

Stop Guessing. Start Knowing.

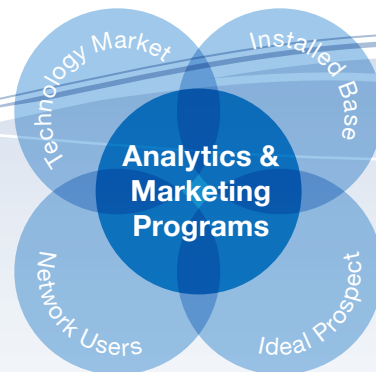


○○○ Tech Industry Expertise & Quantitative Analysis to Develop Fact-based Marketing Strategies for Technology & Telecom Firms

WaveLength Market Analytics makes your company's marketing & sales teams smarter. Your decisions are transformed from guesses or assumptions into informed, confident, data-driven results. Data alone is not intelligence; it needs understandable strategies and actionable programs.

Our advanced analytics, together with deep technology & communications industry experience and expertise, gives us the power to **know**. We believe methodologies, statistical procedures, & models must match business problems. They must also match budgets, required precision, timelines, & available data sources. Results also need to focus on your company's specific experience in the market—not just general industry data.

We offer 4 broad quantitative services. First, **Know Your Installed Base** helps you understand who your current customers are. **Know Your Ideal Prospect** helps identify, understand, and reach your best prospects. **Know Your Technology Market** helps you advance your business or market development and planning. **Know Your Network Users** helps service providers better understand their users.



① The **Know Your Installed Base** solution focuses on answering fundamentally important questions about your current customers such as:

- *Who are my customers? By vertical, size and geography?*
- *What product mixes do they buy?*
- *Is there a relationship between repeated customer support contact and purchase levels?*
- *Does the installed base represent the national economy as a whole, or is our penetration strong among a certain group?*

Fast growth, mergers and acquisitions, multiple or ill-defined data standards, differing transactional or billing systems, channels sales and other factors all make it difficult to understand the basics—your current customers. At **WaveLength**, project objectives are tailored to meet your exact needs. Moving beyond basic demographic descriptions, we use analytics to detect and describe underlying groups of established technology product users, how they've changed, whether they are solutions-oriented or ad-hoc buyers, size and breadth of your products' deployment or anything else you need to know.

② The **Know Your Ideal Prospect** solution concentrates on creating and maximizing success of a prioritized sales prospect list for your technology company.

The most effective lead lists don't just highlight industry segment or company size. They also consider and incorporate important knowledge such as channel buying habits, corporate changes, headquarters/regional/ branch office patterns, and others. Since WaveLength knows technology buyers so well, and that network equipment buying habits are different from application buying habits, we know how to identify your ideal prospects as well.

③ **Know Your Technology** projects are diverse and customized. We use various data types, such as primary research or 3rd-party data such as the US Census or corporate demographics, to answer questions like:

- *Where should we put our sales people?*
- *How do we prioritize features? What is the optimal feature set?*
- *What is our market penetration and how has it changed?*
- *What should we include or drop from our product line?*
- *What's the ROI for our customers who use our product?*
- *How can we improve our win/loss ratio?*

These projects often require the most creativity because neither budgets nor time are unlimited. They must also deliver the most meaningful business information to change how your technology company operates. Further, they must identify and support the steps your company should take over the short-term. The WaveLength team combines superior technology Industry experience and insight with world-class analysts who are experienced with all the leading statistical frameworks, techniques, and tools.

④ The **Know Your Network Users** service uses data collected by service provider network elements. Just some of the questions we can answer are:

- *Which apps are growing fastest? How fast is penetration changing? How bandwidth-intensive are they?*
- *How much do my top users use the network?*
- *How long do users generally use the Internet each day?*
- *For which customers should we test new services?*
- *How can we effectively track changes to our market?*

With the **Know your Network Users** solution, we follow the **WaveLength** structured process. We determine appropriate data sources, prepare datasets for analysis, and report based on your specific needs. Finally, since we're among the most experienced at analyzing network data for marketing, we recommend market strategies and help implement programs based on results.

Network data are a by-product of managing the service provider network. Unlike primary research or third-party data, there are no extra data costs. Analyzing network data maximizes equipment investment by allowing marketing to use metrics truly tied to the market. Service providers who want detailed users analysis, or need to offset associated costs with new revenue sources, would particularly benefit.

○○○ Benefit from Our Diverse Technology Industry & Analytics Experience to Solve Your Greatest Marketing Challenges

Founded in 2001, WaveLength Market Analytics specializes in combining knowledge of technology markets, products and services with data management and quantitative analysis for marketing strategies and programs that deliver superior results.

We're trusted by a client list that includes some of the largest software and hardware vendors, as well as the smallest, most innovative start-ups. Whether it's developed or emerging, we routinely work in national markets around the world, as well as your key local markets. We've solved marketing problems for companies offering enterprise network gear, service provider equipment, managed security services, domain names, middleware, multimedia, connectivity, wireless, and IPTV services.

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