**Industry & Company Analysis**

<table>
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<tr>
<th>Industry Attractiveness</th>
<th>Accessibilities/Alignment with CIMCORP</th>
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<td>Market Size</td>
<td>Existing Clients</td>
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<td>Market Growth Rate</td>
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<td>Profit Margins</td>
<td>Partnership Capacity</td>
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<td>Strength of competition</td>
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<td>Macro Factors</td>
<td>Client Recognition/Branding</td>
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**Capability Framework**

- Industry Attractiveness = factor * factor weighing
- Existing Client #
- Client Cloud Purchase Power
- Partnership Capacity
- Resource Capacity
- Client Recognition/Branding

**Cloud Computing Questionnaire**

- Q4. Key drivers to adopt cloud computing:
  - Cost-saving
  - Improve flexibility
  - Keep pace with tech changes

- Q5. Cloud computing budget:
  - 20% - 30%
  - 30% - 50%
  - 50% - 70%
  - 70% - 90%
  - Above 90%

- Q7. Expected timing to adopt following:
  - UC&C: more than 2 years
  - Cloud management: not sure but open to discussion

**Partnership Framework**

- How do you select your partners?
- How do you approach conflict in relationships?
- What methods of communication work best for you (email, phone, in-person, etc.)
- What is important to you when you are talking to someone?
- How do you communicate that you are interested in resolving tech issues?
- What methods of communication work best for your team?

**Platform Benchmark**

- Automate technical support to deliver a faster and simpler customer experience
- Reproduce mistakes to improve our feature set
- Track that faster with metrics and faster
- Helpful document of O&I to accelerate customer success
- Institute in-person training to familiarize customers

- Evaluate customer feedback
- Test that facilitation helps
- Finding the right solution
- Improve customer satisfaction
- Enhance customer support

**Meeting with CISCO**

- Wonderful gift from the colleagues

- Celebrating birthday of São Paulo city

- Yeah... We will come back soon!