



Here's a thought. Evaluate the financial and operational advantages of outsourced Microsoft alliance management with Redserge.

We are the go-to firm for Microsoft alliance management.

REDSERGE Ventures

Targeted action and enduring results.

At REDSERGE, we believe if a rigorous make-buy decision analysis for client advocacy services is performed, then the outsource model will bear out a clear advantage financially, operationally and strategically.

This table articulates some of the factors such an analysis would incorporate.

| | REDSERGE Ventures | Employee |
|--------------------------------|--|--|
| Contacts Breadth | Multi-dimensional team of ex-MS with multiple contacts and organizational knowledge spread across the entirety of Microsoft's teams and groups. | Typically, a single person, relatively one dimensional. |
| Scalability | Part time to full time as needed. Multiple subject matter experts available, unlimited scalability. | Full time. Relatively limited scalability. |
| Skillset | Broad set of skills combining to assist client: business development, technical, program mgt., project mgt., marketing, funding, M&A and others. | Relatively narrow set of skills. |
| Cost | Monthly expense with mid-term contract period. Extended only if value is realized. | Salary, bonus, health insurance, stock options, other benefits, employer payroll taxes, HR considerations. |
| Termination of services | Cancellable at end of contract without obligation. | Involuntary employee termination with incumbent separation risks. |
| Management | Self-managing, very experienced outsource team of seasoned professionals. | Dependent on experience and internal reporting structure. |

At REDSERGE, we offer our clients the ability to choose the level of involvement they require from us. Whether you need ala carte services or our full range of advocacy services we are ready to assist and accelerate your success with Microsoft. Get what you need when you need it on a timeframe that works for your business.

Our mission at REDSERGE is enhancing your brand, promoting your technology, and increasing your revenue in an enduring business alliance with Microsoft.

Client strategy with Microsoft

Business development

Partner alliance management

Client's liaison to Microsoft

Contact us at mail@redserge.com or reach our managing partners, Lloyd Wilhelms or Greg Alderson at (206) 486-2040.