



- **Will the proposed offering gain, hold or lose market share?**
- **What is the size of the residual market?**
- **What are the market channels that should be utilized?**
- **What is the competitive landscape?**

Market Opportunity & Development (MOD) Tool- *A Process for Determining Whether to Take an Offering to Market*

MOD. A structured repeatable process (includes software and a database) that provides the product marketing team with the knowledge to determine whether or not to take an offering to market based upon market size, growth rates, residual market and competitive landscape. The process incorporates the following activities:

- Workshop including representatives from: Marketing, Sales, Product Management, Finance and the vertical market segments. The participants evaluate & score the proposed offering(1day workshop)
- Results benchmarked to “Best in Class” within database(over 40 assessments)
- Performance metrics generated(baseline performance index) for:
 - Market segmentation
 - Market penetration
 - Pricing
 - Direct & indirect channel deployment
 - Buying criteria
 - Value propositions

Sample Output

The Progress Scorecard

Market Opportunity Development Scorecard <i>Assessment of Developing the Market Offering</i>	Points Scored	Client X Best in Class Points	Performance Profile %
Buying Criteria	6,412.28	25,954.65	24.71%
Value Propositions	7,128.37	28,669.78	24.86%
Direct Channel Deployment	3,773.59	15,094.34	25.00%
Indirect Channel Deployment	4,447.03	17,788.12	25.00%
Pricing	4,125.64	16,502.55	25.00%
Segmentation-driven Value Delivery	13,661.41	27,332.82	50.00%
Market Penetration	17,043.09	26,433.79	64.47%
Performance Summary	56,591	157,766	35.87%

◆ Initiative has 36% of market knowledge required to meet revenue and market achievement goals. The Scorecard forms the baseline metrics against which future progress can be measured and tracked.

Every offering competes on providing the most value at the lowest risk!

Scorecards developed for each metric:

Direct Sales & Channel Assessment		Direct Summary Index		
		Score Compared to Best in Class	Best in Class	Performance Profile
Summary Index				
Sales & Marketing FTO	260.29	1,041.16	25.00%	
Direct Sales Force	265.25	1,061.01	25.00%	
Costs	209.74	838.96	25.00%	
Quality of the S&M to the Customer	254.07	1,016.26	25.00%	
Knowledge & Experience in this Market	159.36	637.45	25.00%	
Financial & Market Penetration OTO	216.68	866.71	25.00%	
S&M Technical Capability OTP&S	305.27	1,221.07	25.00%	
S&M Management	287.02	1,148.07	25.00%	
Cost TTO to Support Distributors Var's OEM's and Partners	191.56	766.23	25.00%	
Stability	264.76	1,059.04	25.00%	
Growth Rate Revenue	269.54	1,078.18	25.00%	
Marketing Plan & Execution	237.92	951.66	25.00%	
Marketing Capability	303.83	1,215.31	25.00%	
Marketing Plan (Status of Completion)	236.00	944.00	25.00%	
Process for the Selection of the Marketing Partner	312.31	1,249.24	25.00%	
Total	3,773.59	15,094.34	25.00%	

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