Finding and Managing Customers

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Content

Perspective

The Valley

Lean Startup

Big Data

Tools and Resources

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Perspective

- Finding customers, partners for Xockets
- Mentoring startups TechStars Cloud,
 Techstars London, Alchemist accelerator
- Investing, advising Musemantik, OP3NVoice, Keen.io, cPacket, HybridCluster
- Business Development for Arista Networks,
 XKL, cPacket, Cisco Systems
- Moved from UK in 1995

The Valley

- Suburban sprawl on what used to be orchards
- S Bay Sunnyvale Saratoga crossing 85
- San Francisco, San Jose, Oakland, Fremont –
 in an area about 50 miles on each side,
 population 10m people more than Scotland
- Self selecting meritocracy, almost all immigrants
- 3 generations of venture capital investing in technology
- Stanford, SRI, Sequoia Capital

Lean Startup methodology

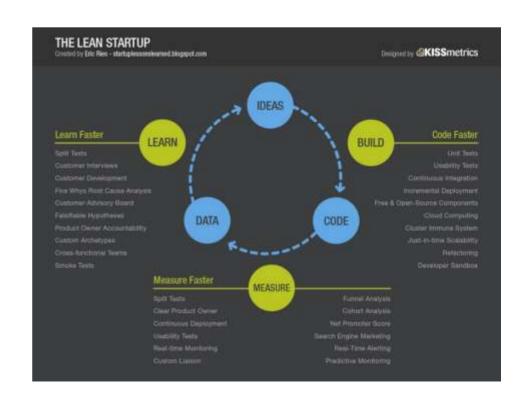
Sketch hypothesis

Listen to prospects and customers

Try things, measure the outcomes, try again

Steve Blank, Eric Ries, SK Murphy

Not just for startups



More data, more information – Big Data

Advanced analytics platforms-Hadoop, Storm, Spark

Have to know which questions to ask

Connectivity tools – LinkedIn, Twitter, G+, GitHub, blogging – content marketing

Build archive of stories about you and your existing customers. The people you want as customers are the ones who are looking for you – be visible in the right places

Your data – valuable to others?

Exhibit Digital can reshape every aspect of the modern enterprise. · Seamless multichannel experience Customer · Whenever, wherever service propositions Improved, real-time management information New digital systems and products Product decision Enhanced and services making and service innovation Cocreation of control Seamless new products integration **Decision making** Connectivity based on big data into third with customers. and advanced colleagues. parties analytics and suppliers Automation Innovation of manual activity. of products. Improved Digital replacing labor business models. taraeting with marketing with with technology and operating customer higher return models Distribution Risk insights on investment nd marketing optimization Embedded/ Digital and sales automated augmentation

> Digital fulfillment

of traditional

channels

 Full straight-through processing and automatic provisioning

· Virtual servicing and administration

Source: Expert interviews; McKinsey analysis

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controls and

risk profiling

Tools and Resources

Tools

Highrise (37 Signals), Podio (Citrix), Batchblue

Hubspot, SalesForce

Resources

http://www.mckinsey.com/insights/business technology/finding your digital sweet spot

http://steveblank.com/visitors-guide/

http://steveblank.com/tools-and-blogs-for-entrepreneurs/

http://www.forentrepreneurs.com/customer-success

http://groups.google.com/group/lean-startup-circle/topics

http://www.skmurphy.com/blog/category/customer-development/

News for computing and network service providers – November 2012

http://www.xconomy.com/seattle/2013/11/06/2nd-watch-raises-23m-expand-aws-cloud-migration-business

NTT buying 80% of Raging Wire data centers, all of Virtella