

Business Modeling Session

TELLUS HELPS COMPANIES:

- Transform business delivery and revenue models
- Expand into new markets / channels
- Speeds time to market and helps ensure new product launch success
- Maximize strategic partnerships

WHY TELLUS?

- Proven, mature methodology
- Model used by Microsoft globally
- Passion and domain expertise in global software business
- A global presence with extensive local market experience
- Staff comprised of former Microsoft and Microsoft Partner Professionals

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Aligning and Profiting from Microsoft Devices, Services and App Business

TELLUS is a leader in assisting technology companies with business model transformation. As our consulting framework, we use the Business Model Canvas, which is quickly becoming an industry standard. The framework has been built by a collaborative effort of hundreds of industry practitioners, and there is growing ecosystem of tools and derivatives supporting the approach.

The basic requirement for a business model is to be able to respond to two fundamental questions: does the model fit the market and how will you earn money? A business model describes the rationale of how an

organization creates, delivers, and captures value. The process of business model construction is part of business strategy. TELLUS



Building a strong business model

has extended the Business Model Canvas framework with additional processes/tools to enable Mi-

crosoft partners to make the business model framework more actionable and relevant.

Transformation is unique to each organization. Each business modeling exercise must be customized to meet the unique needs of each organization. TELLUS has invested in creating derivative modules around the business model canvas to address different transformation scenarios.

Typical modules are cloud and application solution business models, channel alignment, and operational alignment to the Microsoft ecosystem with partnering strategy.

Baseline Business Model Assessment

PARTNER BENEFIT

- Pre-study and analysis of current partner status
- Designed preparatory exercises to provide further inputs for discussion
- Facilitated business modeling discussion (2 hours)
- Examination of nine Canvas topic areas based on exercise inputs
- Written report of discussion outcomes and TELLUS recommendations
- Q&A via email 60 days after online workshop
- Alignment of vision, mission and execution
- Business model benchmarking analysis against industry best practices
- A common framework for continued business model development

DELIVERY FORMAT

- Access to self-learning and downloadable content via www.tellusacademy.com
- Online session with the partner using Microsoft Lync

Cost: \$3,000

30% discount for partners with gold competency

20% discount for partners with silver competency