

The High Tech Success Model – **Six Value Mantras**

Building & Delivering Value During the Customer Life Cycle

- High Tech Products – Different Beasts
 - Unlike everyday commodities, the high technology products experience a different adoption dynamics
- The Challenge
 - Almost everyone is a technology conservative but of a varying degree
 - A new technology goes through a phased demographic adoption – creating demographic segments varying from tech savvy to tech laggards
 - Technology is perceived as the main value for it excites people – technology vendors and service providers little realize that more than 80% of any market is made up of technology conservatives, who require more than just technology
- The Approach
 - Apply the revolutionary **Six Value Mantras** to build and deliver a high and appropriate value during each phase of the customer life cycle to
 - accelerate the technology adoption and integration with the customer lifestyle and ensure continued customer interest to achieve a high retention rate
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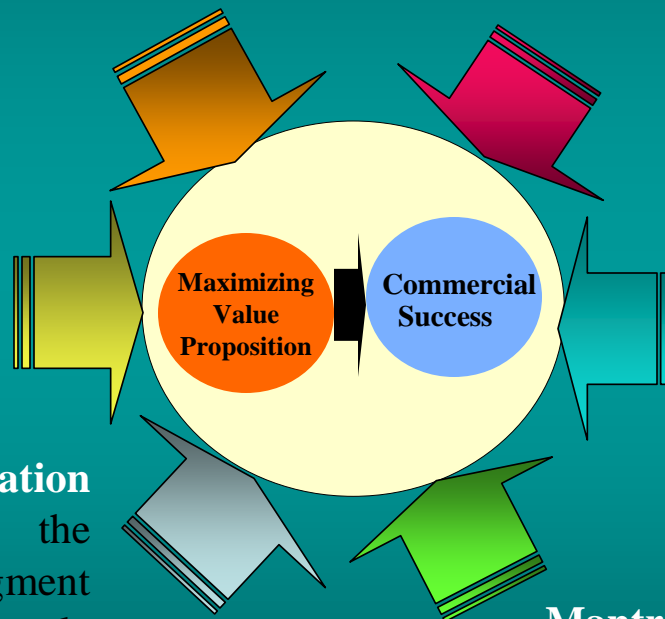
Six Value Mantras

Mantra#1 (M1): Application Harmonization Harmonize the technology with the existing lifestyle

Mantra#2 (M2): Application Enablement Synergize the technology with the application to maximize its functional value

Mantra#6 (M6): Application Focus Build a strong focus on the application for greater appreciation and increased perceived customer value

Mantra#5 (M5): Application Positioning Position the application vis-à-vis a segment that promises rapid and large scale migration. Leverage foothold in one segment to establish leadership in another. Avoid direct mass market entry



Mantra#3 (M3): Application Leadership Leverage emerging technologies to innovate disruptive business models that can help to successfully establish the leadership of applications in evolving market spaces

Mantra#4 (M4): Application Ecosystem Create an ecosystem to deliver an appropriate value during every phase of the customer life cycle