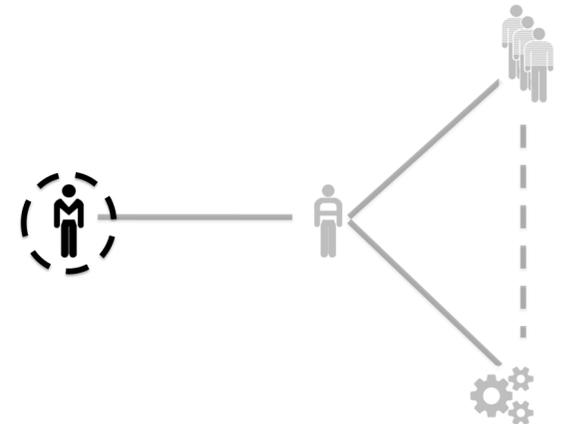


DISCOVER-Y template

- This file is supplied, free of charge, by ICONDA Solutions
- It can be downloaded from <http://www.icon9.net>
- Please refer to the above site for information on how to use the DISCOVER-Y tool

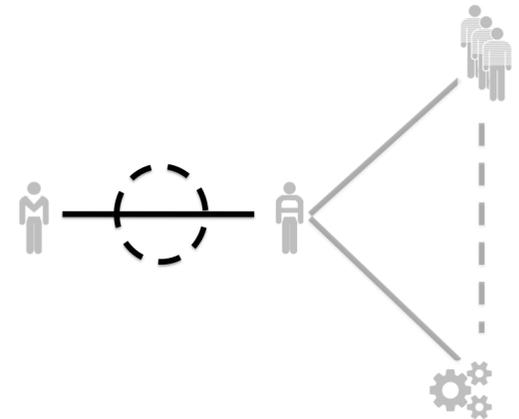
Zone 1: Questions to expect

- ..
- ..
- ..



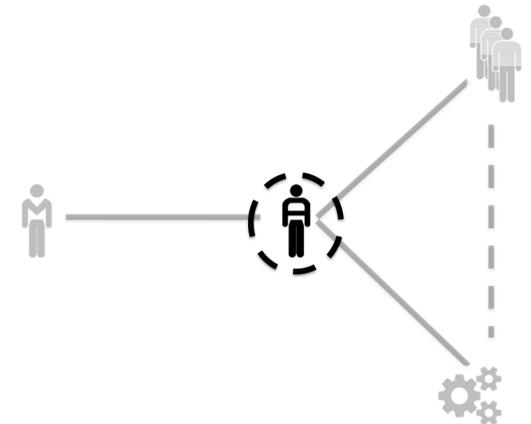
Zone 2: Our relationship

- ..
- ..
- ..



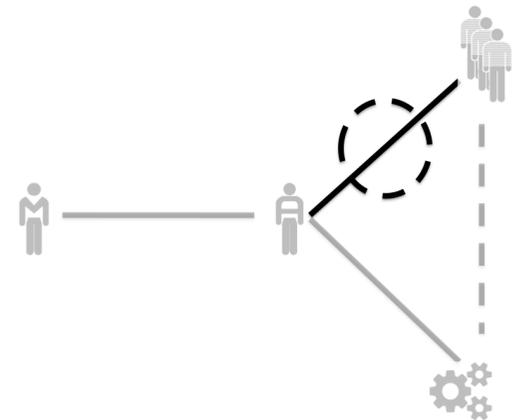
Zone 3: About them

- ..
- ..
- ..



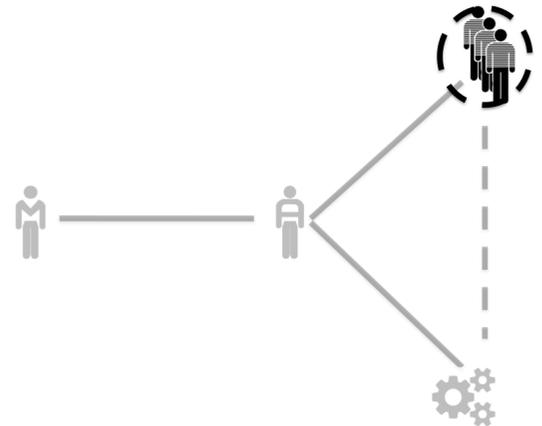
Zone 4: Their relationships

- ..
- ..
- ..



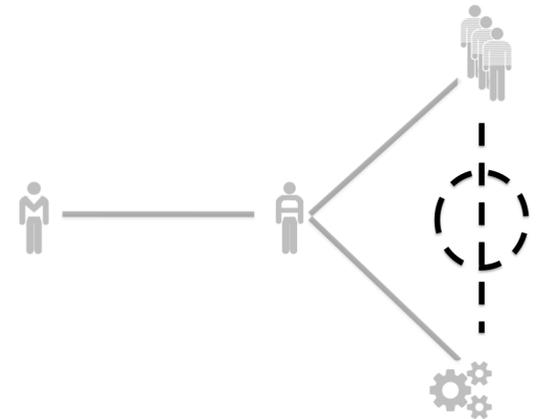
Zone 5: Other people and orgs

- ..
- ..
- ..



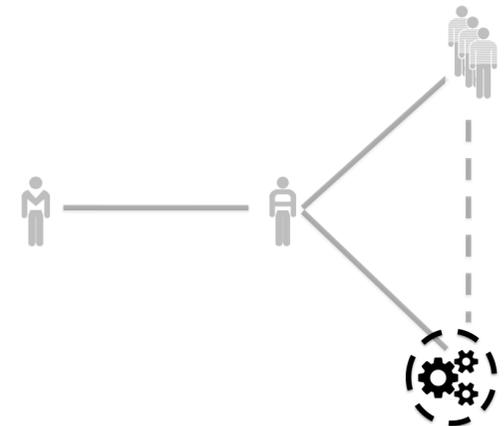
Zone 6: Others and Projects

- ..
- ..
- ..



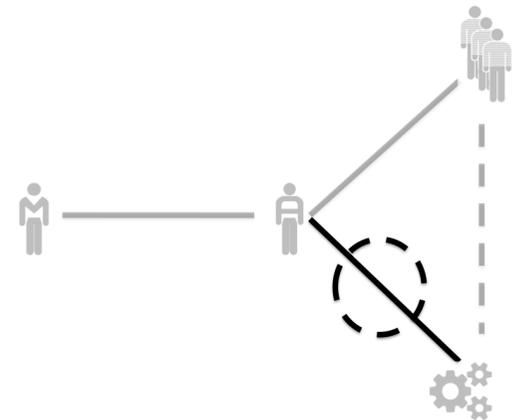
Zone 7: Projects, techno etc

- ..
- ..
- ..



Zone 8: Their opinions, needs, ...

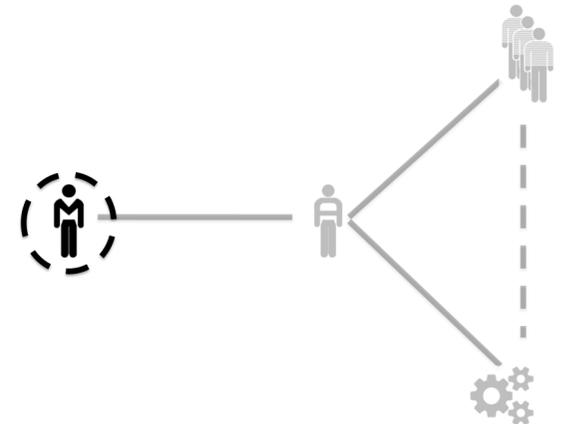
- ..
- ..
- ..



EXAMPLES

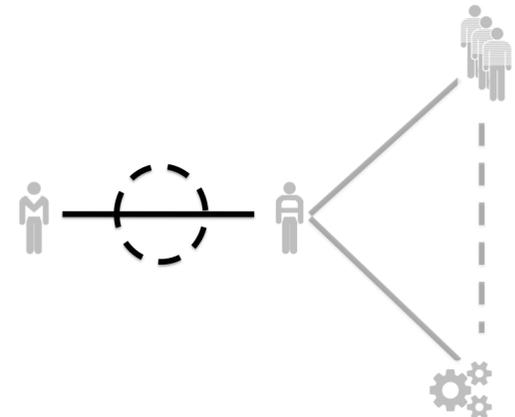
Zone 1: Questions to expect

- **Tell me about your company**
- **Tell me about your products**
- **What is your roadmap?**
- **What is the price?**
- **When will it be available?**
- ..



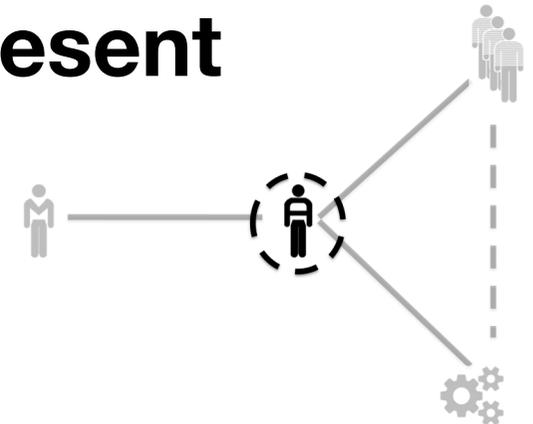
Zone 2: Our relationship

- **Client's knowledge and impressions of us**
- **Support that client expects or requires**
- **The business model**
- **Product life cycle/ supply chain**
- ..



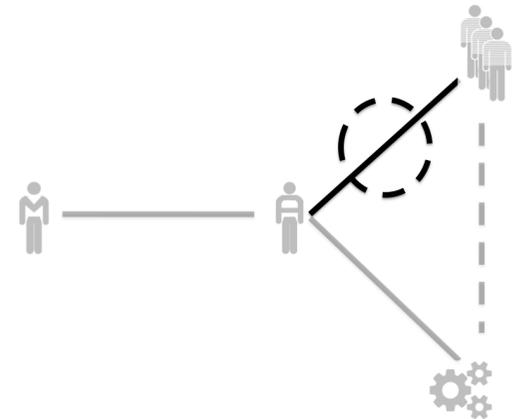
Zone 3: About them

- **Client's main areas of expertise**
- **What they insource and what they outsource**
- **Client budget [constraints]**
- **Client quality [needs]**
- **Client's main challenges at present**



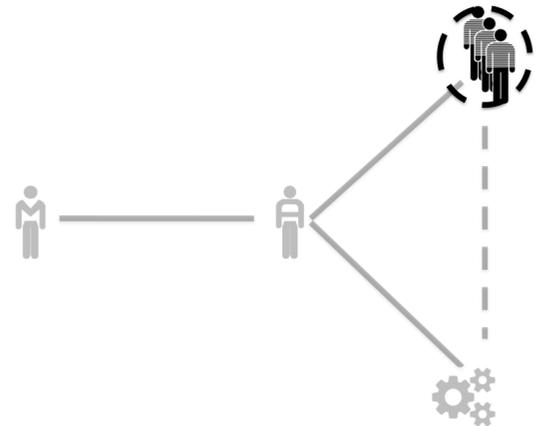
Zone 4: Their relationships

- **Client partnerships**
- **Client economic questions [funding sources etc]**
- **Outsource needs**



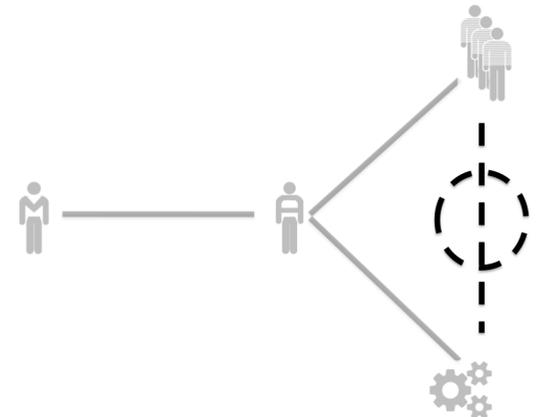
Zone 5: Other people and orgs

- **Client's main customers and the markets they address**
- **New opportunities**
- **Geographical extent of business**



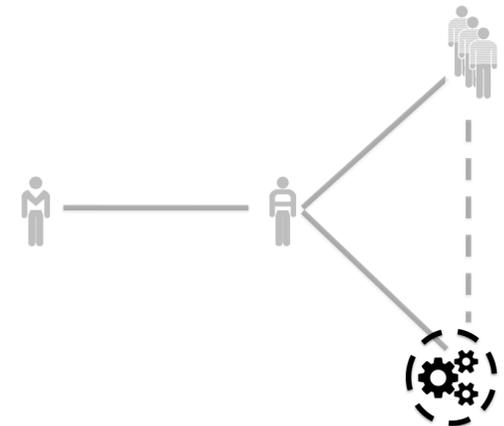
Zone 6: Others and Projects

- **Most important thing for the client's customers**



Zone 7: Projects, techno etc

- **The current solution used by the client**
- **Competing technologies in the client's market segment**
- **Potential savings in non-core aspects of the client's solution**
- ..



Zone 8: Their opinions, needs, ...

- **Relative importance and cost of elements in the client's current system**
- **The positive and negative points about the client's current solution**
- **The reasons that the client may change from their current system**
- ..

