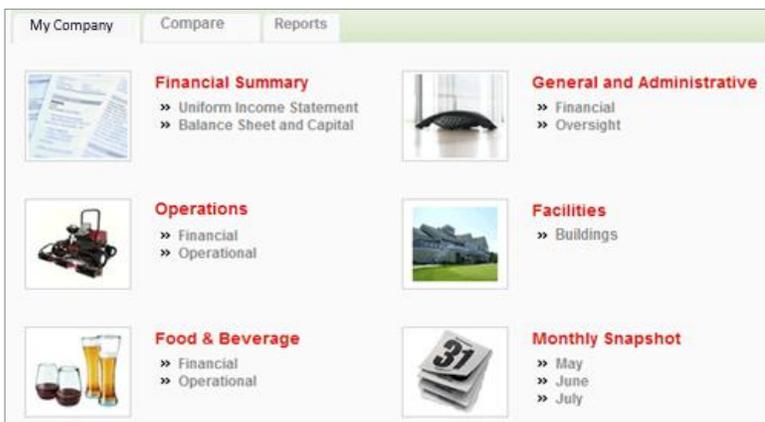




Stack-up™

Benchmarking for associations and their members

Stack-up™ is a configurable benchmarking platform that collects information and delivers comparison results in one easy to use solution. Configured for your association, Stack-up helps your members benchmark their information and gain immediate insight while you collect valuable data on topics such as finances, operations, compensation and benefits, procedures and best practices. Using the latest in Software as a Service technology, our platform gives you a hassle-free and state of the art solution that requires minimal IT support from your organization, provides an opportunity for non-dues revenue and collects invaluable aggregate data about your industry.



QUESTION CATEGORIES ARE CUSTOMIZABLE

This screenshot of the gateway page illustrates some common questions categories.

Dynamic Benchmarking and You

Dynamic Benchmarking works collaboratively with professional associations to offer your members an association branded, industry-specific and real-time benchmarking tool. We confer with your association's industry experts to define the questions and determine key performance indicators and ratios for customizing Stack-up™. We assist with the marketing and training to your members as well as provide ongoing technical support and product enhancements.

By partnering with Dynamic Benchmarking, you deliver valuable information to your members, collect industry trend data and potentially realize a new revenue stream.

How Does It Work for your Members?

Questions are answered by each member business through a simple online interface. Within seconds, users can compare their answers to everyone else or to a subset of businesses that they define using an intuitive filtering mechanism. Stack-up features include

- **Questions** organized into logical categories for easy data input and comparisons
- **Filters** that create peer groups "on-the-fly" for analyzing data from many angles
- **Reports** for summarizing and graphically displaying your results and comparisons in a PowerPoint format

All questions, filters and reports are completely customized for your association to create a unique version of Stack-up™ that meets your members' business needs.

Stack-up™ benefits you *and* your members

- Collects invaluable industry-wide trends and aggregate data for publication, advocacy and assessing member needs
- Drives membership renewal and retention by offering a unique tool only available through your association
- Generates non-dues revenue
- Utilizes the latest in web-based technology with minimal IT overhead and support
- Fosters community engagement and peer relationships
- Replaces static surveys and studies with an interactive business benchmarking tool that your members will love

Share, compare and prosper with benchmarking

Benchmarking is a proven business process used by successful businesses to assess and improve performance. Traditional methods of benchmarking are time consuming and often yield results that are too general, static and quickly dated in today's fast moving economy. Using web-based data collection and information delivery, Stack-up™ provides *immediate information* to easily spot opportunities for improvement and highlight areas of excellent performance. Hard-working business managers will make informed decisions using timely data instead of opinion and anecdote.

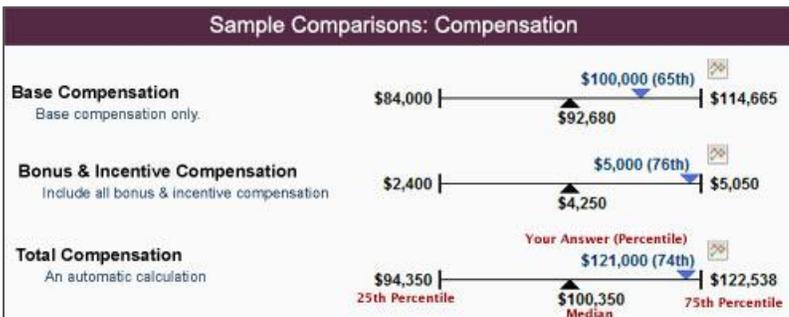
Platform Screenshots

Sample Data Input: Financial

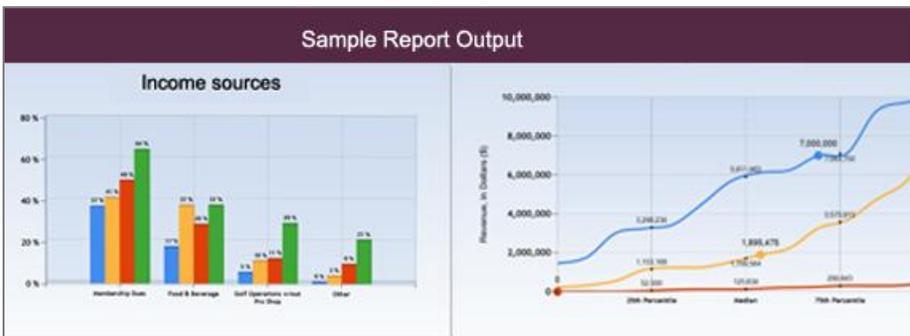
Revenue

- » Revenue from Products
Enter total revenue from product sales. Do not enter service revenue.
- » Revenue from Services
Enter total revenue from services provided. Do not enter revenue from product sales.
- » Revenue from Other Sources
Enter total revenue from sources other than product sales and services rendered. Do not enter interest income.
- » **Total Revenue**
This amount is automatically calculated by adding Revenue from Products, Revenue from Services and Revenue from Other Sources.

Data Input Example: The screenshot on the left illustrates typical financial questions. Inputting information is as easy as typing into the answer box. Other question types such as multiple choice and "check all that apply" are equally intuitive.



Comparison Example: This second screen shot provides an example of compensation question comparisons. After entering data, the member can instantly access comparison data in a percentile format. Peer groups are created on-the-fly using our filtering mechanism for reviewing the data from different perspectives. The information is clear, easy to read and provides immediate feedback that improves business decision



Report Example: This screenshot illustrates a few of the many report styles that are available. All reports are dynamically generated and downloaded into PowerPoint for easy access and unlimited usage.

Find out how you can use Stack-up™ to revolutionize the information you provide to your members.

Visit www.dynamicbenchmarking.com or call us at 603-686-7113 for a discussion.

