### **The Bristol Group**





#### Putting Networks to Work

**Home** 

**Products** 

Support

Sales

Technology

Customers

**Success Stories** 

Evaluation Program

Services

Contact

The power and flexibility of IP networking continues to astonish. Whatever the distance, bandwidth, or underlying medium, all

manner of content is happily carried using the Internet Protocol. Though we all should have known, few people actually predicted







#### **Ophone 2.0 now shipping!**

<u>MaximumAvailability Program</u> offered for <u>Digital Modem Server</u>

Bristol adds <u>Ophone</u> interface to Microsoft Outlook

New <u>support offerings</u> from Bristol include a 24x7 option

Bristol releases <u>IsoFax 10</u> with Solaris 8 support and capability to fax PDF documents.

Can Your PC Replace Your Telephone?
— get Bristol's perspective in an
article published in Internet
Telephony

For over sixteen years Bristol has provided software-driven IP services for voice, directory, and messaging. Our solutions are always based on open architectures and standards to best deliver manageable, scalable functionality from desktop to back office to the Internet itself.

Our mission is to provide you with elegant, straightforward solutions which are inherently easy to install, administer, and expand. We believe that extra effort put into efficient designs reward all parties in subtle as well as obvious ways. "Things should be made as simple as possible, but not any simpler."

Albert Einstein

"... When the solution is simple, the creator is answering.

Ophone a better phone system.



Our radical new phone system is the latest example of simply putting existing networks to work. Actually, it's more radical for what it's not than for what it is.

### **Legal Disclosure**



□ The Value Framework™ and advice given by Mitchell Levy, ECnow.com, Inc. and/or CEOnetworking is to be used at your own discretion. No liability will accrue from any comments, thoughts, ideas, advice and recommendations contained in this document or given in person.

# High-level The Bristol Group Analysis via the The Value Framework™



$$\Rightarrow$$
 M = Model = (PTPi)

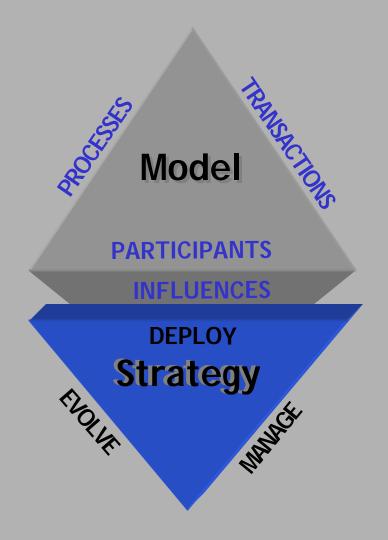
⇒ P = business Process

 $\Rightarrow$  T = Transaction type

⇒ P = Participant

⇒ i = influences

⇒ S³ = Strategy³ = Deploy, Manage and Evolve



#### **Table of Contents**



#### 30-Second Pitch

#### Analyzing The Model(s)

- ⇒ Business Processes
- ⇒ Transaction Types
- *⇒ Participants*
- ⇒ Influences (internal & external)

#### Analyzing the Strategy

- *⇒ Deployed*
- *⇒ Managed*
- *⇒ Evolved*

#### Recommendations

## The Bristol Group – 30 Second Pitch



We provide a value-oriented phone system for organizations of all sizes. It's easier to install, easier to use, and offers more features at the usability level than legacy phone systems. Qphone leverages your existing investment in your company's data network to provide phones as a network service like e-mail.

### **The Bristol Group - Processes**



### Model

NATION STATES

#### - Discover

- Interact
- Transact
- Satisfy

**PROCESSES** 

**INFLUENCES** 

**DEPLOY** 

**Strategy** 

ROLLE

MARC

- ⇒ The Bristol Group is **not known** for Qphone today
  - Will be discovered by getting sites going to validate the product, getting traction, and making it usable
  - ⇒ Will go to the Isofax customer database (1000+ IsoFax customers)
  - ⇒ 4-5 leads per week via Google searches
  - ⇒ Thinking about advertising during the superbowl (it's a totally horizontal product
     I don't recommend that approach)
- - Been holding off potential customers (20) because we're 1-month away from running evaluations
- It should be easy to buy, will work hard to make it easy to do that
- ⇒ Always good at customer service, did the second refund in 10 years yesterday
- ⇒ This is the only face of the model pyramid where all 4 components need to be done well

### **The Bristol Group - Transactions**



#### Model

KERRIT

- Spot
- Replenishment
- Recurring
- Dynamic

**TRANSACTIONS** 

**INFLUENCES** 

**DEPLOY** 

**Strategy** 

ROLL

MARC

- ⇒ The initial evaluation of Qphone is a spot buy even though no money will be transacted
- ⇒ Can consider a number of business models after the evaluation is complete
  - Sell the product (spot buy) and continue to create revenue via the support programs (recurring)
  - 2. Lease the software (**recurring**) with support built in
  - Give the software away for free, charging for actual usage (replenishment / dynamic), or only charging if a set amount of usage occurs (dynamic)
    - ⇒ The free service needs to have branding associated with it
- Having only one transaction type on this pyramid face is a fine business model as long as it's not spot (this does not appear to be an issue BG needs to worry about)

# **The Bristol Group - Participants**



### Model

SOCIAL PROPERTY.

- Consumers
- Businesses
- Marketplaces
- Applications
  - **PARTICIPANTS**

**INFLUENCES** 

**DEPLOY** 

**Strategy** 

CHOLK

NAME

- ⇒ The Bristol Group sells to organizations
- ⇒ Could use channels to sell the product (e.g. CDW)
- Could be structured in a way where the product is free (or very, very cheap), and charge for actual use or only for large volume use (**Dynamic Application**)

### **The Bristol Group - Influences**



#### Model

SECTION SECTIO

- Internal
- External / Competitive
- Environmental
- Technical

**INFLUENCES** 

**PARTICIPANTS** 

**DEPLOY** 

**Strategy** 

EVOLKE .

HELDE

- ⇒ The Bristol Group is heavily influenced by the economy
  - ⇒ Regarding investment, can't go anywhere until there are a number of clients in place (need to run lean and focused)
- ⇒ No well known competitors today
  - ⇒ Need to look at the up-and-comers
- Tried doing this a couple years ago and couldn't do it because there wasn't a sound card in the desktop, nowadays, having USB handsets have helped make this happen
- ⇔ Good, affordable gateways linking VOIP to the public network have only very recently become available

## **The Bristol Group - Strategy Deployed**



and the

#### Model

**PROCESSES** 

**INFLUENCES** 

**DEPLOY** 

**Strategy** 

- ⇒ The Bristol Group has been around for 10 years, currently milking Isofax to fund Qphone development and other startup cost
- ⇒ Will fund the pilot programs at companies
  - ⇒ Expected cost of ~3k per pilot (gateway and phone charge for 25-30 people)
- ⇒ Started to launch Qphone with an alpha release 3 years ago and pulled it
- ⇒ The product has been in development for a few years, was recently re-architected and was released in August '03

# **The Bristol Group - Strategy Managed**



Model **PROCESSES INFLUENCES** Strategy

- ⇒ Want 3-4 places using the product to augment their existing services within 6 months (not looking to replace the existing infrastructure today)
  - ⇒ Schools might be a good place to approach (because they are broke, they might try a free eval)
- ⇒ Under committing resources right now
- ⇒ There is no "real" strategy managed here:
  - ⇒ No business plan, no go-to market strategy, Web site needs work, no budget identified for the evals or marketing, etc.

### **The Bristol Group - Strategy Evolution**



Model **PROCESSES INFLUENCES Strategy** 

- ⇒ The Bristol Group might change its name to the product name
- Might seek to be acquired and/or get VC funding
- Will evolve based on success states of where the company moves

### **The Bristol Group - Recommendations**



PROCESSES
INFLUENCES

DEPLOY

Strategy

- ⇒ Big lack of marketing and program direction that should be addressed
- ⇒ Focus on getting the product ready for evals ASAP (60-70% functionality is ok)
- At the same time, line up companies that will be the initial evaluators
- ⇒ Need to put a marketing plan together
  - ⇒ Should put a process in place for evaluations and target key accounts
  - ⇒ Create a go to market strategy
    - Define who's the "right" fit and who's not
  - Explore other ways to increase exposure including a business focused newsletter/eZine, plus the techniques on this page:

#### http://ecnow.com/Internet Marketing.htm

- Highly suggest not advertising via the superbowl
- ⇒ Perform a robust competitive analysis
- ⇒ Come up with a working brand for Qphone

### **The Bristol Group - Recommendations**



Model **PROCESSES** INFLUENCES DEPLOY Strategy

- ⇒ Create brochures, case studies, white papers, model for quickly determining the partial and full savings from using Qphone in a company
- ⇒ Eloquently document the potential three transaction models
  - 1. Sale & Support
  - 2. Lease
  - 3. Give away, but charge if a certain volume is reached
- ⇒ Hire an outside consultant to look for an ASP that can perform the gateway function of tying the VOIP to the public gateway
- ⇒ The CEO is the closer of the sale (the Cash Extracting Officer) at this stage of the companies evolution, set up the sales & marketing process to harness this fact