



# Sales Strategies for SOAs

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## Target the Audience

- Line-of-business manager:
  - Problems with process?
  - Problems dealing with IT?
  - New initiatives with no budget?
- IT manager:
  - IT pain points?
  - Responding to business requirements?
- Any manager:
  - Enterprise security/identity management issues?

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## Uncovering the Pain

- Security/Identity management another important door opener
- Offer an “enterprise security review”
- Look for problems with ID management:
  - Too many passwords
  - Unclear security administration
  - Too many people with root access
  - Inconsistent/incomplete security policy

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## Qualifying the Opportunity

- Need:
  - Integration problems among heterogeneous systems?
  - Awareness of need for architectural guidance?
- Budget:
  - Spending too much on integration already?
  - Architecture team/committee with budget?
- Urgency:
  - Things breaking now?
  - Security breaches?

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## Foot in the Door

- Web Services Pilot/Proof of Concept
  - Point-to-point integration between two systems
  - Work with existing IT staff
- Security/ID management review
  - From a risk assessment perspective
- Architecture seminar
  - Teach them about SOAs

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## Presenting the Value Proposition

- May need to talk about Web Services and not SOAs
  - Integration cost savings – the “easy sell”
- Try to get an audience for discussion of SOA
  - Senior IT management
  - Chief architect/architecture committee
- Focus on thrift and agility issues
  - Cost savings
  - More value out of existing technologies
  - Greater resilience (responsiveness to change)
  - Ability to leverage change for competitive advantage

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## Making the Case

- "Cost savings" close:
  - "If we could save you one billion Won per year, would that be worth 100 million Won to you?"
- "Puppy dog" close:
  - Free/nearly free Web Services Proof-of-Concept that shows dramatic ROI
- "Fear" close:
  - Address blatant security holes

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## Dealing with Objections

- Web Services standards are still immature?
  - Core standards are now mature (especially XML), and many companies like yours are achieving dramatic cost savings today
- Uncomfortable with the lack of security?
  - Tackle security concerns head-on with your security/ID management pitch
- Not ANOTHER new technology that's supposed to solve all my problems!!
  - No need to "rip and replace" – we'll take your one toughest problem and prove we can solve it

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# Questions & Discussion

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## Workshop: Sales

- Part I: Select several clients you have worked with and consider which of the projects we discussed might be appropriate for that client.
- Part II: Select one of the following types of engagements: Security evaluation, Proof-of-Concept project, Pilot project, Architectural seminar/consulting, and write an outline of the agreement you would have with a client to complete that engagement.

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