


**NAVIGATING THE GLOBAL INFORMATION MARKETPLACE**  
**Global Information Industry Summit**  
*September 14-15 - Amsterdam Hilton, the Netherlands*



## Serving Multinational Customers


**Global Information Industry Summit**
SEPTEMBER 14-16, 2006  
AMSTERDAM HILTON

## Objectives

- Become familiar with the key success factors of a global account management program
- Learn best practices in servicing multinational customers
- Understand key pain points for those customers


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**Moderator:**  
Andrea Ramsden-Cooke, Dir. Bus. Dev, LexisNexis US  
Public & Corporate Markets

**Panelists:**  
Mark Schlageter, EVP Thomson Tax & Accounting

Frank Vrancken Peeters, Managing Director, Elsevier BV

Claudia Juech, Vice President Information Research,  
Deutsche Bank AG

Brad Pickar, Snr Industry Manager, Infosys Technologies,  
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## Agenda

- Examination of some of the key success factors in global account management
- Q&A with panel to explore some of these success factors and pain points from individual perspectives
- Q&A audience
- Takeaways


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## Key Success Factors in Global Account Management

- **Senior Management Commitment**
  - Customer expectation in meeting key management
  - Geographical allocation of appropriate resource
  - Need to make trade-off decisions
- **Selecting Global Accounts**
  - Need to identify accounts which have mutual strategic value for customer and supplier
  - Need for minimum revenue level
- **High quality global account managers**
  - Cross cultural and language skills
  - Need local industry and competitive knowledge
- **Measurement, Metrics and Rewards**
  - Establish appropriate metric for success
  - Appropriate incentives for global account managers
- **IT Infrastructure**
  - Good global CRM system which creates a global view of the customer
- **Global Account Planning Process**
  - Need to set clear objectives for the global account (include the customer!)
  - Secure appropriate resources
  - Consistent and regular review meetings


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## Discussion Questions

- How important is Senior Management Commitment and why?
- In selecting accounts to be part of a global account management program we mentioned the importance of mutual strategic value - how would you advise companies to select appropriate global customers (and if you are a customer how would you convince your supplier that you should be part of that program?)
- What makes a good global account manager?
- How can you measure the success of a program?
- Can you give any examples of where IT has helped or hindered in servicing multinational customers?
- The last Key Success Factor we listed was the need for a Global Account Planning Process – can you give examples from your own organizations or from your suppliers?

## Additional Resources

- H.David Hennessey 'Discovering the Hidden Value in Global Account Management'
- [http://diversity.gsfc.nasa.gov/dcprivate/DiversityResources/menu\\_globally.html](http://diversity.gsfc.nasa.gov/dcprivate/DiversityResources/menu_globally.html)

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