



Blackhawk Technology Consulting LLC

Blackhawk Business Development Solution for Virtualization Startups Datasheet

Overview:

2009 will be the year for virtualization! Can your innovative and feature-rich virtualization technology make it in this tough virtualization market? In 2009, IDC predicts that the Hypervisor market will be turned upside down by Microsoft. Microsoft is working diligently on the version 2.0 product and will likely address the most critical shortcomings, and with the next release should get the product to the classic Microsoft design, shaking up the virtualization market. The Yankee Group, an IT analyst firm, predicts VDI will go mainstream in 2009. Desktop virtualization will replace PC replacement. Mass workforce consolidations as a result of the economic downturn, especially in the financial services market, will force enterprises to look for ways to provision vast amounts of desktops to absorbed workforces in a fast, inexpensive and secure manner, making VDI a hot solution in 2009. Gartner, predicts that over 4 million Virtual Machines (VMs) will be deployed by organizations in 2009, over 611 million virtualized desktops will be placed in production by 2011 and the IT infrastructure and operations will be deeply impacted by virtualization by 2012, making virtualization a mainstay in today's IT landscape.

With the above predictions in the virtualization market and the growing number of virtualization technology providers growing, it will be key for your virtualization technology startup to be poised and positioned correctly in the market. A solid business plan, market analysis, professional and strategic partner alignment, the right marketing plan and business direction will be key decisions that your company will need to make and one that can't be underutilized. With the experienced business development services at Blackhawk Technology Consulting LLC, your virtualization startup can be assured that your virtualization technology will not only make it in the market, but will survive the on slot of new virtualization technology startups sprouting up. Let Blackhawk Technology

Consulting LLC help you grow your business through our Business Development for Virtualization Startups Solution. Make 2009 is your year!

The Blackhawk Difference: What we can do for you

Blackhawk Technology Consulting LLC through its Blackhawk Business Development for Virtualization Startups Solution has one mission: to help you reach the people critical to your business goals. So, whether you want results with small to medium sized businesses, education, health care, utilities, financial, government, large enterprises or your customers, Blackhawk Technology Consulting LLC and the best minds in IT and virtualization can help you.

In early 2008, Ty Schwab, CEO and Director of Business Development at Blackhawk Technology Consulting LLC envisioned a new paradigm for the traditional business development practices in IT by integrating strong business practices, wealth of knowledge in IT and virtualization, relationships with top analyst firms and a vast network with businesses and organizations to create a better brand of business development for virtualization startups – one that achieves the greatest reach and the highest results.

Blackhawk Technology Consulting LLC offers a breadth of services, combining expertise in the virtualization market and years of business development skills, to develop a complete action plan that addresses your specific business situation. We look at your opportunity from numerous vantage points because our professionals have been there, working in the public and private sectors, in IT, reporting news events and establishing valuable contacts. We understand how the IT and virtualization market works and we make it work for you!

Business Development

Blackhawk Technology Consulting LLC, through its Blackhawk Business Development for Virtualization Startups Solution partners with our clients internal marketing teams, upper management teams and technology teams to successfully expand both public sector and private sector business. We do this by utilizing a comprehensive understanding of our client's goals, leveraging our extensive network of contacts and drawing on our vast public and private sector IT experience to create strategies that deliver real-world results. Blackhawk Technology Consulting LLC's services identify the best sales opportunities, target points of entry, develop custom marketing strategies, align your business with strategic partnerships and provide the experience and intelligence necessary to win.

Relationship Building

Successful business development relies on strong relationships. Blackhawk Technology Consulting LLC provides clients with opportunities to foster relationships between key purchasing decision maker at both the public and private sector with which they hope to do business with. We also identify

potential partners and facilitate teaming that will help our clients businesses grow.

Government Relations

The path to winning government contracts can be a complicated maze of regulations, rules and requirements, but it doesn't have to be. Blackhawk Technology Consulting LLC helps identify the best public sector targets for our clients by profiling the enterprise and technology organizations of the state or municipality, analyzing and monitoring technology spending, examining the strategic plan of the relevant CIO and reviewing any major technology project initiatives of the key decision makers. In addition, through our myriad relationships throughout federal, state and local government, Blackhawk Technology Consulting LLC also provides detailed background information about relevant stakeholders that impact the procurement process such as the administration and the legislature. Services and then include introductions, appropriations and procurement monitoring, intelligence gathering, teaming, and RFP response support.

Relationship Marketing

Blackhawk Technology Consulting LLC has the unique capability in today's highly complex and competitive IT and business environment to create successful business development strategies for our clients. One way that we help our clients strengthen their new business pipeline is through customized relationship marketing strategies. Utilizing a comprehensive understanding of our client's goals and our extensive network of contacts, Blackhawk Technology Consulting LLC fosters relationships between clients and senior executives in virtually every sector.

Working as an extension of our client's internal sales and business development departments, Blackhawk Technology Consulting LLC makes introductions to targeted, qualified prospects that enable our clients to jumpstart their efforts in the sales regions. Blackhawk Technology Consulting LLC's relationship marketing strategies have helped clients dramatically increase awareness of their product among senior executives and opinion leaders, strengthen business development pipelines, win new accounts and broaden their reach within the United States.

Sales and Marketing

Blackhawk Technology Consulting LLC and its business partner DataTrek Solutions Inc can jump start your businesses sales and marketing efforts through the DataTrek Solutions Sales Launch program. The DataTrek Solutions Sales Launch Program is a jumpstart for your business. DataTrek Solutions Sales Launch will inject your business with proven sales and marketing tactics to get your technology into the market place faster and more efficiently. In today's economy start-up technology firms are faced with the challenge of reaching revenue target goals with limited and sometimes no sales or marketing dollars.

As a stakeholder in your business the demands of establishing your technology and acquiring new customers can be overwhelming.

DataTrek Solutions Sales Launch is designed for companies who have built a proven technology and are looking to manufacture successful sales and marketing program to acquire new customers and build upon your current customer relationships. DataTrek eliminates the associated risk in building an internal sales structure and taking on the responsibility of finding experienced sales representatives that can effectively get your products in the hands of buyers. We will work with you in establishing a go to market strategy specifically aligned with your product requirements and revenue goals. The DataTrek Solutions Sales team is a proven force in getting your product in the hands of qualified buyers by leveraging effective marketing campaigns, telemarketing solutions, and years of technology experience and relationships.

About Blackhawk Technology Consulting LLC:

Blackhawk Technology Consulting LLC is unique in that its technology professionals have proven expertise and capabilities in virtualization technologies, from planning, designing, deploying, and supporting organizations using virtualization technologies so that businesses can remain productive and profitable.

For more information or to receive a quote for the Blackhawk Business Development for Virtualization Startups Solution, please call (541) 505-7229 or e-mail: sales@blackhawk-tech.net.

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