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| **Microsoft IRELAND OPERATIONS LIMITED (miol)**  **open Value Authorized Reseller**  **RFP Participant QUESTIONNAIRE** |
| 1. **Company information** |
| **1.1 Company Overview** |
| Full Company Legal Name |
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| Full Company Trading name, stock ticker |
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| Full company Legal Address |
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| Company Tax (ИНН) and Register (ОГРН) Ids |
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| Company Legal Documents (charter, trade register copy, list of shareholders) |
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| Please specify the company legal form (check one):  Private  Public  If Public, where is it incorporated (Country of incorporation)?  If Private, please document company’s ownership structure: |
| Are there any “silent” partners (investors not actively participating in running the business) invested in company? Indicate such Company silent partners, their affiliation, and ownership interest. Does your Company have and ownership or interest in other companies? Please, provide the same kind of information for those companies. |
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| Does your company own or have ownership interests in other businesses not directly involved in the core business? If so, please describe: |
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| Please document all subsidiaries, affiliates, strategic alliances, and / or joint ventures: |
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| **1.2 Corporate Org Structure** | |
| Please provide your company’s functional organizational structure below. |  |
| Key Contacts (list account contacts, roles/responsibilities, and areas of engagement): |  |
| * CEO |  |
| * President |  |
| * CTO |  |
| * Key Sales Contact |  |
| * Key Marketing Contact |  |
| * Key Engineering or Product Development Contact |  |
| * Key Financial Contact |  |
| * Key Support Contact |  |
| * Key Procurement Contact |  |
| * Key Cloud Contact |  |
| **1.3 Corporate Information** | |
| What is your total Company revenue in US$ for the last fiscal year? |  |
| What is the % of revenue related to online services such as cloud computing (Microsoft and other vendors) in relation to your entire group revenue? |  |
| What is the total number of employees that your company employs/ Please specify scope: |  |
| * Total |  |
| * Management |  |
| * Sales |  |
| * Marketing |  |
| * Technical & Support |  |
| * Services |  |
| What is the number of employees who are dedicated full-time (have no other business responsibilities) to promoting, selling, or supporting Microsoft products and technologies? Please provide details per subsidiaries, location, and function. |  |
| **1.4 Territory Coverage** | |
| Please list the locations you are present in and in what form (branch, sales office, join venture, call centers etc.). |  |
| Please list the numbers of customers per Russian federal district you had in the last 18 months. |  |
| Please list the number of Microsoft customers per Russian federal District you had in the last 18 months. |  |
| **1.5 Target Market Segment(s)** | |
| What customer segments do you cover – Government, Enterprise, SMB? |  |

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| **1.6 Company Strategy** |
| Company Mission statement (Business Purpose and Objectives)  Please provide the overall mission for your company’s business. |
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| How does Microsoft business relate to your Company mission and how does it help you to achieve it? |
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| Are you committed to invest (i.e. conduct marketing activities, gain necessary competencies) into joint business development with Microsoft? |
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| 1. **Financials** | |
| Chief Financial Officer |  |
| Bank References / Trade References (These are companies with whom credit has been established) |  |
| Guarantee Value |  |
| Total Revenue over 36 months |  |
| Total Microsoft Revenue over 36 months |  |
| Cloud Microsoft Revenue over 36 months |  |
| Number of Total Active Customers |  |
| Number of Total Microsoft Customers |  |

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| 1. **Operations** |
| **3.1 Operations Management** |
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| Are 100% of Company’s activities driven by computer systems? Are they automated? This applies to ordering, sales, billing, customer database, inventory management, and so on. If yes, please specify which tool(s) you are using? |
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| Do you have CRM system? |
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| **3.2 Transaction Records: how transaction records are kept** |
| What are your Company’s procedures for record keeping? |
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| Does your Company electronically retain/store all transactional activities related to orders, sales, billing, customer database and inventory management? |
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| How long transaction records are kept? |
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| **3.3 Business Intelligence** |
| Can your Company do queries per product type per customer with its database? |
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| Does your Company have tools to provide weekly electronic sales and inventory reports? |
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| **3.4 Order Processing** |
| On average, approximately how many customer orders does your Company process each day/week? |
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| **3.5 Internal user Rights** |
| Are you using the Internal user Rights program for Microsoft products? Please describe how many licenses you are using and how? |
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| 1. **Sales** |
| **4.1 Sales organization** |
| How is your Company’s sales force organized? What is the average tenure of the people in your sales organization? |
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| Tele SalesForce: |
| How many telesales people does your Company employ? |
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| How many of these are: |
| * Inbound Telesales |
|  |
| * Outbound Telesales |
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| * A combined role |
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| Field (Direct Sales): |
| How many field sales people does your Company employ? |
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| **4.2 Sales Competency** |
| Do you have a formal internal sales skills training program? |
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| How are sales people trained? |
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| **4.4 Compensation** |
| Do you have special compensation program and / or incentives for cloud sales? If yes, please elaborate. |
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| 1. **Marketing** | | |
| Marketing Department | Do you have a dedicated marketing department? |  |
| Marketing Staff | How many full-time Marketing staff do you employ? |  |
| MSFT marketing people | How many full-time Marketing staff are dedicated (no other business responsibilities) to Microsoft? |  |
| Training / Seminars | How often does your Company provide training and seminars to your end users? |  |
|  | What are the key delivery mechanisms? |  |
| Advertising | Does your Company advertise Microsoft products? |  |
|  | What is the frequency of Microsoft product advertising? Please provide Microsoft product advertising examples on a separate attachment. |  |
| Direct mailing / Faxing | Does your Company conduct email, direct mail, or fax mailing campaigns? |  |
|  | If yes, how many times in the past year and what is the total number of recipients? Please provide examples. |  |
| Web marketing | Does your Company have a dedicated website? |  |
|  | If yes, does your Company advertise Microsoft products through your website? |  |
|  | If yes, please provide examples (screen shots) of web ads and placements for Microsoft products. |  |
|  | What are your key digital marketing motions? |  |
| MS marketing budget | What % of your total available Microsoft Coop Marketing funds have been used to market Microsoft products in the past 12 months? (If any) |  |
|  | What are the most efficient mechanisms in joint Microsoft marketing for you? |  |
| SAM and Compliance | How valuable is SAM (Software Asset Management) for you as a motion? |  |
| Customer satisfaction measurements | Does your Company conduct customer satisfaction survey? If yes, how often? |  |
|  | How do you work on growing customer satisfaction? |  |
| Complaint Management | How does your Company conduct customer complaints? |  |
| Customer Lifecycle management | How are you managing your customer lifecycle in the annuity business? |  |

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| 1. **Licensing and Technical Skills** |
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| Please list any Microsoft certification(s) that your employees have attainted, including the number of your employees that have attained each certification. |
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| How do you maintain technical competencies of your employees? |
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| How many licensing specialists do you have? |
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Completion date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Authorized representative \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_