



ORGANIZATION BRIEF

MARKETING CONSULTING SERVICES

SPECIALIZATION ON B2B MARKETING

partner
marketing



KEY ACCOUNT MARKETING
AND MANAGEMENT





WHY ANVESAK

- More than 45 years of Enterprise Products, Sales & Marketing
- Understand technology & business applications
- Enterprise Customers & Partners Connect
- Cost effective with better ROI
- Knowledge of buying process for different segments
- Program based Marketing
- Outsource marketing & focus on core business
- Alignment of OEM-partner-alliance-consultant-End-user ecosystem
- Experience in selling IT solutions-Infrastructure, software, services
- Customer touch across segments and knowledge of partners across India

45 years of enterprise sales & marketing experience across India while working with the leading Indian & MNC IT companies



BRIEF PROFILES OF ANVESAK MANAGEMENT



AVIJIT BASU, Director-ANVESAK

- Avijit is one of the Directors of his new venture called ANVESAK. Avijit has spent more than 29 years in IT industry in India. He has worked in leading Indian and MNC IT Companies in various roles in Sales and Marketing.
- His last assignment was in Oracle India as Director Sales. In his earlier role, Avijit was looking after Information Management Solutions in Hewlett Packard India Ltd. Previous to this, he was looking after Enterprise Marketing; headed Storage Business and marketing for the same product-lines. He was with Hewlett-Packard for the past 13 year plus years and had held various positions.
- Avijit has also worked with organizations like ICL, Wipro and Fujitsu ICIM looking after product management, sales, dealer management, etc.
- Avijit was associated and held the post of Director, Marketing and Secretary in Storage Networking Industry Association (SNIA), India.
- Avijit completed his Engineering in Electronics & Telecommunication from BIT, Mesra and short management courses in FMS and Tuck Business School.



BRIEF PROFILES OF ANVESAK MANAGEMENT



ROTNORAJ DUTTA-DIRECTOR

- Rotnoraj has 25+ years of experience in technology sales, product marketing, business development. He has led teams and developed businesses in IT, Telecom, Public Sector and Enterprise domains. Most of his career has been spent with Hewlett-Packard. His ability to build a strong network of contacts across all industries and knowledge of the Global and Domestic market are some of his key strengths.
- Anvesak is Rotnoraj's third venture. He also runs an Executive Search company called Sayvaa that focusses on mid and senior level searches for the Technology clients, an IT Services company called Wirehead Infotech, specialising in providing business and knowledge upgrade solutions to enterprises. Some of the clients that he works with, are ranked in Top 25 Fortune 500, Top 12 Global Software companies and Global Telecom Service Providers.

OUR MARKETING SERVICES

- ❑ **Market Intelligence (MI)** : End user and partner centric data including market segment and Total Addressable Market. We have created customized reports for our clients, based on both primary and secondary data, with **triangulation method** for validation as well as updated market information through the eco-system.
- ❑ **Account Profiling** : Unlike a typical profiling activity, we rely on mostly primary data than secondary thereby unearthing relevant data which are not readily available. The information would help clients to focus on the right customer accounts, better account management and alignment of the right solution with business pain points. We have done many projects on deep dive account profiling for Enterprise and Mid Market end-users.
- ❑ **Focused customer & partner databases with effective tele-marketing**: Lead based demand generation program with clear return on investment.
- ❑ **Partner Marketing, Loyalty, Training & Certification Program (PM-LTC)** : One stop shop for partner's sales team including e-awards, OEM product knowledge, CBT, other enablement programs.



OUR MARKETING SERVICES (CONTD.)

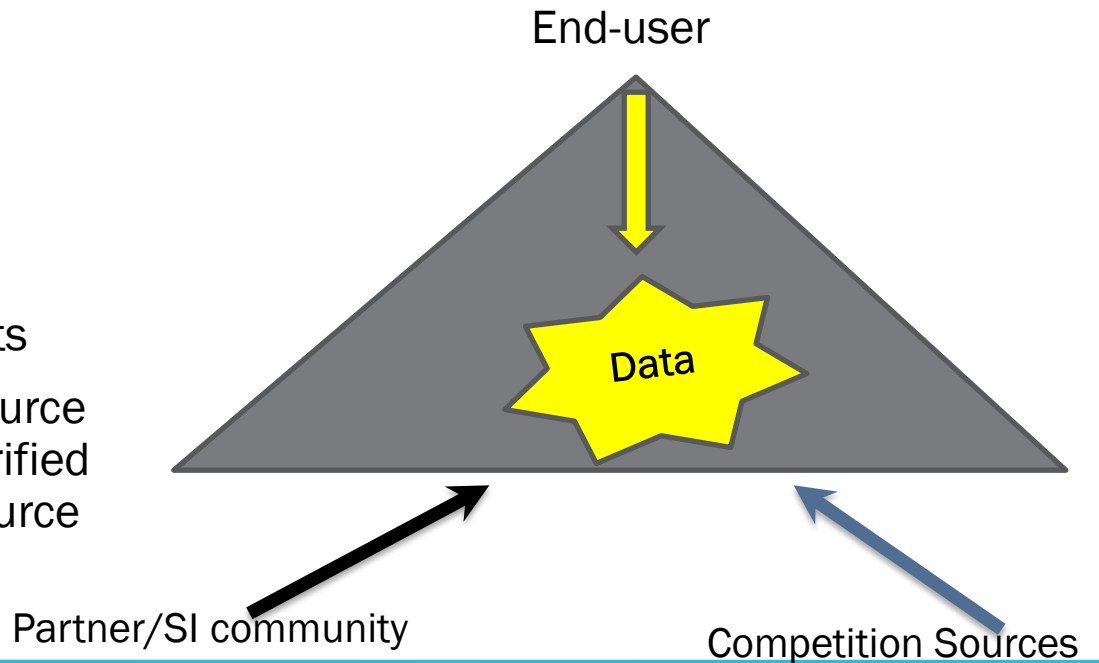
- ❑ **Account-Based Marketing (ABM)** is a way to build stronger relationships with your most valued customers and prospects with highly targeted marketing interactions that demonstrate your in-depth understanding of their business and technology issues. It's a way to increase your customer's awareness of the total value you offer to heightens their interest in you.
- ❑ **Total Addressable Market (TAM) Study** : Understand market size in certain segments or geographies thereby forecasting right budgets and deployment of relevant resources for market development and penetration.
- ❑ **Key account Marketing (KAM)** are accounts that are identified within organisations as being a focus for account-based marketing (more broad based but not as intense and focused as ABM).
- ❑ **Segment Based Marketing(SBM)**: Market segmentation is a marketing strategy that involves dividing a broad target market into subsets of consumers who have common needs, And then be designed and implemented to target these specific customer segments, addressing needs or desires that are believed to be common in this segment, using media that is used by the market segment.
- ❑ **Partner Channel Talent Management**: We cater to not only partner profiling but conduct an on-going study of partner field force for better alignment including talent management.
- ❑ **Competitive Intelligence**: Win/Loss , Organization Structure, Price Tracking, end user centric



METHODOLOGY: TRIANGULATION METHOD

- Research and draw-up list of target accounts, partners, SIs, Consultants
- End-user CTO, CIO, IT Heads
 - Partners/SI /Distributors
 - Partner Sales Force
 - Competition
 - Industry experts/consultants
- Data collected from each source cross-checked and cross verified with at least 1 additional source for authenticity

- ✓ Validation by triangulation method used in the eco-system





PROJECTS DONE BY ANVESAK

- **Competition Intelligence: Win/Loss**
Tracking for enterprise software products for an MNC OEM
- **Virtualization Readiness Report** for an MNC company on how virtualization solution being deployed by large enterprise customers.
- **Unearthing Opportunities** for DC Services for a Telecom organization
- **Opportunity Creation Program (OCP)** for a networking OEM for Appliance solution
- **Account Based Marketing** for a software OEM
- **Segment Based Marketing** for Health industry for a software MNC
- **Deep Dive Account Profiling** for an IT Storage MNC for understanding of IT deployment in Mid Market and enterprise segments.
- **Partner Channel Talent Management** for a specialized software OEM
- **Segment Based OC Program** for a BI Software OEM
- **Awareness cum OC Programs** for security software OEMs
- **OCP** for ITSM Services

We have received many Repeat orders from our Clients



PROJECTS DONE BY ANVESAK(CONTD.)

- **Geography Centric Opportunity Creation Program(OCP)** for a data storage MNC OEM
- **OCP for Competition base** for a specific data Storage product line for an IT infrastructure MNC OEM
- **OCP for Cloud Services** for an MNC Cloud Service Provider
- **OCP for Cloud and DC Services** for an MNC Data Centre Services Provider for its partners
- **Account Profiling** for Enterprise and Commercial accounts for an MNC Software Company
- **OCP for MNC Engineering Software** Company

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Director

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