# CIO Persona

Aligning the sales process with the audience

# A PERSONA…

Describes an audience, not an individual

Characterizes the preferences, behaviors, and attitudes of a typical buyer

Is research-based buying behavior

Helps communication with the buyer evolve on a more empathetic level

Is what you need to have greater impact at the bottom of the sales funnel

**Your target audience is made up of real people, so make it personal.**

# YOU AND THE BUYER

In today's B2B world the buyer has control

The buyer has already researched solutions, ranked options, set requirements, benchmarked pricing

Sixty percent of the purchase decision has already been made before the conversation even begins*

*"The End of Sales", Harvard Business Review, July-August 2012.

3

# THE PERSONA HIGHLIGHTS THE BUYER'S



Decision making criteria

Role in the organization

7

1

Buying process

6

2

Job description

5

3

Success factors

4

Psychology

Top priorities

**KEN NEWTON**

# MEET KEN NEWTON,
# THE MAN BEHIND THE CIO PERSONA

| **Job Title(s):** | **Reports To** (Functional Title) |
|---|---|
| Chief Information Officer (CIO) | CEO/COO/CFO |
| **Age:** | **Work Experience** (Total Career) |
| 48-55 Yrs. | 20+ Yrs. |
| **Education:** | **Years in this Role** (Avg. in One Company) |
| Masters in Management Information Systems (MIS)/Computer Science | 4-5 Yrs. |

## MY NOTES

▶ May seem gruff

▶ Dry sense of humor

▶ Kid applying to colleges

# CIO PSYCH PROFILE

- Analytical
- Trusts intuition
- Strategic & Tactical
- Decisive
- Results-oriented
- Team player
- Strong technician

**"Tethered by Tactical"**

**CIO Aspirations**
- Become a true partner to the business and the executive management team
- Move away from being a support function – toward a stronger role as an innovative and transformative part of the business

**CIO Introspective Questions**
- Is this the time for to make a move and lead the charge for innovation?
- Should I stick to the considerable challenges I am already wrestling with?
- How can I be both strategic and tactical?

**CIO Reality**
- Less than 1 in 5 CIOs hold a seat at the top table
- Less than half of CIOs are involved in strategic decision making
- At C-level, technology is secondary to management

**Did you know:** CIOs do not trust technology vendors and marketing messages. They have become skilled at the art of evading vendors.

**The good news about the CIO job is you get to work with everyone across the business.**
**The bad news is you have to work with everyone across the business.**

# CIO JOB DESCRIPTION
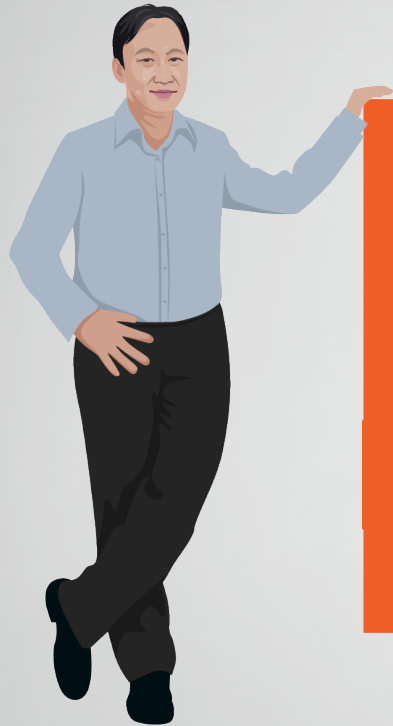
- ➤➤ Align technology with business objectives to provide competitive advantage
- ➤➤ Develop, maintain, and improve an IT infrastructure that supports growth
- ➤➤ Analyze and streamline existing business processes
- ➤➤ Reshape physical and virtual infrastructure and network access
- ➤➤ Identify and exploit knowledge resources
- ➤➤ Oversee Business Continuity , Disaster Recovery planning and mitigate risk

# CIO PRIORITIES

>> Be a business partner to C-level management team, not just a technologist

>> Lead the charge for innovation

>> Build a flexible and dynamic IT infrastructure that supports growth

>> Strike a balance between speed and agility vs. privacy and security

# SUCCESS FACTORS



Manage technology risk to address business concerns of internal stakeholders, customers, partners

Demonstrate value in terms of business and innovation, and not just technology

Make the right IT investment to support the organization's growth and strategy

Ensure the right talent and capabilities are in place to develop strategic plans to achieve corporate goals

# CIO BUYING PROCESS

Stays up on latest technology trends; educates C-level management on ROI and TCO of cloud, big data, analytics, etc.

Collaborates with CFO to optimize cost of IT operations

Prefers independent third party information (and not marketing/vendor information), consulting with peers within and outside his company

Studies reviews that apply to his narrowed down choices

Seeks a vendor-partner who can share risk and provide critical flexibility to scale based on business demand

Presents findings and makes recommendation to Executive Management

# HOW TO SELL TO KEN

⟫ Quantify the value you offer – lower TCO, higher ROI

⟫ Reiterate your innovation messages frequently – create opportunities to witness and participate in innovation

⟫ CIO values peer feedback. More than anything, they want to talk to customer references.

⟫ Don't forget the basics - IT risks and security are kept carefully under control

⟫ NetSuite delivers customization and extensibility needed to make it the business management platform of choice for your current and future needs

# IN GENERAL

▶▶ Build a relationship – be a consultant, not a sales person

▶▶ Use all resources, on-line and off-line, to do company research

▶▶ Personalize your pitch – talk about the solution in the context of a Persona's job and his/her critical business issues

▶▶ Highlight your company, the success stories of peer companies that use your proven solution

**Make today's happy customer the key reference for tomorrow's successful sale.**

# CIO Persona Messaging

# NetSuite – Designed For A Modern Company

CIOs of fast growing companies seek out creative ways of leveraging emerging technologies to facilitate execution of business strategy.

## CIO's Challenges

≫ Support the organization's growth and strategy with the right IT investment

≫ Demonstrate value in business and innovation, not just in technology

≫ Future-proof the business with IT investments

≫ Lower cost while providing efficient IT operation free of security risks

## How NetSuite Spells Pain Relief!

≫ Outsourcing IT infrastructure frees up IT resources to focus on strategic initiatives

≫ Cloud lowers the cost of innovation without significant capital expenditure in IT infrastructure

≫ NetSuite's SuiteCloud platform is proven, secure, reliable and scalable

≫ Multiple data centers with mirroring and replication define disaster recovery to industry leading security (ISO 27001, PCI, EU Safe Harbor) allows you to focus on business strategy rather than infrastructure

# CIO's take on their role

**Steward** — Run IT operations without having to worry about IT infrastructure, security risks and downtime

**Operator** — Maintain an efficient organization and IT infrastructure while keeping pace with fast growth and competition

**Catalyst** — Identify and develop the capability to use new tools and technology, increasing your influence with key stakeholders

**Strategist** — Build coalitions, persuade peers and collaborate with other executives by delivering transformative business value with limited resources and an optimized infrastructure

**Leader** — Redesign the IT organization to meet the needs of the future

15

# How NetSuite helps the CIO

## Steward

» Provides you with multiple layers of data redundancy for comprehensive security

» Delivers end-to-end secured environment

» Offers certification from host of audit and security standards including SSAE 16 (SOC 1), PCI-DSS and US-EU Safe Harbor framework

## Operator

» Allows you to leverage latest technology innovations such as cloud, mobile and BI without upgrade hassles

» Helps execute business initiatives by outsourcing IT infrastructure and responsibilities for security, backups and software maintenance

» Delivers proven, secure, reliable and scalable SuiteCloud platform for the customization and extensibility you need

16

# How NetSuite helps the CIO

## Catalyst

» Allows you to accelerate ERP deployment with fewer resources and free-up IT to focus on addressing business needs, not maintenance

» Enables and empowers IT in its goal of becoming strategic and transformational

» Empowers you to manage all key business operations with one seamless business software solution

## Strategist

» Empowers you to future-proof the business with IT investments

» Delivers the customization and extensibility needed to make NetSuite your business management platform for your current and future needs

» Frees you from expensive upgrades with two automatic upgrades per year

# How NetSuite helps the CIO

**Leader**

▶▶ Allows you to be an enabler rather than an inhibitor in supporting business initiatives

▶▶ Enables you to demonstrate value in business and innovation, not just technology

▶▶ Provides framework for IT organizations to add new capacity and capabilities, control costs, and minimize the risk of over-investing or under-investing in IT

# NetSuite…a Proven Solution

| | | |
|---|---|---|
| Growth and cost savings | **GoPro.** Be a *HERO.* | » Revenue up by 300% year-over-year<br>» Added just two IT/Business Application Analysts<br>» Saved $360,000 on IT development, configuration and customization |
| Lower TCO | Philz Coffee ™ | » Company avoided high IT capital costs and ongoing maintenance |
| Single cloud-based ERP system | Shaw Where Great Floors Begin | » NetSuite OneWorld enabled timely China expansion<br>» Deployed 11 subsidiaries to support Asia Pacific operations with a repeatable and proven model |
| Standardizing on a common platform | LAND O LAKES | » Very rapid go-live with a platform that enables speedy expansion into multiple countries with very little user ramp up time<br>» Low TCO due to no data center |
| Productivity improvements | SCHOOL OF ROCK | » Improved productivity and accurate, real-time data to support better business decisions while saving $100,000 a year in licensing and IT costs |