

# Win More Business with AnalysisPlace

Personalized Customer Engagement Tools for  
Serious Sales and Marketing Professionals

[www.analysisplace.com](http://www.analysisplace.com)



## Quantified ROI Is the Key to Value-Based Selling

“The IT buying decision has shifted from promises to facts. The promise of richer functionality has been replaced with the demand for bottom line financial impact – what’s the cost, what’s the return, how soon and how can you prove it.”

– *Ernst & Young Fortune 1000 IT Buyer Survey*



# What Are the Benefits of ROI-Based Selling?



- ❖ **More qualified leads**      Prospects who contact vendors after evaluating ROI using a self-assessment tool are more likely to buy
- ❖ **Better close rates**      Credible, quantified business cases make it much easier to gain investment approval
- ❖ **Faster sales cycles**      Introducing ROI early in the sales cycle creates organizational buy-in and compelling reasons to buy
- ❖ **Trusted relationships**      Sellers show they understand their customer's business, encouraging customers to share insights and information

# Many IT Vendors Fail to Communicate Their Quantified Value

- ❖ 80% of buyers expect vendors to quantify financial benefits
- ❖ 61% of buyers rate a vendor's ability to quantify their value as important

But ...

- ❖ Only 40% of vendors provide a financial business case on a consistent basis
- ❖ Only 2% of buyers have a high level of trust in the metrics that vendors provide
- ❖ Only 2% of vendors quantify and communicate their value effectively

# Why Is Quantifying Value Difficult for Vendors?

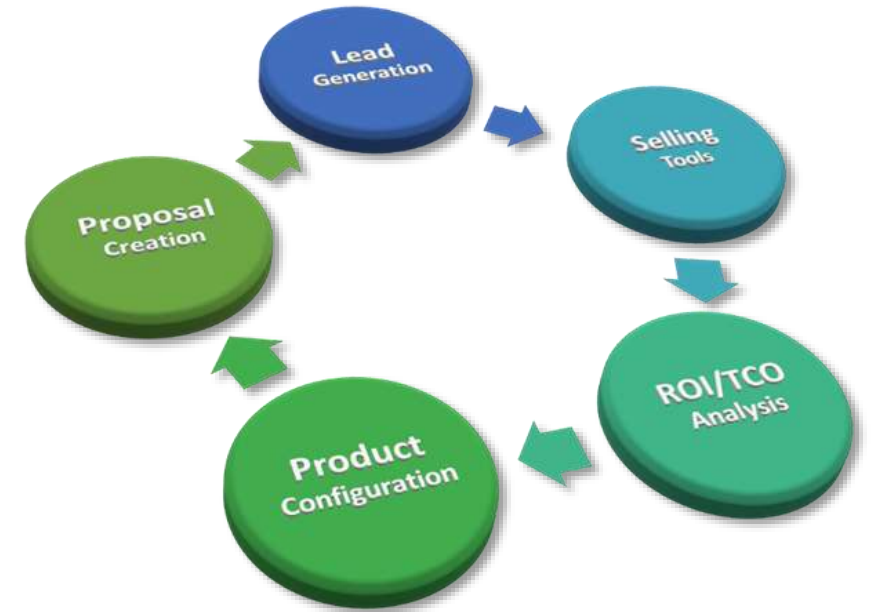
- ❖ **Inadequate ROI models** ROI models often lack credibility because they do not accurately reflect the customer's business
- ❖ **Lack of sales resources** Creating customer-specific ROI analyses and other personalized collateral consumes vast amounts of time
- ❖ **Lack of analysis skills** Sales does not have the tools or knowledge needed to develop compelling financial justifications
- ❖ **No repeatable processes** Sellers waste time and deliver inconsistent results because they have to start over again for each prospect

# Introducing AnalysisPlace

AnalysisPlace helps corporations and entrepreneurs communicate their value proposition clearly and effectively to their business clients. Our customer engagement tools allow them to deliver personalized information to prospects, including customer-specific presentations and sales collateral, individualized ROI and total cost of ownership analyses, optimized solution designs and winning proposals.



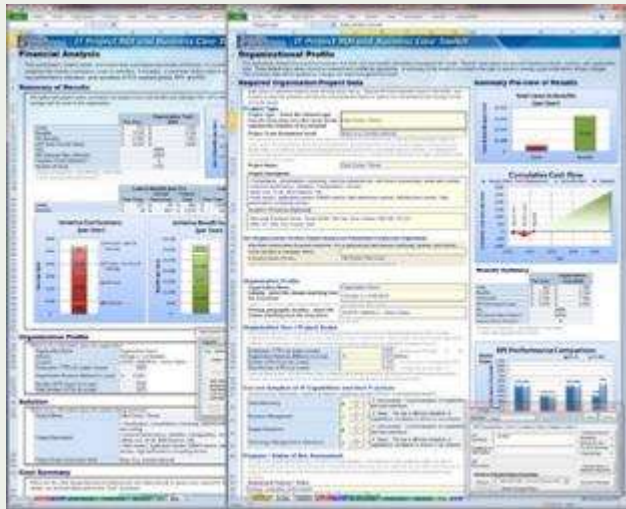
- ❖ Comprehensive ROI-based selling platform
  - ❖ Built on ROI models from business value experts
- ❖ Empowers the entire sales cycle
  - ❖ ROI self-assessment for lead generation
  - ❖ Customer business-case analysis
  - ❖ Product configuration and proposal creation
- ❖ Automated document generation
  - ❖ Personalized sales presentations, cost/benefit reports, whitepapers and quotations



# AnalysisPlace is a Comprehensive ROI-based Selling Platform

## Web- or Excel-based Assessment Tools

- Feature-rich, very flexible, & highly customizable
- Internal (sales staff) and/or external (prospect) use
- Broad device support
- Centralized data collection, mgmt., & monitoring
- Easy to create, use, and maintain
- Cost-effective



## Robust Personalized Document Generation

- Automatically creates customized Word and PowerPoint documents
- Reports are editable
- Send or present to decision-maker or customer
- Sales presentations, quotes, proposals, business cases, and more





# Communicate Your Business Value with AnalysisPlace

## Self-Assessment Lead Generation Tools

Turn website visitors into qualified prospects



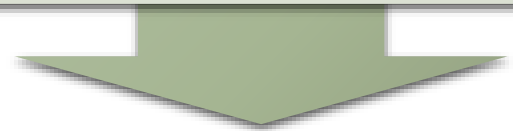
## Selling Tools

Increase sales efficiency and effectiveness



## Analysis Tools

Prove product value with customer-specific



## Personalized Document Generation

Automate the creation of personalized proposals, business cases, presentations, etc.



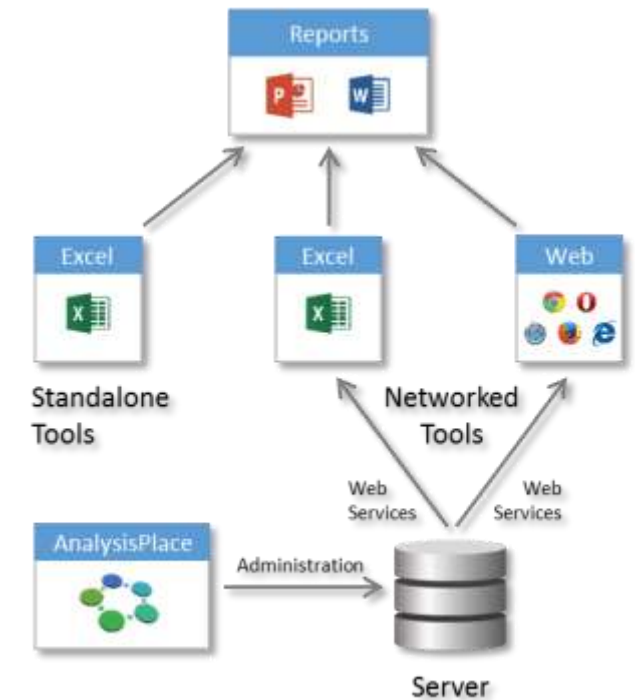


# AnalysisPlace Communicates Value across the Entire Sales Cycle

<b>Lead Generation Tools</b>	Turn website visitors into qualified prospects with self-assessment tools	<ul style="list-style-type: none"><li>• Show why your products and services deliver quantified value</li><li>• Estimate and communicate each prospect's specific return on investment</li><li>• Automatically capture their key business drivers and revenue potential</li></ul>
<b>Selling Tools</b>	Empower your sellers with personalized customer collateral	<ul style="list-style-type: none"><li>• Create customer-specific presentations and white papers in minutes</li><li>• Build trust by showing that you understand your customer's business</li><li>• Improve sales efficiency by automating time-consuming manual preparation</li></ul>
<b>ROI/TCO Analysis Tools</b>	Show customers why they should care about your products and services	<ul style="list-style-type: none"><li>• Focus on value-based storytelling, not just generic features and benefits</li><li>• Generate customer-specific ROI analyses that prove your value</li><li>• Identify and target quantified customer pain points</li></ul>
<b>Product Configuration Tools</b>	Configure products more quickly and accurately	<ul style="list-style-type: none"><li>• Create optimized solutions that maximize customer value</li><li>• Eliminate rework and costly delays</li><li>• Reduce sales engineering effort and eliminate sales bottlenecks</li></ul>
<b>Proposal Creation Tools</b>	Drive rapid buying decisions with clear and compelling proposals	<ul style="list-style-type: none"><li>• Create personalized documents at the touch of a button</li><li>• Accelerate approval by automatically including financial justification data</li><li>• Easily update proposals to reflect evolving customer requirements</li></ul>

# How AnalysisPlace Works

- ❖ **Based on a core ROI model that is specific to your business**
  - ❖ Built around your product portfolio and target customer base
  - ❖ Created by AnalysisPlace experts or adapted from your existing models
- ❖ **Sales enters key data to generate models for specific customers**
  - ❖ AnalysisPlace tools can support hundreds of customer parameters
  - ❖ They make **intelligent decisions** when only a few parameters are entered
- ❖ **AnalysisPlace automatically generates PowerPoint and Word reports**
  - ❖ Tools can include multiple document templates
  - ❖ Documents incorporate customer-specific analyses, charts, branding and other personalized information
- ❖ **Both cloud-based tools and portable Excel-based tools are available**



# AnalysisPlace Delivers Value Across the Sales Cycle



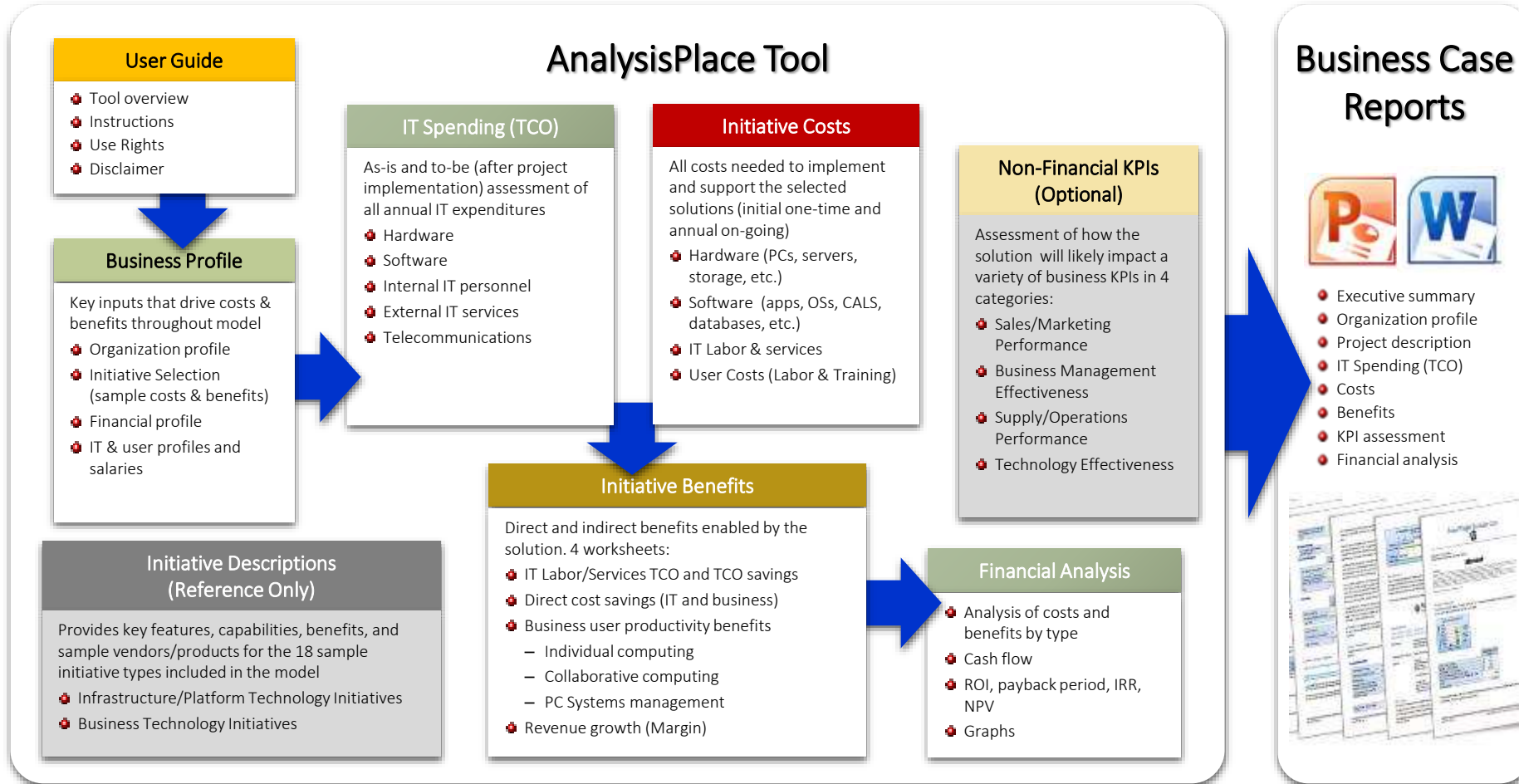
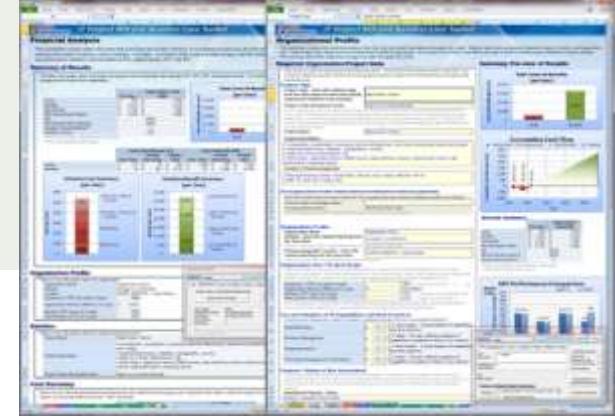
## Tool Types

Typical Uses by Role		Web-Based (No Excel Needed)	Excel-Based with Web Services	Excel-Based Standalone
Marketing	Lead Generation	✓		
	Customer Surveys	✓		
Sales Executives	Value-Based Storytelling	✓	✓	✓
	Personalized Sales Presentations	✓	✓	✓
	ROI and TCO Analyses	✓	✓	✓
	Proposal Generation	✓	✓	✓
Sales Engineering	Detailed ROI/TCO Studies	✓	✓	✓
	Product Configuration	✓	✓	✓
Consultants	Highly Customized ROI/TCO Studies			✓
	Personalized Client Reports			✓

## Capabilities by Tool Type

Centralized Cloud Storage	✓	✓	
Data Sharing and Collaboration	✓	✓	
Tool Can Be Used Offline		✓	✓

# An Example of AnalysisPlace Tool Capabilities



# Comprehensive Capabilities and Flexible Packaging Options

		Platinum	Gold	Silver
<b>Core Features</b>	Included Tool Formats Web-based tools can be hosted on AnalysisPlace or your website	✓✓✓ Web and Excel	✓✓ Web Excel Add-On Option	✓ Excel Only
	Business Model Definitions; ROI and TCO Analytics	✓✓✓ Comprehensive	✓✓ Enhanced	✓ Standard
	Tool Development Services	✓✓✓ Comprehensive	✓✓ Enhanced	✓ Standard
	Personalized Document Generation (Word and PowerPoint Reports)	✓✓✓ 8 Templates	✓✓ 4 Templates	✓ 1 Template
<b>Access Security</b>	Internal User Access Control	✓	✓	✓
	Anonymous/External User Access	✓	Add-On Option	Add-On Option
<b>Collaboration</b>	Assessment Management	✓	✓	✗
	Multi-User Collaboration	✓	✓	✗
<b>Centralized Control</b>	Centralized Management via Web	✓	✓	✗
	Centralized Usage Monitoring via Web	✓	✓	✗
	Version Control	✓	✓	Add-On Option
<b>Advanced Features</b>	Centralized Collection & Meta-Analysis	✓	Add-On Option	✗
	Tablet Support	Add-On Option	Add-On Option	✗
	Multi-Scenario Analysis	Add-On Option	Add-On Option	✗
	Change Tracking	Add-On Option	Add-On Option	✗
	External Data Integration	Add-On Option	Add-On Option	Add-On Option
<b>Localization</b>	Multi-Currency Support	Add-On Option	Add-On Option	Add-On Option
	Multi-Language Support	Add-On Option	Add-On Option	Add-On Option

# Why AnalysisPlace?

## Experience

- ✓ Over 12 years of building highly effective, value-focused business tools
- ✓ Exceptional business, sales, financial and technology expertise

## Proven results

- ✓ Accelerates B2B sales cycles and dramatically increases close rates
- ✓ Builds trust and creates close customer relationships

## Broad sales cycle coverage

- ✓ Lead generation, ROI/TCO analysis, sales collaterals
- ✓ Product configuration and quotations

## Robust and flexible documentation generation

- ✓ Automatically creates personalized Word and PowerPoint documents
- ✓ Sales presentations, business cases, proposals and more

## Flexibility

- ✓ Analytical capabilities range from simple to highly complex
- ✓ Tools can include your existing branding, including logos, fonts and colors

## Web-based and Excel-based tools

- ✓ Web-based tools can be hosted by AnalysisPlace or on your own site
- ✓ Portable Excel-based tools have optional networked collaboration capabilities
- ✓ Both tool types share a common Excel-based model, making tool updates easy
- ✓ Assessments created with web-based tools can be opened in Excel (and vice versa)
- ✓ Support for tablets and other touch-screen devices

## Powerful features

- ✓ Anonymous or restricted access – registered users, domains, customers, ...
- ✓ Usage monitoring and centralized control via administrator web portal
- ✓ Centralized data collection and analysis
- ✓ Version control – tools can be set to expire after a given date
- ✓ Collaboration/sharing, currency switching, language switching
- ✓ Default value restoration, scenario analysis, assessment management and others

## Cost effective

- ✓ Excel-based approach reduces cost of building, publishing and maintaining tools
- ✓ Makes innovative use of widely deployed, low-cost technologies





# Next Steps

- Learn more
  - [www.AnalysisPlace.com](http://www.AnalysisPlace.com)
- Contact Us
  - 1-412-344-5103
- Schedule a free consultation and/or demo
  - [AnalysisPlace.com/Contact-Us/Free-Consultation](http://AnalysisPlace.com/Contact-Us/Free-Consultation)
- Try AnalysisPlace
  - [AnalysisPlace.com/Free-Value-Assessment](http://AnalysisPlace.com/Free-Value-Assessment)
  - Use this free tool to assess the ROI of AnalysisPlace for your business! Try out our AnalysisPlace value assessment tool to estimate the quantified benefits AnalysisPlace can deliver for your business, along with approximate costs and suggested tool configurations. There is no obligation or registration required. It's easy and completely confidential.



Thank You!

[www.analysisplace.com](http://www.analysisplace.com)

1-412-344-5103

