



# The Fillmore Group

**Leverage Services to Close Q2 Sales**



## Agenda:

- ▶ Services + training success strategy
- ▶ Introduction to The Fillmore Group
- ▶ Success stories to share with prospects
- ▶ How to engage





## Takeaways:

- ▶ How to start the dialog about services and training
- ▶ How to present services to accelerate customer commitment – *close deals!*





## Services + Training Reseller Strategy

- ▶ Successful implementations require support
- ▶ Address implementation concerns
  - ▶ Resource needs – time, skills, training
  - ▶ Customer deadlines
  - ▶ Ongoing support – beyond the PMR





## Address “Lingering” Opportunities

- ▶ Qualifying questions:
  - ▶ Are implementation concerns delaying a decision?
  - ▶ What are the consequences of missing deadlines?
  - ▶ Who is your internal SME for this solution?
  - ▶ Is a turnkey implementation preferable to a collaborative effort?
- ▶ Describe your PERFECT implementation to me





# Dealing with feedback/objections

- ▶ Consulting costs – hourly rates
  - ▶ Will you consider working with a Business Partner?
- ▶ Difficulty scoping the implementation effort
  - ▶ Provide a comprehensive SOW
- ▶ Want to do everything in-house
  - ▶ Quickstart offerings and training
- ▶ We need to schedule the implementation
  - ▶ Let's schedule a start date!





## Dealing with feedback/objections

- ▶ Offer to coordinate a 30-minute call to discuss the project scope
- ▶ Offer a training discount (EdPack) to reduce the cost of training
- ▶ Explore Castaway dollars
- ▶ Discuss remote support to assist with the implementation





# Dealing with feedback/objections

- ▶ No implementation budget at all??????
- ▶ Reseller dollars
- ▶ VAP Program
- ▶ SVI Program

Explore ALL options – something will work!







## And remember...

- ▶ Ongoing remote support post implementation
- ▶ IBM Authorized Training to expand and reinforce skills
- ▶ IDUG and IOD Conferences
- ▶ Will you be a reference for me?





## Quickstart Offerings

- ▶ One week onsite (< \$7500 plus travel and lodging)
- ▶ Typically include IBM training class (<\$10,000)
- ▶ Provide baseline skills to understand solution basics





## Quickstart Offerings:

- ▶ InfoSphere Change Data Capture
- ▶ Q Replication
- ▶ InfoSphere Data Architect
- ▶ Netezza
  
- ▶ ...more at [www.thefillmoregroup.com](http://www.thefillmoregroup.com)





## But but but but...a Business Partner???

- ▶ Business Partners staff many Lab Services and GBS engagements
- ▶ Business Partners deliver many IBM Authorized Training classes
- ▶ Business Partners are often subject matter experts
- ▶ **BUSINESS PARTNERS COST LESS**





## The Fillmore Group, Inc.

- Frank Fillmore, DB2 Gold Consultant, IBM Champion
- DB2 Technical Support and Consulting
- IBM Authorized Training Partner
- IBM Information Management Software Reseller





## Services:

- ▶ DB2 – implementation and tuning
- ▶ Data Governance tools – Optim and Guardium
- ▶ Information Integration – Info Server and replication
- ▶ Data Warehousing - Netezza and IDAA



## Training

- ▶ IBM Authorized Training Partner
- ▶ Classes delivered in Towson, MD
- ▶ IM classes support products sold



**IBM Information Management**





## Customers

- ▶ JP Morgan Chase
- ▶ Staples
- ▶ Sears
- ▶ Iron Mountain
- ▶ Thomson Reuters
- ▶ Bank of America
- ▶ Carefirst Blue Cross Blue Shield
- ▶ State of Texas
- ▶ AARP
- ▶ IRS





## **Name dropping - DB2 Gold Consultants and Information Champions**

- ▶ IBM sponsored programs
- ▶ 40+ DB2 Gold Consultants worldwide
- ▶ 150 Champions worldwide
- ▶ Authors, instructors
- ▶ Bloggers
- ▶ High visibility within IBM





## Success Example #1 - ICDC

- ▶ Customer had multiple Oracle database platform migrations to complete
- ▶ Wanted to do everything independently
- ▶ Couldn't get started...
- ▶ Set a date and delivered training
- ▶ Assisted with first migration
- ▶ Customer did the rest





## Success Example #2 – Q Replication

- ▶ Customer had a deadline that could not be missed
- ▶ Two DBA's attended open enrollment class
- ▶ Customer engaged a consultant for 3 months and successfully met the deadline
- ▶ Onsite class delivered to the rest of the team
- ▶ Q Replication is becoming the corporate standard and has been deployed in 2 other business units.





## Success Example #3 - ICDC to Enable Web Application

- ▶ System i customer building an e-commerce site
- ▶ Trained customer staff to use ICDC
- ▶ Worked with website developer to implement
- ▶ Providing low cost, remote, ongoing support





## Success Example #4 – Netezza

- ▶ Endless PoC with a technical challenge
- ▶ IBM funded solution using Castaway dollars
- ▶ EdPack used to fund training for in-house SME
- ▶ SVI dollars to TFG funded 2 weeks of onsite help





## Reference it!

Ask about The Fillmore Group's contributions to the Oracle to DB2 migration effort at JPMC

- ▶ Jeff Kinnell, Client Unit Executive  
JPMC Retail Columbus Ohio  
1-614-308-6281  
[jkinnell@us.ibm.com](mailto:jkinnell@us.ibm.com)





# Thank you

Kim May, Vice President Business Development

Frank Fillmore, President, The Fillmore Group

(410) 465-6335

