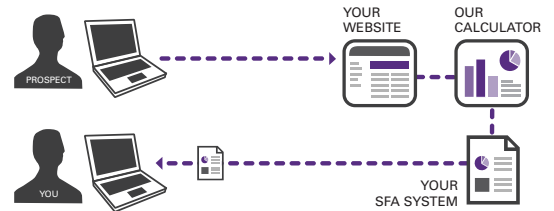


Communicate Value

Help your customers see the real value in your offerings with Maark Business Value Calculators.

Instead of just talking about Return on Investment (ROI) and Total Cost of Ownership (TCO), use Maark Business Value Calculators™ to demonstrate solid, real-world performance - in numbers and graphics. Make a convincing business case that your customer can use to get buy-in throughout his or her organization. As Maark works with your team to develop or refine your business value proposition, we create powerful, customized business value calculators to boost your sales staff's performance and give your customers strong economic reasons to purchase your solution.

ATTRACT QUALIFIED LEADS



Maark Business Value Calculators™ are seamlessly integrated with your CRM system for lead capture and close follow-up. You will find that these leads are more qualified, as these prospects took the time necessary to determine the business value associated with your offering, and are more interested in closing the sale.

IMPROVE THE BUSINESS CONVERSATION



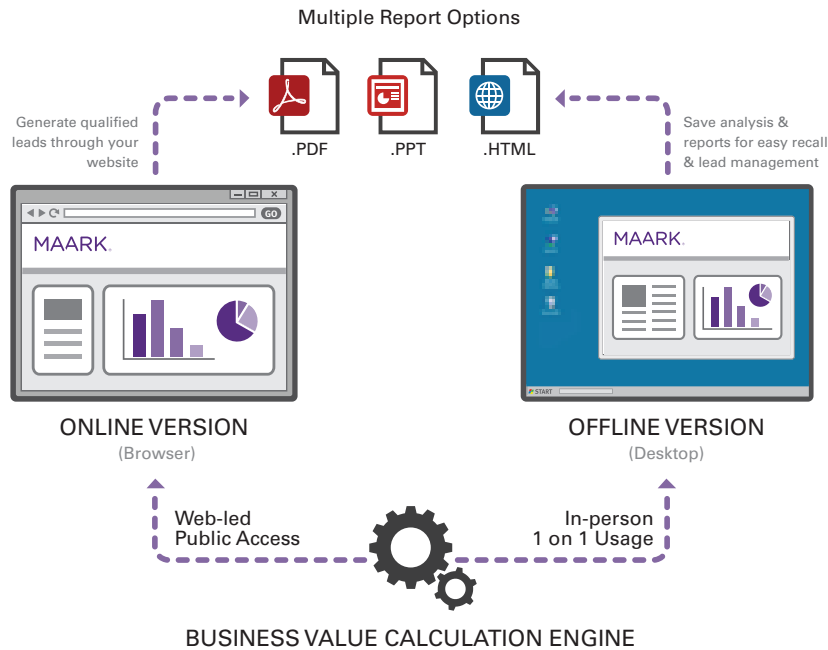
With Maark Business Value Calculators™, Sales Reps work closely with their prospects either face:face or online to confirm assumptions and tailor the business value analysis in a fraction of the time required to invent an analysis and develop it in the older spreadsheet world. Prospects and their CFOs appreciate a visually-appealing financial analysis backed with industry benchmarks and real customer evidence.

ACCELERATE THE SALES CYCLE

Maark Business Value Calculators™ help sales reps introduce a business value proposition earlier in the sales process. Prospects are given a customized cost-justification report they can use internally to gain the necessary funding for the purchase. As the sales rep and prospect already have an initial analysis to work from, countless hours and days won't slip by in generating a cost-justification proposal.



Maark Business Value Calculator Platform



MAARK

As your Business-to-Business marketing resource, Maark will help you gain deeper insight into your markets, customers and the unique business value you can offer. And we will help you apply those insights with action-oriented strategies designed to increase revenues and improve your marketing ROI.

Please contact us at 1 (617) 723-2122 or visit us at:
www.maark.com

The Top Features of Maark Business Value Calculators.™



Online/Offline Flexibility

Built with Adobe Air, our tool allow sales reps to use their ROI calculator without Internet access while on the road or at a client site.



Saved Sessions

Allow customers and sales reps to save their analysis for later recall, review and updates, avoiding headache associated with rebuilding the analysis.



Industry Benchmark Data

Increase customer confidence and accelerate population of the ROI analysis with grounded industry benchmark data.



Rich Reporting and Financial Metrics

Enable an enhanced analysis experience with compelling visuals, analysis drill-down capabilities and a dynamically-generated, full-color report.



Prospect Analysis Data

Provide sales reps with more lead information when our ROI calculator is integrated with your CRM system and lead-management process.



Customized Analysis

Allow sales reps to present a custom, quantifiable value proposition for each customer, tailored to their unique situation and solution.



Centrally Managed

Avoid spreadsheet version control nightmares. Changes are pushed out to local clients and made available immediately.



Brand Customization

Present the ROI calculator in your brand, or co-brand it with strategic partners for greater adoption and customer impact.



Usage Tracking

Provide management with a powerful way to understand how often the tool is being used, what features are being utilized and how to spur sales adoption.