERSUADER
  - Prefers leadership, influencing and persuasive pursuits

- **ENTERPRISING**
  - HELPER
  - Prefers helping, developing and interpersonal pursuits
Learn. Adopt. Execute!

- Understand customer pain
- Offer solution packages
- Address attractive targets
- Build qualified team

Broaden customer base
Generate revenue

*New customer can be a department we have not sold into yet in a large company where we have sold into other departments.
Finally

Just Do It.