



ISG MEMBERS AIM FOR \$1 BILLION

Intelligent Systems Group reaches for the sky—and since the group's recent move to the ninth floor at 8400 E. Prentice, Englewood, Colorado, it can almost touch it. ISG has set some big goals to help it meet the growing needs of its members and assist them in attracting new, prestigious accounts.

"The changes ISG is launching will bring IE resellers more business," says Mark Bennett. This year, IE plans to drive an additional \$1 billion in revenue through ISG resellers.

To carry out these ambitious plans, ISG has beefed up its staff. Clark Myers has become the new director of sales and will be piloting ISG's plans for growth. Other additions include two new national account executives, Steve Feuerbach and Barb McLoone, who were brought on board to join Donna Martin in an assertive effort to help ISG resellers land top Fortune accounts.

ISG recently became a wholly owned subsidiary of IE. The division has been renamed the Strategic Accounts Group, but it is still firmly linked to the Reseller Network Division, so the relationship with resellers will not change.

By becoming a separate corporation, ISG has more control over how accounts are handled, Bennett says. Franchise relationships will be established with each account, giving ISG

the power to make changes as needed where it legally couldn't before.

"Our first strategy is to get deeper into the accounts we already have," he explains. We have our hands full with resellers who have opportunities which require IE's help to nail down."

Another change is the restructuring of the ISG Reseller Council and a broadening of its responsibilities. Included in an upcoming mailing to members will be a new contract with a nomination form attached to it. Each reseller will be allowed to place nominations for council members and the top seven will be chosen for a vote. A council of five will then be elected to help formulate new policies and guide ISG into the next decade.

"We would like it to be a dealer-run program," Bennett says. "We want them to pick their own representatives so they will have a greater stake in all the decision making." The new council will take office in June or July.

"The new council will participate more actively in deciding what new technologies we should pursue and which arbitration committees we use to settle disputes between resellers," Bennett says. "In the past IE has made most of the difficult decisions."

ISG remains committed to its demand-generation program, and the number of leads generated by the program continues to grow.

In order to involve more resellers in ISG, an affiliate program is in the works. This program targets resellers in smaller markets who have access to large, untapped accounts.

"The idea is to reach a group that has a subset of ISG capabilities," says Bennett. "They don't have to meet all the stringent requirements that resellers in the major markets do, and yet they still have access to our full ISG members for integration and interoperability work." Affiliates are charged a considerably reduced fee, with the stipulation that they only work with accounts within their market. ISG has a new tiered fee structure to reflect the size of a reseller's market. Although they don't enjoy the full benefits of membership (field support, etc.), they gain some of the prestige associated with ISG, and are able to leverage IE's support for specific accounts. This should also help attract additional business.♦

ISG HAS MOVED

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