SALES ESSENTIALS
Internet of Things Services

----

version 1.0 | December 2015

Created by: H3 Marketing

Download latest version in the Speak Digital Playbook

Sales Essentials – Internet of Things (IoT) Services

Goals:

1. Provide market context about the Internet of Things (IoT) opportunity
2. Outline resources to help you sell IoT
3. Guide you in creating an account plan.

This material will help you:

1. Understand the IoT services market and Cognizant's offerings.
2. Create an IoT sales approach for your account.
3. Drive a strategic conversation around IoT services

Table of Contents

The IoT services market
- The market opportunity
- Cognizant's point-of-view on the IoT
- Our value proposition

Tools to help you sell
- Whitepapers
- Case Studies
- Videos
- Websites

Getting started in your account
- Finding the IoT services buyer in your account
- Conversation starters
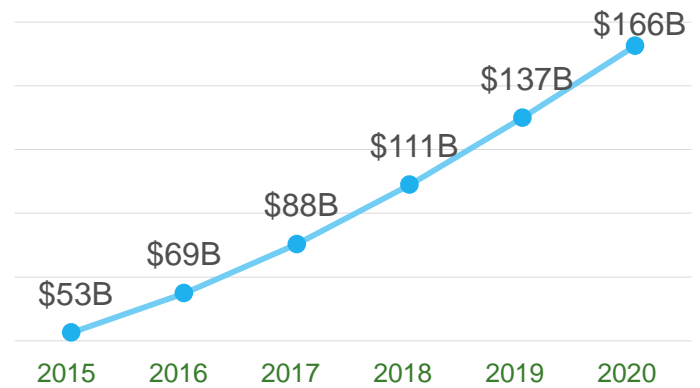- Engaging the Cognizant IoT team to help win business

There is a large and growing market for our Services

Today's market is ~$50B and growing almost 27% a year. Much of the opportunity is in the P & R verticals, but opportunities across all verticals will increase.

Total IoT Services revenue in 2015: **$53.2B**
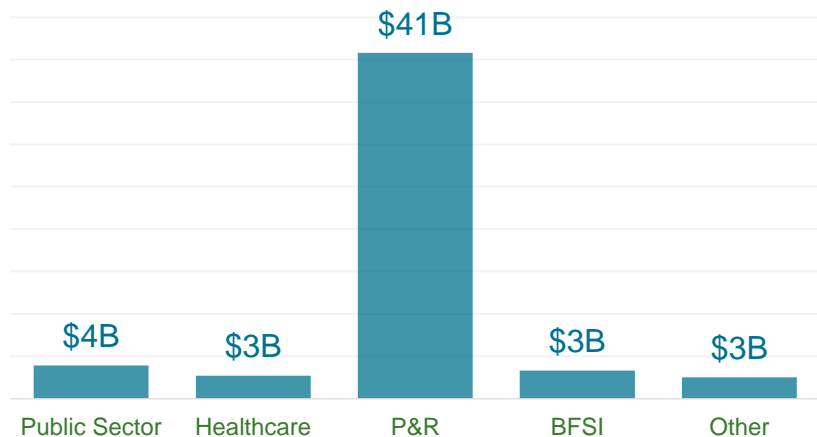
CAGR 2013-2020: **26.5%**

Cognizant's Point-of-View on the Internet of Things

IoT is a set of technologies that can help companies join the "as-a-service" economy. By instrumenting the products they sell, as well as the processes underlying their operations, companies gain the value of "infonomics", where information becomes an asset of the business model. Data from instrumentation can be mined to power new customer experiences, new subscription billing models, and more. Instrumentation can also drive efficiency and effectiveness across a business process.

Our belief is that although IoT is a big topic, we can simplify it for customers by talking about IoT opportunities in two categories: **Smart Products** and **Smart Processes.**

Smart Products

IoT redefines your business
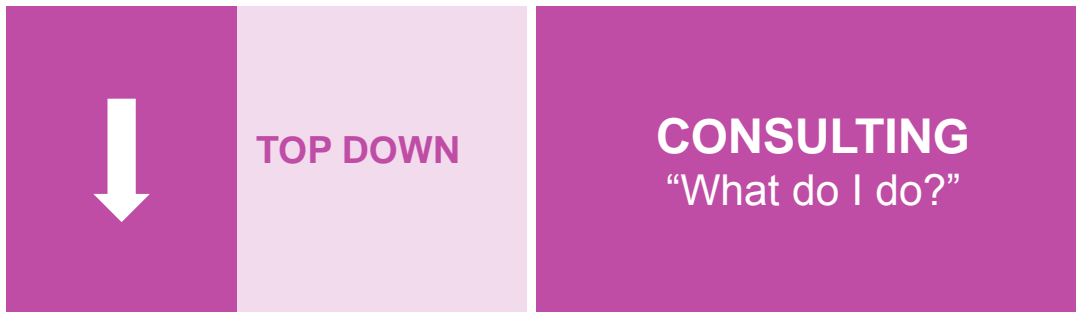*e.g.,"things as a service" Information-based business models*

New Customer Engagement Models & Revenue Streams

Smart Process

IoT improves current products and processes
e.g., automatic replenishment, reduce need for manual effort

Margin Expansion

Three ways to sell IoT services

↓	**TOP DOWN**	**CONSULTING** "What do I do?"

BUYER: Business Stakeholder

Looking to make a product, process, or place "smarter"

↑	**BOTTOMS UP**	**IMPLEMENTATION** "I know what to do. Help me do it"

BUYER: Technology Stakeholder

Looking to get it done & show results to the business

↻	**MAINTAIN & ENHANCE**	**OPERATE/SUPPORT** "Help me make it better"

BUYER: Technology Stakeholder

Looking for cost optimization and to free up resources

5

IoT is not an "off-the-shelf" solution – there are many disparate pieces – and Cognizant helps bring them together

Clients get both specialization and a single view of building and operating end-to-end IoT solutions

IoT

H/W — Hardware development and device connectivity

Cloud — Achieve scale with Cloud-driven implementations

Analytics — Gather insights from edge intelligence, in-motion/at-rest analytics

Digital — Design for customer experience and better engagement

BPS — Outsource support and end user interactions

Security — Ensure security and compliance

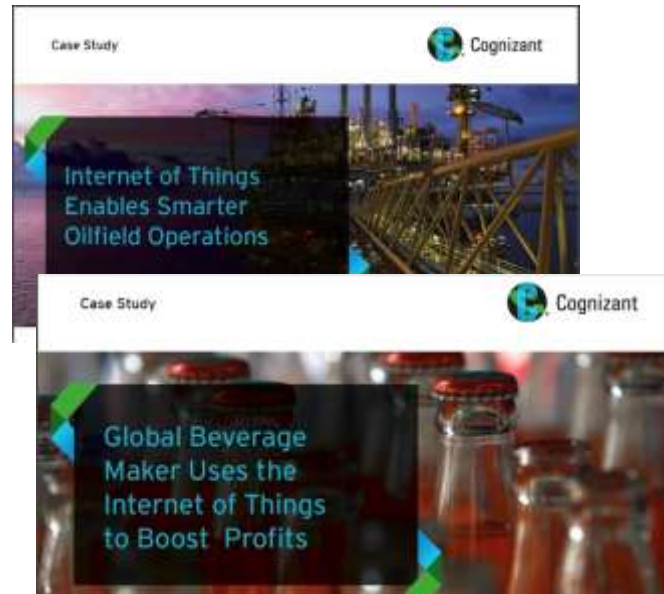**Testing** — Minimize risk through testing and exacting standards

IoT sales tools (1/2)

The materials below include our thought leadership, marketing campaign materials and sales tools that will help you understand our market positioning and enable you to bring a Internet of Things conversation to your account.

WHITE PAPERS

CASE STUDIES

DIGITAL ASSETS

IoT sales tools (2/2)

The materials below include our thought leadership, marketing campaign materials and sales tools that will help you understand our market positioning and enable you to bring a Internet of Things conversation to your account.

WEBSITES

- Cognizant Internet of Things Overview
  http://www.cognizant.com/internet-of-things
- Cognizant Digital Works Overview
  http://www.cognizant.com/digital

SOLUTION OVERVIEWS

- Internet of Things Solution Overview

- Digital Works Solution Overview PDF

VIDEOS

- "Can it?" Internet of Things TV Commercial
  https://www.youtube.com/watch?v=3m5N6JQRDxQ
- Cognizant Digital Works Videos
  https://www.youtube.com/watch?v=mJk_MuIAFF4 **(short)**

  https://www.youtube.com/watch?v=mJk_MuIAFF4 **(long)**

ANALYST COVERAGE

- 2015 Horses for Sources IoT Service Providers Blueprint "Winner's Circle"
  http://news.cognizant.com/2015-10-02-Cognizant-Named-to-Winners-Circle-for-Internet-of-Things-Service-Providers-in-New-HfS-Research-Report

Finding the right buyers at your account

The Internet of Things is getting a lot of press, but how do we cut through the noise to make an impression with clients? Every client's business situation is unique, so take some time to analyse the client's approach to digital, and whether or not they are thinking about IoT. IoT should be one of several key digital initiatives.

UNDERSTAND THE INTERNET OF THINGS BUYER'

- ☐ Learn about the new "D-Suite"[1]
- ☐ Search relevant titles in LinkedIn to identify the digital buyers at your account.
- ☐ Stay up to date on current IoT news by setting up Google Alerts

ASSESS CURRENT RELATIONSHIPS

- ☐ Review your existing client relationships
- ☐ Identify "connectors" that can introduce you to the new "digital" buyers
- ☐ Identify ways to connect new "digital" buyers with existing digital efforts

FINDING THE OPPORTUNITY

- ☐ Ask your clients if they have a Internet of Things leader? If so, whom?
- ☐ Look across your account in different divisions for IoT opportunities: innovation, cloud, mobility, analytics, R&D, product development or engineering. Any one of these may be driving an initiative.
- ☐ What is the CIO or role in your clients digital transformation or IoT agenda?

11

Engage the IoT sales and business development team to pursue opportunities

IoT is an exploratory area for most companies, but we can help you stage the conversation and build a foundation for long-term sales

UNDERSTAND YOUR CLIENT

Before you begin, it is important to understand your client's strategic imperatives and how they desire to transform. IoT may or may not be a fit.

IoT consulting is about helping a client identify ways to use and integrate new forms of data that are rapidly overtaking anything they may have done in the past in terms of volume, velocity, and variety. Our consulting focuses on what's different with this new class of technologies and how they impact the enterprise

ENGAGE THE RIGHT TEAM

Typically IoT is not owned by any one person in a company. Determine the key stakeholders at the top or bottom of the organization and align the Cognizant team accordingly. The IoT owner can be the CIO, a Chief Innovation Officer, or a business unit leader in R&D. In addition, the IoT leader may have responsibility overall for analytics, cloud, mobility, product, or customer experience.

LEARN FROM WIN STORIES

The best way to prep your conversations is to learn from our recent wins and successes.[2] What Cognizant team did they bring together? What was our value proposition? How was Cognizant positioned vs. the competition?

See Adithya Sastry on how the IoT BU won a large consulting deal here (password = digitallyCognizant): https://vimeo.com/album/3585118/video/143794448

Strategies for more effective client conversations

Once you have identified the buyers for IoT at your account, bring the Cognizant team together to develop a client centric conversation to your account. You can also contact our H3 Inside Sales Team to help guide you through this process.

UNDERSTANDING BUSINESS DRIVERS LEADS TO REVENUE

Clients will not see value or make investments if they do not help them drive their bottom line. It is important to show how our solution aligns with clients' business goals and objective.

SPEAK BUSINESS TRANSFORMATION, NOT TECHNOLOGY

When having initial conversations, it is more effective to showcase how the solution will transform their business. IoT turns information into an asset of the business model and enables companies to enter the "as-a-Service" economy.

Talk about how IoT enhances customer experience vs. how the technology works. Leverage use cases and forward-looking industry scenarios.

COMMUNICATE THE "COGNIZANT DIFFERENCE"

The best way to showcase our value is to share where we have created business value for other clients. Talk about our successes! Third party endorsements from press, analysts , business partners and intermediaries can also help provide further credibility.[1,2,3]

13

Getting Started

Once you have done the groundwork, there are points of contact that can help you start the conversation and help clients make sense of questions like : "What will IoT mean for my business? How do we get started? What does a solid IoT strategy look like for my company? How can smart products and smart processes make a different in the way we do business today?

1 **CONTACT THE IOT SALES AND BIZDEV TEAM**

Once you have done the basic information gathering, contact our internetofthings@cognizant.com team to arrange a potential strategy session or reach out to a VSPOC that supports the Internet of Things for your vertical, led by narayn.sridharan@cognizant.com.

2 **CREATE AN IOT STRATEGY FOR YOUR ACCOUNT**

Once you have the opportunity and team identified, connect with Jim.Gaudette@cognizant.com from the H3 Marketing Inside Sales Team to develop an account strategy.

3 **LEVERAGE THE COMPANY'S DIGITAL and IoT MARKETING CAMPAIGNS**

Once you have your account strategy in place, contact your Field Marketing Leader and the IoT Marketing Director (vivek.asija@cognizant.com) to see how you can plug into the company's Internet of Things marketing campaign. In addition, contact H3Marketing@cognizant.com for Digital Works sales enablement and education.

14