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INTERACTIVE
SYMBIOTIC PARTNER
Symbiotic Partner Programme
Lemon Interactive
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Contents

About Lemon Interactive

- Our business
- The Case for Partnering
- Why partner with Lemon Interactive
- The Challenges we address

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- Our Strategic Intent
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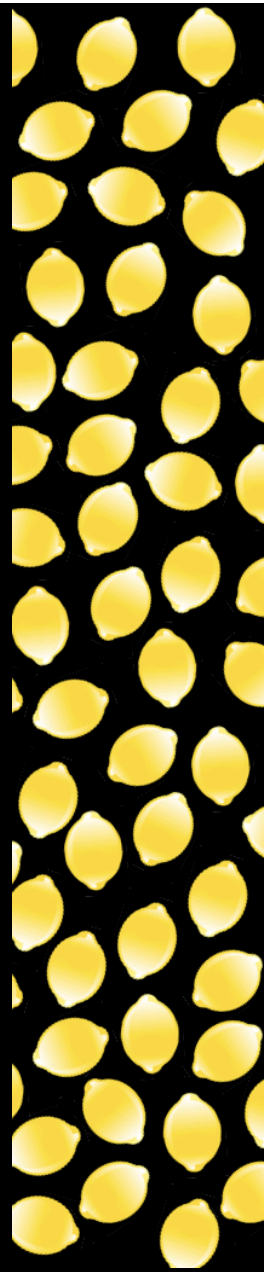
- Partner benefits
- Our Work share Model
- Case Study

Lemon Interactive Solutions

Next Steps



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About Our Business

Lemon Interactive

- Global technology services and outsourcing company
- Collaborates with clients and partners to support their long term objectives
- Has over 300 professionals who are experts in their field and dedicated
- Delivers best in class solutions to clients worldwide
- Is part of Lemon Group International Ltd, a UK based global company

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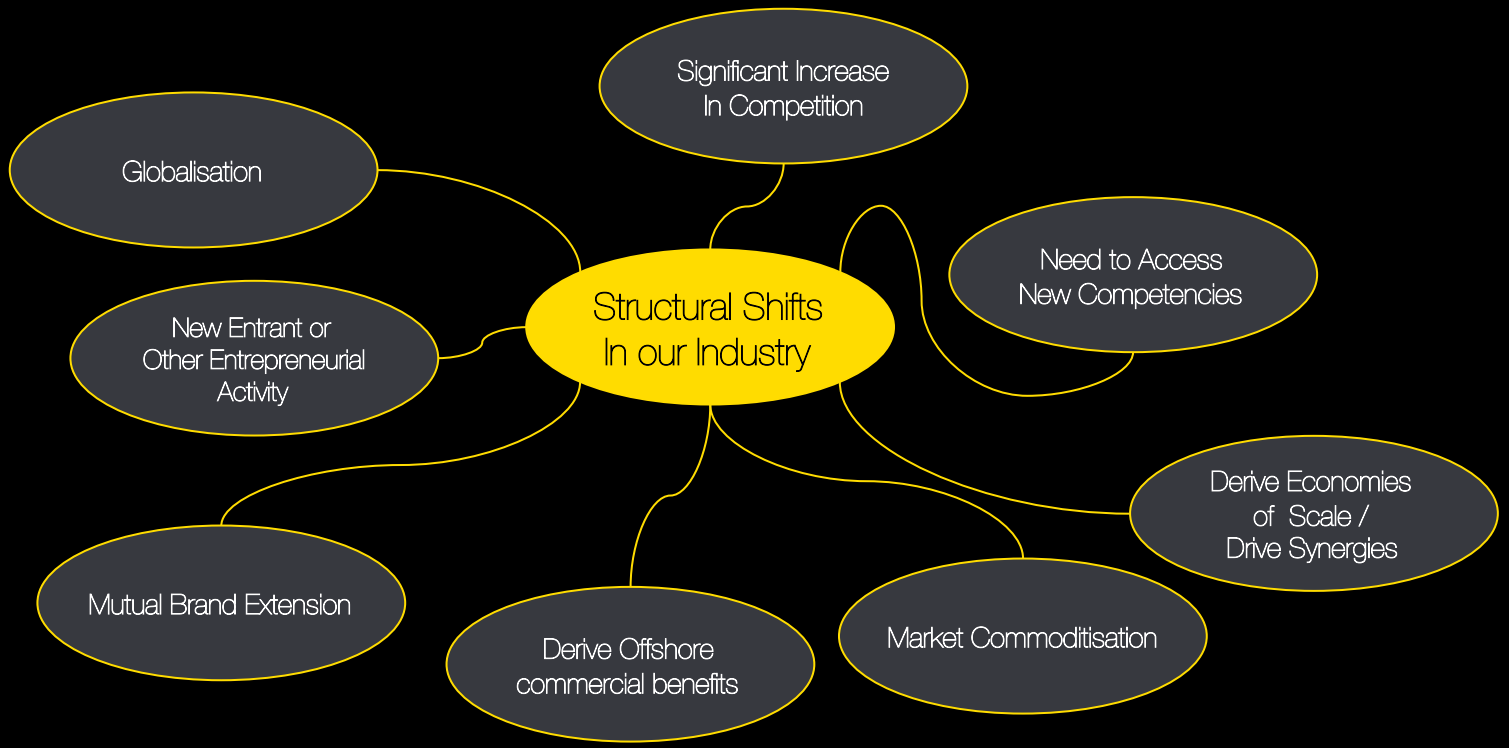
The Case for Partnering

Effective Partnering can enable Services businesses to transact more profitably and weather competition as markets consolidate



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Why Partner with Lemon Interactive?

We are the partner of choice to many technology & services companies

We have a proven track record in delivering ROI.

We execute with UK quality standards but with offshore commercial benefits

We put quality above all that we do, we do not work by the clock, we work to deliver Your commitments

We deliver solutions from implementation through to benefit realisation

As part of the Lemon Group we have delivered over £1bn in revenue generation and benefits realisation programs

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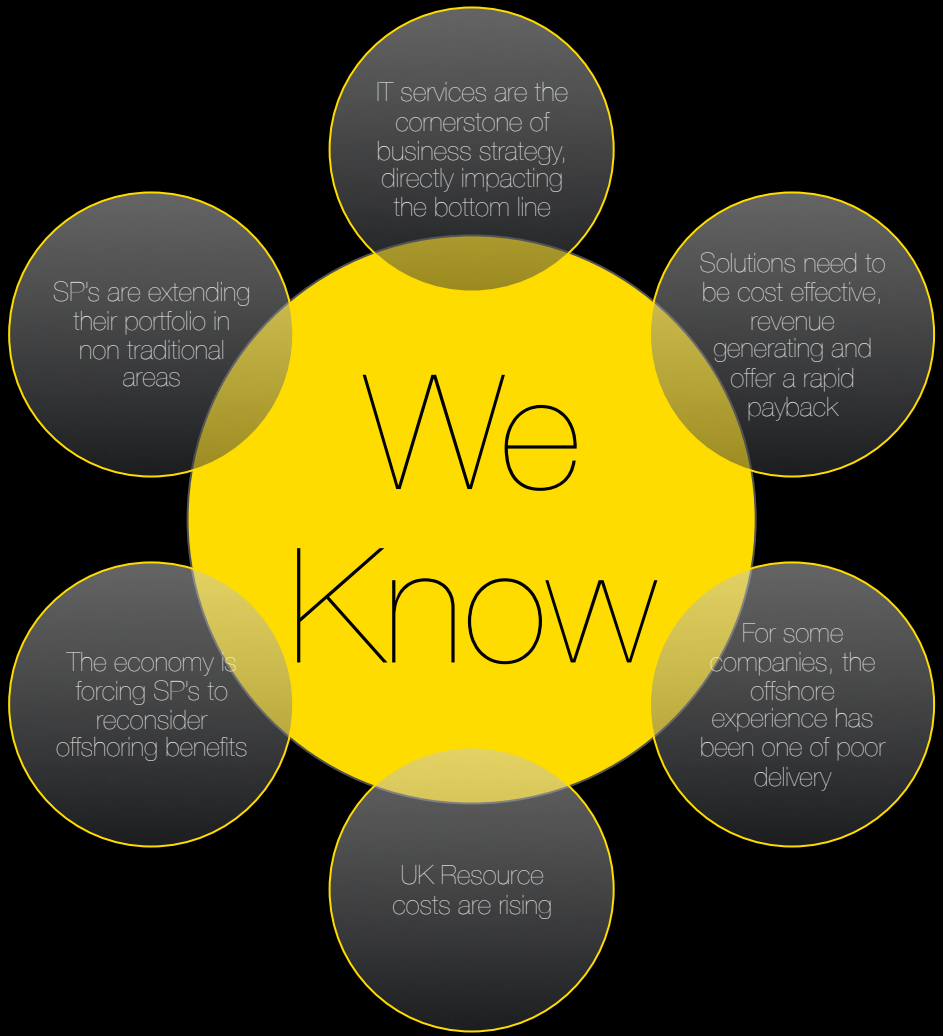
We have used our capability to address key challenges for Service Providers



We understand Service Provider needs, we understand the Service Provider market and have the right solutions

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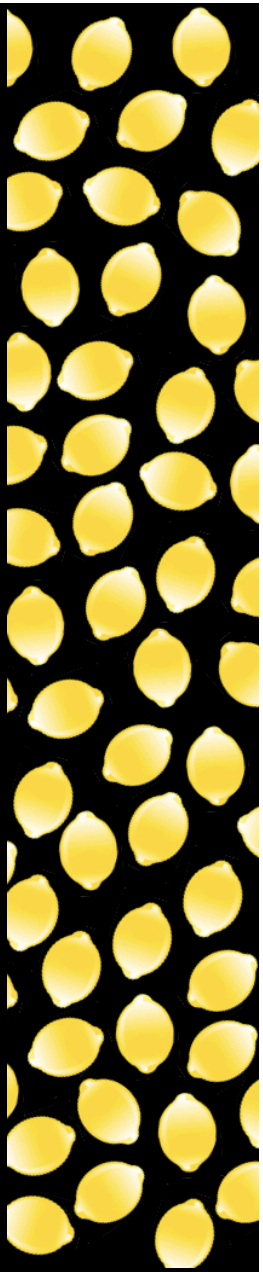

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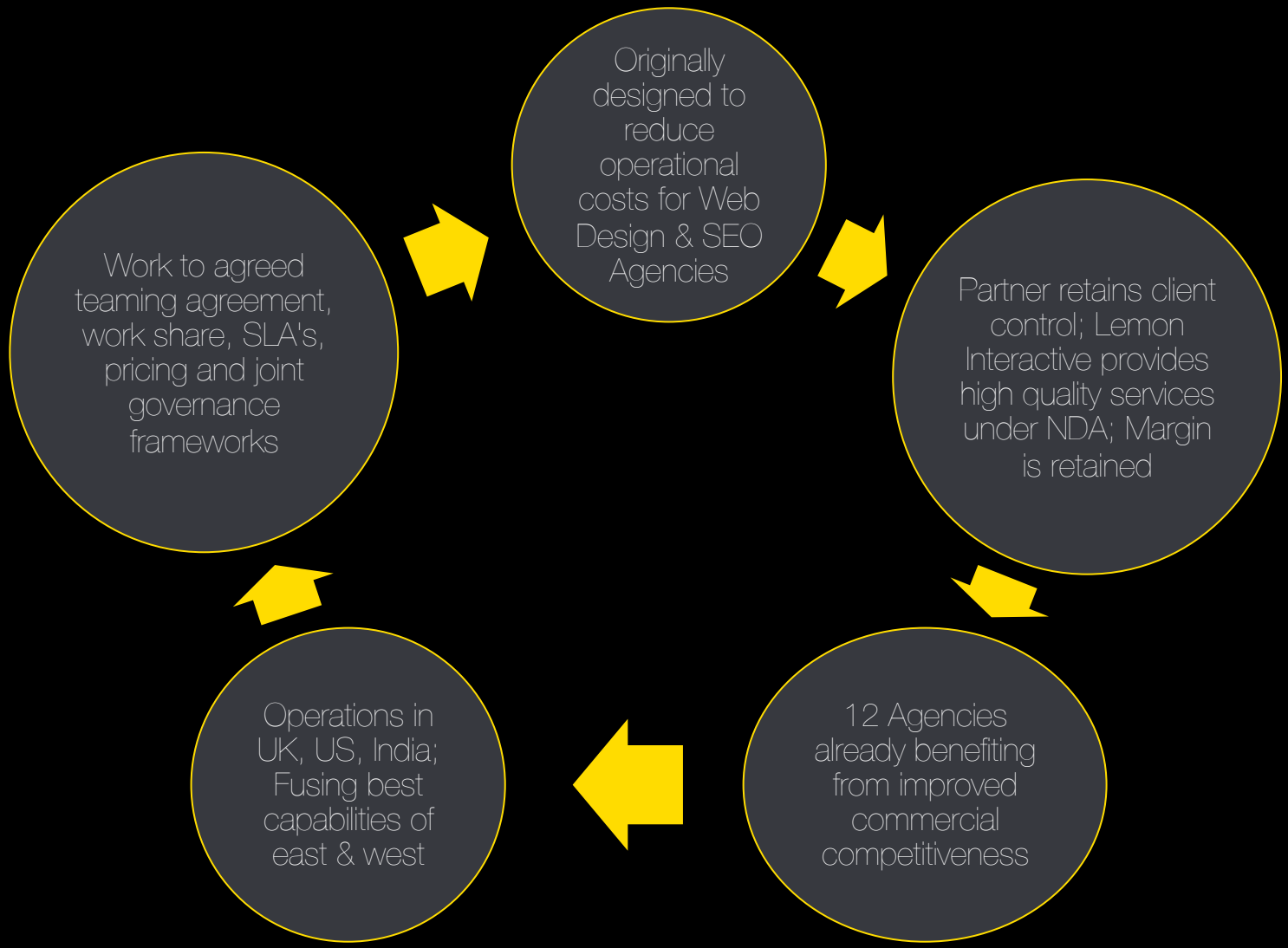
What is the "Symbiotic" Partner Program?

Strategic intent of the Partner relationship



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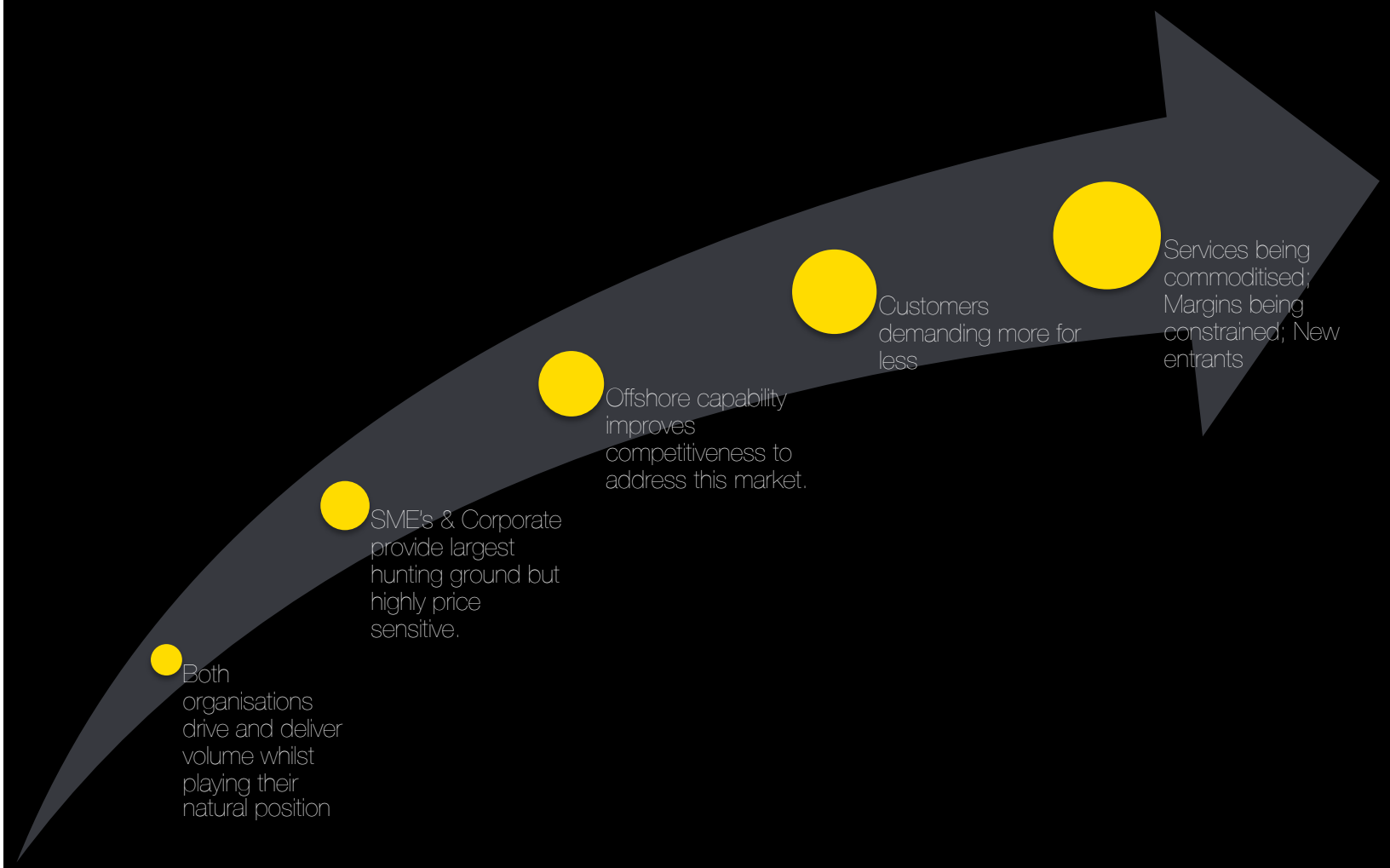
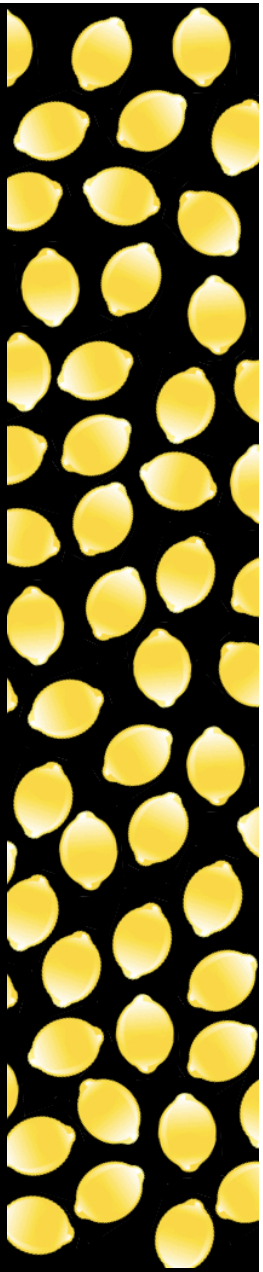
Why "Symbiotic" Makes Sense

Why is it good for Service Providers and Lemon Interactive?





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"Symbiotic" benefits for Service Providers

Low risk

- Client partner intimacy honoured & maintained
- Built on platform of success
- Lessons learned & Leveraged from multiple successful engagements with Web Agencies

Earn More From Each Transaction

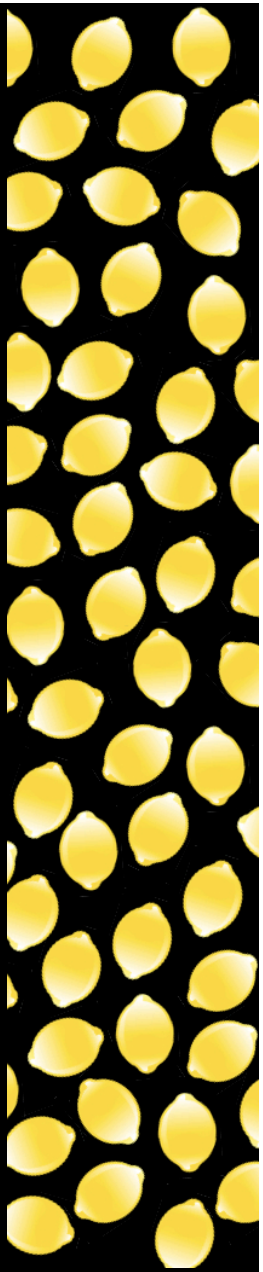
- Higher margin business
- Access to greater share of customer wallet

Keep out competition

- Unique collaborative partnership & offering
- Easily turn on more services

Easier & faster to do business

- Discounts & indicative costs negotiable
- Aligned methodologies



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Symbiotic Partner Program

Work share Model

Client Delivered

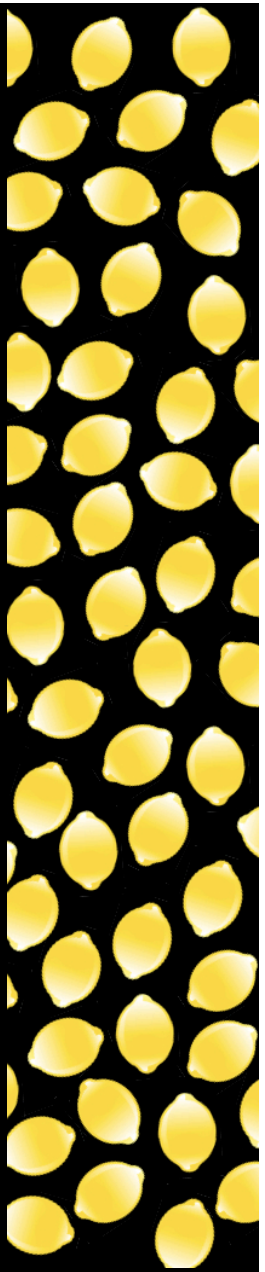
- End to End Client Management
- Proposal Management
- Project Management

Joint or Optional Capability

- Web Design
- Web Development
- Application Development
- Consultancy

Lemon Interactive Delivered

- End to End Partner Management
- Bid Support
- Partner Project Management
- Back End Service delivery
  - Search Engine Optimisation (SEO)
  - Web Apps Development
  - Mobile Apps Development
  - Rich Internet Apps (RIA)
- Back End Quality Control & Assurance



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Client Case Study

Competition Drives Business Change

Client:

- a successful UK Web Design agency

Core values:

- customer intimacy
- service quality

The Client Challenge:

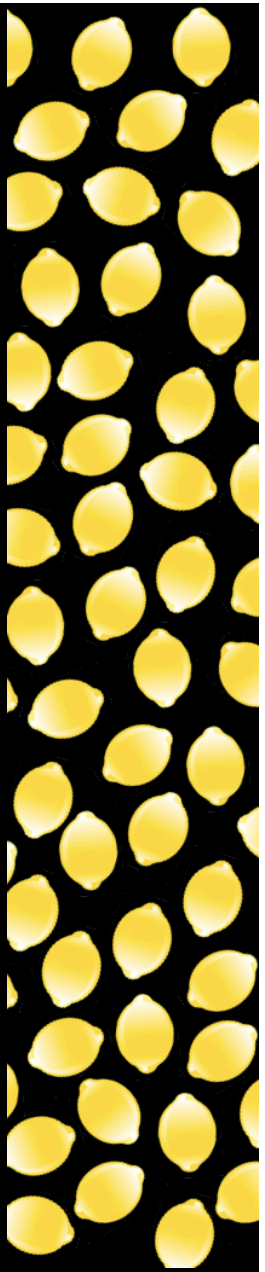
- Maintain quality
- Retain Jobs
- Maintain/Increase deal profitability.

The Solution:

- Client became a SYMBIOTIC partner

The Benefits:

- Enables client to adhere to Core Values
- Client able to bid and win price sensitive opportunities
- Allows client to compete aggressively with
  - Offshore agencies and;
  - UK agencies already using offshore resources
- Leverage brand quality and reputation for differentiation
- Retain key staff



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Service Provider Boutique offering for discussion

Defence & Acquisition through portfolio extension

Client:

- UK Telco

Core values:

- Delivery of SME oriented Solution Packages
- Enable customer competitiveness
- Service quality

The Telco Challenge:

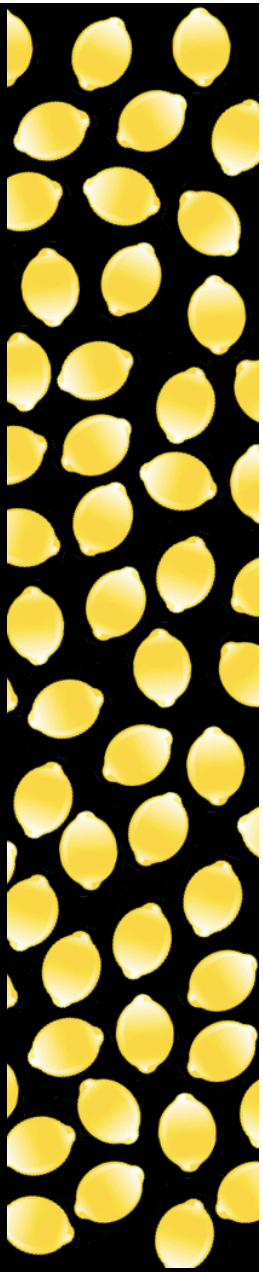
- Effectively Defend against competitor stealth threat to Clients SME base
- Extend portfolio to create customer acquisition tool
- Deliver in a simple price per month model that clients understand.
- Make or Buy approach

The Solution:

- Symbiotic White labeled SEO (Search Engine Optimisation) service
- Service Offering Customised for Client
- Significantly more value at same cost as competition
- Client seen to address a key SME requirement to improve lead & revenue generation

The Benefits:

- "Symbiotic" seamlessly delivers a new service offering
- Increase in client win ratio
- Increase in profitability
- Increase in client retention capability



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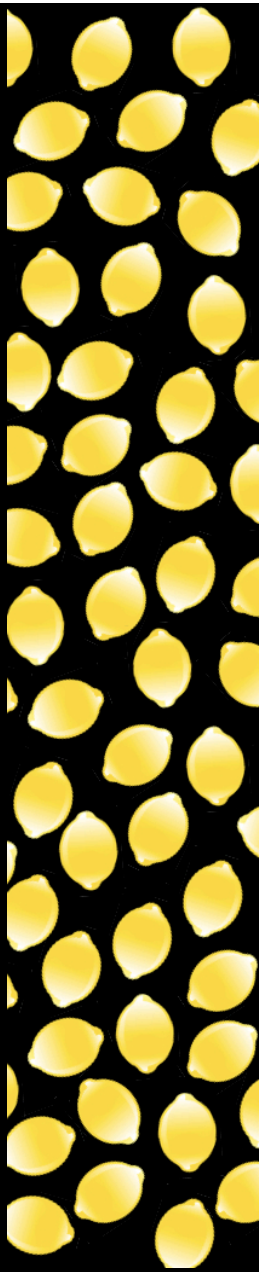

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A broad range of partner oriented solutions

Designed to either support Service Providers portfolio extension into new markets or operational cost reductions but, always with quality in mind.

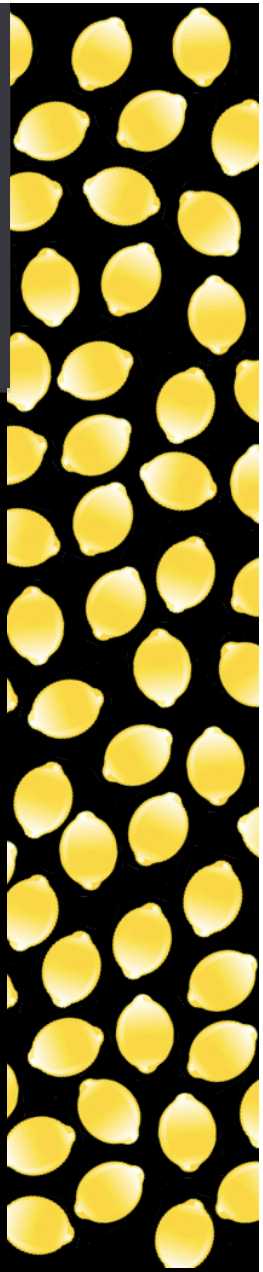
Services:

- Bespoke Solution Development
- Consulting
- Development
- eCommerce Solutions
- Legacy System Management
- Mobile Application Development
- Offshore Services
- Product Development
- Rich Internet Applications (RIA)
- SEO & SEM Services
- Software Development
- Staff Augmentation
- System Integration
- Web Application Development
- Website Design & Development

…. And the list is growing

Technologies:

- Adobe Suite inc Flex
- AJAX
- Android
- Blackberry (RIM)
- Cold Fusion
- DotNetNuke (DNN)
- Dynamics CRM
- HTML/Dhmtl/CSS/Xthml
- iPhone
- Java/J2EE/J2ME
- Joomla
- LAMP
- Magento
- Microsoft.Net
- Oracle
- OsCommerce
- SAP
- Sharepoint Server
- Windows Mobile



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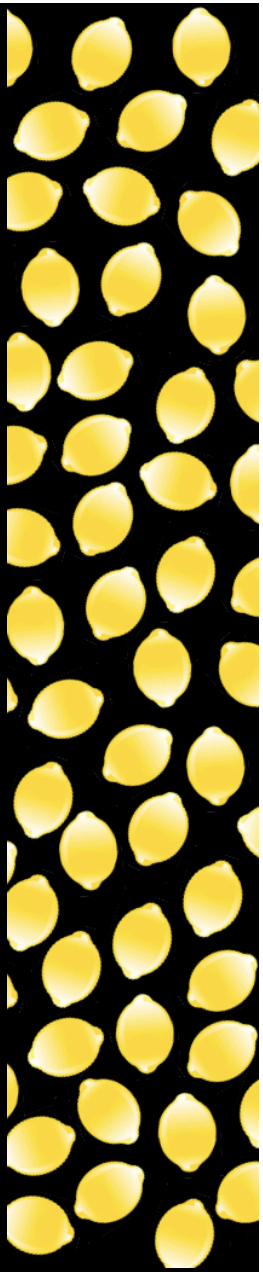

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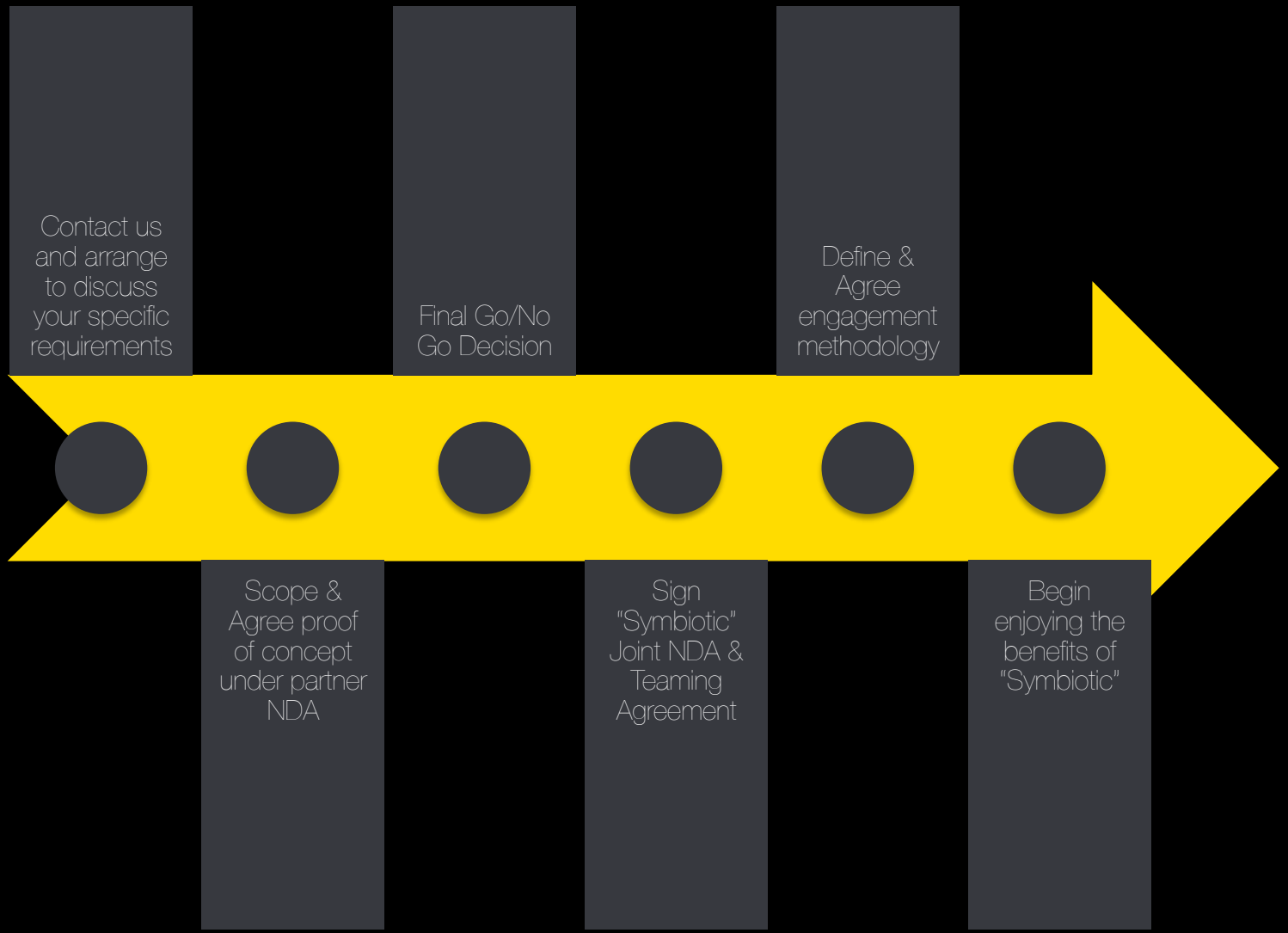
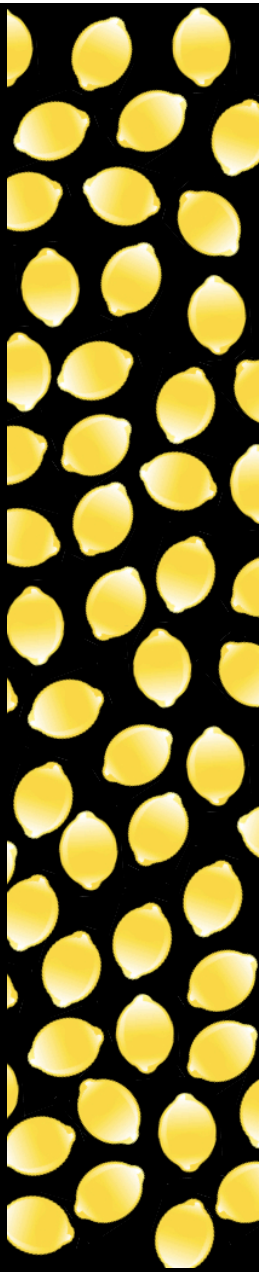
What happens next?





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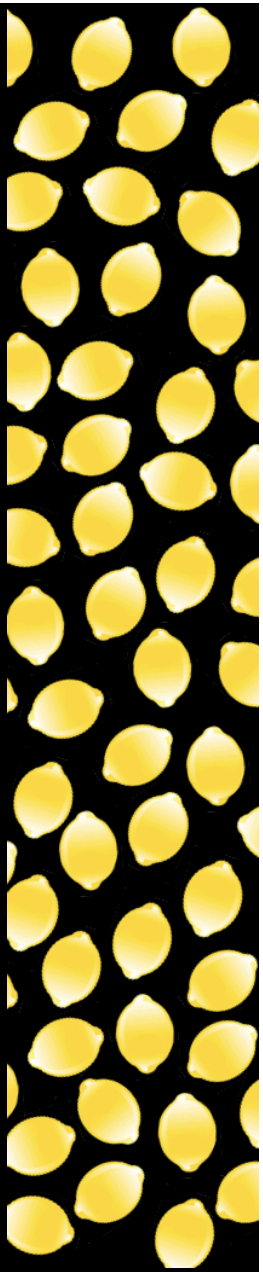

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