

Julie Hunt Consulting – Advisory Services

Software Industry Analyst ♦ Market Intelligence ♦ Business Technology Strategy

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CONSULTING & CONTENT SERVICES

VENDORS & BUYERS

Advisory services for Software Vendors & Buyers: relevant insight & strategy that make a difference
Research ♦ Analysis ♦ Guidance ♦ Coaching ♦ Content

Vendor Content Services

Exceptional writing quality – Highly engaging – “So What” Factor
Unique perspective & Understanding of Customers, Sales, Marketing, Technology, Solutions
White Papers* ♦ Articles ♦ Advisory Reports

[Content Marketing Strategy for B2B Software Vendors: Starring the ‘New’ White Paper](#)

IT Innovation: Strategic use of software for businesses ♦ Evolution of vendors into effective enterprises

Vendors

- Reviews of Solution and Go-to-Market strategies: value for customers, usability, competitiveness
- Market Intelligence: Positioning, Selling strategies, Competitive landscape implications
- Refinement of target markets and segments for increased selling dominance

- Guidance for Market-driven strategy and growth
- Future product direction, Trends, Monitor change drivers
- Integrating market insights with a broader business context

Buyers ♦ Business Customers

- Determining solution requirements – reviews, recommendations for best-fit software options
- Guidance for new trends in software solutions, process change, essential business-technology practices
- Project orchestration, facilitation of cross-team initiatives

Thought Leadership–IT Innovation: <http://jhcblog.juliehuntconsulting.com> Twitter: @juliebhunt

Core software technology domains: WCM/WEM, enterprise portal/intranet, social media/marketing, collaboration, ECM, data integration, data quality/profiling, on-premises, OSS, cloud, “anything-as-a-Service”

***White Paper example:** Typical length: 4-6 pages MS Word format - yields 8-12 pages as formatted white paper
Includes content planning & research, revisions, executive summary
Cost depends on requirements for length, complexity, research, infographics

Contractor- and Project-based Engagements

www.juliehuntconsulting.com