

Memo to:--

Software companies find that a strategic group of partners can vastly extend their customer base. Partners can realize incremental revenue from selling software developed by another vendor into their customer base. Platforms, frameworks, operating systems, application development tools, and Internet site building tools represent a base code upon which value added industry specific enhancements can be made by partners.

Telecommunications providers with software to sell are frequently in need of strategic alliances to reach more customers for their software.

A new study from WinterGreen Research addresses the opportunities and issues for software partnering. The study clarifies alternatives available. Enclosed is a brochure describing the study **SOFTWARE PARTNERING, STRATEGIC MARKETING OF SOFTWARE, FORECASTS TO 2003** which provides a concise, dynamic presentation. The study provides forecasts of a range of market segments and provides market analysis of a range of software company partnering strategies.

Further information about WinterGreen Research is available at the Internet web site www.wintergreenresearch.com. We respectfully request that you purchase the study using the form on the brochure or on the web site.

Thank you,

Susan Eustis

Report No. A 8033992678	160 + Pages	65 Tables and Figures	1999
	\$2,800		

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SOFTWARE PARTNERING, STRATEGIC MARKETING: FORECASTS TO 2003

Memo to: Director of Strategic Marketing

Partnering implements a sales strategy for core software products. Software products targeted to cross industry business use and personal use are known as core products. Core products can be marketed through multiple channels of distribution. Software companies and telecommunications providers with cross industry software find that a strategic group of partners can vastly extend their customer base.

Partners offer a specialized industry specific customer base to balance cross industry offerings. Functionality provided by partners adds industry specific value to core products. Multiple partners provide a credible, known presence in multiple industries.. Partners realize incremental revenue by selling new products in their own customer base.

Industry channels represent a type of partnering that presents a unique opportunity to software providers. Channels present an opportunity for providers to work with OEMs, distributors, and resellers. OEM preinstalled software represents a significant means of software distribution through partners. A special sales force may work with original equipment manufacturers to preinstall software on PCs. Geographic sales organizations present a different opportunity for software vendors to implement channel partnering .

Platforms, frameworks, operating systems, application development tools, and Internet site building tools represent a base code upon which value added specific enhancements can be made. The emergence of the Internet and Intranet digital IP networks increase the value of software across industries. IBM, Microsoft, Autodesk, and Lucent illustrate companies that have been extremely successful utilizing the Internet. These companies have all implemented a partnering strategy for sales of software products and product upgrades.

Software markets at \$145.9 billion in 1998 are expected to reach \$321.4 billion by 2003. Software markets are being driven by open solutions, with partnering creating a range of new opportunities. A new study from WinterGreen Research **Software Partnering, Strategic Marketing of Software: Forecasts To 2003** provides a presentation of opportunities.

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