

Lauren Robinette, Analyst, Managed Services



Lauren Robinette, principal analyst for ACG Research’s managed service business, offers a comprehensive managed services program

Consisting of training modules, including takeout and strategies to support vendors' and MSPs' go-to-market processes based on the industry’s best practices.

Lauren Robinette is an accomplished channel business development professional with experience in high tech companies like HP, Avaya, Symantec, Cisco, Foritnet and her own start up. Her Managed Service and Service program development leveraging her go-to-market models are running in Cisco today. She launched loyalty programs and partner enablement programs to leverage the unique offerings from annuity based services to increase the revenues of services sold.

She has demonstrated unique blend of sales, marketing and business modeling to enable sales results in her positions through managing complex, highly visible programs leveraging diverse teams across multiple disciplines.

Lauren’s experience includes the creation of an SMB organization for HP. Managing impact on over \$2.5B growing this number by 25% percent year over year by leveraging marketing and sales programs, enabling channel partners to reach the high growth market.

Managing over 150 outsourced sales representatives calling on 4000 channel partners and 19 marketing and sales managers developing vertical market sales tools.

She managed the Cisco Powered program at Cisco enabling 400 global service providers to market and sell their services sold on their services created on Cisco technology. These service providers touched over 40% of Cisco’s \$40B business.

Ms Robinette also created and managed an award winning partner enablement program. For her efforts she won a sales effectiveness award from the IT Services Marketing Association that generated an incremental \$200M for three years and now runs in 150 countries returning 200:1 return on investment. She was awarded through nomination high potential Leadership Programs at both HP and Cisco Systems.

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ACG Research helps service providers, enterprises, vendors and investors make strategic decisions, mitigate risk and effect change through business and technology consulting and syndicated market share/forecast projects, products and services. Our analysts tailor their engagements to our clients' specific issues, objectives and budget.

Why ACG Research?



ACG provides market analysis and consulting to help service providers and vendors monetize their existing infrastructures and increase operational efficiency and profitability.

We manage and sell at the strategic business level and offer technology planning for flexibility, speed & exceptional quality.

We answer the why behind the what in the telecom industry.

We offer a comprehensive program of services that addresses both technology and business issues.

ACG Research maintains the highest levels of quality, professional, integrity, independence, objectivity and discretion. These principles enable us to have long-standing and active relationships with our clients, based on commitment and trust.

Consulting Services

ACG Research applies multidisciplinary expertise and multidimensional solutions to complex business and technology issues, delivering greater strategic value than our competitors.

Each consulting engagement is uniquely structured, no forced methodologies or canned reports. An integrated client/ACG team is assembled for each engagement.

Our consultants' collective experiences are derived from leading firms across a broad spectrum of professional disciplines, management, engineering, marketing, financial analysis and IT management and operations. We combine advanced academic degrees with practical business experience.

Syndicated Services

Each syndicated service delivers the following:

- ✓ Quarterly Market Share
- ✓ Bi-annual Forecasts
- ✓ Executive Summaries
- ✓ Video Updates
- ✓ Market Impacts
- ✓ Quarterly Briefings

Our services provide an overview of the market (drivers, challenges and key players), a detailed understanding of technologies and solutions available, identifying their strengths and challenges. We also examine industry best practices and case studies, including efficiency measurements.