

# The Business Reset

## Triggers and Consequences

1. Consumer Reset
2. Economy Shrinking
3. Credit Contracting
4. Delevering
5. Margins Squeezed
6. Global Slowdown
7. Trust

## Pricing

- New Lower Level on Goods/Services
- Product Guarantees
- Subscription Models
  - **Fewer Ad-Supported Models**
- Free Products/Services
  - Free Maintenance
  - Free with Paid Servicing Contracts
- Negotiation
- Barter

## Expenses

- Pressure on Suppliers
- **Used Equipment/** Hold onto Current Tech
- Shared Infrastructure/Costs Among Competitors
- Integrated Operations/Streamlining
- **Teleconferencing**
  - **Less First/Business Class Travel**
- **Cloud Computing**
- **Open-Source Software**
- Adjust Retirement Contributions
- Pay-For-Performance Advertising

## Marketing

- Direct Communications
  - Customer Conversations
    - Twitter
    - Blogs
    - Web Chat
  - Games and Interactive Programs
- Alternative (less expensive) Techniques
  - Customer-Derived Messages
  - Twitter Campaigns
  - Online Tools
  - Pop-Up Stores
  - Cause Marketing

## Products/Services

- Adjust Product Mix to Fit New Realities
- **Private-Label**
- Pursue Government Stimulus in New Markets
  - **Alt. Energy (e.g. Smart Grid)**
  - **Healthcare (e.g. Healthcare Technology)**
- Market Jumping
  - **Netbooks**
  - **Smartphones**
  - **Online Services**
- Category Breakers
- Pursue Foreign Markets
- Innovation

## Personnel

- Temporary Sabbaticals
  - Less Work/ Less Comp.
- Flex-Time Schedules
  - Fewer Hours Worked
- Optimized Scheduling
- Cross-Training
  - Less Specialization