



**CEdMA**

**10 March 2010**

# **Successful partnerships – The sales agenda**



- **Stuart Martin – Group Sales Director**
  
- **Nathan Lowis – Oracle Sales Manager**

# Sharing our thinking



What 3 things make a successful partnership?

What makes us choose *products/vendors* for our portfolio?

What matters most – higher commission or higher volume?

How can we improve?

What frustrates you most about the partner Community?

What do vendors not offer that we would like ?

Do we feel aligned?

# Shared Success



**Private Equity backed**

**QA is 100% focused on training and learning services**

**FY 2009 revenues - 86M GBP**

**Deloitte “buyout track” 2010**


**Largest IT training company in Europe**

**Circa 650 employees**

**240 instructors**

**220 sales and customer support**

**190 operations and back office**

A person in a dark suit is walking up a set of stairs, carrying a large, red metal toolbox. The toolbox has a prominent handle and several latches. The person is seen from the side, and the stairs are made of a dark material with light-colored treads.

## Delivery

140,000 delegate days in 2009

19000 training events

## Training supply management

17M GBP channelled through partners and third parties throughout the world

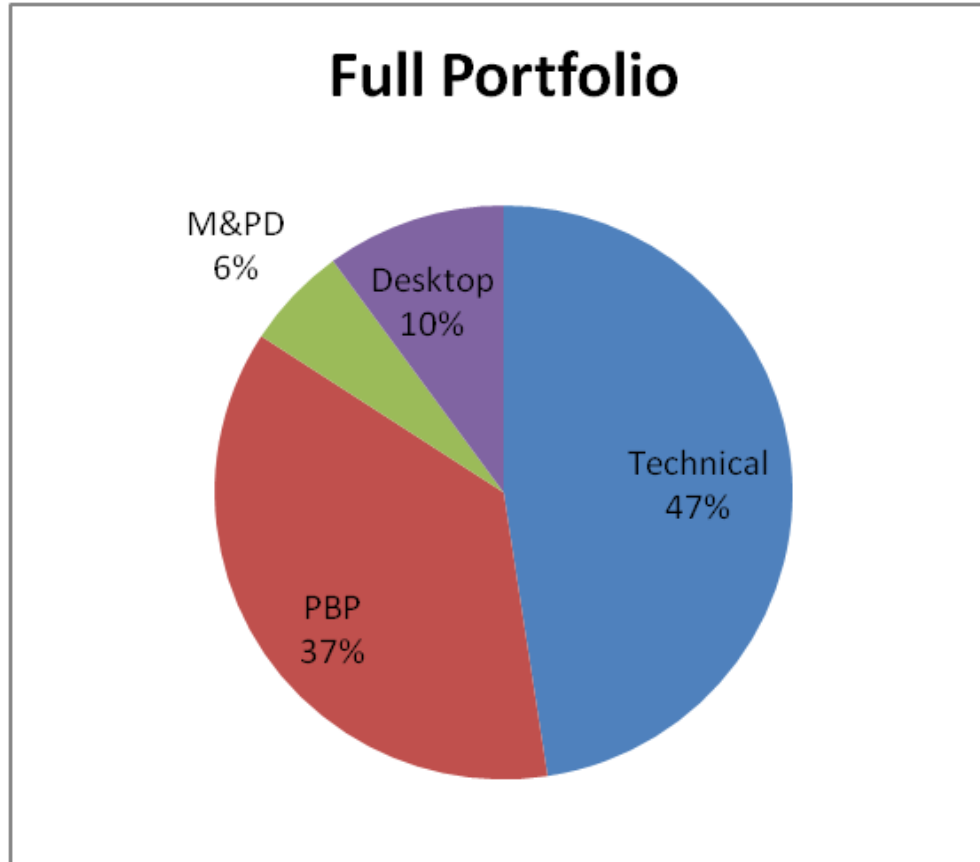
## Quality

More than 96% of delegates rated their experience as good to excellent

Less than 3% of delegates experienced a cancellation

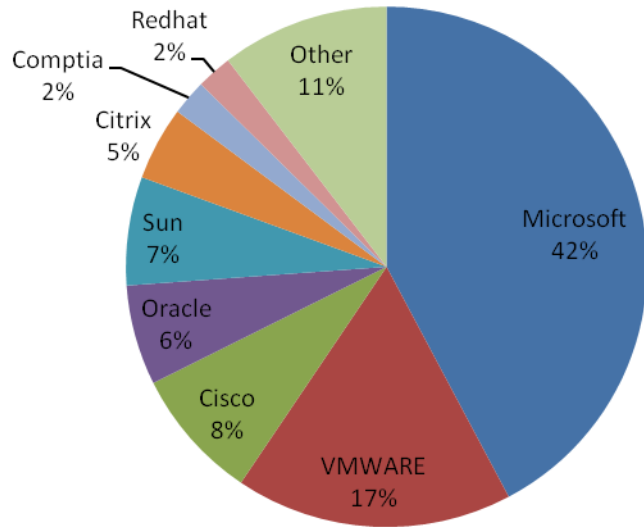


# QA Portfolio (TTM) to Oct 2009

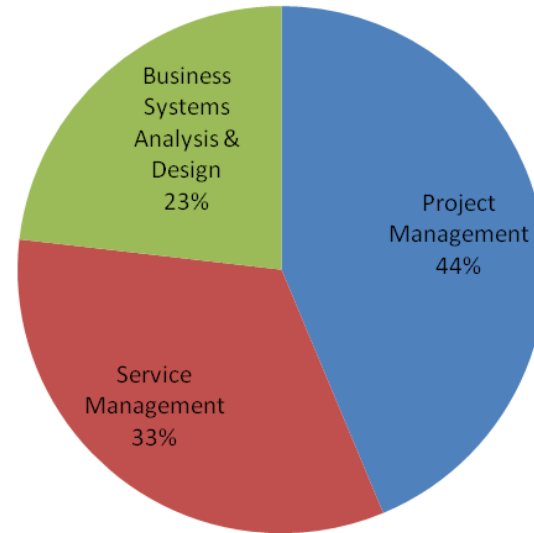


\* Total QA revenue (TTM) to Oct 2009: 68.7M

## Technical Portfolio



## PBP Portfolio







**Stuart Martin**  
*Group Sales Director*

**Mark Thomas**

*Sales  
Optimisation*

**Louise Croft**

*Sales  
Development*

**Major  
Accounts**

*Head of Sales:*  
**Paul  
O'Hagan**



**Channel**

*Head of Sales:*  
**Becky  
Smith**



**Public  
Sector**

*Head of Sales:*  
**Kully  
Pal**



**South**

*Head of Sales:*  
**Simon  
McGlone**



**North  
West**

*Head of Sales:*  
**Phil  
Calladine**



**North**

*Head of Sales:*  
**Owen  
Mills**

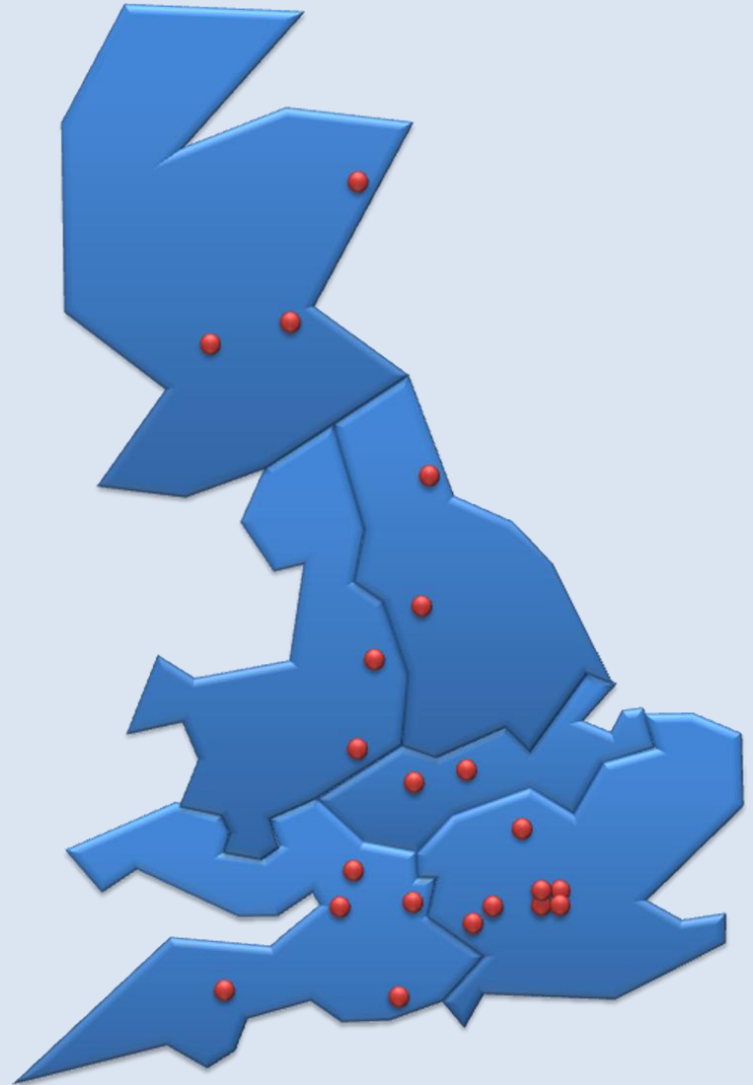


**Scotland**

*Head of Sales:*  
**Nic  
Christie**



<b>Territory</b>	<b>Region</b>	<b>Training centres in region</b>
<b>1</b>	<b>London &amp; South East</b>	London x 4, Reading, Slough, Milton Keynes
<b>2</b>	<b>South West</b>	Bournemouth, Exeter, Bristol, Cheltenham, Swindon
<b>3</b>	<b>Central</b>	Birmingham, Hinckley
<b>4</b>	<b>North West</b>	Manchester, Stockport, Altrincham
<b>5</b>	<b>North</b>	Leeds x 2, Washington
<b>6</b>	<b>Scotland</b>	Aberdeen, Edinburgh, Glasgow





## Customer Relationship

‘Trusted partner at the heart of the client’s business’

A large, light grey thought bubble with a tail pointing towards the bottom left, containing a list of customer relationship attributes.

Loyal  
Appreciate Value  
Recognise expertise  
Trust our competence  
and integrity

Customer Relationship

‘Trusted partner at the heart of the  
client’s business’



# Sales Vision



Knowledgeable and Well-Informed

Consultative and Customer-Focused

Commercially Mature

Confident

Sales

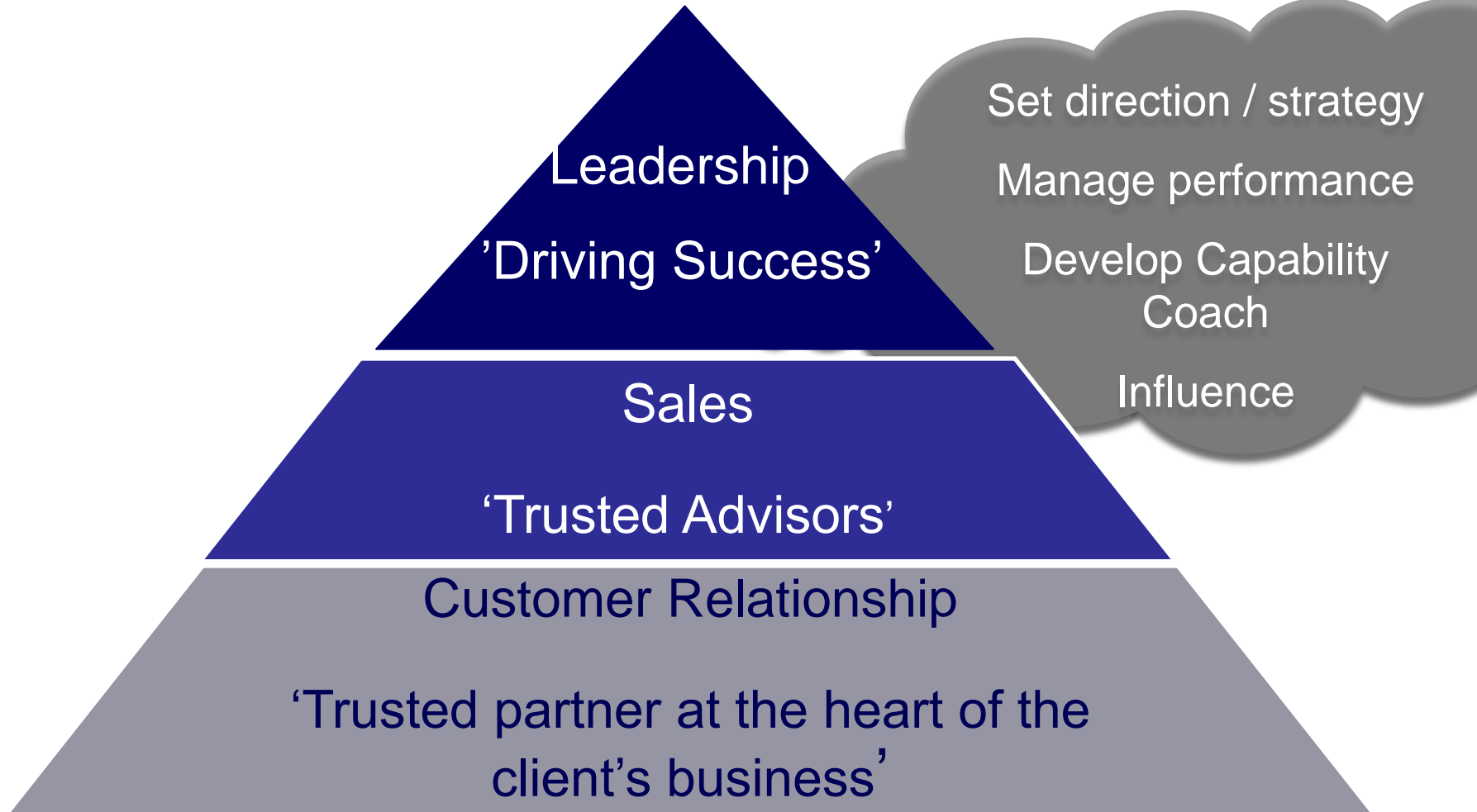
'Trusted Advisors'

Customer Relationship

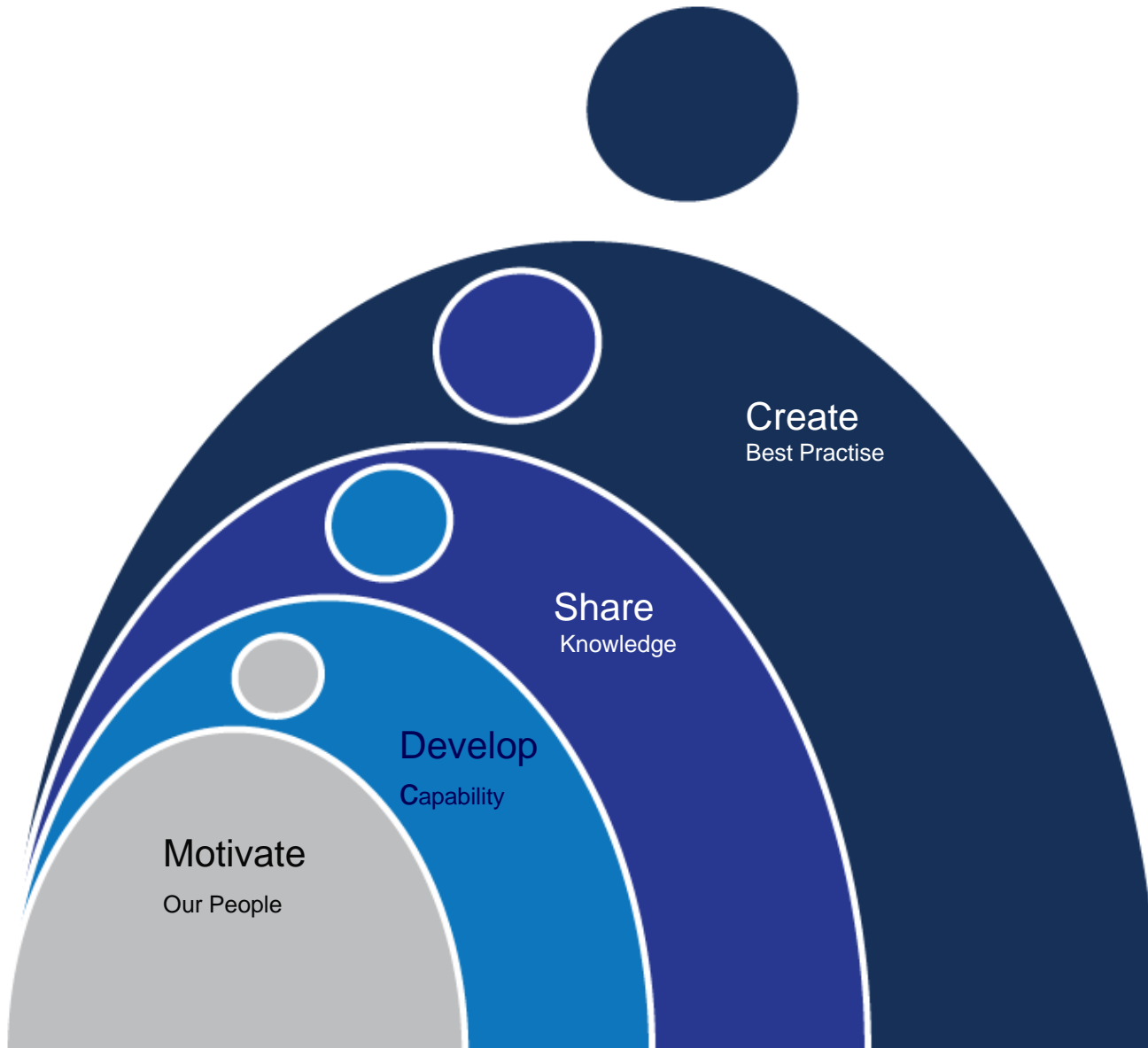
'Trusted partner at the heart of the client's business'



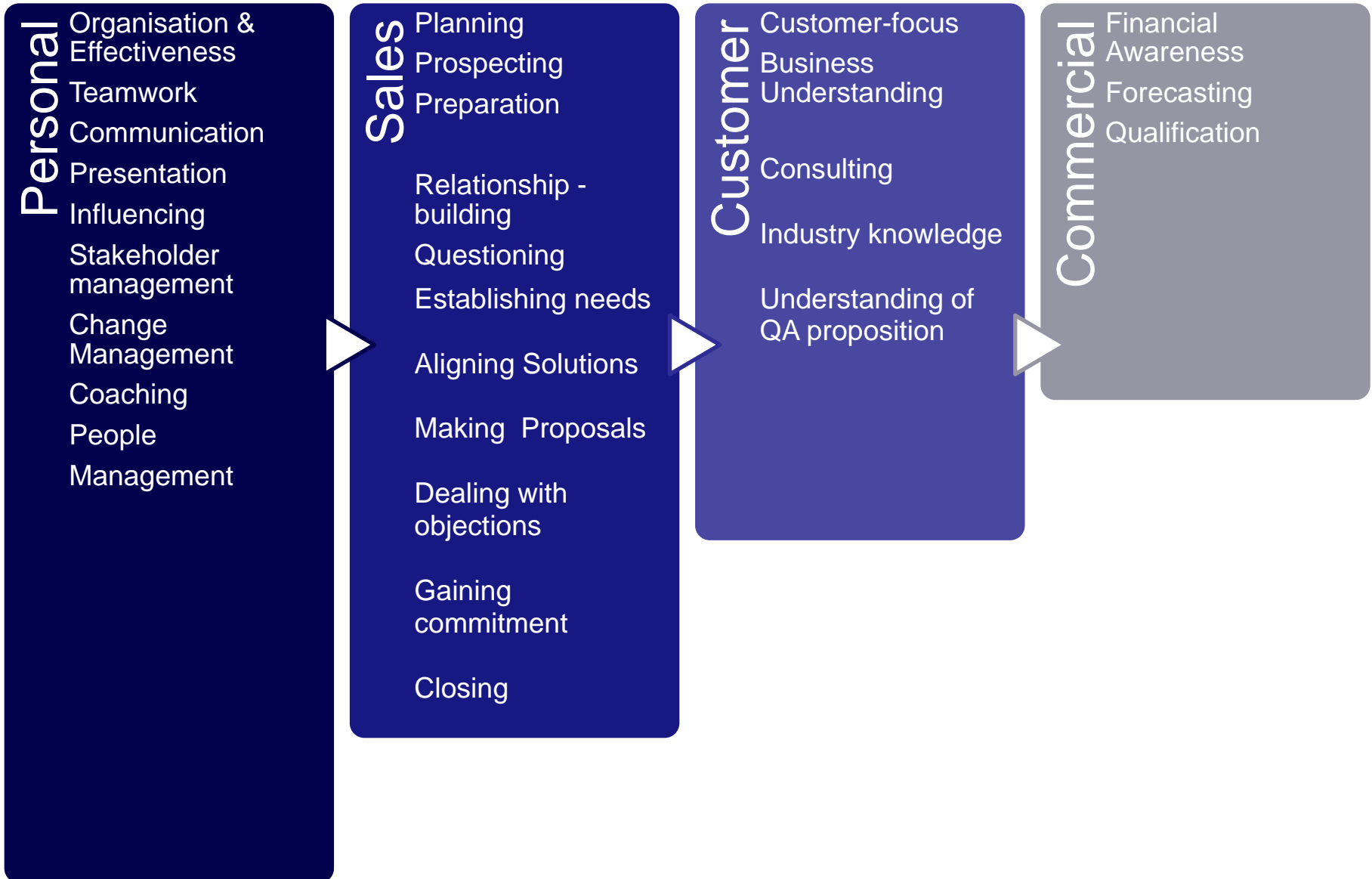




# Sales Development priorities



# Sales Capability Framework



- Inertia
- Focus



# Partnership maturity



Reduce cost and increase opportunity

# Effective Vendor Engagements



- **Creating and enabling demand**
- QA enabled VMware to double delivery volumes in 18 months
- QA market share has grown to approx 50% in 20 months



Learning Solutions  
Information Worker Solutions  
Advanced Infrastructure Solutions  
Security Solutions



2009 LEARNING SOLUTIONS  
Impact  
**PARTNER OF THE YEAR**  
WINNER

- **Partner enablement and Readiness**
- Trusted by Microsoft to train partners in EMEA
- 1 in every 10 delegates worldwide trains with QA
- 87% market share (UK) training attachment to s/w licences



APPROVED  
EDUCATION CENTRE

- **Integrating Sales and Delivery**
- Exclusive UK delivery partner
- QA Sales framework now responsible for 70% of Mass market
- QA Sales aligned to Oracle Licence and Consulting teams

# What makes a good partnership

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- Transparency and Openness
- Shared Success
- Commitment and Consistency





2009 LEARNING SOLUTIONS  
Impact  
**PARTNER OF THE YEAR**  
WINNER

- **Partner readiness**
  - **Customer readiness**
- 
- **Making the right business decisions using Microsoft SQL and SharePoint Servers**
  - **Save time and get organised using Microsoft Exchange and SharePoint Server**
  - **Reduce IT Costs and Risks using Microsoft Windows, Security and Management technologies**

- Oracle approached QA pre FY10
- Contraction within Oracle University
- Decrease in training locations
- Decrease in trainers
- Decrease in Sales Staff

Question:

How to partner so that the impact to Oracle and QA's clients was minimal, but still grow in a recession?

Answer:

Focus and Specialise



# Oracle Partnership – QA's Response

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Utilise QA Sales and Locations

June '09

Team of two working Oracle Mass Market Accounts

Oracle Salesperson permanently onsite

Dec '09

Specialist Oracle team created

5 people

Oracle Salesperson permanently onsite

Support of two Oracle Channel Managers



Closer working relationships

Flexibility

More comprehensive delivery

‘Right course, right place, right time’

# Oracle Partnership – Results to date

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Q3 - 180% increase in revenue and delivery

Average Sale increased within Mass Market

Inclusion in new product launches

Engaged throughout Oracle's Business

Training programmes delivered across stack

# Discussion



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