

Product Responsibilities	No EnterCalc	With EnterCalc	
	Consultant	Consultant	EnterCalc
Create Product Idea	X	X	
Develop Product Idea			
Specify input/output interfaces	X	In Excel, implement input/output interfaces, validation/ business rules, calculations, and graphics.	
Specify validation rules	X		
Specify business rules	X		
Specify calculations	X		
Specify graphics	X		
Specify communication content	X	In Word, implement communication content and presentation rules.	
Specify presentation rules	X		
Write source code	X		X
Create web service	X		X
Create batch process	X		X
Create browser-based user interface	X		X
Implement multi-threading/multi-processor support	X		X
Create security architecture	X		X
Create customization environment	X	Excel and Word become your product's customization environment.	
Test all of the above	X	In Excel and Word, test all of the above.	
Create Product Collaterals			
Create a product brochure	X		X
Create a product deskmat	X		X
Create a white paper	X		X
Create case studies	X		X
Create FAQs	X		X
Create website content	X		X
Create a project discovery questionnaire	X		X
Create a project planning guide	X		X
Create a standard implementation project plan	X		X
Create a standard demo agenda	X		X
Create a product installation questionnaire	X		X
Create a product installation guide	X		X
Create a product user guide	X		X
Create security/ architecture documentation	X		X
Create web service integration SDK	X		X
Create batch process data mart SDK	X		X
Create product customization guide	X	Create Excel and Word template documentation.	
Get Product Certified			
Some consultancies require lengthy product "certification" that requires a large time investment and increases time-to-market.	X	EnterCalc-based products are easier to certify because you are only licensing Excel and Word files. All <i>software</i> aspects are delegated to EnterCalc.	Any product <i>sold by EnterCalc</i> does not require consultancy certification.





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Market Product			
Reach out to existing clients	X	X	X
Perform network marketing	X		X
Make direct cold calls	X		X
Publish articles	X		X
Perform conference presentations	X		X
Present webinars	X		X
Leverage Distribution Channels			
Identify channels	X		X
Sell channels	X		X
Assign channel points-of-contact	X		X
Develop channel-specific content	X		X
Create channel-specific portals	X		X
Train channel resources	X		X
Manage channel activity	X		X
Sell Product			
Develop introductory emails, letters, talking points, elevator scripts	X		X
Identify prospects	X		X
Understand each prospect's current state	X		X
Frame product value	X		X
Conduct product demos	X		X
Provide references	X		X
Respond to RFPs	X		X
Formulate/manage closing path	X		X
Navigate security/architecture review	X		X
Negotiate contracts	X		X
Perform legal review	X		X
Perform proofs of concept	X		X
Install Product			
Manage projects	X		X
Plan underlying hardware and software	X		X
Host solution, if SaaS (Software as a Service)	X		X
Install product	X		X
Pressure-test product environment	X		X
Configure product	X		X
Implement client-specific customizations	X		X
Support integration with other systems	X		X
Train client in all product aspects	X		X
Perform business consulting	X	X	
Product Support			
Provide 24/7 product technical support	X		X
Provide ongoing support for underlying hardware/software, installation/ configuration, customizations, and integrations	X		X
Fix bugs	X		X
Release technical bulletins (e.g., issue with Windows updates)	X		X
Train new client resources	X		X
Perform ongoing business consulting	X	X	
Product Changes	Repeat all of the above		