



We Get The Answers To Your Critical Questions.

Definition: 'Demand Chain' – The marketing, sales, service, and logistics functions that connect a business with its customers.

Strategies.
People.
Systems.
Performance.

As business becomes ever more competitive, few marketing, sales, and service executives have the resources available to properly answer their critical questions about strategies, organizations, systems, and performance. It's getting more and more tempting to take shortcuts even though they can lead to bad decisions. But there's never a good time to assign your best people to answer those critical questions. You need a SWAT team you can depend on. You need DemandEdge.



DemandEdge is a management consulting firm built on decades of demand chain expertise and innovation. Our partners and staff have deep experience working with more than one hundred clients from a variety of industries. We understand all types of demand chains – from Internet to direct sales to value-added resellers to multi-tier retailers and all points in between. And we help our clients answer their critical questions about strategies, organizations, and systems.

Our Strategies practice is skilled at answering critical strategy questions. Whether you need answers about your markets, categories, competition, brands, value propositions, customers, sales channels, or campaigns we manage the research, analyze the findings, and develop the conclusions and recommendations you need, fast.

Our People practice can answer your critical organization questions. Whether your questions relate to organizational structure, talent, or processes, we can get the answers you need. Whether your organization is large or small, centralized or de-centralized, internal or outsourced, we can help.

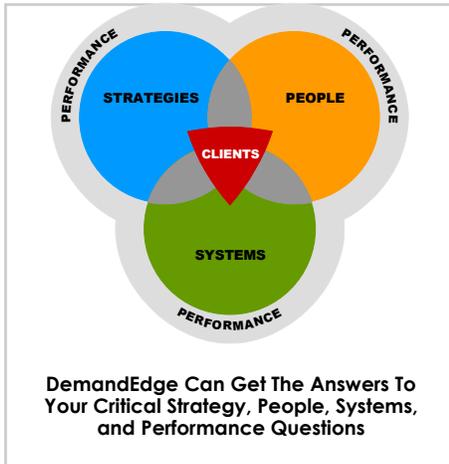
Our Systems practice excels at answering critical systems questions. Whether

your questions relate to existing or future CRM (Customer Relationship Management) or DCM (Demand Chain Management) systems, we can help.

Our Performance practice can develop and manage a 'performance measurement model' for your entire demand chain — the strategies, people, and systems. By identifying the Key Performance Indicators (KPI's) that drive your demand chain, we can help you constantly keep your 'finger on the pulse' of what's working or not.

Sometimes your critical questions relate to strategies, people, or systems. Sometimes they relate to all three. You know you could get the right answers by assigning your best people, but it's never the right time.

At DemandEdge, our goal is to become the external SWAT team you rely on to answer your critical questions about strategies, people, systems, and performance. With our extremely high ratio of partners to other consultants, you can be sure of getting the right level of support whenever those 'special projects' come up. And you can be sure we will always deliver the highest quality answers, fast. Let's talk.



DemandEdge Can Get The Answers To Your Critical Strategy, People, Systems, and Performance Questions

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Industry Expertise

- Automotive
Computer Hardware
Consumer Electronics
Consumer Products
e-Commerce
Financial Services
Industrial Products
Internet Services
Media & Entertainment
Medical Products
Professional Services
Retail
Software
Telecommunications
Wholesale & Distribution

Clients (Partial List)

- Apple
Cisco
Hewlett-Packard
IBM
InterTrust
Intuit
Kaspersky
Level 3
Lotus
Microsoft
Mobility Electronics
Netscape
Newsweek
Pentax
Peregrine
Philips
Qwest
Rand McNally
StorageTek
The Washington Post
...and dozens more

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Strategy Consulting Services

Sometimes you know all the answers. But sometimes there are some critical questions that you just don't have the resources to get answered properly. Sometimes those questions relate to small pieces of your overall strategy. Sometimes they are big questions relating to sales channels or campaign effectiveness. You know you have to get the right answers, but you need a resource that can get them for you. You need a SWAT team you can depend on. You need DemandEdge.



DemandEdge helps senior management in marketing, sales and service roles get the right answers to their critical questions, fast. Our team has a wide range of capabilities and experiences with a wide range of demand chains - from Internet to retail, to value-added resellers, to two- and three-tier distribution, to direct enterprise sales. Whether your questions relate to your industry, market, category, competition, brand, value proposition, customers, sales channels or campaigns, we can help. Whether they are small questions that take 3 days to answer or big questions that take 3 months to answer, we can deliver.

Our approach to answering critical strategy questions goes well beyond 'gut-feel and experience'. Using our advanced strategy methodology, we rapidly execute the appropriate level of primary and secondary research to ensure the answers we provide are always based on sound logic and the best possible data.

We always leverage the domain expertise of you and your people, customers, partners, resellers, and 'industry experts'. And, we use our position as an independent firm to uncover facts about you and your competitors that your own people may never have access to.

At DemandEdge, we pride ourselves on being fast, efficient, and effective at getting the right answers to our clients' critical strategy questions. And we have decades of experience doing just that.

EXAMPLES OF CRITICAL STRATEGY QUESTIONS WE ARE SKILLED AT ANSWERING

- What is the right growth strategy?
- How compelling is our value proposition?
- Who will buy our new value proposition?
- How do we get our customers to buy more?
- Are our sales channels competitive?
- Are we getting the right return-on-investment from our marketing and sales programs?
- Do we need bigger budgets or can we cut them?
- After the merger, how can we best align our strategies?

Our Strategy Expertise

- ▶ Brand Audits
- ▶ Brand Development
- ▶ Branding
- ▶ Campaign Analysis
- ▶ Campaign Design
- ▶ Category Research
- ▶ Category Sizing
- ▶ Competitive Analysis
- ▶ Competitive Program Tracking & Analysis
- ▶ Customer Loyalty
- ▶ Customer Segmentation
- ▶ Customer Service
- ▶ Expansion Strategies
- ▶ Launch Strategies
- ▶ M & A Due Diligence
- ▶ Market Research
- ▶ Market Entry Strategies
- ▶ Market Sizing
- ▶ Pricing
- ▶ ROI Modeling
- ▶ Sales Channel Segmentation
- ▶ Sales Channel Audits
- ▶ Sales Channel Models
- ▶ Sales Channel Loyalty
- ▶ Service Level Agreements
- ▶ Value Propositions

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People.

Organizational Consulting Services

You know your people are key to your success. You know you need the right marketing, sales, and service people and outsource partners working together as one unified demand chain team. But it's never that simple. So when questions arise about how to solve a problem or take things to the next level, you need answers fast. But as with other 'special projects', the right people are rarely available to do them. You need a SWAT team you can depend on. You need DemandEdge.



DemandEdge can get you the answers to your critical organizational questions, fast. Whether your questions relate to structure, talent, or process, we can help. Sometimes you may want to know how to improve organizational efficiency. Sometimes you may want to know how to best use outsource partners. Whatever your question – big or small – DemandEdge can deliver the highest quality answers. And once we've found the answer you need, we can be there to help manage change and measure and monitor progress over time.

While we have libraries of best practices and benchmark data, we understand each situation is unique and we work with your relevant stakeholders – you, your people, your partners, and your customers – to find the optimum solution. Using an appropriate combination of primary research techniques, we can quickly paint a picture of your history, your current situation, and what needs to happen next.

Our answers encapsulate your people's capabilities, behaviors, and attitudes. And we always take the needs of your business strategies into account. Using our advanced methodologies, ensure all those critical factors are considered. And we identify where processes such as

knowledge management can make a difference.

At DemandEdge, we understand what makes marketing, sales, and service people 'tick'. We understand how to balance the needs of strategies, management, employees, and partners. With decades of experience working with demand chain organizations, DemandEdge can help you answer your critical people questions, fast.

EXAMPLES OF CRITICAL PEOPLE QUESTIONS WE ARE SKILLED AT ANSWERING

- Are our teams working together efficiently?
- How will our new strategies impact our organization?
- Do we have the right skills and abilities to move to the next level?
- Are our compensation plans competitive?
- Do we have the right balance of marketing, sales and service roles?
- Can we improve customer service just by adjusting our organization?
- After the merger, how can we best align our organizations?

Our People Expertise

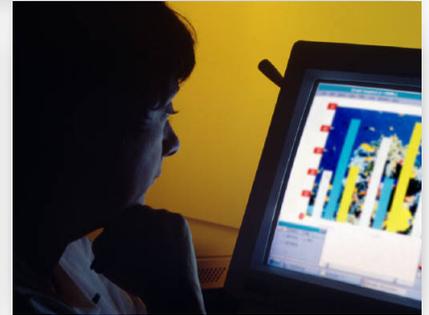
- ▶ Agency Selection
- ▶ Call Center Selection
- ▶ Change Management
- ▶ Compensation Planning
- ▶ Fulfillment Center Selection
- ▶ Knowledge Management
- ▶ M & A Due Diligence
- ▶ Organizational Design
- ▶ Outsource Partner Integration
- ▶ Rep Firm Selection
- ▶ Retention Strategies
- ▶ Skills Assessment
- ▶ Training Plan Development
- ▶ Talent Management
- ▶ Team Alignment
- ▶ Team Integration

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Systems Consulting Services

Companies are under ever-increasing pressure to automate more and more of the demand chain customer-facing elements – the marketing, sales and service functions – of their business. But often, it's hard to know which enterprise systems can give you a real return on your investment. You'd like to have your best people get the answers to these critical questions, but they're too busy. You need a SWAT team you can depend on. You need DemandEdge.



DemandEdge can get you the answers to your critical systems questions, fast. Whether you fit a pure CRM model or you need one of the emerging DCM solutions, we can help. Whether you need to know how to make a quick fix to existing systems or you need to know what your long-term systems roadmap should be, we can deliver. Whatever your question we can get the answer for you. And once it's found, we can project manage any implementation, integration, and deployment effort.

At DemandEdge, we understand that unless systems are completely aligned to the needs of your strategies and your people, they rarely deliver a measurable return-on-investment. Using our advanced methodologies, we can quickly determine how your strategies and your organization drive the data, process, and activity requirements for your CRM and DCM systems. And from those requirements, we can quickly identify the CRM and DCM systems you need.

Because we are demand chain experts first and systems experts second, we know what does and does not work. And we are ideally positioned to balance and align the needs of your

demand chain teams and your IT organization.

We stay informed on the latest technologies, trends, and legal requirements. We maintain knowledge bases on all of the top applications. And we leverage all of that expertise to make systems work for you.

And, as we're not driven by integration revenues you can be sure we'll recommend the simplest, most cost-effective solution.

No matter what your critical systems question is, DemandEdge can get you the right answer, fast.

EXAMPLES OF CRITICAL SYSTEMS QUESTIONS WE ARE SKILLED AT ANSWERING

- What can CRM do for us?
- Our CRM implementation isn't working. Now what?
- Given our new strategies, what should we do with our CRM systems?
- Some of our internal processes are out of control, what can we do to improve them?
- We've heard about some new applications, will they work for us?
- How can we use systems to improve our relationships with our reseller partners?
- After the merger, how can we best align our systems?

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Our Systems Expertise

- ▶ Business Intelligence
- ▶ Call Center Automation
- ▶ Catalog Management
- ▶ Content & Document Management
- ▶ E-Commerce
- ▶ Knowledge Management
- ▶ Marketing Asset Management
- ▶ Marketing Automation
- ▶ Marketing Resource Management
- ▶ Partner Relationship Management
- ▶ Pricing Management
- ▶ Product Lifecycle Management
- ▶ Project Management
- ▶ Sales Force Automation

Our Process Expertise

- ▶ Case Management
- ▶ Collateral Management
- ▶ Inventory Management
- ▶ Launch Management
- ▶ Lead & Opportunity Management
- ▶ Lifecycle Management
- ▶ Logistics & Returns Management
- ▶ Marketing Reporting & Analysis
- ▶ MDF Management
- ▶ Order Management
- ▶ Sales Funnel Management
- ▶ Sales Reporting & Analysis
- ▶ Service Reporting & Analysis

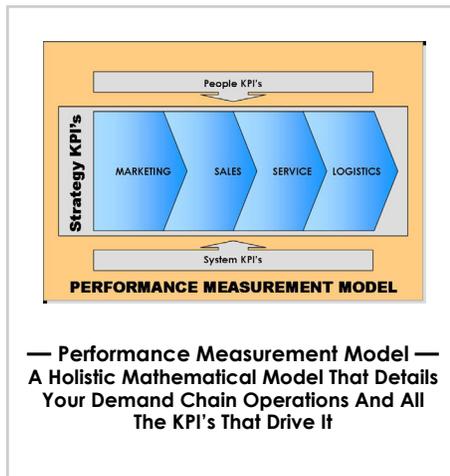
Performance Measurement Services

While the top companies in the world use 'performance measurement models' built on Key Performance Indicators to maximize the efficiency and effectiveness of their demand chain strategies, organizations, and systems, few companies can afford to make the initial and ongoing investment in the methodologies, IT systems, and internal 'operations support' staffing that level of sophistication requires. Now, DemandEdge can deliver that level of sophistication to its clients.



Imagine knowing, within days of the close of every month, exactly how well your marketing, sales, services and logistics organizations and activities are responding to the changing dynamics of your markets, your sales channels, and your customers. DemandEdge's Performance practice makes that possible – so you'll always stay ahead of the curve, and the competition.

Using our advanced strategy, organization, and systems methodologies, we build an initial 'performance measurement model', or PM model, which captures the unique structure and underlying performance drivers, or Key Performance Indicators (KPI's), of your demand chain. We gather the information through interviews, data analysis, process analysis, systems analysis, surveys, and general secondary market research. We analyze all the components of your entire demand chain – strategies, people, and systems – and integrate them into one holistic mathematical model that details your current operation and all of the KPI's that drive it. Then we compare your KPI's against our database of industry best practices and, as needed, recommend improvements. And, we can continue to track those KPI's month-to-month,



thereby quickly identifying what's working and what's not working on an ongoing basis.

If you don't have an existing demand chain, we can build your PM model in parallel with developing your overall strategy. We leverage our best practices database to put realistic data behind the initial KPI assumptions. Then, as the strategy is executed, those assumptions can

be tweaked and tuned until your demand chain is completely optimized and you have real data around which to grow it.

The result is an ability to ensure that your organizations are highly efficient and effective, your campaign budgets are optimized, your sales channels are optimized, and your customer segments are loyal and providing the growth opportunities your business plan demands. Imagine the piece of mind that comes from knowing that everything is on-track and under control. And imagine getting that piece of mind for a small fraction of your ongoing demand chain budget. That's the kind of return-on-investment everyone dreams of, and one our Performance practice can deliver.

Sample KPI's

- ▶ Brand Value Weighting
- ▶ Branding campaign Impressions
- ▶ Channel Development campaign Impressions
- ▶ Channel Development campaign Response Rates
- ▶ Channel Development campaign Conversion Rates
- ▶ Growth of Sales Channel entities
- ▶ Sales per Sales Channel entity
- ▶ Sales Development campaign Impressions
- ▶ Sales Development campaign Response Rates
- ▶ Sales Development campaign Conversion Rates
- ▶ Sales Development funnel statistics
- ▶ Growth of Target Customers
- ▶ Sales per Target Customer
- ▶ Margins per Target Customer
- ▶ Revenues per Sales Rep
- ▶ Accounts per Sales Rep
- ▶ Margins per Sales Rep
- ▶ Calls per CSR
- ▶ Accounts per CSR
- ▶ Impressions per Marketer

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