



COMPUTERWORLD SNIA<sup>®</sup>  
**SNW**

April 12-15, 2010 | Rosen Shingle Creek Resort | Orlando, Florida



# Creating Valuable Relationships With Your Technology Partners

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# Company Overview & Technology Environment





## Marsh & McLennan at a Glance


- MMC is a global professional services firm providing advice and solutions in the areas of risk, strategy and human capital
- Parent company of a number of the world's leading risk experts and specialty consultants, including
  - Marsh, the insurance broker and risk advisor
  - Guy Carpenter, the risk and reinsurance specialist
  - Mercer, the provider of HR and related financial advice and services
  - Oliver Wyman, the management consultancy
  - Kroll, the risk consulting firm
- Through our market leading brands, and over 50,000 colleagues in more than 100 countries, MMC helps clients identify, plan for and respond to critical business issues and risks



## Kroll at a Glance

- **Kroll plays a vital role in protecting the reputation and assets of clients, by providing information and insight through our combination of investigative technologies and expertise.**
  
- **Kroll's unique combination of capabilities allow us to assist clients in a wide range of circumstances, these capabilities include:**
  - Technology (IP) for mining, aggregating, managing and presenting vast amounts of information in a meaningful context
  - Seasoned investigative professionals with backgrounds in criminal prosecution, intelligence and investigative journalism
  - A cadre of technical experts including computer forensic specialists, computer scientists and information security practitioners
  
- **Kroll is called upon most frequently to provide insights in the following situations:**
  - Disputes (investigation, litigation, arbitration, etc.)
  - People (management teams, vendors, partners, employees)
  - Enterprise data
  - Lending

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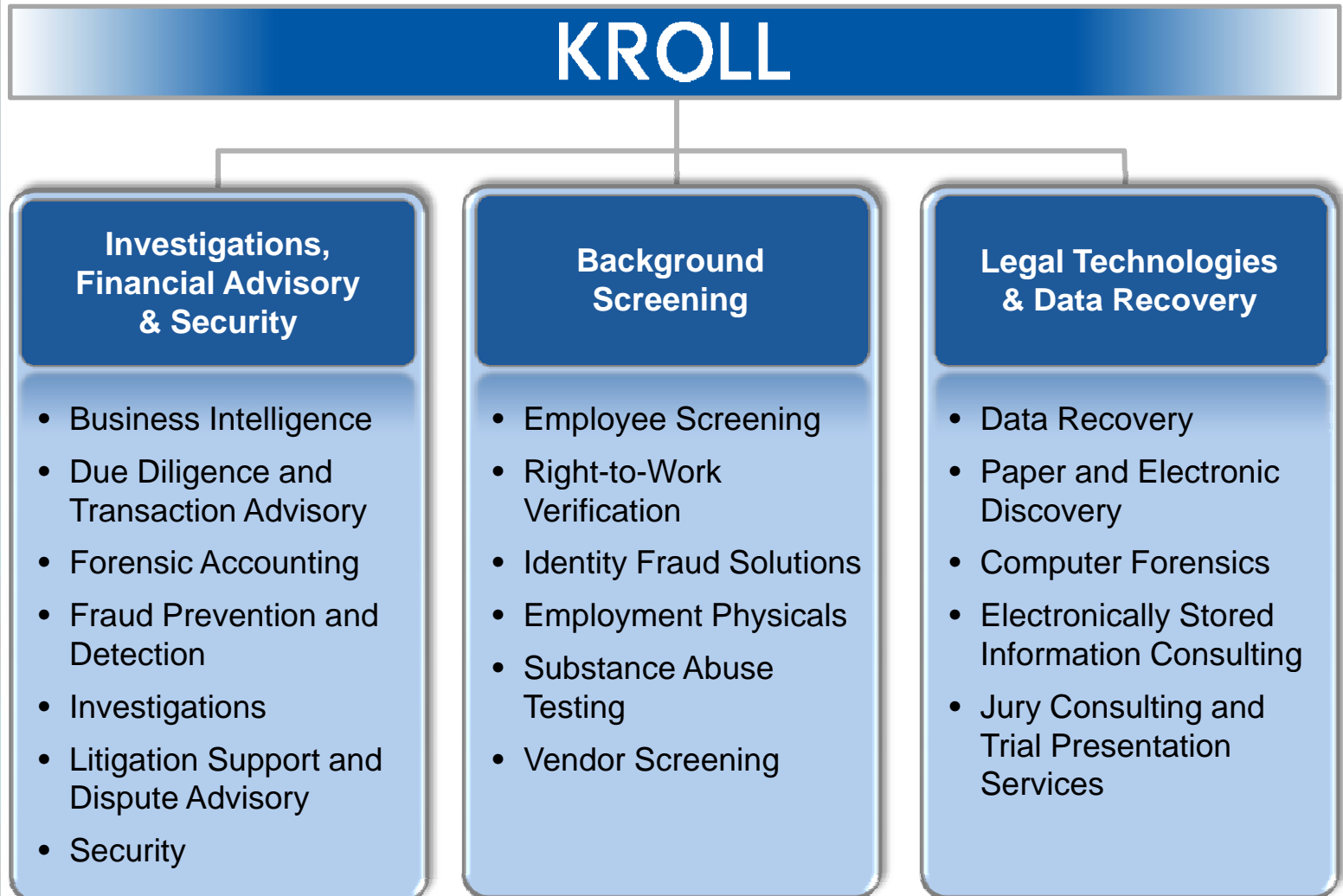


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# Kroll's Principal Services





# Kroll IT's Six Point Strategy for Business Alignment

- Globalize and simplify the IT infrastructure
- Become a process driven organization (ITIL & MSIO)
- Develop an integrated business/IT strategic plan
- Upgrade organizational capabilities (IDP, Metrics)
- Provide cost effective stewardship of IT assets
- Rationalize and standardize the application portfolio



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## Kroll's Technology Environment



- Data Centers
  - US - Twin Cities (3), Nashville
  - UK - Brighton & Bedford
- Over 13 petabytes of storage (EMC & HDS)
- 15,000 Microsoft SQL databases
- 2,200 physical Cisco, HP & Dell servers and 800 virtual servers using VMware
- 2,000 HP CCI Blades to support compute clusters
- AD, Exchange 2007, SharePoint 2007, Office 2007 & OCS
- Cisco IP Telephony, routers, switches, global MPLS network using Verizon
- 19 Data Recovery labs around the globe
- 400 IT colleagues globally



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# Creating Valuable Relationships With Your Technology Partners





## Learning Objectives

1. Discuss the Top 10 Global CIO issues for 2010 and how strategic partnerships can help
2. Explore the benefits of transitioning vendor relationships into partnerships
3. Review practical application of tested tools and techniques to assist with the transition





# Top 10 Global CIO Issues for 2010

1. The Cloud Imperative
  - Private, public, hybrid, utility based pricing, capacity on demand, call it what you will
  - Key driver in lowering the cost of internal IT operations

Source: Bob Evans, InformationWeek, USA, January 4, 2010



## Top 10 Global CIO Issues for 2010

1. The Cloud Imperative
2. The 80/20 Spending Trap
  - 80% of budget for “Run the Business” activities
  - 20% of budget for “Change the Business activities

Source: Bob Evans, InformationWeek, USA, January 4, 2010



## Top 10 Global CIO Issues for 2010

1. The Cloud Imperative
2. The 80/20 Spending Trap
3. CIO-Led Revenue Growth and Customer Engagement
  - Become part of the company's revenue engine



## Top 10 Global CIO Issues for 2010

1. The Cloud Imperative
2. The 80/20 Spending Trap
3. CIO-Led Revenue Growth and Customer Engagement
4. Mastering End-to-End Business Processes
  - CIO's have the chance to see, analyze and understand end-to-end business processes



## Top 10 Global CIO Issues for 2010

1. The Cloud Imperative
2. The 80/20 Spending Trap
3. CIO-Led Revenue Growth and Customer Engagement
4. Mastering End-to-End Business Processes
5. Business Analytics & Predictive Analytics
  - Seize the initiative in turning insights into actionable foresights



## Top 10 Global CIO Issues for 2010

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4. Mastering End-to-End Business Processes
5. Business Analytics & Predictive Analytics
6. External Information vs. Internal Information
  - Customer engagement on all levels





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6. External Information vs. Internal Information
7. CIO Priorities, CIO Compensation, CIO Evaluation
  - How does your boss measure your performance?



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7. CIO Priorities, CIO Compensation, CIO Evaluation
8. Vendor Consolidation with Radical Exceptions
  - Leverage relationships to help with innovation



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8. Vendor Consolidation with Radical Exceptions
9. The Mobile Enterprise and the Mobile Mindset
  - Ubiquitous access to information



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8. Vendor Consolidation with Radical Exceptions
9. The Mobile Enterprise and the Mobile Mindset
10. The Transformation Quotient
  - CIO's need to be out in front with ideas and leadership on how their companies can tap into new opportunities

Source: Bob Evans, InformationWeek, USA, January 4, 2010



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10. The Transformation Quotient

**Question: How can strategic partner relationships help address these issues?**

Source: Bob Evans, InformationWeek, USA, January 4, 2010



## Learning Objectives

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## Definitions Courtesy of Webster's

- **Vendor:** someone who promotes or exchanges goods or services for money
- **Partner:** one who participates in a relationship in which each member has equal status
- **Customer:** one that buys goods or services
- **Client:** one that depends on the protection of another



## Let's Compare & Contrast

**Customers have vendors, but clients have partners**

### Vendors

- Provide data
- Take orders
- Are reactive
- Focus on the next order
- Make sales

### Partners

- Interpret the data, analyze it and make recommendations
- Inquire as to why the client wants what they want
- Are proactive
- Value the entire book of business
- Formulate mutually beneficial relationships





## How Can Partnerships Help?

1. **The Cloud Imperative**
2. **The 80/20 Spending Trap**
3. **CIO-Led Revenue Growth and Customer Engagement**
4. Mastering End-to-End Business Processes
5. Business Analytics & Predictive Analytics
6. External Information vs. Internal Information
7. CIO Priorities, CIO Compensation, CIO Evaluation
8. **Vendor Consolidation with Radical Exceptions**
9. The Mobile Enterprise and the Mobile Mindset
10. **The Transformation Quotient**





## How Can Partnerships Help?

- Both parties have skin in the game so incentives are aligned
- In the event of an emergency there is a deeper sense of urgency
- Less selling of unnecessary products
- Proactive exchanging/sharing of ideas to help run and change the business more efficiently





## How Can Partnerships Help?

- Partners know our business/environment and can advise better on how products can meet our requirements
- Improved overall product support – the “right” person for us, onsite help, faster escalation, more tech help
- Opportunity to influence their product/feature roadmap to meet our current and future requirements
- We see sales reps at times other than we are going to buy something





## How Can Partnerships Help?

- Become a source of lead generation, open up doors and focus on balance of trade
- Potential sharing of intellectual property
- Enhance overall value proposition for both companies
- Establish executive level relationships and leverage when needed
- Facilitates respect because some of the power dynamics are removed
- **Conversations become more of a win-win!**





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## Tested Tools & Techniques

**Assign Internal Account Executives**

**Conduct Quarterly Partner Reviews**

**Develop Detailed Account Plans**

**Identify Conditions of Satisfaction**

**Conduct Annual IT Partner Days**

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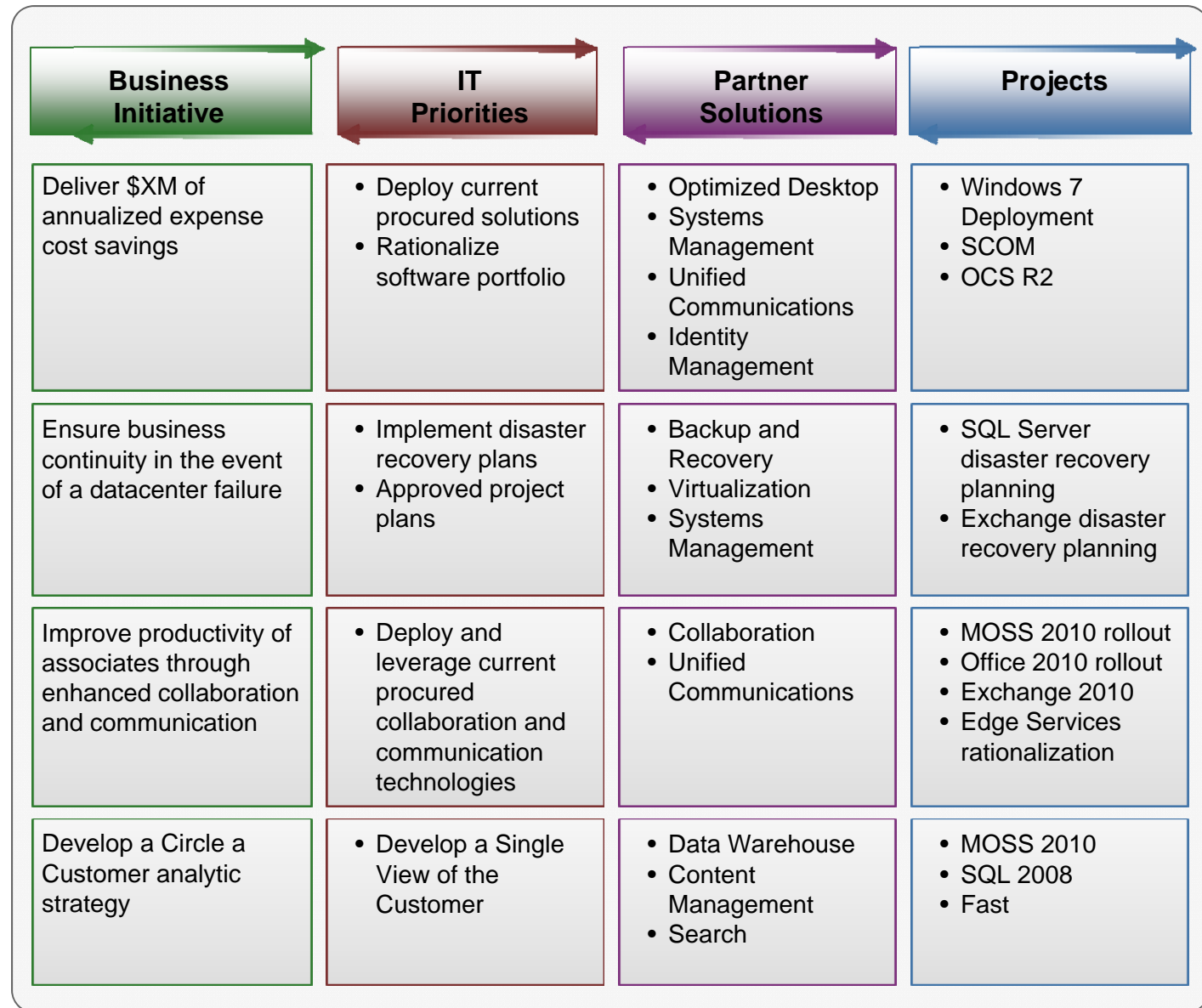



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## Develop Detailed Account Plans





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# Identify Conditions of Satisfaction

## Conditions of Satisfaction

Condition	Frequency or Due Date	Company Contact	Partner Contact	Status	Update/Actions
<b>Deployment:</b> Ensure complete and effective implementation and use of products and provide appropriate business/IT training	Monthly Meetings	Name(s)	Name(s)		<ul style="list-style-type: none"> <li>In progress</li> </ul>
<b>Relationship Management:</b> Open doors and become a source of lead generation for company. Help grow revenue	On going/as needed				<ul style="list-style-type: none"> <li>Next step to formulate go to market strategy</li> <li>Legal contracts put in place</li> </ul>
<b>Cost Reduction:</b> Understand our business and help drive out costs	On going				<ul style="list-style-type: none"> <li>Virtualization</li> <li>Software Rationalization</li> </ul>
<b>Relationship Access:</b> Access to the Account Teams	On going				<ul style="list-style-type: none"> <li>In progress</li> </ul>

 Not On Schedule/Not Started    
  At Risk    
  On Schedule/Complete





## Conduct Annual IT Partner Days

- Review key accomplishments from prior year
- Invite guest speakers to educate your partners on your business
- Review a summary of key business and IT objectives for new year
- Identify a partner of the year
- Review details of IT objectives
- Discuss account plans and conditions of satisfaction
- Request feedback from partners





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# Thank You!

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