Asset Utilization Cycle (AUC)
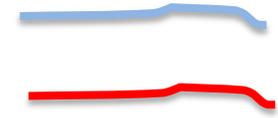

Over time usage increases.

Over time Customer Increases Licenses

The customer uses capacity planning techniques and product purchases to ensure *Quality of Service*

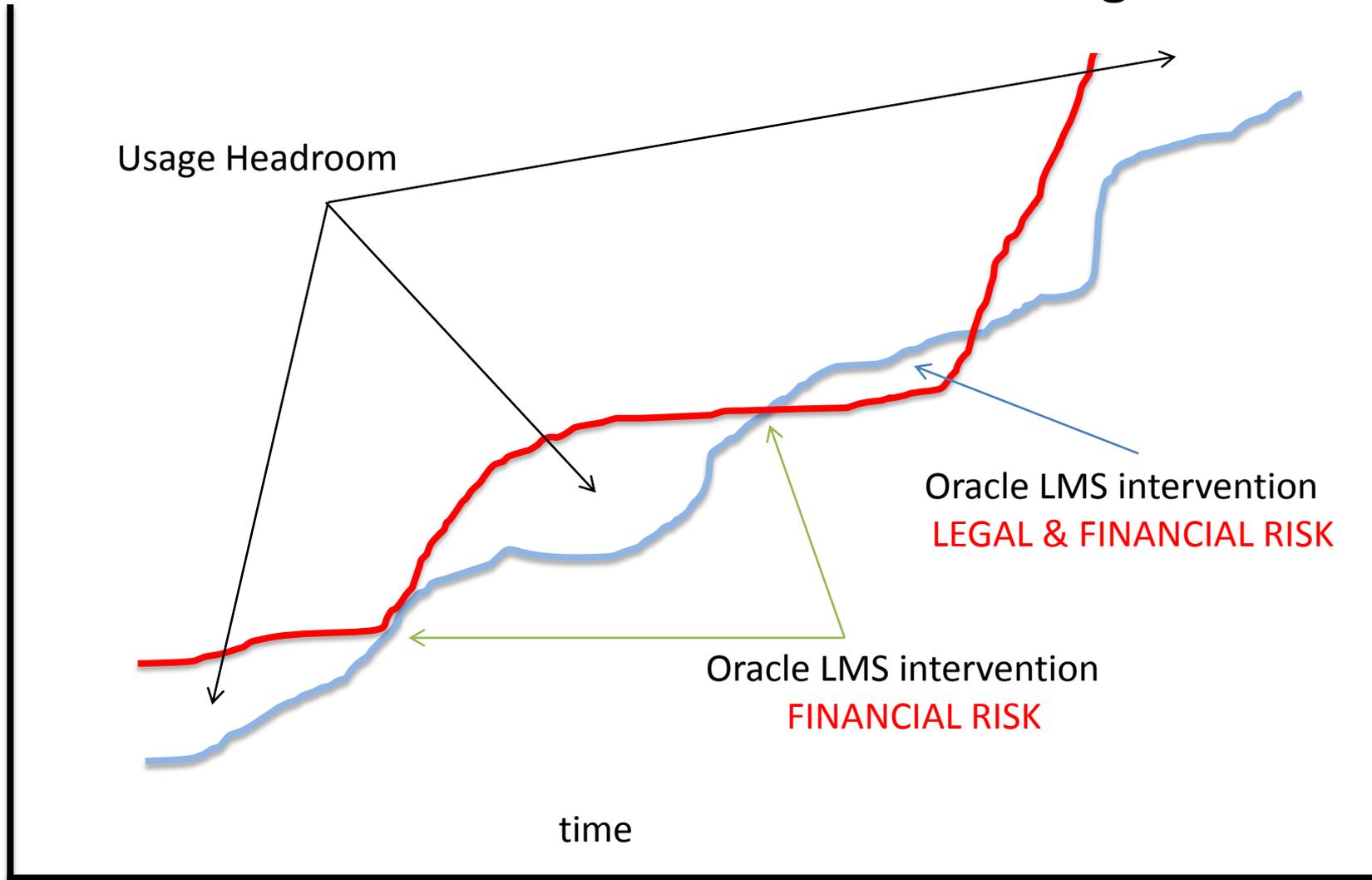The problem is planning for **HOT SPOTS** of Oracle leverage …..

Customer Usage - Actual

Purchased Oracle Licenses

time
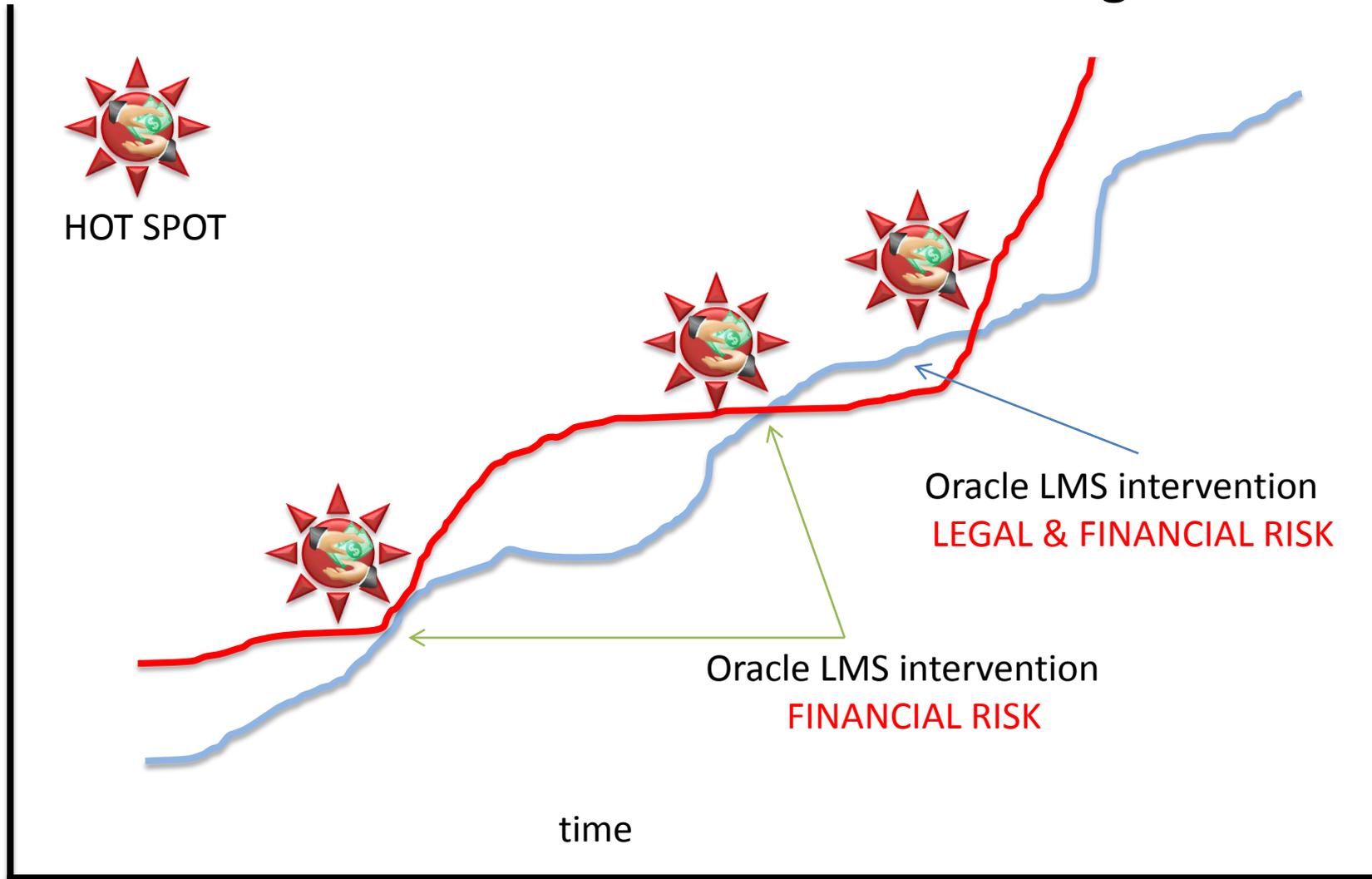
Customer Problem – Asset HOT SPOT management

Usage Headroom

Oracle LMS intervention
LEGAL & FINANCIAL RISK

Oracle LMS intervention
FINANCIAL RISK

time

Purchased Oracle License   Customer Usage - Actual

Customer Problem – Asset HOT SPOT management

HOT SPOT

Oracle LMS intervention
LEGAL & FINANCIAL RISK

Oracle LMS intervention
FINANCIAL RISK

time

Purchased Oracle License   Customer Usage - Actual

Customer Problem – Managing the HOT SPOT cycle

Assumptions

All customers are constantly in the **Asset Utilization Cycle (AUC)**

Current systems management tools are focused at **Quality of Service** and not at the AUC , therefore Oracle customers are exposed and vulnerable.
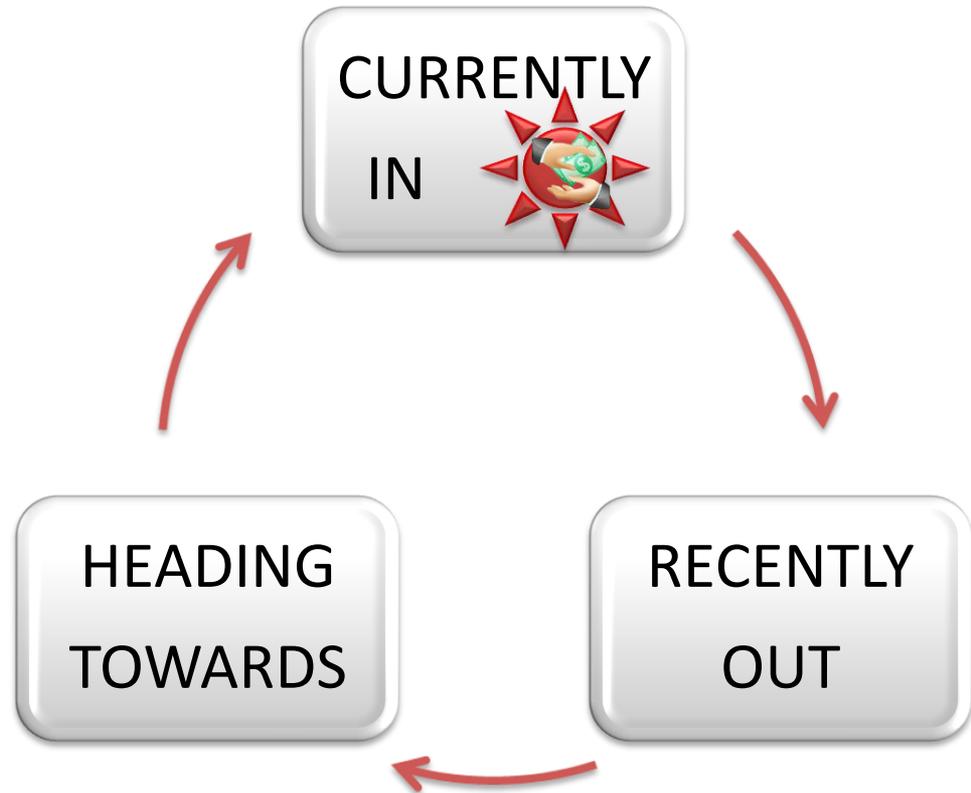
Oracle Sales and LMS optimize this cycle to gain maximum LEVERAGE.

There are 3 distinct and replicated stages in the cycle.

Oracle customers are either :
1. heading towards,
2. currently in, or
3. recently out of

a leverageable HOT SPOT in this cycle.

CURRENTLY IN

RECENTLY OUT

HEADING TOWARDS

iQuate

iQUATE Marketing Challenge

iQuate

1. Finding Prospects who are willing and motivated to spend

2. Creating a repeatable sales model

3. Building an on going revenue stream from the iQuate customers

Assumptions :
- All customers have the problem
- Some Know it – Mainly Oracle prompted
- Some Don't – Oracle waiting/looming

Actions:
- Customers need educating (Seeding)
- iQuate needs exposure (thought leader)
- Various product offerings have to be created
- iQuate MUST partner
- iQuate MUST master the AUC cycle and leverage the HOT SPOTS instead of (or with) Oracle