



Coquina Services Marketplace™

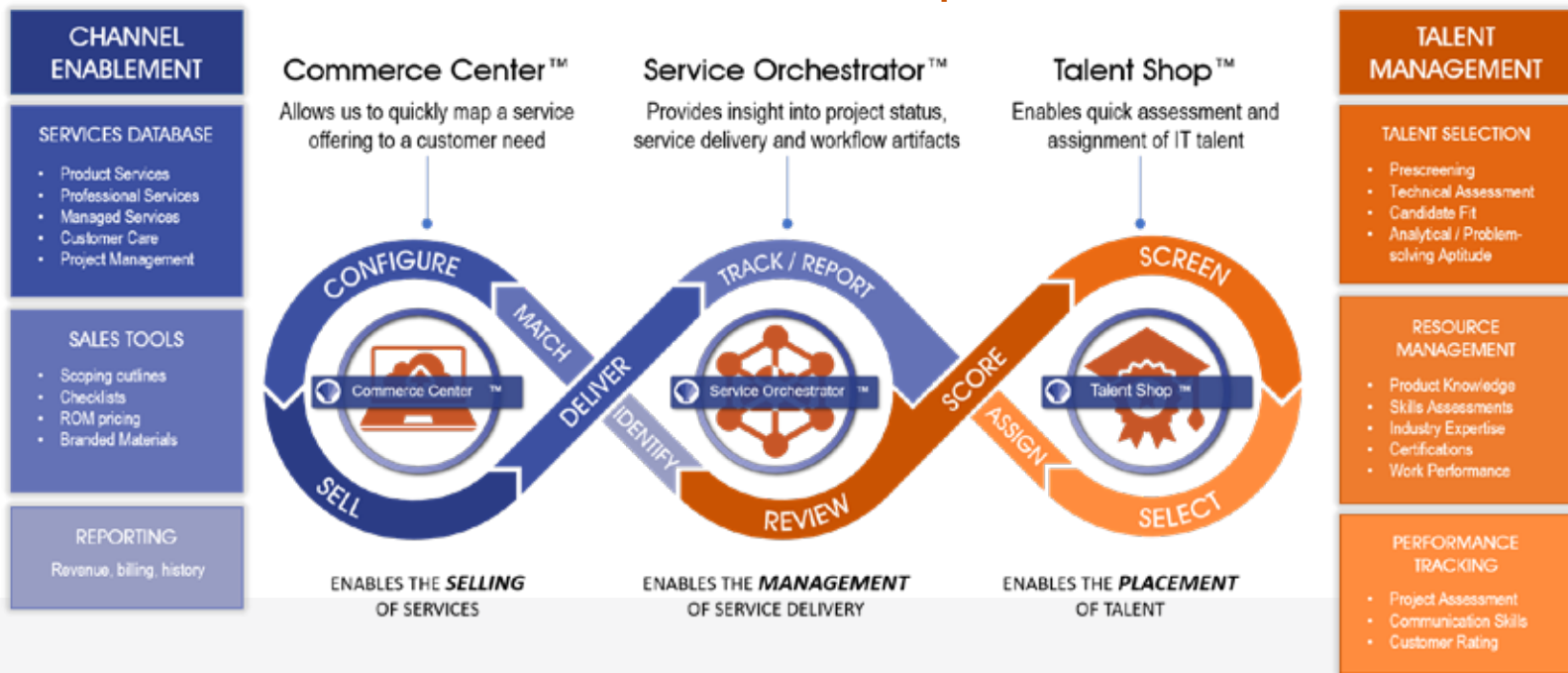
A CUSTOMER SUCCESS PLATFORM TO ACCELERATE THE SERVICES SALES PROCESS

The Coquina Services Marketplace™ is a platform that allows us to quickly, easily and confidently deliver the right services content for any given project. This delivers a wealth of presales tools, scoping outlines, service templates and project information to assist in the sales effort. Once engaged, we provide up-to-date project details with full reporting of tasks, deliverables, resource and milestones.

There are three components of the Services Marketplace™ that help us achieve this;

- **Commerce Center™** - allows us to quickly map a service offering to a customer need
- **Service Orchestrator™** - provides insight into project status, service delivery and workflow artifacts
- **Talent Shop™** - enables quick assignment of IT talent from our vetted database

The Services Marketplace™



COMMERCE CENTER™

The Commerce Center™ contains a library of standard and customized service offerings, complete with project templates, checklists and best practice guides to quickly respond to client requests. To assist in the sales and marketing of these services, we offer ROM pricing guides, scoping outlines and service data sheets that can be tailored to support the partner branding guidelines. The Commerce Center also provide weekly services activity reporting that includes deals in pipeline, forecast and delivery.

SERVICE ORCHESTRATOR™

The Service Orchestrator™ is the services management component that allows us to track and manage any services project, from a simple Exchange upgrade to a data center migration that may take several months. It provides detailed project status reporting, resource assignments, measurable milestones, what-if analysis and workflow artifacts.

COQUINA'S TALENT SHOP™

The Talent Shop™ allows us to quickly assess the client need and map it to the right IT talent for the project. Solution Providers can add IT resource capability for the short term or long term. Our database of over 2500 resourced, tracked and vetted IT Professionals consists of skilled and qualified talent spanning a diverse set of IT disciplines. We offer unprecedented flexibility with an inventory of skills, mix of talent and variable duration of resources for any technology project. The breadth of our technology experience and flexible delivery models are unmatched in the industry.

OUR UNIQUE BUSINESS MODEL

RAPID ACCESS TO SKILLED TALENT WHEN YOU NEED IT

In a market where labor resources are strained, IT organizations are turning to IT Service Providers to help supplement their staff. At Coquina Systems, our unique business model provides Channel Partners and Solution Providers rapid access to specific IT skills for a flexible period, without the financial commitment of additional staff and the associated costs. This allows partners to increase their percentage of services-led revenue as part of their overall revenue.



Exactly the Right Talent

ALL IT CANDIDATES GO THROUGH A RIGOROUS PROCESS BEFORE BEING ADDED TO OUR TALENT SHOP

In a market where labor resources are strained, IT organizations are turning to IT Service Providers to help supplement their staff. At Coquina Systems, our unique business model provides Channel Partners and Solution Providers rapid access to specific IT skills for a flexible period, without the financial commitment of additional staff and the associated costs. This allows partners to increase their percentage of services-led revenue as part of their overall revenue.



PRESCREENING

Our first-level screening verifies a candidate's experience, communication abilities, references & skills for the position.



TECHNICAL ASSESSMENT

We perform a deep dive into the candidate's technical background, validation of certifications, testing skills and assessing real-world experience.



PEOPLE FACTOR

We ensure the candidate is a good fit for the company, including personality, and cultural fit.



APTITUDE

We evaluate each candidate's analytical and problem-solving competencies.

PERFORMANCE EVALUATION AND RATINGS

After each project, each IT resource is evaluated and rated based on the successful completion of the project, client feedback, scope management, budget-to-actual delivery, consultative skills, knowledge of IT practice, integration with client team and communication skills. This rating becomes part of their profile and used for future project placement.



WHAT OUR CLIENTS SAY

“ They [Coquina] are very customer focused, and the resources assigned are well qualified. We bring them into an opportunity when we need more resources or have components, we don't have the skillset to handle internally.

Our salespeople have expanded their conversations and footprint within existing accounts and we can stay relevant because Coquina gives us more breadth. This helps reduce the opportunity for customers to look elsewhere for services.

“ The partner relationship with Coquina Systems has been one of the best relationships we've had. They do what they say they're going to do; within the timeframe they commit to and within the cost promised. This excellent level of service often lands us another deal within the same account, allowing us to expand our footprint. One thing I like about them is they don't sell hardware and try to go directly into our accounts. Everything runs through us.

This excellent level of service often lands us another deal within the same account, allowing us to expand our footprint. Coquina has a group of truly talented people.

“ Customer Experience is a key element in retaining and growing our business. When a request is received for a consulting service or managed service, we need to deliver a quality and most timely response. Coquina Systems assists us in winning and delivering the requested services offering, without hiring any new employees. It is like hitting the Easy Button when we need additional services.

We have a core group of consultants, but today it has become impossible to retain on our staff the full spectrum of technology services which we require. Coquina Systems is our trusted source for top-shelf resources, proven tools, and rapid response.

“ Our clients are asking for more and more capabilities, so we plan to expand our services offering to keep pace. Coquina Systems enables us to expand our position as the go-to partner to our clients.

The Coquina management team has extensive experience working for the top technology vendors and so clearly understands the partner community's need to gain and retain that competitive edge via their services business model.

// *The Partner First business model from Coquina ensures that they will never compete with us on any services requests which they might receive. The Services Marketplace offering is a comprehensive portal, rich with proven artifacts, which delivers results every time we access.*

Coquina is easy to work with, delivers quality team members, and is 100% focused on me, our partnership, and my client. They are a strategic partner as we move through 2020 and beyond. **//**

// *Coquina's model of having a very diverse technology bench solves many of our problems. I don't think we've had a request that they couldn't solve. They fit very well with my business model and are the most frequent Partner we use in terms of quantity of engagements by far.*

This excellent level of service often lands us another deal within the same account, allowing us to expand our footprint. Coquina has a group of truly talented people. **//**

// *Coquina has enabled our organization to upscale our game quite a bit. From my perspective it's all about getting velocity with the most cost-effective investments, getting up to speed and to market quickly, and they've enabled that for my customers. They've been instrumental in helping me execute my services strategy over the last couple of years and part of the reason we got to where we are today.*

When we have a customer that wants a resident for a particular storage or compute technology to come and be with them for a year, we work with Coquina to get that person. It really helps us extend our business so that we get that extra customer touch. **//**

// *Coquina has helped us develop and cultivate a services business that we did not anticipate having. Instead of our customers going to other service providers they already have contracts with, they're coming to us to help them solve problems in their environment.*

Coquina has a network of employees, consultants and partners that can handle any project. Coquina Systems is the first partner I call. Period. **//**