

## LogicBay's Diagnosis Methodology

LogicBay provides technology-enabled Partner Relationship Management (PRM) solutions that enable organizations to better develop, support and manage their dealer networks. We work with you to determine the impact that a PRM solution would have in helping your organization more effectively support and enable your dealer network.

Specifically, our proprietary channel survey methodology uncovers gaps that exist between the support that the manufacturer believes they are providing and the **perception the dealers have of that support** as they conduct day-to-day operations. Our survey measures gaps in four core areas that are critical to dealer support:



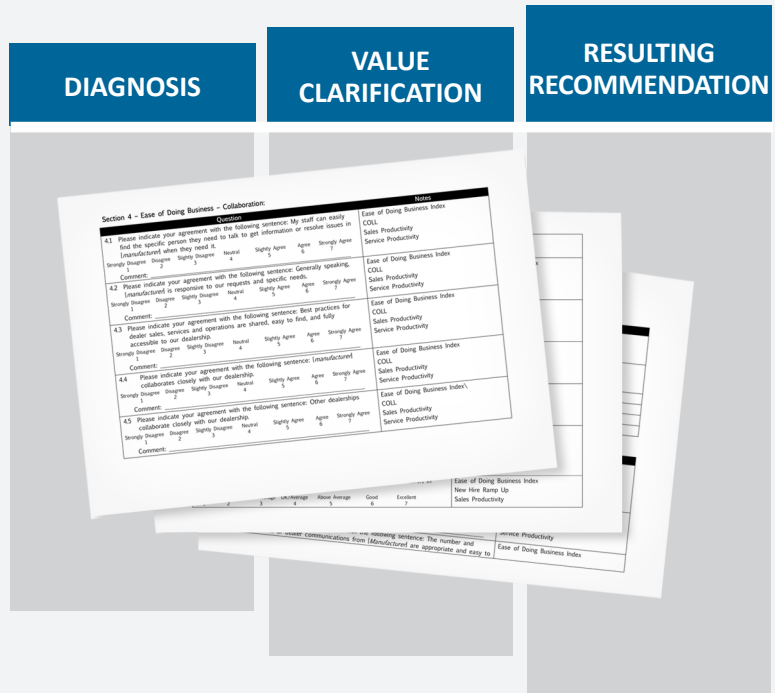
In addition to assessing the strength of dealer support in these four core areas, we assess the efficiency of five key business processes that must be conducted within the channel:



Data from our survey is used to create a current condition analysis for you. This analysis shows you where any gaps and inefficiencies are found in the four core areas or five key business processes. In addition, this current condition analysis provides a roadmap for what to fix, and a clear path forward that will result in improved financial performance. We present your current condition analysis in a half-day workshop with you. In addition to a **State of the Channel** report complete with an **Ease of Doing Business Index** and an **Engagement Index** we will present the current condition analysis and recommendation in a half-day findings workshop.

## The Details

Our consulting process begins with a series of role-based surveys. The purpose of collecting this input is to diagnose the current environment, determine the gaps and inefficiencies that exist, and compare your current state with industry best practices. Our methodology follows a three-step flow: diagnosis, value clarification and a resulting recommendation.



As part of a half-day **Findings Workshop** we will provide your organization with:



- A current state analysis that documents gaps in dealer support. This is provided in a **State of the Channel Report** which includes:
  - An **Ease of Doing Business Index**
  - An **Engagement Index**
- Recommendations for improvement.
- A Go-Forward Action Plan for Success including the building blocks for a business case and a **Return on Investment** analysis.

## ***What we need from you***

Our survey is a web-based instrument that is sent to a small sampling of your dealers and to select managers at the manufacturer level. We do all the heavy lifting. We will:

- Tailor the base survey to meet your needs
- Co-create a survey participant list and communications plan with you
- Conduct the web-based survey
- Collect and tabulate the results
- Prepare the State of the Channel Report that summarizes the results
- Present the data in a half-day workshop

We need your help in:

- Tailoring the survey
- Creating a balanced, diverse list of survey recipients
- Developing the communications strategy to ensure that maximum participation in the survey is achieved
- Attending the workshop

We understand that you may have specific questions related your organization's particular business needs, and we encourage you to contact us to discuss these.

***David Phillips Executive Vice President 603-305-3204***

### ***About LogicBay***

LogicBay provides technology-enabled Partner Relationship Management (PRM) solutions that enable organizations to support, develop and manage their dealer networks, and to leverage shared knowledge and best practices. We focus on the key elements of business engagement, including collaboration, marketing/communications effectiveness, training/certification, and performance management. LogicBay deploys powerful on-line communities which empower and connect the extended networks of a dispersed sales function, enabling companies to sell and service products more effectively.