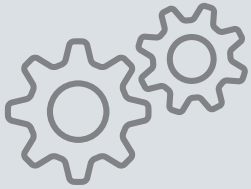




LEAD LIKE NEVER BEFORE.™



ACTIVPRODUCT

FINDING COMPELLING & PROFITABLE VALUE

PRODUCT SERVICES THAT DELIVER FAST AND PREDICTABLE OUTCOMES.

What is ACTIVProduct?

The customer is at the heart of successful products and services. Customers seek innovative solutions.

New opportunity comes from innovatively aligning need to customer need and want. ACTIVProduct solves:

Customer Needs Discovery/Alignment

Feature/Function/Capability Validation

Packaging, Pricing, and Naming

Market and Customer Targeting

Competitive Positioning & Messaging

Visionary Product Roadmaps

Cross/Upsell Value Matrices

Product & Service Launch Plans

Sustaining Marketing Plans

ACTIVProduct Value & Benefits

Best practices and over 30 years of proven results deliver to every customer the following:

Compelling Product Packaging

Monetizable Competitive Positioning

Deep Customer Value Alignment

Measurable Differentiation

Faster Revenue Ramp Up

Tighter Cross-Functional Coordination

Improved Customer Relationships

Lower Product Marketing Expense

Engaged Sales Teams

Internal Discipline & Focus

Elimination of Marketplace Misfires

MOST PROJECTS 45-60 DAYS, START TO END. A POSITIVE ROI WITHIN 90 DAYS.



LEAD LIKE NEVER BEFORE.™

EXPERTISE, STRATEGIES, METHODS, AND TOOLS FOR PRODUCT LEADERSHIP.

ACTIVProduct at Work



PACKAGING THAT EXPRESSES VALUE/BENEFIT

Each customer engagement is unique, based upon individual customer product and service requirements. To achieve our customer's goals a full range of ACTIVProduct options is offered:

Market/Customer Surveys: A first line of offense in discovering perceptions, needs, and issues - from an outsider's point of view.

Competitive Analysis: Digging deep into competitive offering, value proposition, positioning, messaging, product/service advantages and competitive disadvantages. Key preparation in determining best how to win, the first time and every time.

Product Segmentation: Data-driven analysis and segmentation that maps existing and planned products and services into a continuum of value that overlays onto customer and prospect wants and needs.

Product Value Propositions: Positioning existing products, services, and solutions for clear, differentiable customer value that is desired in the marketplace.

Product Positioning: Discovery and validation of product positioning options, where to create new positioning or categories to drive new revenue and business value contribution.

Product Messaging: Identifying, validating, and formalizing differentiated and actionable messages for inclusion in sales pitches, customer presentations, collateral literature, web and advertising, and establishing product and service credibility.

Product/Service Packaging & Naming: The discovery, testing of alternatives, and recommendation of product or service naming for consistency with overall value proposition and positioning, while creating differentiation for competitive advantage.

Visionary Product Roadmaps: Establishing a visionary, market-leadership approach to the product and service offering, identifying and validating proper roadmaps to vision fulfilment, and creating vision-based loyalty within the prospect and customer.

Strategic Launch & Tactical Marketing Plans: Creation and formalization of 12-18 month integrated product marketing plans, detailed down to required activities, estimated budgets, success measurement criteria, ownership, and dependencies.

Product Profitability Analysis: Conducting data-driven analysis of existing product and service lines to identify where the company is getting the greatest revenue and profit, identification of new opportunity or investment areas.

Technology Integration: Strategies to identify and validate opportunities for technology integration to drive new, differentiable, and monetizable opportunity within existing products and services.

Partner Product Strategies and Plans: Strategies for exploitation of existing partner products and services for a fully integrated approach to the market, prospect, and customer.

Agile-Like Development and Marketing and Sales Integration: Processes and methods that bring together three key constituencies for coordinated workflows, deliverables, value contribution, and customer need fulfilment. Identification and elimination of redundancies, streamlining workflows, improving communication, and saving money.