

## You@Growth

Encouraging the Star in you

Get integrated to NCS T-ECO SYSTEM to unleash your true potentials

### Surprising but true !

Millions and trillions of fertile seeds float in air. But even the most fertile one needs a favorable atmosphere for its growth and maturity. Same here, when you are out there with so much of guts, you have enough growth potentials. But you also need to have the environmental support.

As the name suggests, **T-ECO-SYSTEM** is a technological ecology that provides a favorable environment for your business growth. The system is a **BUSINESS ENABLER** for you.

## THE PROPOSAL

First we congratulate you on your becoming an entrepreneur by choice! You are one of those rare gems who have the guts to accept the challenges of an enterprise - and that too in the IT industry, one of the most dynamic industries of our time.

Interesting, stimulating and exciting - the IT industry is unpredictable as well. It undergoes frequent rapid changes beyond one's control. It keeps on creating interesting and rewarding opportunities.

To make these opportunities part of our business requires continuous adaptation and movement into solutions, evolution of our own business processes, on-going team development, availability of expertise to fill up the void so on and so forth.

T-Eco-System is designed to provide the requisites to integrate into some of the most rewarding and fastest growing opportunities.

**Get integrated to T-Eco System, become a T-Eco Mate and experience the difference.**

**Note :** *This document, once signed by NCS and the T-Eco-Mate partner, becomes a basic Memorandum of Understanding with the roles and responsibilities underlined.*

## The T-Eco-Mate Benefits Explored

### Seamless Entry into Niche Solution Vertical

Most of IT dealers continuously dream to move into new solution vertical but 9 out of 10 attempts fail. It's not that serious attempts were not made. In the rush of blood & excitement the following things might have been done:

- a) Appointment of Manpower and training. In most cases owners also get themselves trained.
- b) Stocks are picked up with the dream of putting it across the customers.
- c) Sales Efforts are made.

All these cost money – directly or indirectly. Still getting steady business takes lot of time – may be 6 months or even more. The trained manpower starts getting bored. The value of stock deteriorates. By the time we start viewing the business to come, the bored manpower has deserted us. The journey restarts.

It is a classic Catch-22. Business does not happen without the eco-system and the vice versa. This lag accelerates the rate of failure and wipes out the notional profit created out of the first few deals.

T-Eco-System offers the Win-Win third alternative. It allows people to move into new business using the eco-system of its own initially as a project partner. With business flowing in the team starts getting trained. The team also gradually learns how to handle the growing business. Thus, capacity building is done only around customer's acceptability saving lot of time & energy.

The model thus proposes to hand hold your business into the solution domain smoothly.

### Ready to market Vendor & Solution Integration

Great ideas and workable solutions - there is a big difference in between them. Such experiments of integration cost both time and money.

NCS T-Eco-System works hard to convert concepts into ready- to- sell solution, which includes vendor integration, sprucing supply line, test cases, customer survey and so on.

NCS has signed premier partnership with leading vendors in software solution business. T-Eco-Mates can benefit from such partnership straight away by leveraging the relationship without incurring any cost of investment with multiple vendors.

This enables the T-Eco-Mates offer ready-to-sell solution to their customers without any hitch.

Telephony with CRM or other applications, Desktop Video surveillance, Backup and Thin Client all with NAS and many others can serve as examples. They had been mastered to ensure that the execution happens really faster with the customers getting faster benefits from day one itself.

## Gradual consolidation into grown up solutions

While NCS T-Eco-System offers smooth entry into the solution segment it also enables partners to gradually scale up their capability with the evolution.

Say, a particular solution is pushed into 5-6 customers and the T-Eco-Mate feels the solution now can be sold broader customer base. At this stage team can be hired to handle the existing customers and serve the new acquisition. Since the segment is on a roll the team starts enjoying it resulting in an interesting capability building.

T-Eco-System offers the necessary ingredients to make this transition happen.

## Project Partnership to enable business expansion

T-Eco System enables the partners to take up project beyond their current service capability. Invariably they come across situations where the business offered is bigger than their capability. In service / solution segment it is more about the skill, which is required for such execution.

T-Eco-System takes each such customer deal as a project and complements it with the missing expertise to its viability. Revenue sharing is decided based on the service responsibility of various stake holders, which gives a nice and smooth business expansion route for the existing T-Eco-Mates.

## Multiple layer robust support for easier decision on purchase

Most of us hesitate in adopting new solutions, especially if it interferes with our critical business infrastructure or process. The big question looms large - What if it fails tomorrow? The mind-set is similar to the worry about the availability of spares when we decide to purchase machinery involved in production.

This worry, if left unanswered, results into loss of sale. NCS addresses it by offering the T-Eco-Mate the flexibility for extension of the NCS Service Level Agreement to their customers as the 2nd layer of service assurance. It brings peace of mind with faster decision on purchase.

## Extended HR Eco-System for team building & retraining

HR forms the core of any service organization. The irony is that building up a separate HR function is not feasible in small organization with 50 or less team size. Hiring to induction to training to regular skill up-gradation is a challenge.

Even if there is a will, there is no way out. Hiring just 2-3 persons at time is too scanty for a process. Training needs creation of classroom which requires its critical mass as well. T-Eco-System plans to offer such extension to its partners against a nominal contribution from them. Since NCS understands their business requirement pretty closely, it can identify, train and retrain the team so that they can serve the customers pretty well. This allows the T-Eco-Mates to focus more on their business.

## Sharing Business Process Intelligence to strengthen business processes

NCS has grown from 5 to 300 man- team. In the process it has built and understood various processes from Sales and Support down to Team Management, Accounts & Inventory – all in a row. The learning here is again sector specific – IT along with its eccentricities. Further the processes are designed with Small and Medium Service Providers in mind.

NCS offers its experience to the T-Eco-Mates and help them structure their business processes. This creates the eco-system for them to accommodate growth.

## Roles & Responsibilities

T-Eco-System creates a synergic engagement plan with T-Eco-Mates to create a Win-All formula.

### **NCS commitment to the T-Eco-Mates -**

- NCS shall cater to customer needs through the T-eco-mates as the first choice. It covers the products in which NCS has got the role of a Territory Developer. Even in products without exclusivity with NCS, it shall make all possible efforts to synergize the operation through the T-eco-mates.
- Named as well as Govt. accounts shall be spared as exception, wherein engagement has to be worked out depending on the degree of complexity of the case in specific.
- NCS team shall decide together with the T-eco-mates the role to be played by each in any particular case. It shall supplement the efforts of the T-eco-mates with its T-eco-System resources and work out the margins accordingly.
- NCS commits to supplement the presales, implementation and after-sales efforts of the T-eco-mates , which covers the technical, sales and project implementation experience and expertise of NCS. Accordingly NCS commits to have the revenue sharing done depending upon the efforts put in by each of the stakeholders.
- NCS is also committed to route cases directly generated by Team NCS through T-eco-mates based upon the customer's preference.
- NCS shall enable its eco-system to help T-eco-mates build their solution delivery capability. Roles & Responsibilities of the T-Eco-Mates.
- The T-Eco-Mates shall discuss and register all the cases with the T-Eco-System. This is critical for protection of effort and transparency in work. The deal registration shall be done through central locking mechanism into **NCS CRM**.
- The T-Eco-Mates should create capability to address the business. This includes financial as well as technical competencies. Accordingly they shall also commit to take up certain defined targets for various products.
- While NCS shall make first attempt to route the deal through the T-eco-mates, it expects the T-eco-mates not to actively deal in any product directly competing with the offering of NCS basket. Thus it shall give the **“First Right to refusal”** to this partnership. If it cannot be addressed within this partnership, **the T-Eco-Mates** shall engage with other relevant vendors.
- The T-Eco-Mates commit to buy such product line directly from NCS and not from any other source since it's a partnership with shared margins.

- The T-Eco-Mates understands the Value addition paradigm and accordingly willing to work at differential margin on various cases depending upon the roles taken up.
- The T-Eco-Mate understand that more than one partner can work with the same customer on different opportunities. Thus the engagement does not create any customer specific exclusivity. In case **Team NCS** directly creates an opportunity or gets a lead from the customer directly, the incumbent partner is deemed to exercise the first right to refusal. But, if another partner has worked on the case to create an opportunity the partner engaged in the first deal cannot be given a priority since it creates conflict with NCS value creation paradigm.
- The T-Eco-Mates commit to invest into stock of products promoted under the T-Eco-System model. This is critical for the success of delivery chain.
- The T-Eco-Mate agrees to make payment by on-dated-cheque with delivery as per the payment terms of the deal.

*PI refer to “Annexure 1: Background and Expectation” to understand the roles of various stake holders.*

## Frequently Asked Questions (FAQ)

### 1. What is T-eco System ?

As the name suggests it is a technology eco system whereby alliance-partners are complemented by NCS, the principal partner in terms of knowledge & Information, training and expertise, delivery and implementation, accounts and finance to cater to the customer needs.

### 2. How is the T-Eco-System Partnership different from normal channel sales & dealership ?

Normal partnership is all about earning from each other while T-Eco-system is all about earning together.

### 3. Who are T-eco-mate partners ?

T-eco-mate partners are those who are registered with NCS to enjoy the T-eco System as an alliance-partner.

### 4. How can a normal partner register himself with NCS as the T-eco-mate partner ?

The registration process is very simple; a normal partner can register himself as the T-eco-mate partner by signing an agreement.

### 5. What happens when two or more partners compete for the same case?

Normally CASE LOCKING framework has been deployed to protect the interest of the partner who moved into the account first and had put the efforts. NCS core team shall try to align the partners to work in synergy for the case. Special pricing and preference shall be available to the

first mover. With all the efforts to influence the deal NCS cannot guarantee the case to be done with the same partner. Finally the customer being the Stakeholder has to take a call.

**6. What happens when a System Integrator works in collaboration with NCS for some technologies, while in some other things he is aligned with some other Vendor/OEM and is contractually bound ?**

The T-Eco System understands such variations and considers it to be a healthy sign. While NCS agrees that the T-eco-mate is at liberty to move with competition of the case, the T-Eco-Mate should also understand that NCS cannot do justice to the OEM, it represents, exclusively and hence shall align with some other partner to pitch solution to the customer. A healthy competition thus follows.

**7. In some of the products even NCS is not an exclusive distributor for the geography and hence cannot afford to offer protection. Normally a partner expects NCS to protect him in such cases also. Can NCS or the Partner do something?**

Such cases shall be handled on case to case basis. Such limitations should be known to the stakeholders. In some of the very competitive cases the deals may have to go through with wafer-thin margins also.

**8. NCS deals in 10 different technologies. While a T-eco-mate works with NCS on 2 technologies, the focus on rest of the things is missing. The customer whom the partner has sold those 2 technologies, also wants to acquire some other things which the partner is not willing to focus. What should be done?**

NCS cannot afford to lose the customer. It shall leave the option to the partner to address the customer need, failing which it can move ahead with some other partner whom customer is willing to engage with.