Elements of Success

Paula Phelan
and
Sean Wood
Agenda

- Who we are
- What makes a successful company
- ITs role and job opportunities
- Q&A throughout
Nadel Phelan
Incorporated in 1993

Technology Focus

20 Industry Experts

Providing Strategy & Tactics

Global Presence

Nadel Phelan, Inc. is one of the more gifted and technically competent PR firms serving our industry.”
~ Communications Convergence
NPI Client Mix

1-2 Multibillion Dollar corporations business units

4-5 Start ups

9-10 Companies with revenues $60m - $600m
half publicly traded

www.nadelpelan.com
87 Clients Acquired
Three > $1 Billion

18 IPOs
- US – NASDAQ
- Germany - DAX
- UK - AIM
- Canadian - TSX
- Nordic - OMX
- Korea - KRX
- France - Euronext
Elements of a Successful Tech Company

- Vision/Technology
- Management Team
- Marketing
- Capitalization
- CEO
Winners and Losers
Great Ideas

- AI
- Distributed databases
- Streaming video
- Managing and securing data
- Storage
- Robotics

Required:
- Clarity of vision
- Someone wants to buy
- Product works
- Thought leadership
- Marketing
Management Team

- COO
- CFO
- CMO
- CTO
- VP of Sales

Required:
- Producers
- Ability to follow CEO
- Believe in vision/product
- Have customer empathy
Marketing

- Communicate vision
- Knows the customer
- Deploys marketing mix
- Tracks competition
- Builds partnerships

Required:
- Implements marketing mix
- Can articulate product/service benefits
- Believe in vision/product
- Has customer empathy
- Understands big picture
Tech, Business & Analysts

SOFTWARE DEVELOPMENT MEDIA
- SD Times
- TheServerSide.com
- Software Developer’s Journal
- Dr. Dobb’s Journal
- re/code
- developer.*
- Slashdot

TECH MEDIA
- eWEEK
- Mashable
- PCWorld
- TMCnet.com
- IT World
- InfoWorld
- COMPUTERWORLD
- InformationWeek
- Techmeme

TARGETED ANALYSTS
- FORRESTER
- ABI Research
- IDC
- Research Yankee Group
- 451 Research
- Frost & Sullivan

BUSINESS MEDIA
- The New York Times
- The Guardian
- The Wall Street Journal
- Forbes
- The Globe and Mail
- Inc.
- The Economist
- Fast Company

www.nadelpelan.com
<table>
<thead>
<tr>
<th>Vertical Media</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TELECOMMUNICATIONS MEDIA</strong></td>
</tr>
<tr>
<td>SearchTelecom.com</td>
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<tr>
<td>SearchTelecom</td>
</tr>
<tr>
<td>Fierce Telecom</td>
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<tr>
<td><strong>FINANCE &amp; INSURANCE MEDIA</strong></td>
</tr>
<tr>
<td>The Wall Street Journal</td>
</tr>
<tr>
<td>Insurance Journal</td>
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<tr>
<td>Fortune</td>
</tr>
<tr>
<td><strong>TRAVEL &amp; HOSPITALITY MEDIA</strong></td>
</tr>
<tr>
<td>HN hospitalitynet</td>
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<tr>
<td>Hotel interactive</td>
</tr>
<tr>
<td>Global Traveler</td>
</tr>
<tr>
<td><strong>RETAIL MEDIA</strong></td>
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<tr>
<td>Retail Week</td>
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<tr>
<td>Retail Technology Review</td>
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<tr>
<td>CHAIN STORE AGE</td>
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</tbody>
</table>
PR Activities

- Secure media coverage in tech, business and vertical media
- Develop thought leadership
- Participate social networking conversations
- Coordinate with existing marketing programs/events
- Issue news announcements
- Promote customer and partner success stories
- Leverage trends
- Write and place contributed articles
Working Capital

- Boot strapping
- Venture funded
- Public companies

Required:
- A coherent business plan
- Savvy CFO
- Ability to weigh opportunity with cost
CEO

- Vision
- Heart
- Commitment
- Where the buck stops

Required:
- Passion
- Willingness to put life on hold
- Empowers team
- Ability to live in the details and the big picture
- Fearless
The World of IT

- The role of IT
- Where to find a job
- How to define an ideal work environment
## Finding a Tech Job

<table>
<thead>
<tr>
<th>Employment size of enterprise</th>
<th>Firms</th>
<th>Paid employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>All firms</td>
<td>27,281,452</td>
<td>120,903,551</td>
</tr>
<tr>
<td>Nonemployer firms</td>
<td>21,351,320</td>
<td>n/a</td>
</tr>
<tr>
<td>Employer firms</td>
<td>5,930,132</td>
<td>120,903,551</td>
</tr>
<tr>
<td>Firms with 1 to 4 employees</td>
<td>3,617,764</td>
<td>6,086,291</td>
</tr>
<tr>
<td>(or with no employees as of Mar 12)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Firms with 5 to 9 employees</td>
<td>1,044,065</td>
<td>6,878,051</td>
</tr>
<tr>
<td>Firms with 10 to 19 employees</td>
<td>633,141</td>
<td>8,497,391</td>
</tr>
<tr>
<td>Firms with 20 to 99 employees</td>
<td>526,307</td>
<td>20,684,691</td>
</tr>
<tr>
<td>Firms with 100 to 499 employees</td>
<td>90,386</td>
<td>17,547,567</td>
</tr>
<tr>
<td>Firms with 500 employees or more</td>
<td>18,469</td>
<td>61,209,560</td>
</tr>
<tr>
<td>Firms with 500 to 749 employees</td>
<td>6,060</td>
<td>3,681,760</td>
</tr>
<tr>
<td>Firms with 750 to 999 employees</td>
<td>3,044</td>
<td>2,617,087</td>
</tr>
<tr>
<td>Firms with 1,000 to 1,499 employees</td>
<td>3,044</td>
<td>3,720,654</td>
</tr>
<tr>
<td>Firms with 1,500 to 1,999 employees</td>
<td>1,533</td>
<td>2,653,392</td>
</tr>
<tr>
<td>Firms with 2,000 to 2,499 employees</td>
<td>904</td>
<td>2,011,244</td>
</tr>
<tr>
<td>Firms with 2,500 to 4,999 employees</td>
<td>1,934</td>
<td>6,726,611</td>
</tr>
</tbody>
</table>

| Firms with 5,000 employees or more | 1,956 | 39,798,812 |
| Firms with 5,000 to 9,999 employees | 975   | 6,773,466  |
| Firms with 10,000 employees or more | 981   | 33,025,346 |

Source: US Census
Where are the Tech Jobs?

High-Tech Employment Concentration by Metro

Source: Bureau of Labor Statistics; calculations by Bay Area Council Economic Institute
Where to find a job in IT?

**Boom and bust**

After adding tens of thousands of jobs during the dot-com bubble, Silicon Valley now has the same number of jobs it had 15 years ago.

- **1995:** 842,800
- **2000:** 1,04 million
- **2004:** 862,000
- **2008:** 914,900
- **2010:** 844,730

Note: Figures are 12-month averages

Source: NetValley
Participate in Communities

Find communities where you can learn and participate. Be honest, fair and respectful. If you add value employers will find you.
LinkedIn Activities

Groups and discussion this month:

**IT Service Mgmt. Forum**
- 48,211 Members
- 77 Discussions

**IT Service Mgmt. Prof's**
- 20,000 Members
- 9 Discussions

**IT Service Mgmt. Tools**
- 14,000 Members
- 5 Discussions

**IT Service Mgmt. Best Practices**
- 14,000 Members
- 5 Discussions

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SolarWinds (NYSE: SWI) provides powerful and affordable IT management software to customers worldwide from Fortune 500 enterprises to small businesses. In all of our market areas, our approach is... see more
Nadel Phelan, Inc. is one of the more gifted and technically competent PR firms serving our industry.

~ Communications Convergence

- Works with industry leading companies
- At the forefront of new technologies
- Understands challenges faced by IT
- Provides the ability to learn the latest in trends in IT and technology

Next Steps

Interning at NPI

www.nadelphelan.com
THANK YOU

Sean Wood
sean.wood@nadelphelan.com
831-440-2403