

Product Hotbed

“An environment conducive to rapid growth or development”

Wikipedia

In order to bring new products to market Verisec has established a Product Hotbed. The Hotbed is intended for new products for the Swedish market in the area of IT security.

Advantages:

- > A new product receives focus from a dedicated team for a set period of time
- > Successful products will at the end of the trial period have one or more references that can be used by the rest of the sales force
- > During the trial period a number of marketing and sales tools will be tested (e.g. direct mailings, seminars, PR etc.) in order to decide the most cost efficient method of communication. This experience can then be used if the product is integrated with the existing product portfolio.

Why Verisec:

- > A proven sales force
- > Technical pre-sales resources
- > Extensive customer base within most industry segments

Introduction

Sweden is a dynamic market with a high degree of early adopters and a high rate of adoption for new technology and products. For this reason Sweden is a good market for new products and will typically have a larger turnover in relation to the total population than other European countries.

Lack of experience of the Swedish market and established relationships may act as barriers to entry. There may also be difficulties with new partnerships because of existing products that may occupy a large part of the salesforce bandwidth. Developing new markets and testing new products may not be the highest priority.

About the Hotbed

In practice the Hotbed environment consists of a dedicated team that will take on a product for a pre-defined period of time.

The group typically consists of a management sponsor, marketing resource, technical resource and dedicated sales resource. Hotbed Teams are trained for the particular product and a timeline is defined for activities such as:

- > Create a business plan
- > Calling lists
- > Meeting bookings with qualified prospects
- > Sales meetings

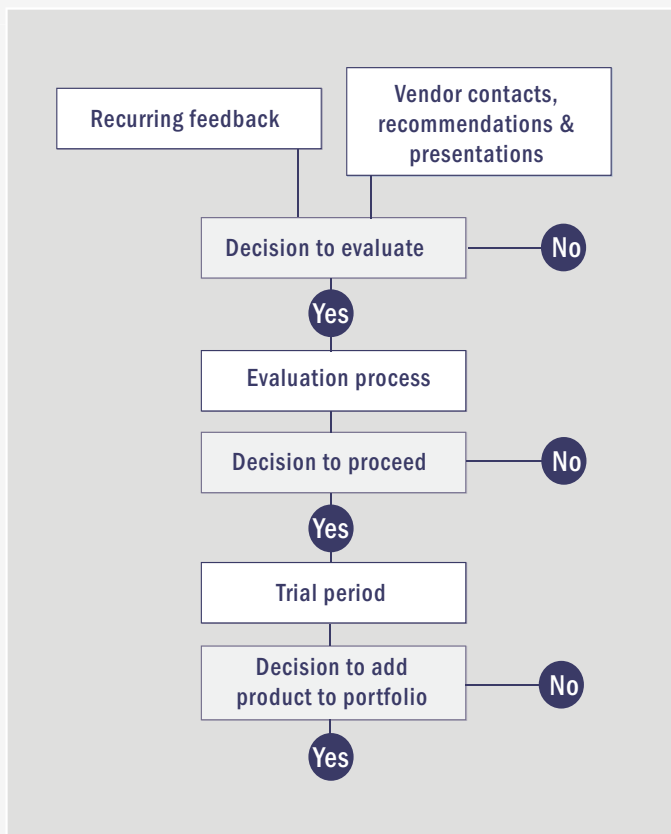
In addition, marketing activities such as seminars, PR, etc. is defined for the evaluation period.

When the evaluation period comes to an end the project is summarised and a decision is reached as to whether to add the product to the standard portfolio of products.

Hotbedding Products

Verisec runs a maximum of two products in the Hotbed environment for a period of up to one year. Decision criteria for Hotbed products include:

- > Product strength (technical, ability to solve particular problem)
- > Financial strength of the manufacturer
- > Expected sales cycle of product/ solution
- > Vendor experience from other markets (e.g. specific target groups, marketing message)
- > Sales margins & revenue expectations



Optional Services

As a part of the Hotbed environment a number of activities are performed such as writing Business Plans, Market re-

search, Forecasting etc. These services are also available on consultancy basis.

ABOUT VERISEC

Verisec is a world leader in providing end-to-end solutions for mass deployment of security devices.

Verisec delivers measurable value through software solutions, services and outsourcing.

