

# About Seeta Resources

*Catalyze Swift Revenue & Margin Growth*

**Pradeep Anand**

President, Seeta Resources

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**Be Better in Important Ways**

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# Pradeep Anand

## Focus: Successful Commercialization of Technologies in the Oilfield

- Vice-President, Marketing, Landmark Graphics
- Manager, North American Operations, Baker CAC, Baker Hughes
- Marketing/Business Development Manager, LWD/MWD, NL Sperry-Sun

# Pradeep Anand

## Focus: Successful Commercialization of Technologies in B2B/Industrial Space

- Vice-President, Marketing, Landmark Graphics
- Manager, North American Operations, Baker CAC, Baker Hughes
- Marketing/Business Development Manager, LWD/MWD, NL Sperry-Sun

Since 1994

- **Oil & Gas** – AirXChangers, Baker Hughes, Baroid Corporation, Daniel Industries, Dresser Industries, Dresser Oil Tools, Key Energy, Integrated Exploration Systems (Germany), Landmark Graphics, NL Industries, Numar, OFS Portal, Petrabytes, Photon, PGS-Tigress, Praxis, Preng & Associates, SigmaCubed, Sperry-Sun, Object Reservoir (US Venture Partners), Volumetrix
- **Engineering/Manufacturing** — Aggreko, Astralloy, CompX, Continental Carbon, Excell Minerals, Express Integrated Technologies, Fabsco, Fort Lock, Gundle/SLT Environmental, Harsco Corporation, Harsco Industrial, Harsco Infrastructure, Harsco Metals & Minerals, Harsco Track Technologies, Hendrickson Trailer, IKG Industries, MultiServ, National Cabinet Lock, Nutter Engineering, Ohmstede, OnePoint, Patent Construction Systems, Patterson-Kelley, Reed Minerals, SGB, SteelPhalt, VisionMonitor Aviation Software, Waterloo Furniture Components
- **Technology** — AMD, Sun Microsystems, Wipro, Syntel, FuelFX, Metasolv, NobleTek, Avalon Imaging, Scicom, Silicus, Laversab, Facet, Zresearch
- **Other** — Kanaly Trust, Fort Bend Independent School District, American Sleep; Willy, Nanayakkara, Rivera & Goins

# Pradeep Anand

## Focus: Successful Commercialization of Technologies in B2B Space; Mentor/Develop/Teach

Since 1994

- Vice-President, Marketing, Landmark Graphics
  - Manager, North American Operations, Baker CAC, Baker Hughes
  - Marketing/Business Development Manager, LWD/MWD, NL Sperry-Sun
  - **Oil & Gas** – AirXChangers, Baker Hughes, Baroid Corporation, Daniel Industries, Dresser Industries, Dresser Oil Tools, Key Energy, Integrated Exploration Systems (Germany), Landmark Graphics, NL Industries, Numar, OFS Portal, Petrabytes, Photon, PGS-Tigress, Praxis, Preng & Associates, SigmaCubed, Sperry-Sun, Object Reservoir (US Venture Partners), Volumetrix
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  - **Technology** — AMD, Sun Microsystems, Wipro, Syntel, Metasolv, NobleTek, Avalon Imaging, Scicom, Silicus, Laversab, Facet, Zresearch
  - **Other** — Kanaly Trust, Fort Bend Independent School District, American Sleep; Willy, Nanayakkara, Rivera & Goins
- **Adjunct Faculty**, Rice University's MBA Program: Teach "Marketing in the Energy Industry"; Commercializing Technologies in the Oil & Gas Industry
  - **Mentor:** Houston-based Startups at OwlSpark, RedLabs, Surge and others

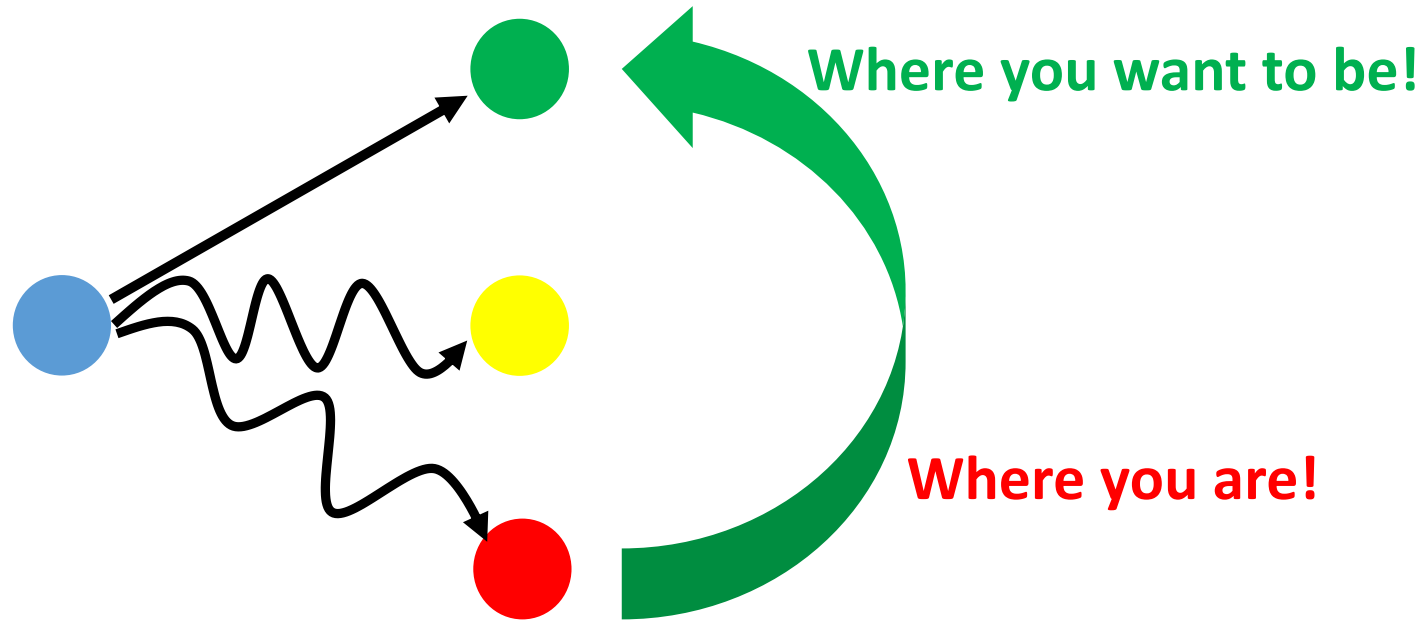
# Pradeep Anand

- Developed and improved proprietary Go-to-Market and Pricing Effectiveness processes over more than 30 years
- Have applied these processes to more than sixty business units in North America and Europe
- Facilitated large and small groups of professionals of varied backgrounds
- Adjunct Faculty, Rice University's MBA Program: Teach "Marketing in the Energy Industry"; Commercializing Technology in the Oil & Gas Industry
- Mentor startups in the Greater Houston area, with a focus on "Go-to-Market" strategies & tactics for startups, "Pricing Effectiveness" and Customer Contacts

What we do

We Catalyze  
Swift Revenue & Margin Growth

# We Catalyze Swift Revenue & Margin Growth



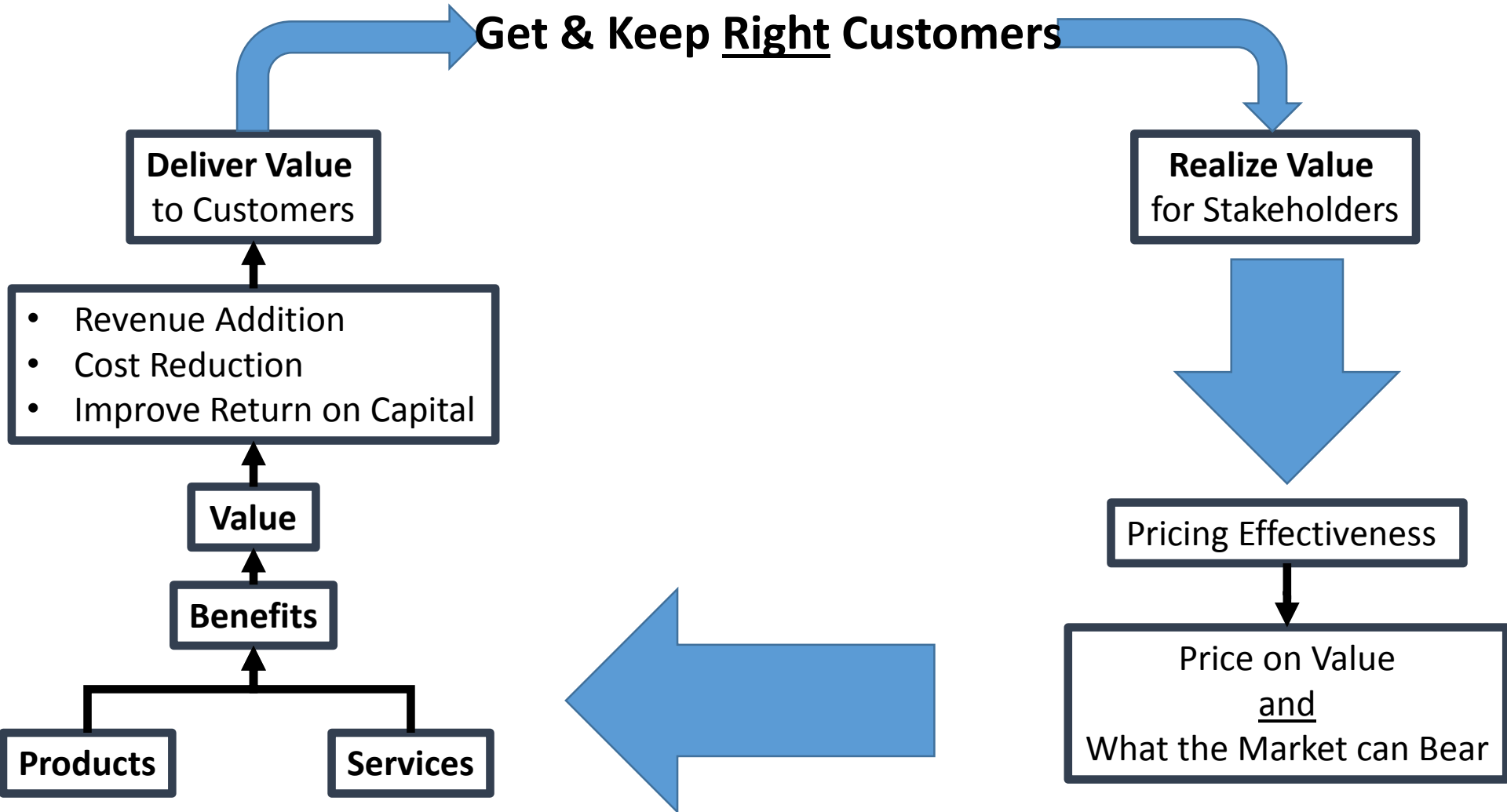


# How We Do It

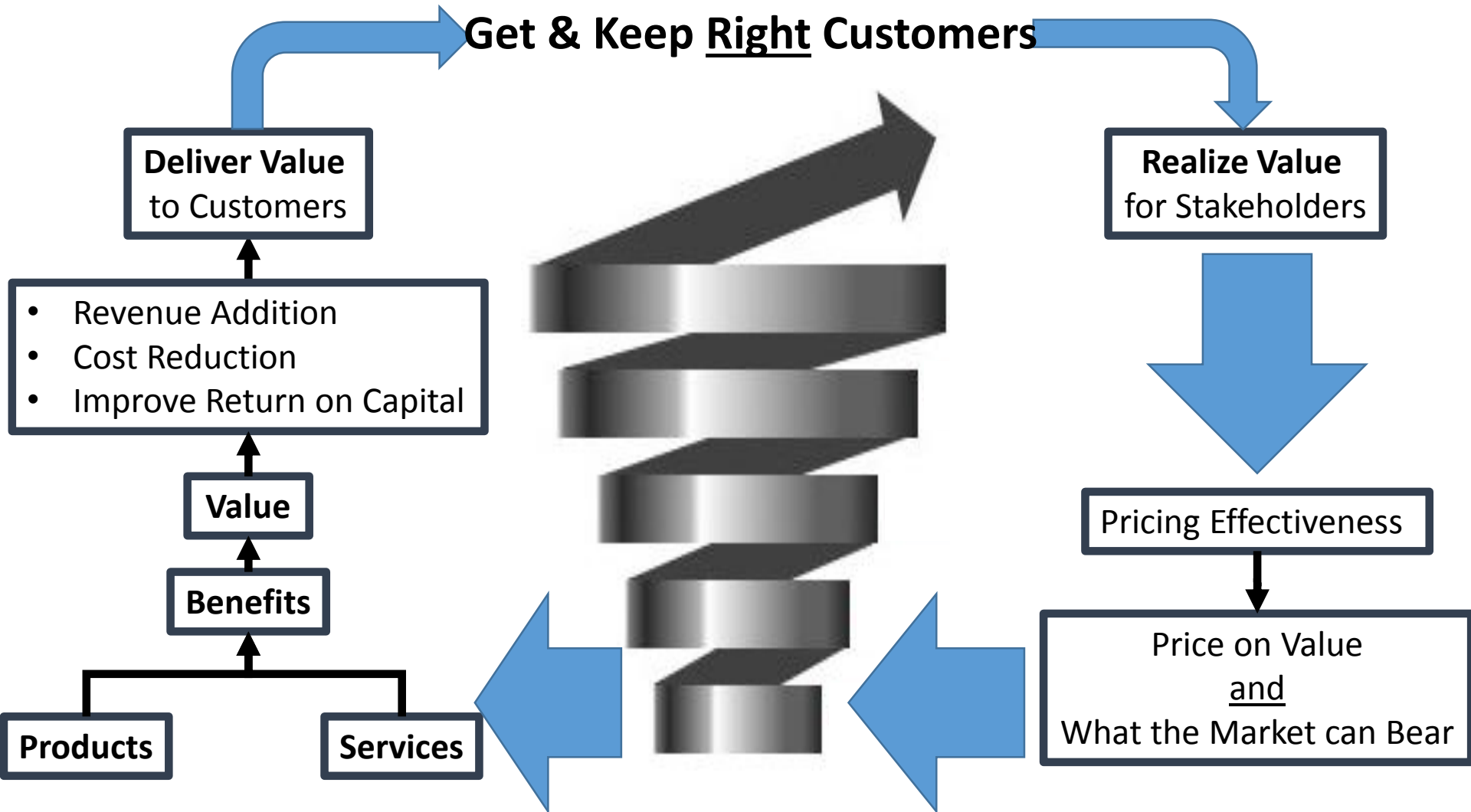
# How we do it



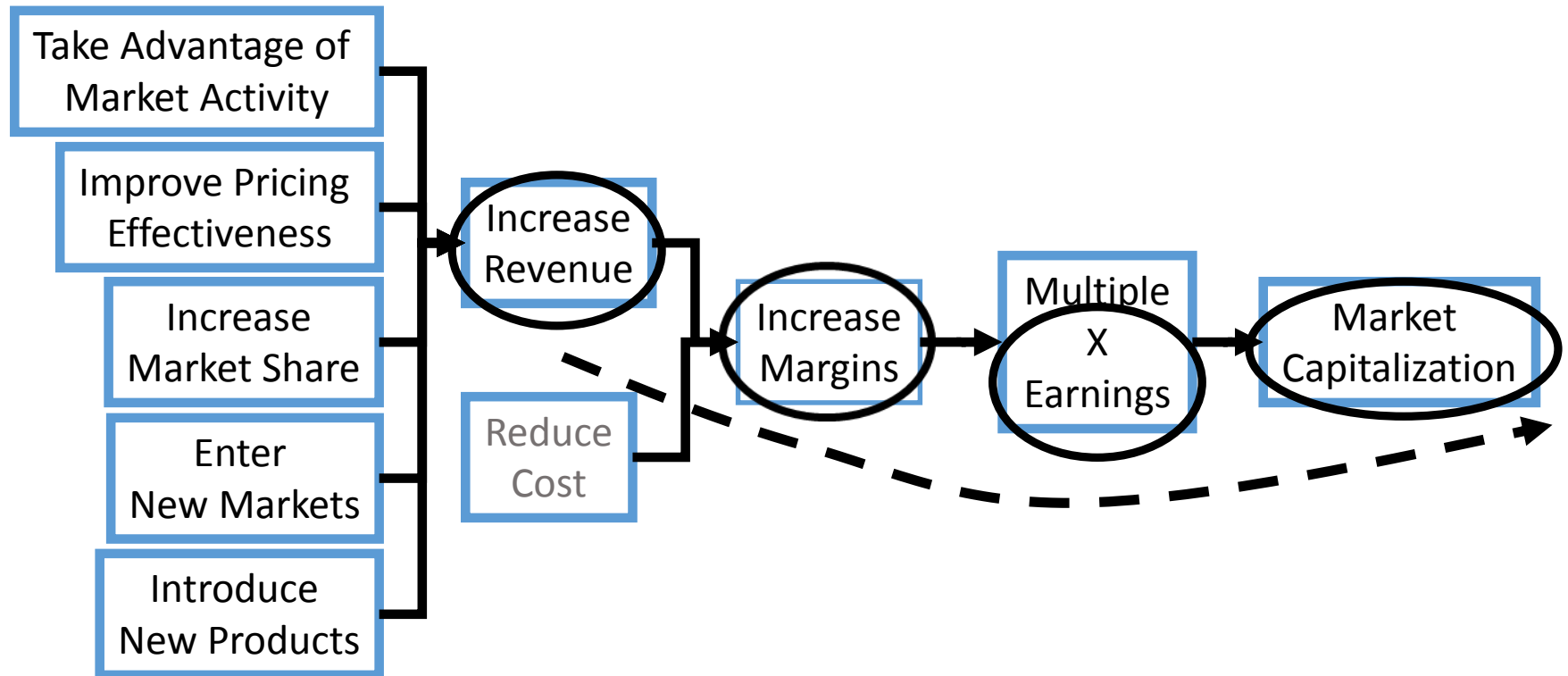
# Principle 1. Purpose of a Business



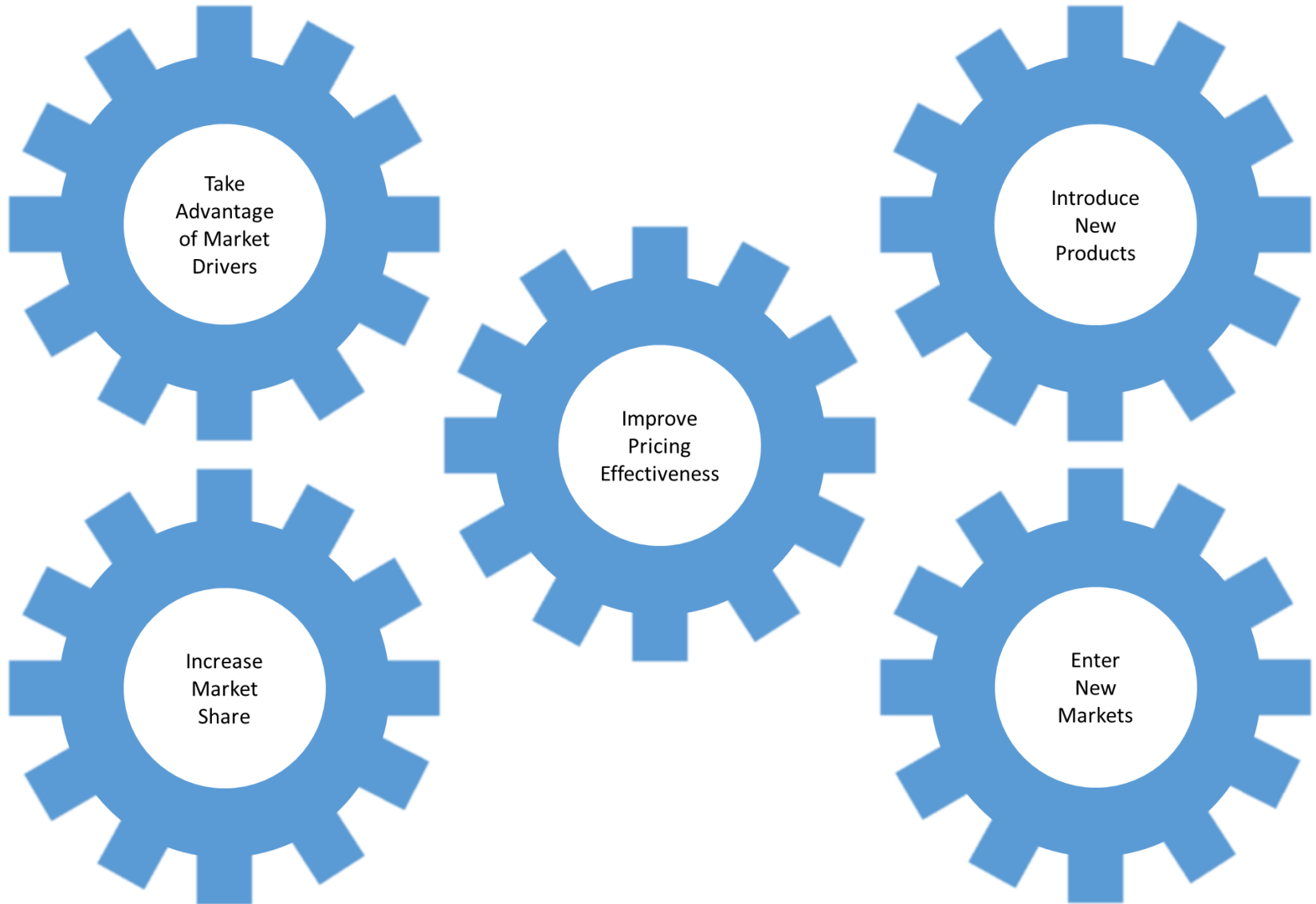
# Principle 1. Purpose: Create Value Spiral



# Principle 2. Focus on Quality Revenues & Margins to Increase Market Capitalization



## 2. Five Gears of Growth of Market Capitalization

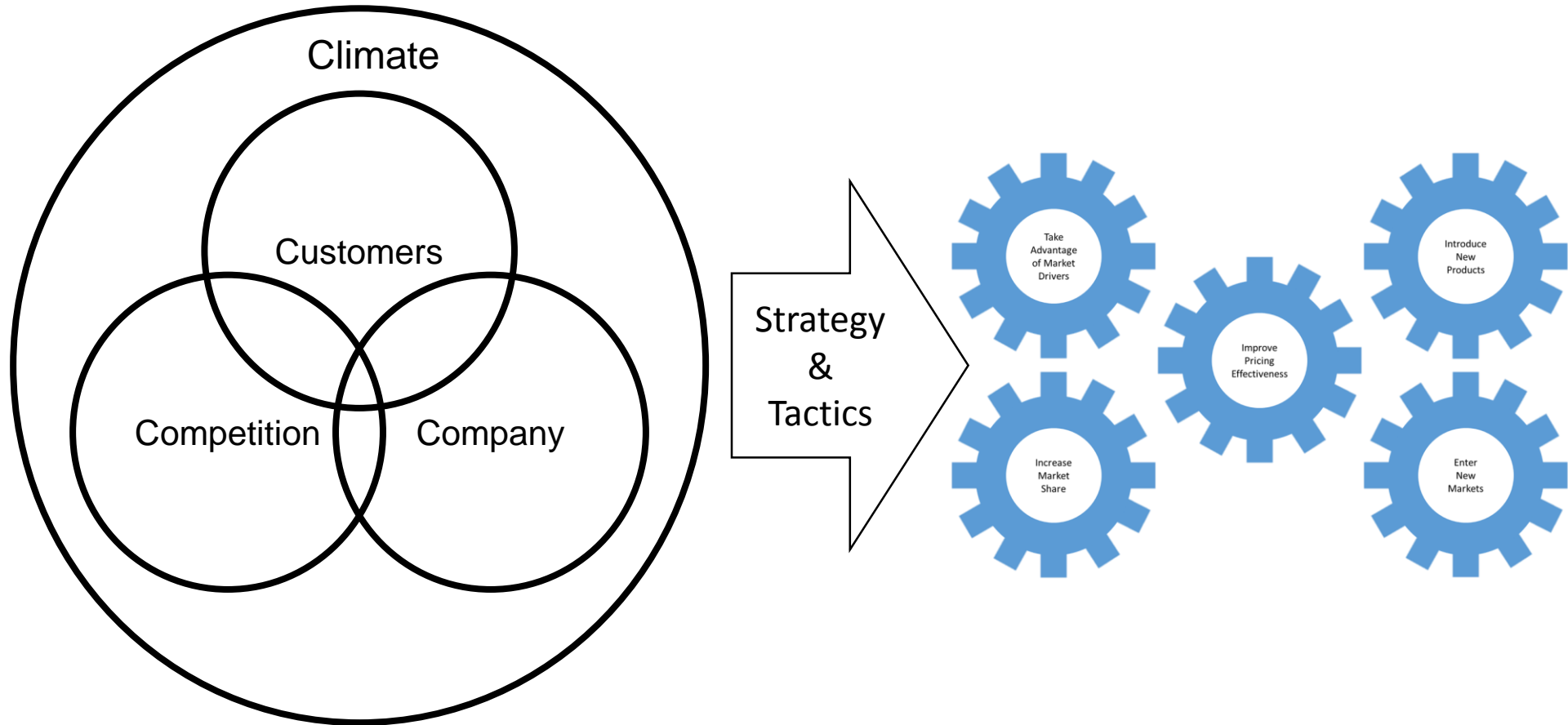


# Principle 3

## Go-to-Market Process

Where are we? Where can/should we go?

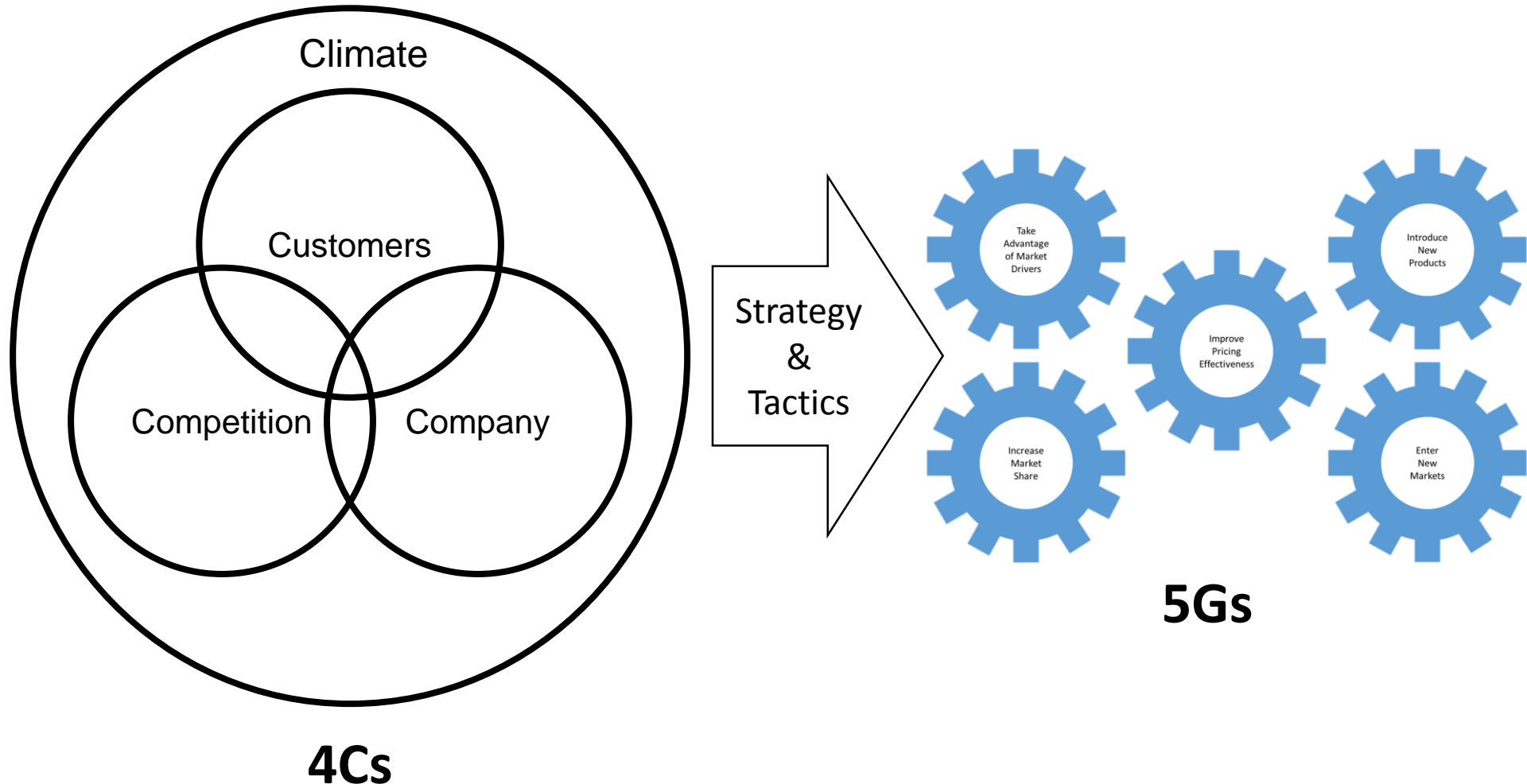
How do we get there?



# Principle 3

## Go-to-Market Process

**3Qs:**    **Where are we?**    **Where can/should we go?**    **How do we get there?**





# Process: Answer 3Qs, Start with 4Cs to Execute 5Gs

Increase Probability of Success  
Reduce Uncertainty

Competitive Playing Skills

Analyze

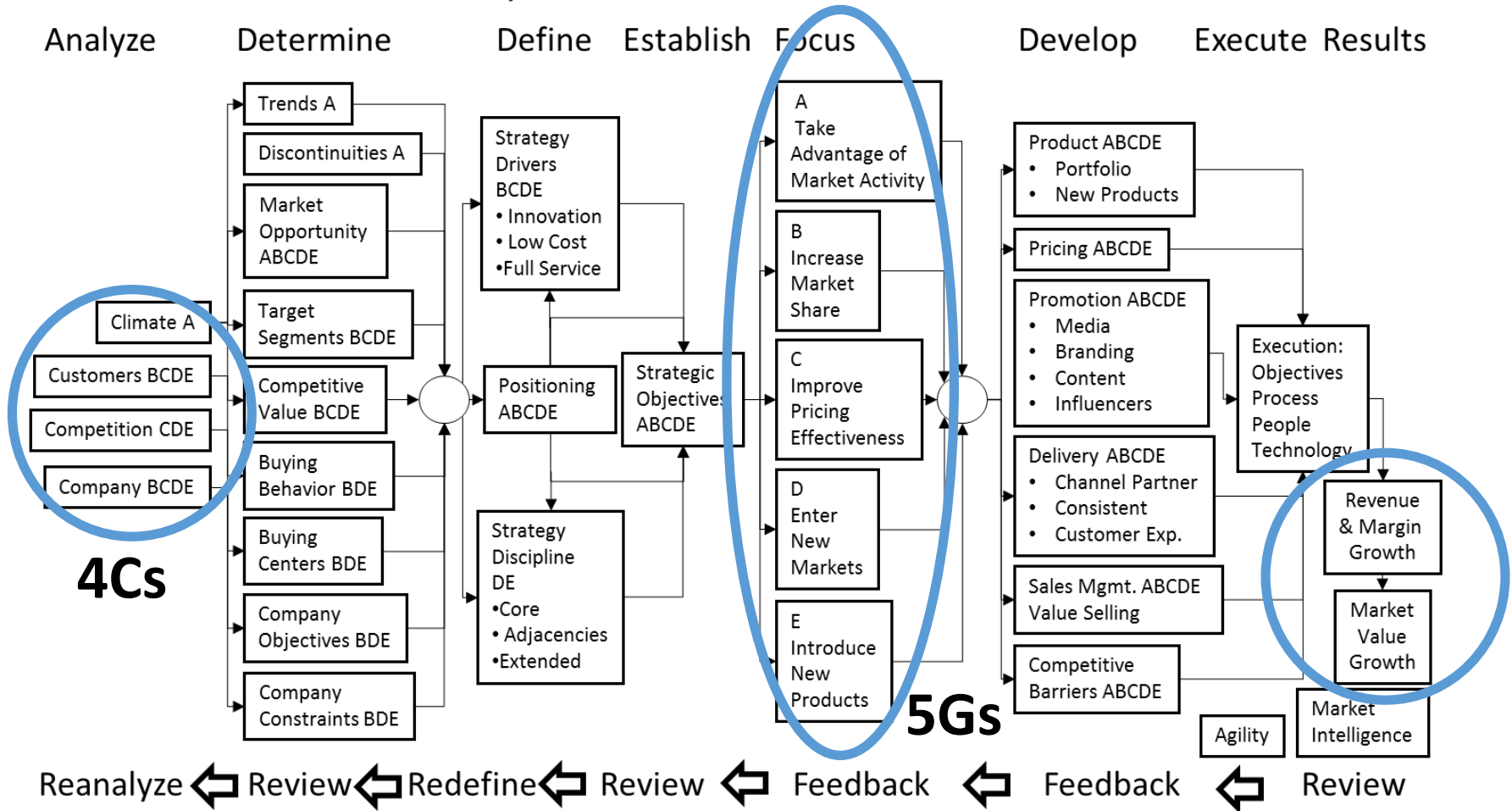
Determine

Define

Establish Focus

Develop

Execute Results



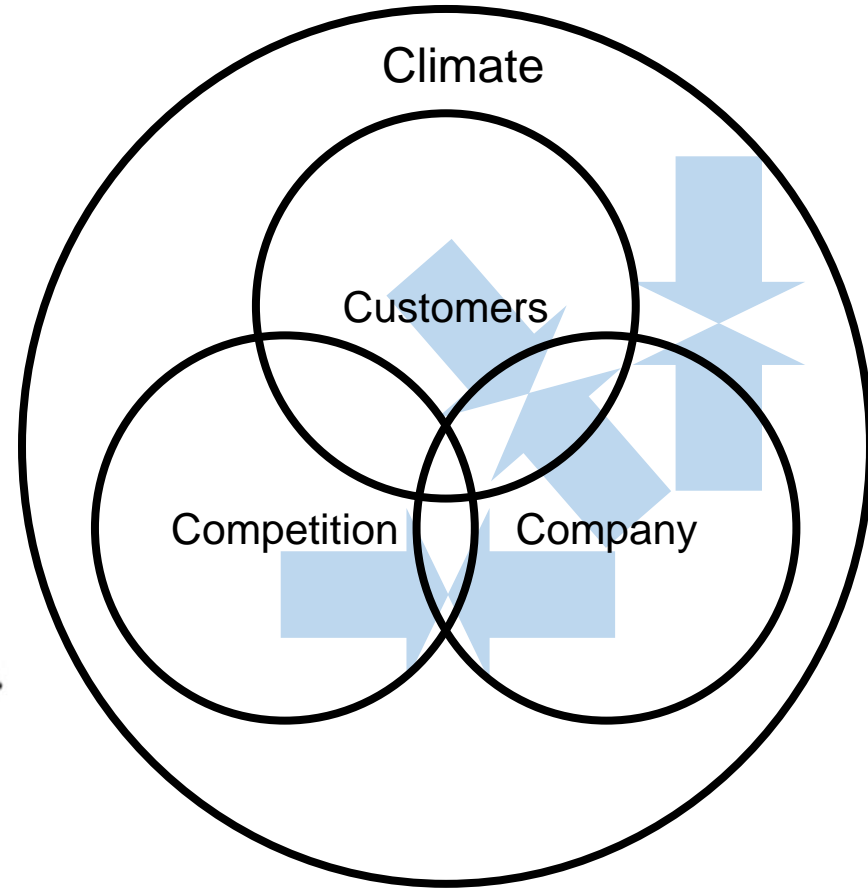
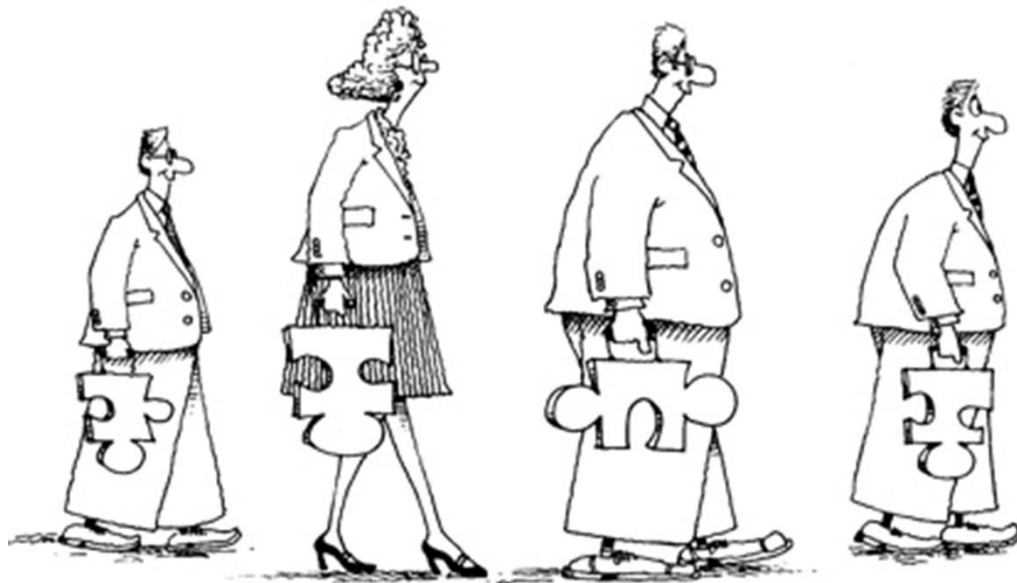
Where are we?

Where can/should we go?

How do we get there, successfully?

**3Qs**

# Principle 4. Your Market Facing Team Mining Tacit Information & Tribal Knowledge



# How we do it

## Client Team + Our Process + Our Catalyst

- Client team
  - Drawn from diagonal cross-section of the firm
  - Market facing
  - Future champions of change
- Our process
  - Answer three questions: Where are we? Where can/should we go? How do we get there?
  - Unlock team's latent knowledge
  - Guide team to rediscover markets and market dynamics
  - Guide team to design and identify key Go-to-Market & Pricing strategies & tactics
  - Guide team to reinvent/redesign the business

# How we do it

## Our Catalyst: Pradeep Anand

- Developed and improved the process over more than 30 years
- Have applied the process to more than fifty business units in North America and Europe
- As an employee, helped commercialize three oilfield major technologies, whose revenues today exceed US\$3 Billion
- Facilitated large and small groups of professionals of varied backgrounds
- Adjunct Faculty, Rice University's MBA Program: Teach "Marketing in the Energy Industry"; Commercializing Technology in the Oil & Gas Industry
- Mentor startups in the Greater Houston area, with a focus on "Go-to-Market" strategies & tactics for startups, "Pricing Effectiveness" and Customer Contacts
- Engineer with an MBA

# How we do it

## Results

- Team members become champions of change
  - Overcome internal resistance
  - Team learns and comprehends market dynamics of business
  - Speedy and effective implementation
  - Deft adjustments/corrections over longer term
- Results
  - Revenue growth, enriched margins
  - Quick results, long-term effectiveness

# Results: Revenue & Margin Growth Pricing for Profit

# Revenue/Margin Growth Results

- Redirected OFS firm for sales growth from \$300 Million to \$1 Billion in 5 years
- 4X to 5X increase in market value in 4 years at a manufacturing firm
- Redirected engineered products firm for revenue growth of 2X and margin growth of 5X in 3 years

# Revenue/Margin Growth Results

- Rapid growth from 0% share to 55% share for a latecomer OFS/software firm in Canadian markets
- Redirected a manufacturing firm's market focus that quickly turned major distributors and competitors into customers - stemmed negative cash flow in three months
- Product rationalization at an OFS firm to immediately reduce costs; increased margins by 20% in 1 year



# Revenue/Margin Growth Results

- Insulated \$100 Million manufacturing company from ravages of economic and competitive forces, to maintain revenue and margin growth in declining markets
- Swift execution of a major, multi-million dollar offshore outsourcing initiative for a \$100 Million publicly-traded software firm

# Pricing Case Studies

Country	Competitive Price (Local Currency)	Increase (Local Currency)	Increase %
Belgium	30,000	13,433	<b>45%</b>
Czech Republic	700,000	218,500	<b>31%</b>
Czech Republic	700,000	301,000	<b>43%</b>
France	50,000	88,554	<b>177%</b>
Germany	900,000	740,000	<b>82%</b>
Netherlands	90,000	70,297	<b>78%</b>
Poland	50,000	10,000	<b>20%</b>
Poland	520,000	354,400	<b>68%</b>
Slovenia	35,000	14,464	<b>41%</b>
UK	50,000	81,302	<b>163%</b>
UK	22,500	21,102	<b>94%</b>
USA	30,000	30,260	<b>101%</b>

# Pricing Case Studies

## Industries

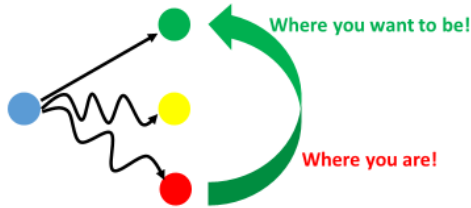
- Oilfield Equipment
- Oilfield Services
- Software
- IT Services
- Iron & Steel
- Construction Services
- Power Plant Services
- Petrochemicals

## Countries

- USA
- Germany
- UK
- Canada
- France
- The Netherlands
- Belgium
- Czech Republic
- Poland

# Summary

## We Catalyze Swift Revenue & Margin Growth



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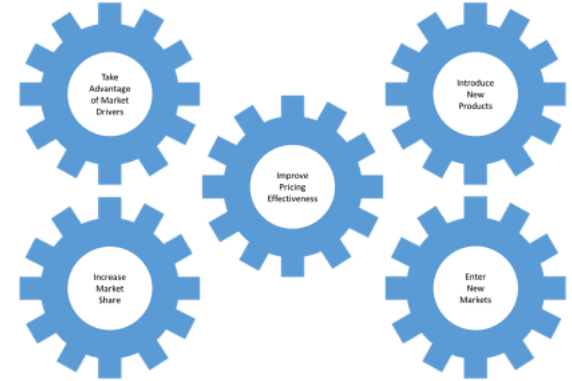
## How we do it



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## 2. Five Gears of Growth of Market Capitalization



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## 3. Process: Answer 3Qs, Start with 4Cs to Execute 5Gs



Reanalyze ← Review ← Redefine ← Review ← Feedback ← Feedback ← Review

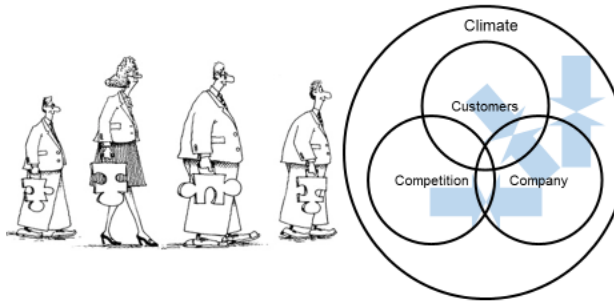
Where are we? Where can/should we go? How do we get there, successfully?

3Qs

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## Principle 4. Your Market Facing Team Mining Tacit Information & Tribal Knowledge



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## Results: Swift Revenue & Margin Growth

### Results/Value

Revenue growth, enriched margins  
Quick results, long-term effectiveness

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