

**Demographics**

Technical Tom has been working at his company anywhere from 5 to 20 years. In that time he has watched technology change and with it his hardware and software need to as well.

Tom is generally in his late twenties to his mid-thirties, and may have recently just started his family. His long work hours (around 50 hours a week or more) can stymie his off-duty time.

Research Habits

Tom loves Systems Solutions because they take a heavy load off his shoulders. Dealing with the minutiae of day-to-day operations at a company becomes taxing for Technical Tom, so having access to a resource that allows roll-off is the best part of Systems Solutions service offerings.

Because of this, the 24/7 customer support help line is integral to keeping Technical Tom happy and dealing with the bigger issues going on within his company. It is his territory, in fact, and he enjoys being the master of his domain.

Buying Decisions

Tom sees larger problems as his issue, and utilizes Systems Solutions like an encyclopedia when he isn't familiar with certain issues. Having them as a resource to tap in to keeps Technical Tom calm and collected because he knows the problem will get solved, be it by him or by the Systems team.

Technical Tom enjoys knowing the Systems team by name, as it feels more like they are a part of his team. Being a supplement to his team (which largely consists of just him, sometimes one or two other assistants) helps him feel like he's in control.

Most of the time, Tom is a heavy influencer on the buying decision, but still has to take his opinion up the ladder to different people for the purchase order. His research is mainly done online, since he is around computers most of his day. He may compare a couple of companies in his decision, but when it comes to work he doesn't like shaking things up unless absolutely necessary.

Needs & Challenges

Installing hardware on-site at Tom's company is a big benefit of working with Systems, because the work is often too much for his small team. He has specific requirements for his hardware and Systems meets those *most of the time*.

Overall, Tom appreciates Systems Solutions' responsiveness to his and his company's questions through the ticket system, but requires haste when he telephoning issues in. Systems' being on-site is one of the main benefits in his eyes, so if that takes time that can unset Technical Tom



Technical Tom Overview

- Technical Tom has been working at his company for 5 to 20 years and has witnessed technological changes over time.
- Tom is typically in his late twenties to mid-thirties and may have recently started a family.
- He works long hours, around 50 hours a week or more, which limits his off-duty time.
- Tom appreciates Systems Solutions because they alleviate the burden of day-to-day operations and offer roll-off services.
- The 24/7 customer support helpline is crucial for Tom to address significant issues within his company.
- Tom sees larger problems as his responsibility and relies on Systems Solutions as a resource to find solutions.
- Knowing the Systems team by name makes Tom feel like they are part of his team, which gives him a sense of control.
- Tom is often the main influencer in the buying decision, but he needs approval from higher-level individuals for purchase orders.
- Tom conducts most of his research online due to his daily interaction with computers and prefers minimal disruption at work.
- On-site hardware installation by Systems Solutions is beneficial since Tom's team is small and has specific requirements.
- Tom appreciates Systems Solutions' responsiveness through the ticket system but expects prompt assistance when calling with issues.
- On-site support is a significant advantage for Tom and delays in that regard can frustrate him.

**Demographics**

Otto is a small business owner, aged 35 – 55 and set in his ways. He has specific hobbies (he's the outdoors type) and a family that he enjoys spending his time with—any time he loses there is a big problem. He works a lot though, often getting there early before others, and leaving after them as well.

Generally speaking, he completed a couple years of college but never finished his degree because he got involved in his business. It may or may not be his family's, but he's so integral to its operation that it doesn't matter—it's his now.

Research Habits

Owner Otto lives and breathes his to-do lists. Anything added to that list causes him a lot of stress. He thinks them up in his head on his way to and from work, daily.

As a consumer, Otto pays attention to price but makes heavy considerations toward customer service and performance. If a product promises something and doesn't deliver, he is prone to never dealing with it again. With Otto, it's always better to under promise and over deliver, because you generally only get one chance to make it right. He has a business to run and you're his partner in ensuring it's running smoothly.

He'll look around online for information, he'll pay attention to what's on the television, but his peers are perhaps the biggest source of information he relies on. If they speak well of something, Owner Otto will go find out for himself and tell them about his experience as well. He has few influencers at work.

Needs, Challenges, and Authority

Owner Otto employs Systems Solutions because he can't be everywhere all at once. Especially when Otto has more than one job site to worry about in his business, Systems ability to respond to multiple inquiries across his business, be it online or in-person, is one of the main facets that convinced him to sign on to his contract with them.

There is some dissonance between Otto and Systems on how binding their contract together is. He thinks that since he signed a contract for a certain set of services, he is bound to those services and nothing else should a problem arise that Systems could solve (such as offering telephone services). Otto can't name all of their service offerings and typically thinks Systems is just "the people who keep us connected to the internet".



Owner Otto Overview

- Otto is a small business owner aged between 35 and 55 who values his specific hobbies and spending time with his family.
- He works long hours, often arriving early and leaving late.
- Otto completed a couple of years of college but didn't finish his degree due to involvement in his business, which is now an integral part of his life.
- Otto employs Systems Solutions because he can't be present at all his job sites simultaneously.
- Systems Solutions' ability to respond to inquiries across his business, both online and in-person, convinced Otto to sign a contract with them.
- There is some disagreement between Otto and Systems Solutions regarding the extent of their contract's obligations.
- Otto perceives Systems Solutions as the provider that keeps his business connected to the internet but may not be aware of their full range of services.
- Otto heavily relies on to-do lists and becomes stressed when additional items are added.
- He values price, customer service, and performance when considering products or services. Failing to deliver on promises can result in him severing ties with a provider.
- Otto seeks information online, pays attention to television ads, but primarily relies on recommendations from peers as a trusted source.
- He has few influencers at work but shares his own experiences with others.

**Demographics**

Chief Chuck is the C-level person in his company. Perhaps the CEO and founder, or the CIO, the buck stops at Chuck.

He's been around the block a few times—he's well-educated with an MBA and he's over the hump in his career. But, he's not going anywhere anytime soon. Chuck loves his work, he lives and breathes it.

Buying Decisions

As a real A-type personality, no detail is too small. With a number of employees and influencers under him, he depends on skilled professionals in his company to be able to operate autonomously without the need for constant direction. A 30,000 foot view is where Chief Chuck views his world, and Systems Solutions is a part of that world.

Chief Chuck has many influencers within his company in regards to the purchase of IT-related material, but ultimately the decision is his to make. He refers to his other C-level peers on a consistent basis for recommendations on how to move forward in many of his tasks. He may do some research online, but between his work and home life, he rarely has time to do informational research through other outlets like print or television. His stack of magazines in the den are new, but untouched.

Habits, Needs & Challenges

The biggest need that Systems fulfills for Chief Chuck is the need for an expert opinion at a moment's notice. A loss of response time is a true pain point for Chuck, because he employs Systems and wants to be treated as a number one priority. He understands Systems Solutions is a growing business, but being the CEO means getting what you want, and he wants Systems at his company's beck-and-call 24/7.

On that note, he demands a total solution from Systems. He doesn't like having multiple people to deal with and different companies, he wants to be able to make one phone call and deal with everything. Chief Chuck is a big proponent to buying the big bundle, rather than going into a deal à la carte.

If Systems is the one to try and offer a service, he will look into the details and try to find ways to trim it back. If Systems offers a Mercedes, he will try to find a way to make the VW work, so to speak. If his idea is the Mercedes, he'll ask for the fully-loaded model.



Chief Chuck Overview

- Chief Chuck holds a high-level position in his company, possibly as the CEO, founder, or CIO.
 - He is well-educated with an MBA and is experienced in his career.
 - Chuck is deeply passionate about his work and dedicates a significant amount of time to it.
 - He has an A-type personality and pays attention to even the smallest details.
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- Chief Chuck relies on skilled professionals in his company to work autonomously without constant direction.
 - He takes a strategic, high-level view of his world and sees Systems Solutions as part of his overall strategy.
 - The most critical need that Systems Solutions fulfills for Chuck is providing expert opinions and quick responses.
 - Response time is a significant pain point for Chief Chuck, and he expects Systems Solutions to prioritize his requests as a top priority.
 - He prefers a total solution from Systems, wanting to consolidate services and deal with a single point of contact.
 - He influences the purchase of IT-related materials in his company but also seeks recommendations from other C-level peers.
 - Due to time constraints, Chuck rarely conducts extensive research beyond seeking recommendations from peers.
 - While he has magazines in his den, he hasn't had the opportunity to read them yet.



Buyer Personas & Overviews