



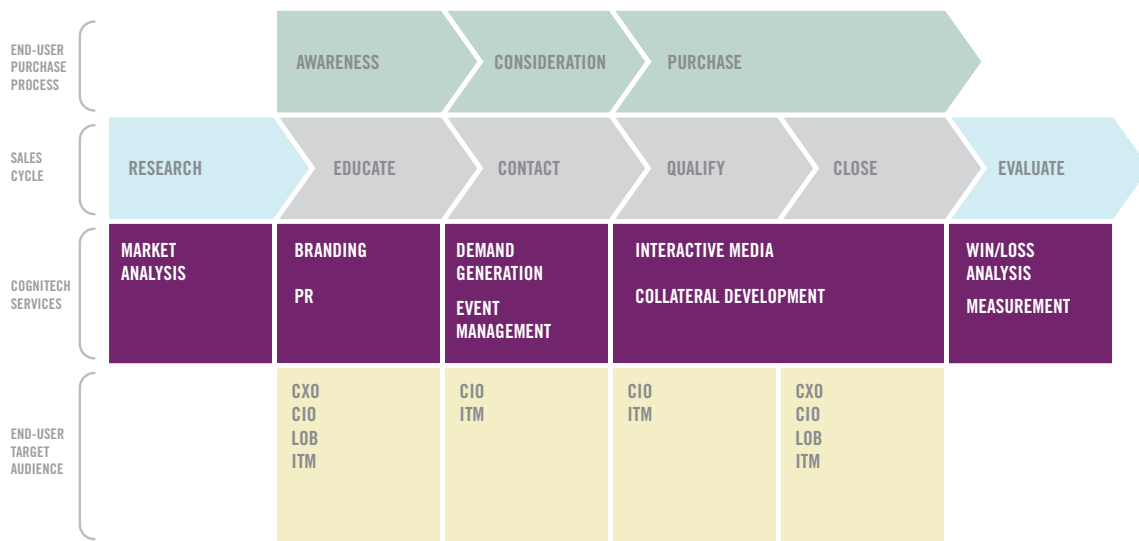
cognitech marketing
CHANNELING SUCCESS

FAR-REACHING EXPERIENCE, AN UNPARALLELED UNDERSTANDING OF THE SALESPERSON'S CHALLENGES AND NEEDS, AND DEEP INSIGHT INTO END-USER PURCHASE BEHAVIOR ARE JUST A FEW OF THE QUALITIES THAT ENABLE US TO DRIVE THE MARKETING AND SALES EFFORTS OF TECHNOLOGY MANUFACTURERS, DISTRIBUTORS, AND RESELLERS.

WHAT WE DO

We're a full-service marketing and communications firm that specializes in meeting the needs of technology manufacturers, distributors, and resellers. We accelerate the sales and marketing efforts of our global clients through a **strategic planning framework** that is based on **five key success factors**:

- > Marketing from the buyer's perspective.
- > Finding synergy between the technology and business message.
- > Segmenting and messaging by opportunity size.
- > Creating "equitable exchange" throughout the sales cycle.
- > Focusing efforts on the highest value prospects and customers.



Sales and marketing support is provided across the entire sales lifecycle, from awareness all the way through to close of a sale, while communicating the right message to the right audience at each stage.



BRAND DEVELOPMENT

Brand development is a cornerstone of our strategic planning framework and is fundamental to partner success. **Building an effective brand starts with simplifying all of the available messaging options to a single, easy-to-articulate, and memorable positioning statement and value proposition, supported by no more than three key messages and with evidence for each.**

We inspect three circles of influence as part of our branding process: the market's needs, a company's strengths, and the competition's strengths and weaknesses.



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DEMAND GENERATION

We also work with partners to fill their sales pipelines with **targeted and qualified leads** through a proven, disciplined approach to driving demand that focuses on **four key marketing activities**:

PROGRAM TYPE	DESCRIPTION
KEY ACCOUNT	Your “whales,” the largest prospect or current customer opportunities, require a higher touch and a tightly integrated marketing and sales communication approach.
CORE PROSPECTING	The core demand generation communications that help you “fill the funnel.”
EVENT SUPPORT	Communicatons aimed at driving traffic to tradeshow, product introductions, seminars, webinars, etc.
ON-DEMAND COMMUNICATIONS	These can be deployed quickly to take advantage of good news (product intros, positive reviews) and to capitalize on a competitive weakness (poor reviews, changing vendors, etc.).

COGNITECH'S KEY SERVICES AT A GLANCE

Market Analysis

A Cognitech Market Analysis provides insight into the business and economic climate of a specific geographic area. The goal is to focus server or storage sales and marketing efforts using a list of named accounts that meet your profile for profitable customers.

Our research and analysis results in reports that can be customized to meet your needs. However, most reports typically include:

- Number of companies by state and revenue
- Number of companies by state and market vertical
- Number of companies by state and number of employees
- Companies and contact lists by state

Branding

Branding defines the essence of who you are as a company and conveys in a few words and images what difference you make in the marketplace. Initially, we develop a solid understanding of your company, your customers, and your competition. From our information gathering and analysis, we then develop and apply the new brand to your business processes, products, services, and marketing efforts. Successful branding seeps into the pores of your organization and becomes integrated consistently. Over time, we help review and refine your brand to ensure that it remains relevant, current, and distinct.

Demand Generation

An essential first step in creating demand for products or services is understanding where potential customers are in their purchasing process and the factors that are influencing their purchasing decisions. That's why we analyze each target audience to assess which stage it is at (not aware of your product or service, aware but not your customer, actively comparing you with competitors, etc.) and other important purchasing factors (e.g., cost, brand, availability). We then use the information we've gathered to map out a plan of attack.

Event Management

Cognitech has more than 20 years of experience in event and meeting management. Whether we're handling annual kick-offs, sales training seminars, tradeshow, or customer appreciation events, we're dedicated to providing the highest quality in event planning and conference management. We seamlessly integrate with your team to deliver flawless events of any size.

Interactive Media

Cognitech delivers a wide range of interactive products and services, including websites (developed using HTML, DHTML and Flash, with or without content management systems) and website administration tools; web advertising (e.g., banners, tiles, rich-media); email marketing; custom web applications, including ROI calculators, collateral generators, research tools, and campaign tracking mechanisms; Flash applications, such as websites, games, e-cards, music videos, web tools, and product demos.

Our three-step approach to deploying interactive media covers the following:

- Discovery (we ask a lot of questions and plan meticulously).
- Production (includes search engine optimization, launch tactics).
- Maintenance (includes tracking, adjustments, etc.).



Collateral Development

Cognitech is home to copywriters, graphic designers, print production artists, and illustrators. In producing creative, our objective is always the same: to deliver compelling collateral that sticks, and stays, with the target audience. We do that for the simple reason that if your communications don't get noticed you won't be successful. That's where great creative comes in. Its first job is to be intrusive. Nobody, in the history of marketing, has ever been bored into buying a product or service.

Great creative—whether it is in the form of advertisements, brochures, electronic or traditional direct mail, or any other medium—can help companies and organizations achieve many things. It can educate, persuade, inform, or entice. It can change people's minds and perceptions. But, ultimately, if your message doesn't get noticed, you've wasted your resources as well as an opportunity. Cognitech won't let you waste either.

Win/Loss Analysis

In partnership with Primary Intelligence, which has completed more win/loss assessments than any other firm in the world, Cognitech can help you sell more—a lot more.

A win/loss analysis gives you a clear picture of each opportunity and identifies trends across multiple opportunities. As a result, you can:

- Improve your win/loss ratio by 10% or more.
- Understand the customer's decision-making criteria.
- Know what your competitors are doing to win business from you.
- Identify the training needs of your sales organization.
- Increase sales per employee.
- Increase your competitive advantage.

Measurement

Marketing organizations are challenged to justify every dollar spent—and achieve better results with shrinking budgets. Measuring the impact of marketing campaigns on customer or partner acquisition, resulting revenue, and profitability is a key step in finding efficiencies and improving marketing ROI. We can help organizations with measurement and combine our analysis with a deep understanding of end-user buying patterns, message and tactic testing, and your organization's ability to distribute and contact leads in a timely manner, so you have the recipe for improved sales and marketing results.

CONTACT COGNITECH TO LEARN HOW TOGETHER
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TECHNOLOGY BUSINESS.



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