



How Can We Help You?



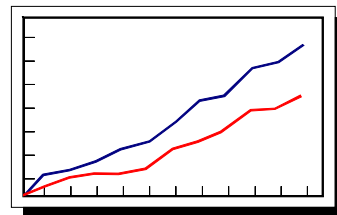
Our Motto

Leveraging Information



and Technology

To Cost Effectively Exceed Your
Marketing Goals



InfoTech Can Assist with the Four Primary Marketing Processes



Presentation Organized Around Primary Processes

- [Analyze Market Opportunities](#)
- [Develop Marketing Strategies](#)
- [Plan/Implement Marketing Programs](#)
- [Manage the Marketing Effort](#)

To go to a specific area, click on the underlined link above

Analyze Market Opportunities

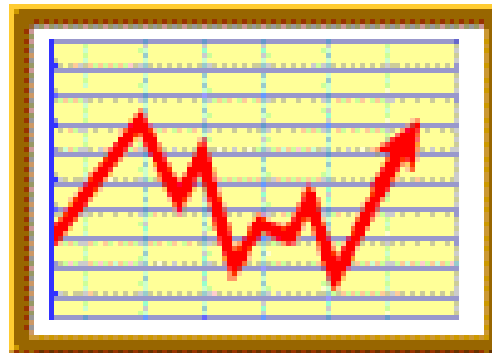
Decisions Faced by the Company

- Is the market large enough to pursue?
- Do our current profitable customers have additional needs and wants?
- Are environmental changes creating market opportunities and threats?
- What are our prospects' buying behavior?
- What market segments should we target?

Analyze Market Opportunities -- Market Potential

Is the market large enough to pursue?

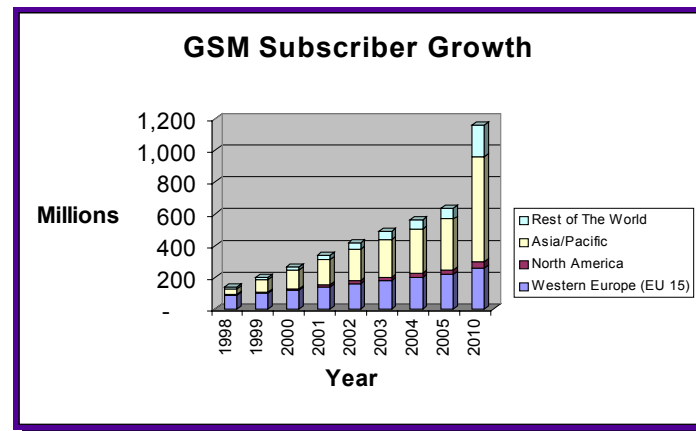
- Secondary research is often used to arrive at gross demand estimates
- Forecasts of future demand need to be made



Analyze Market Opportunities -- Market Potential

Case Study

- Wireless infrastructure equipment manufacturer developed new product
- We estimated the worldwide number of mobile wireless subscribers by region and type of technology through 2010



Analyze Market Opportunities -- Market Potential

Secondary Research Is a Primary Strength

- We know where to get the data
 - General Web and library resources
 - Subscribe to Lexis/Nexis, STAT-USA, Hoovers, and iMarket
 - Obtain government data, like Input-Output Models of U.S. Economy
 - Member of the World Future's Society
- We use appropriate forecasting techniques
 - Regression/trend analysis
 - Discriminate analysis
 - Econometrics



Analyze Market Opportunities -- Current Customers
**Do our current profitable customers have
additional needs and wants?**

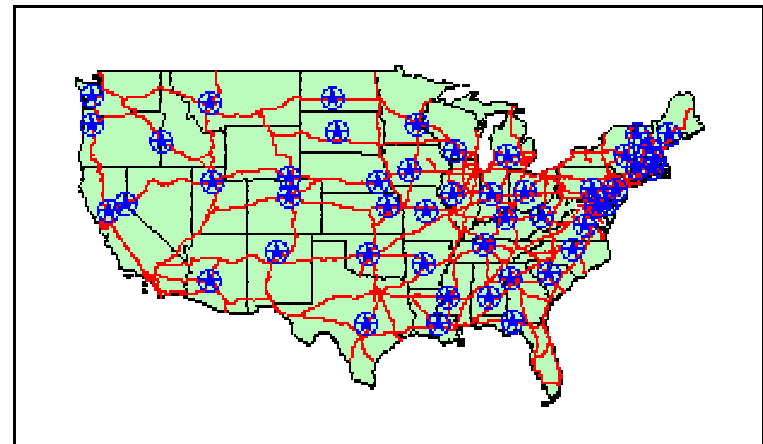
- Develop customer profitability system
- Analyze additional needs and wants
 - Inferred data
 - Focus groups
 - Surveys



Analyze Market Opportunities -- Current Customers

Case Study

- Large transportation company wanted to examine profitability of each customer
- We measured the average cost of each shipment carried by the company using operations research
 - Established system to incorporate specific customer information



Analyze Market Opportunities -- Current Customers

Case Study (cont.)

- We appended outside data to the customer records to determine what industries were the most profitable
- We also conducted focus groups and surveys of profitable customers to determine additional desired services

Analyze Market Opportunities -- Current Customers

We Focus on Quantitative Analysis

- We believe in a strong financial basis for marketing decisions
 - Increase the value of the company
 - Financial background of principal

- We also install top-notch marketing information systems for customer analysis
 - Systems from user perspective
 - SAS Quality Partner
 - Pioneered data warehousing

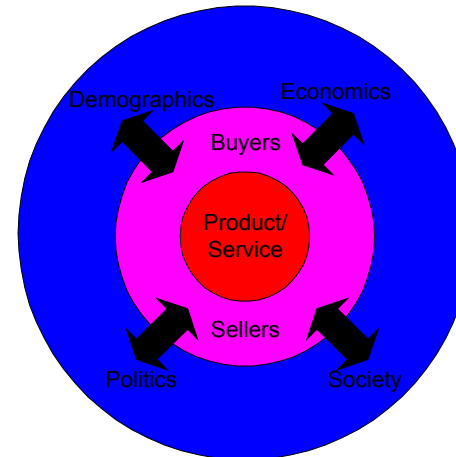


Analyze Market Opportunities -- Environment

Are environmental changes creating market opportunities and threats?

■ Secondary research used to examine trends

- Demographic
- Economic
- Technological
- Political
- Sociological

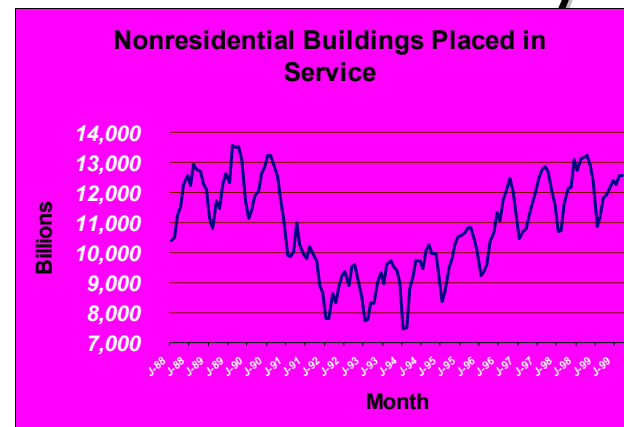


■ Trends Placed in Context to Make Projections

Analyze Market Opportunities -- Environment

Case Study

- Construction equipment rental company wanted to use economic data to analyze their business and forecast demand
- We performed secondary research to uncover data sources and built a database of U.S. government economic data with monthly update capabilities



Analyze Market Opportunities -- Environment

We Know Environmental Scanning

- Secondary research is a primary strength
- Principal teaches class in Technology and Society at University of Denver
- We are a member of the World Futures Society and have access to information whose distribution is limited



Analyze Market Opportunities -- Buying Behavior

What are our prospects' buying behavior?

- Process diagrams can be used to analyze the stages of the buying process
- Primary and secondary research can be used to evaluate major buyer influences
- Internal company data can be analyzed to pinpoint purchasers

Analyze Market Opportunities -- Buying Behavior

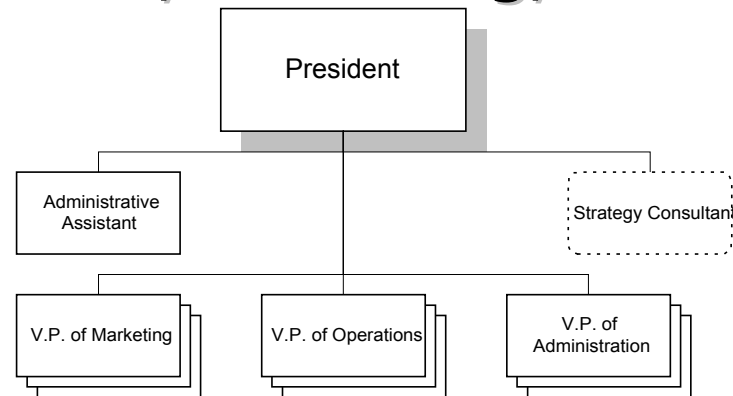
Case Study

- A telecom services provider marketing to a broad range of people in different companies wanted to understand who exactly was buying their services
- We analyzed the title of the purchasers to understand their rank in the company and their department

Analyze Market Opportunities -- Buying Behavior

Our Research and Analysis Allows You to Understand Your Buyers

- We have developed proprietary programs to ascertain the gender, rank (CEO, V.P., Mgr.) and functions (Corporate, Marketing, Finance) of your customers

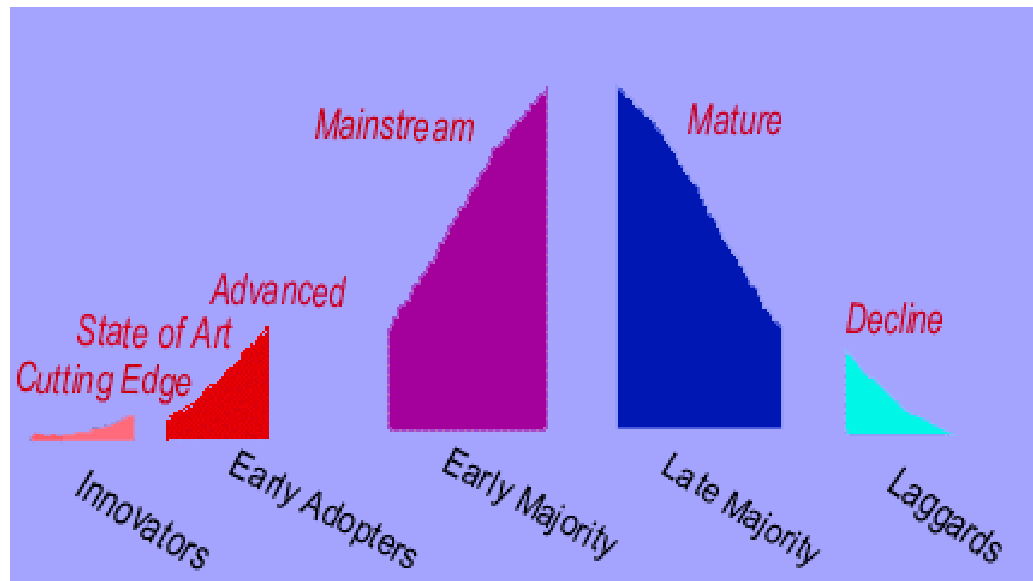


- We also use process diagrams and research to uncover prospects' buying behavior

Analyze Market Opportunities -- Market Segmentation

What market segments should we target?

- For high-tech companies, it is particularly important to develop a plan to “cross the chasm” to mainstream markets

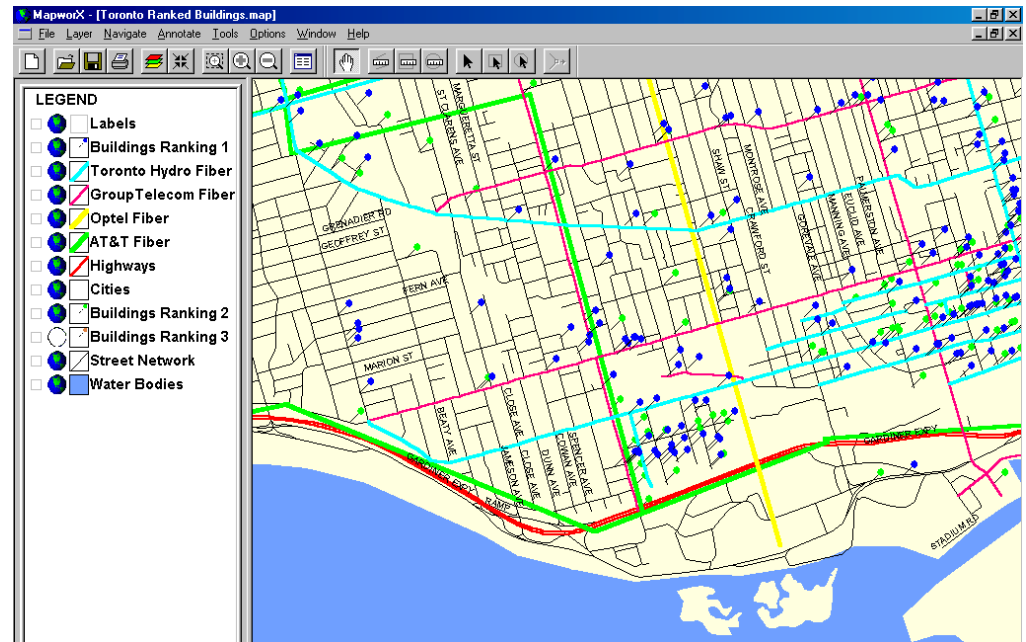


Analyze Market Opportunities -- Market Segmentation

Case Study

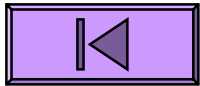
- For a new telecom company in Canada, we developed market segments based on sophisticated statistical modeling of a company's probability to adopt broadband services

- These companies were placed into buildings and each building prioritized by year served for market, network, and capital planning

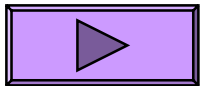


Analyze Market Opportunities -- Conclusion
**InfoTech Has the Capabilities and
Resources to Analyze Your Opportunities**

- Secondary Research
- Primary Research
- Data Analysis
- Marketing Information Systems
- Financial Analysis



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Develop Marketing Strategies

Strategic Decisions that Must Be Made

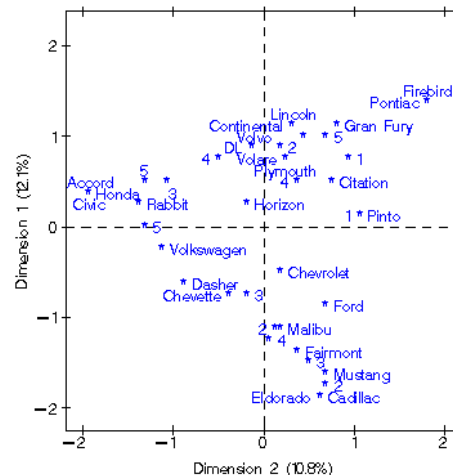


- What is our product positioning?
- What are new products we can develop?

Develop Marketing Strategies -- Product Positioning

What is Our Product Positioning?

- Competitive product analysis is often used to determine current desired positions



- Primary research can uncover perceptual maps for what buyers desire and how products are perceived

Develop Marketing Strategies -- Product Positioning

Case Study

- A cutting-edge telecommunications R&D company asked us to evaluate a product based on existing technology but used in a new way to support next-generation mobile wireless networks
- We performed secondary and primary research and recommended that the new product be positioned differently than existing offerings that have a poor reputation

Develop Marketing Strategies -- Product Positioning

Our Research Capabilities Provide You with Solid Positioning

- Our secondary research capabilities include
 - General Web and library resources
 - Subscribe to Lexis/Nexis, STAT-USA, Hoovers, and iMarket
 - Obtain government data
- Our primary research capabilities may also be utilized
 - Conduct expert interviews
 - Design and run focus groups
 - Develop, administer, and analyze quantitative surveys

Develop Marketing Strategies – New Product Development

What are new products we can develop?

- Brainstorming, focus groups, and customer feedback are often used to generate new product ideas
- Ideas are screened using secondary research market data and other sources
- Ideas are continually scrutinized as they move to the next development phase
- First usage enablers analysis, a technique developed by us to streamline processes between adoption and usage, will stimulate ultimate usage



Develop Marketing Strategies – New Product Development

Case Study

- A leading computer manufacturer asked us to assist them in evaluating two new product concepts
- We performed a complete analysis by
 - Describing the market's history and trends
 - Dividing the market into segments
 - Estimating the market size by segment
 - Forecasting the market growth rate
 - Analyzing potential solutions by segment
 - Performing competitive analysis



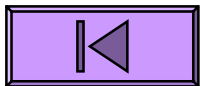
Develop Marketing Strategies – New Product Development
InfoTech Marketing Can Help You Bring
New Products to Life

- Our creativity can generate new product ideas for you
- We also have product evaluation strengths
 - Secondary research
 - Primary research
 - Financial analysis
- We pioneered a new process for evaluating first usage enablers and incorporating them into your new product

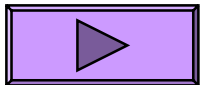
Develop Marketing Strategies - Conclusion

InfoTech Marketing's Expertise Can Help You Develop Your Marketing Strategies

- Secondary Research
- Primary Research
- New Product Development Creativity and Techniques
- Competitive Analysis Capabilities
- Financial Modeling Expertise



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Plan Marketing Programs

Strategic Decisions to be Made



- How do we offer our product and services?
- What should be the pricing structure and how much should we charge?
- How do we promote the product?
- Where should we offer the product?
 - What channels should we use?
 - What geographic locations should we serve?
 - How do we get our product to market?

Plan Marketing Programs – Pricing

What should be the pricing structure and how much should we charge?

- The structure of prices
 - Monthly fee, usage fee, or both
 - Pre-pay or post-pay
 - Prices by segment

- The level of prices
 - In relation to the competition, especially for challengers
 - Sufficiency to optimize financial value, particularly in relation to the lifetime value of our customers
 - Many companies leave too much money on the table
 - One of the fastest ways to increase value is margin improvement



Plan Marketing Programs -- Pricing

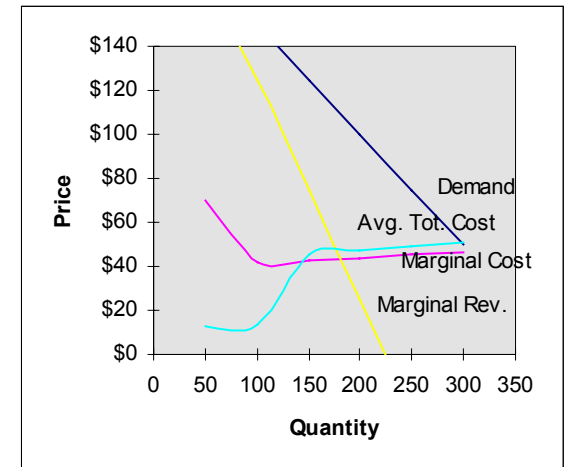
Case Study

- We evaluated the lifetime customer value of different customer segments for a telecom company
 - Each segment had very different churn rates and resulting expected lifetimes
 - Each segment also spent very different amounts each month
- Based upon the analysis (and contrary to management's view), the company decided it must increase prices in order to make money

Plan Marketing Programs – Pricing

Our Capabilities Will Help You Set the Proper Prices

- Primary research can be used to
 - Determine prospect interest in different pricing structures
 - Develop demand curves using conjoint analysis to trade-off various prices and alternative product designs
- We can develop customer specific profitability models and lifetime valuations
- We also perform market simulations to assess the competitive impacts of pricing



Plan Marketing Programs – Place

Where do we offer the product?

- What channels should we use?
 - Wholesale, distributors, VARs, retail, direct
 - Traditional, e-commerce
 - National accounts, direct sales, telemarketing, direct mail
- What geographic locations should we serve?
 - Local, regional, national, international
 - Specific locations
- How do we get our product to market?
 - Outsource, in-house
 - Air, rail, water, truck
 - Order processing

Plan Marketing Programs – Place

Case Study

- A start-up telecommunications company asked us to develop their logistics system to be first to market
 - Interviewed prospective channel partners to determine needs
 - Recommended outsourcing transportation, but using in-house value-added warehousing
 - Established delivery schedules
 - Designed order entry and distribution processes
- We also developed their operations manual



Plan Marketing Programs – Place

Our Experience Helps You Find the Right Place for Your Products & Services

- Principal has over 14 years of transportation experience
- Skilled at short-term demand forecasting
- Know the questions to ask channel partners to understand their needs and develop training programs
- Analyze market data and trends to determine best locations to sell your product

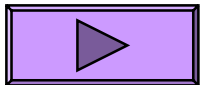
Plan Marketing Programs - Conclusion

We Can Make Your Marketing Programs Exceed Your Goals

- Breadth of Experience in All P's
- Quantitative Abilities
- New, Creative Technology Emphasis (like this presentation)
- Bottom-Line, Value Creation Orientation



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Manage the Marketing Effort

Decisions To Be Made

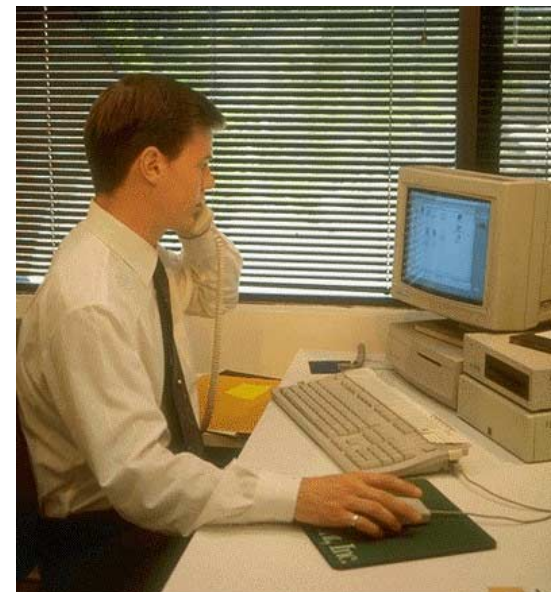


- How do we organize the marketing effort?
 - Units, tasks, responsibilities
 - Processes
- How do we get the information we need for decision-making?
- How do we measure marketing effectiveness?

Manage the Marketing Effort

Case Study

- We established a data warehouse/decision support system for a telecommunications company
 - Interviewed end-users
 - Constructed formats for repetitive reports
 - Developed logical data models and sources for ad-hoc reports



Manage the Marketing Effort

We Can Help You Lead Your Marketing Team to New Heights

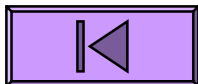
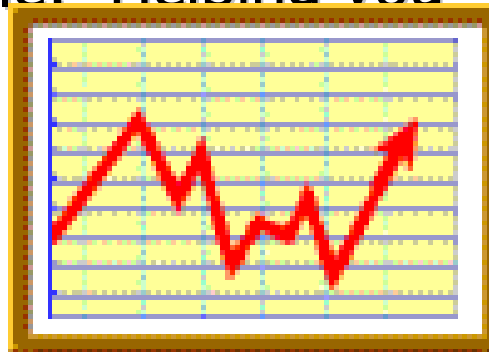
- Marketing Processes
- Data Warehousing/Decision Support to Obtain Critical Data
 - SAS Quality Partner



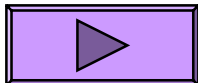


Thank You

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 - [mailto:tim@infotechmarketing.](mailto:tim@infotechmarketing)
- Our goal is simple: Helping you exceed yours



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