



Product Marketing Services

BEK Enterprises, LLC

With today's shorter product life cycles and lowered barriers to market entry, more and more firms rely on outside expertise to evolve new business strategies for compressed time-frames. BEK Enterprises helps companies identify why they are not achieving their targeted revenues and what to do about it.

BEK Enterprises, LLC is headed by Blair Koch, a seasoned product marketing and management executive who has extensive experience implementing new product initiatives, defining market requirements, developing product roadmaps, creating marketing positioning, developing sales tools, identifying partner requirements, and leading all aspects of "whole product delivery." Among the companies who have benefited from Ms. Koch's contributions are: IBM, Electronic Data Systems, Aspect Communications, Rapt Inc., AccessLine Communications, Davacord, Echopass, FrontRange Solutions, KXEN, Onyx Software, Panscopic, and Xtime, Inc.

Use BEK to do the groundwork for refining your business strategy

- Validate your assumptions with market research and customer interviews
- Define market requirements
- Analyze product features and their benefits
- Assess your product mix and analyze your product distribution strategy
- Develop metrics for measuring success

Use BEK to help you execute your business strategy

- Establish market positioning and key messages
- Define and develop product collateral and sales tools
- Refine product packaging, pricing, and services options
- Identify and develop sales channels
- Create product launch plans

Use BEK to assist in scaling your organization and moving to an enterprise software model

- Identify current model for developing and managing software
- Create a template for managing products through their lifecycle
- Create processes for managing products against the lifecycle template
- Create a product roadmap

Use BEK to analyze the competitive landscape and what it takes to win

- Identify known and potential competitors
- Analyze how the competition is being encountered in deals
- Identify the competition's strengths and weaknesses and how to sell against them

Use BEK to help develop, refine, and execute sales strategies

- Assess the effectiveness of direct and indirect channels
- Develop channel rollout plans and recruit distribution partners
- Create sales training tools
- Define and rollout customer relationship management programs
- Analyze win/loss factors and evaluate and realign processes

"Rarely do you find a marketing firm that can deliver value and develop trust in hours vs. weeks, months, or even years. Blair Koch's work product is first class, the cost to produce it is value based, and her interaction with my staff is professional and responsive. She gets results quickly."

Vinnie Deschamps, CEO, Echopass

For more information about how BEK Enterprises can help, call 720-304-3300 or go to www.bekteam.com.

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"As product marketing activities become more complex, choosing a partner that can hit the ground running is critical. Blair Koch is as good as they come in product marketing. She has the expertise, the discipline, and the people skills to get the job done. And, because knowledge transfer is one of her top priorities, your marketing team is better equipped than ever to do their jobs when her project is completed."
Ben Kiker, Sr. Vice President & Chief Marketing Officer, Onyx Software, Inc.