



Acceleration Economy Advisory Services

defining the digital first world

“The Acceleration Economy
'outside-in' Practitioner Analyst
Advisory Services deliver first person
customer perspective to help define
the “Why & How” of your solutions in
the voice of the customer.”



Bob Evans

Cloud Wars Founder
Acceleration Economy Co-Founder

Acceleration Economy Practitioner Analysts

Led by Cloud Wars Founder and Acceleration Economy Co-Founder Bob Evans, Acceleration Economy Practitioner Analysts represent the key executive practitioners that are responsible for making transformative cloud, AI, hyperautomation, data modernization and cybersecurity decisions in mid-market and enterprise scale companies. Representing more than \$1Billion in lifetime business technology purchases, they bring an “outside-in” buying perspective to all their advisory services engagements for vendors as they work to position modern business technology solutions that transform business.



Bob Evans
Co-Founder



Rob Wood
CISO



Aaron Back
AI/ML



Frank Domizio
Deputy CISO



Toni Witt
AI/Digital Native



Kieron Allen
Innovation/GTM



Pablo Moreno
AI/ML/Data Scientist



Tom Smith
Innovation/Cloud



Janet Schijns
Partners Ecosystem



Kenny Mullican
CIO



Vince Menzione
Partners Ecosystem



Ronak Mathur
Automation Architect



Paul Swider
AI/Healthcare



Tony Uphoff
4X CEO



Wayne Sadin
10X CIO/CTO/CDO



Joanna Martinez
4X CPO



Scott Vaughan
3X CMO



Chris Hughes
2XCISO



Manny Korakis
CFO

Acceleration Economy Advisory Services : Standard Services

Featuring stand alone briefing packages to discuss messaging/positioning of a solution/category design, practitioner go-to-market discussions for product/market fit, executive buying committee sessions to understand the needs and POV of key stakeholders in a transformation or modernization project and product roadmap sessions, Acceleration Economy Practitioner Analysts represent the customers you are trying to sell to.

Stand-Alone Briefings	Full Day Briefings	90-day Briefings
<p>A stand-alone briefing can feature any one of our Practitioner Analysts for a 90-minute session to discuss and get feedback/direction on:</p> <ul style="list-style-type: none"> • Market Trends & Buyer Needs • Go To Market Strategy • Messaging • Buyer persona context and POV • Product/Solution overview and positioning <p>Pricing:</p> <ul style="list-style-type: none"> • \$7,500 for a single 90-minute session (Zoom) • \$25,000 for four 90-minute sessions (Zoom) <p>Timeline:</p> <ul style="list-style-type: none"> • Sessions organized within 2-weeks of contract signing • Based on level of engagement, Zoom meetings will be scheduled • Vendor to share scope of needs/outcomes desired at least 5 business days prior to the briefing 	<p>A full day briefing can feature any one of our Practitioner Analysts for dedicated 8-hours of advisory services to get detailed feedback in a working session on:</p> <ul style="list-style-type: none"> • Market Trends & Buyer Needs • Go To Market Strategy • Messaging • Buyer persona context and POV • Product/Solution overview and positioning <p>Pricing:</p> <ul style="list-style-type: none"> • \$27,500 per full day analyst briefing and working session (travel not included if in-person) <p>Timeline:</p> <ul style="list-style-type: none"> • Session scheduled within 2-weeks of contract signing for future date (TBD based on client needs) • If done remote, Zoom meetings will be scheduled • Vendor to share scope of needs/outcomes desired at least 2-weeks prior to the briefing 	<p>A 90-day briefing engagement can feature three full day briefings and up to four 90-minute stand alone briefings to get ongoing feedback from working sessions on:</p> <ul style="list-style-type: none"> • Market Trends & Buyer Needs • Go To Market Strategy • Messaging • Buyer persona context and POV • Product/Solution overview and positioning • Category Design analysis • Can feature multiple analysts for each engagement <p>Pricing:</p> <ul style="list-style-type: none"> • \$92,500 for three full day analyst briefing working sessions and four stand-alone briefings (travel not included if in-person) <p>Timeline:</p> <ul style="list-style-type: none"> • Sessions scheduled within 3-weeks of contract signing for future dates (TBD based on client needs) • If done remote, Zoom meetings will be scheduled • Vendor to share scope of needs/outcomes desired at least 2-weeks prior to the briefing

Acceleration Economy Advisory Services : Structured Services

Product-Market Fit	Executive Buying Committee	Product Roadmaps
<p>Defining the void your solution fills from the customer perspective in 3-5 sessions with practitioner analysts</p> <p>Process:</p> <ul style="list-style-type: none"> • Define 3-5 Practitioner Analysts that represent target customer • Create 60-minute individual briefing sessions with those analysts • All participating Practitioner Analysts join for group discussion following individual sessions to share feedback and perspective • Analysts convene to define top 3-5 points and deliver back as a short PDF for product-market fit outside-in recommendations <p>Pricing:</p> <ul style="list-style-type: none"> • \$7,500 per Practitioner Analyst that is involved in the Product-Market fit sessions (2-minimum) <p>Timeline:</p> <ul style="list-style-type: none"> • Sessions organized within 2-weeks of contract signing • Total 30-day engagement to include individual sessions, group session and deliver recommendations through PDF 	<p>Replicating the process an executive buying committee will go through when considering your category/solution by bringing together 3-5 practitioner analysts</p> <p>Process:</p> <ul style="list-style-type: none"> • Define 3-5 Practitioner Analysts that represent target customer for 90-minute session • Share GTM strategy/materials with Practitioner Analysts • Create “scenario” for buying committee (industry, scale of company, desired outcomes, business requirements, etc.) • Outline discussion guide for Practitioner Analysts to replicate buying committee environment • Create short PDF on primary findings <p>Pricing:</p> <ul style="list-style-type: none"> • \$30,000 per Executive Buying Committee session & PDF deliverable <p>Timeline:</p> <ul style="list-style-type: none"> • Sessions organized within 3-weeks of contract signing • Total 30-day engagement to include current GTM analysis, create scenario, host 90-minute session and deliver findings through PDF 	<p>Discuss, debate and define roadmap strategy and execution through roundtable discussions with target customer practitioner analysts</p> <p>Process:</p> <ul style="list-style-type: none"> • Define 4-6 Practitioner Analysts that represent target customer • Create three unique roundtable sessions with this group to define & get feedback on: • (1) Current product capabilities & customer outcomes (2) 12-24-month roadmap of new product launch/ evolution to feature sets to meet customer needs • (3) Outline voids the Practitioner Analysts see in the overall product strategy & potential new ideas/perspective • PDF with primary finding & recommendations <p>Pricing:</p> <ul style="list-style-type: none"> • \$75,000 per Product Roadmap engagement (3 unique roundtables) and PDF with recommendations <p>Timeline:</p> <ul style="list-style-type: none"> • Sessions organized within 4-weeks of contract signing • Total 60-day engagement to include roundtable sessions, and deliver recommendations through PDF



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