



High-Technology Marketing:

An introduction to key concepts and tools for strategic marketing of technology products

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Course Abstract



This course presents key concepts in technology marketing that are critical to both start-ups and established firms alike. The course begins with a discussion of marketing's role in the organization and then presents several conceptual models that must be understood and applied when developing successful marketing strategies and plans for technology products.

The course then examines how one major software firm applies these concepts to its marketing and product development process, and the lessons learned from using these models and concepts.

Finally, the course looks at how Web technology can be applied to make these models more useable and accessible to product marketing and development organizations.



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Course Objectives

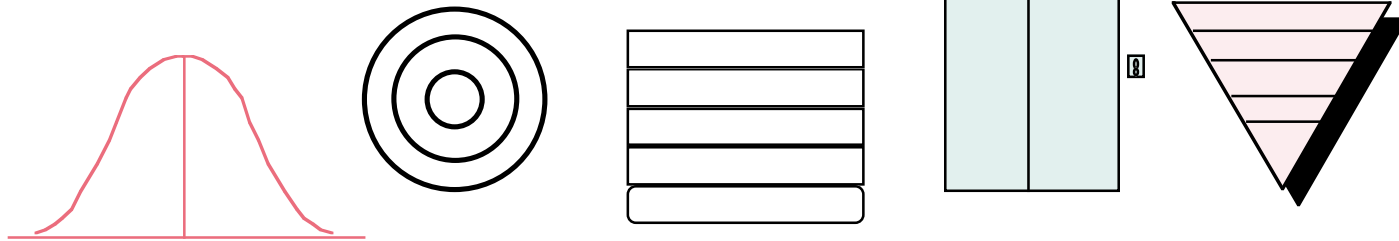


- Understand the role of marketing in your business
- Learn a core set of marketing models that are critical to your product marketing strategy
- Look at ways that the Web can help us apply these concepts and models
- Have fun!

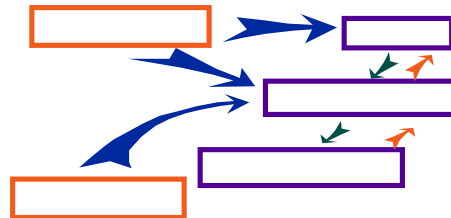


Course Overview

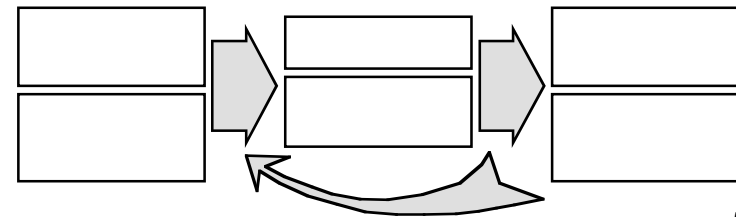
1. Key Concepts for technology marketing



2. Case Study: INFORMIX



3. Using the Web in applying these concepts





Your Hosts

Randy Nickel

- *Was*, Purdue engineer, ski bum, small manufacturing business, Calma Co., SGI, DEC, Regis McKenna Inc.
- *Now*, Independent marketing consultant

Tim Shetler

- *Was*, Drake, Harvard, Andersen Consulting, HP, small manufacturing business.
- *Now*, Vice-President Product Management, INFORMIX