

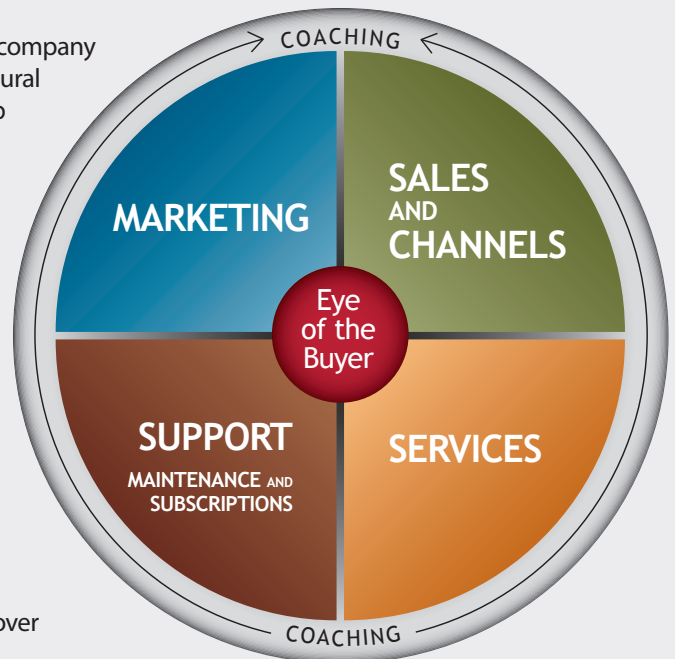
InfoMentis Overview

Accelerating Business Performance Through Predictable Revenue

Who We Are

InfoMentis is a global consulting and performance improvement company providing configurable programs that help our clients enable cultural change. We teach our clients how to more effectively attract, keep and leverage their customers and help them achieve bottom-line results. Our configurable courseware, e-Learning modules, web-based and on-premise instructor-led training, consulting services and collaborative productivity tools are designed to be adapted for role-based behavioral change for anyone in marketing, sales, services, support and management that have contact with their customers and prospects throughout the entire customer lifecycle.

Headquartered in Alpharetta, Georgia, InfoMentis has helped industry leaders around the world understand and embrace the value of determining predictable revenue streams. Through our unique offerings, they are able to recognize that an opportunity for growth is significant among organizations eager to differentiate. Founded in 1996, InfoMentis has provided performance improvement strategy, consulting and coaching to over 40,000 professionals in 66 countries over six continents.



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Helping Clients Achieve “Real” Business Results:*

- Increased win rate by 60% on coached deals vs. 30% non-coached
- Increased win rate from 24% to 48% in one quarter
- Achieved 95% forecast predictability accuracy
- Increased overall sales revenue by 45%
- Increased sales rep productivity by 40%
- Increased Maintenance revenue 3-5%
- Reduced ramp time by 2-3 months with marketing integration
- Reduced deal slippage

*Examples of actual results achieved by some of our clients.

What We Do

Through InfoMentis’ proven training programs and consulting services, we help our clients assess where within their organization they can improve their ability to attract and retain customers.

What Makes Us Different?

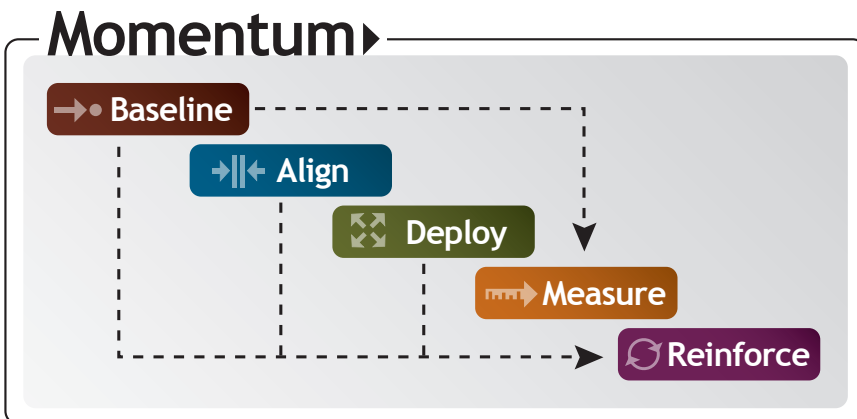
We’ve been told by our clients that there is no comparison when you are looking for a partner to implement a change in sales behavior versus a sales training provider. In our mind, they are not separate. If there is no change in behavior, why do the training? We try to let our clients know up front that success cannot be achieved through training. Training is simply the communication platform to deliver the expected change. That said, what differentiates InfoMentis from the alternative is that we are:

- **Proven**
Bottom-line — we have a proven record in helping our clients achieve results. For example, over the past 13 years, one of our clients has engaged us continually, tailoring and delivering over 15 programs to meet business requirements in the areas of Business Development, Territory Planning, Account Planning, Opportunity Management, Meeting Management, Presentation Skills, High Value Consulting, Executive Selling and Manager Coaching.
- **Configurable**
Each program is tailored to our client’s business requirements in order to drive adoption and achieve results. From our library of learning objects, we assemble tailored solutions to meet their specific needs, leveraging client terminology, active opportunity information, as well as, integrate with client processes and tools, resulting in truly client-specific programs.
- **Collaborative**
We work closely with our clients. Using their expertise, business understanding, advantages and their customers, coupled with InfoMentis’ best practices expertise, together we develop an integrated platform to deliver results based on a jointly-defined program.
- **Global**
“Global” once involved document translation and travel to physical office locations. In a Sales 2.0 environment, we have advanced and define global as content, methodologies and skills which are suitable and culturally appropriate wherever they are deployed. InfoMentis’ content reflects the way buyers buy, as well as, where and how they buy and is centered-around linking our client’s value to their customers’ business. We leverage the newest advantage to global appropriateness—Web 2.0 technologies—allowing reach beyond physical office locations.

How We Do It—Our Methodology

All InfoMentis programs are configured to the talent of our clients. For that reason, we ensure the implementation of best practices is defined and executed within our Momentum framework.

By doing so, Momentum allows us to integrate workshops, strategic consulting services and collaborative tools into a unique solution to address the needs of our clients. Momentum ensures that we examine our clients' current state, their desired state, what is needed to go from current to desired, how success will be measured, and how they will continue to reinforce new behaviors and process.



From Your Customer's Perspective

Sales

When looking at ways to generate and protect revenue, the first place that most organizations turn is sales. We work with clients to identify ways to examine and improve strategic sales initiatives such as:

- Opportunity management
- Territory planning and account management
- Understanding the decision process

We also help them assess and develop sound competitive strategies to make their solution and message more compelling than other alternatives. Sales management is key to instilling new behaviors. We work with our clients to improve their management support and coaching and to identify the most effective approaches to ongoing skills development and reinforcement.

Channels / Partners

For many organizations, working with business partners plays a significant role in their overall go-to-market strategy. We work with our clients to ensure they get the most out of their business relationships by:

- Maximizing the sales effectiveness of the channel
- Performing strategic fit analysis / partner alignment
- Leveraging strategic alliances

A Representative List of InfoMentis Clients

- Oracle
- NetSuite
- Fiserv
- PNC
- CA
- Novell
- Dun & Bradstreet
- LinkedIn
- PayPal
- GXS
- Savvis
- Motorola
- NetApp
- Amdocs
- Maritz
- Honda
- Sulzer
- Salesforce.com

What Our Clients Have Said:

"InfoMentis is the backbone to Oracle's global sales methodology, and we now have our entire North America Alliances and Channels organization embracing the partner version of that methodology. This has enabled us to better align with our field sales team and leverage common sales processes and tools, while establishing a common PRM framework. As a result, we have improved how we engage with our partners, strengthened our partner relationships, and most importantly, increased Alliances & Channels revenue."

Rauline Ochs, SVP North American Alliances and Channels, Oracle Corporation

"It has been a pleasure working with the InfoMentis team on our projects around Maintenance and Renewal process as well as Renewal "Defense". Your team's advice and consulting in the area of Telemarketing/Telesales has been invaluable."

Bill Hunt, VP Worldwide Support Account Management, Infor

"InfoMentis helped us address our level of contact and how to increase the value of our services."

Ollie Richards, VP Sales Development, Maritz

Professional Services

From a revenue perspective services plays two key roles: delivering on the promise of what was originally sold to the customer, and looking and listening for additional opportunities during a services engagement. Our clients want to ensure that their professional services team is delivering high value consulting and meeting their objectives by looking at ways to improve:

- Delivery management
- Customer communication
- Setting and managing expectations
- Uncovering additional opportunities

Support / Maintenance

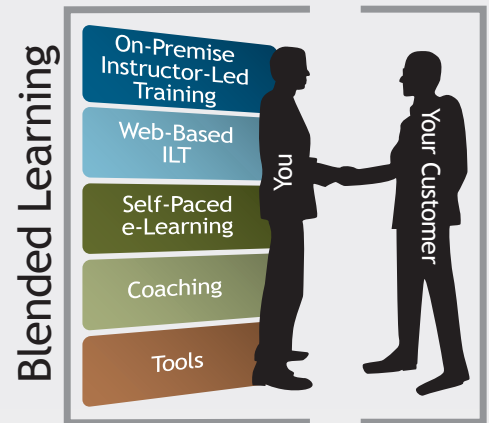
Once a customer has been acquired, the next challenge is to keep that customer. We work with our clients to show their customers value in an ongoing relationship. Our clients examine how they position the value of their support services, assess their support structure to ensure that it is aligned with what their customers need, identify their risk points for lost customers, and how to protect maintenance or subscription revenue, through:

- Maintenance health check
- Segmentation
- Field readiness
- Sales tools

Marketing

Marketing holds the key for initial perceptions about an organization and their solutions. Additionally, marketing also plays a role in the readiness of customer-facing professionals. Our team works with marketing professionals to identify ways to improve:

- Message development and alignment
- Market perceptions
- Competitive positioning



InfoMentis Can Help You Get There!

InfoMentis has the experience, tools and expertise necessary to move your business operations from good to great even as competition increases.



InfoMentis
mindshare momentum

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