

Customer Intelligence Research Overview



Hypatia Research & Consulting, LLC
Accelerating Performance by Calculating Results™

Leslie Ament
Managing Partner

Hypatia: Accelerating Performance by Calculating Results TM!

- **How We Provide Results**

Hypatia delivers high impact market intelligence, industry benchmarking, best practices, technology vendor selection, ROI assessment, and consulting services that reduce cycle-time and influence customer management, product strategy and channel development goals.

Since 2001, clients have relied on our industry insight, expertise and independent research for guidance in assessing various technology and service options.

Our **results-driven** approach ensures that your organization utilizes primary quantitative research and qualitative voice of the customer insights to support strategic and tactical decisions.

- Like our namesake, Hypatia, we are committed to **Calculating ResultsTM** for our clients.

Hypatia of Alexandria (c. 370-415AD), invented several scientific devices--the astrolabe, planesphere, and hydroscope (hydrometer). These instruments were used to calculate the distance between planets, the position of visible stars at any time of the year, and the gravity of liquids respectively. Hypatia was the first woman to make substantial contributions to the development of mathematics, astronomy & philosophy.

Hypatia: Our Differential

Why We Are Different

Each of our research projects are designed to address critical business issues, guide product or go2market strategy or enhance customer analysis and management practices across ALL of your organization's stakeholders—Prospects, Clients, Media, Partners or Investors.

Our Clients

Include emerging businesses as well as billion dollar enterprises. In "Calculating Results", we deliver insights, analysis and data-driven research that is designed to support our clients' business decisions.

- **End-user organizations** turn to us for information on **vendors, service providers and best practices that will accelerate their growth.**
- **Vendor and service providers** value our research-driven **thought-leadership, independent analysis and business case return on investment assessments.**
- **Clients** turn to us for **market intelligence and consulting services** that reduce cycle-time and influence customer management, product strategy, channel development and market adoption strategies.

Actionable Insight

We provide research-driven analysis and recommendations that end-users and vendors alike can use to enhance performance, reduce costs and delight customers. In short, we don't 'report the news', we analyze what it means for your organization, industry and/or job function.

Our team

Comprised of analysts and consultants with over 15 year's experience in various industries, software delivery models, platforms and/or managed service providers. Each of us has managed a business unit, team and/or been accountable for profit & loss within an organization.

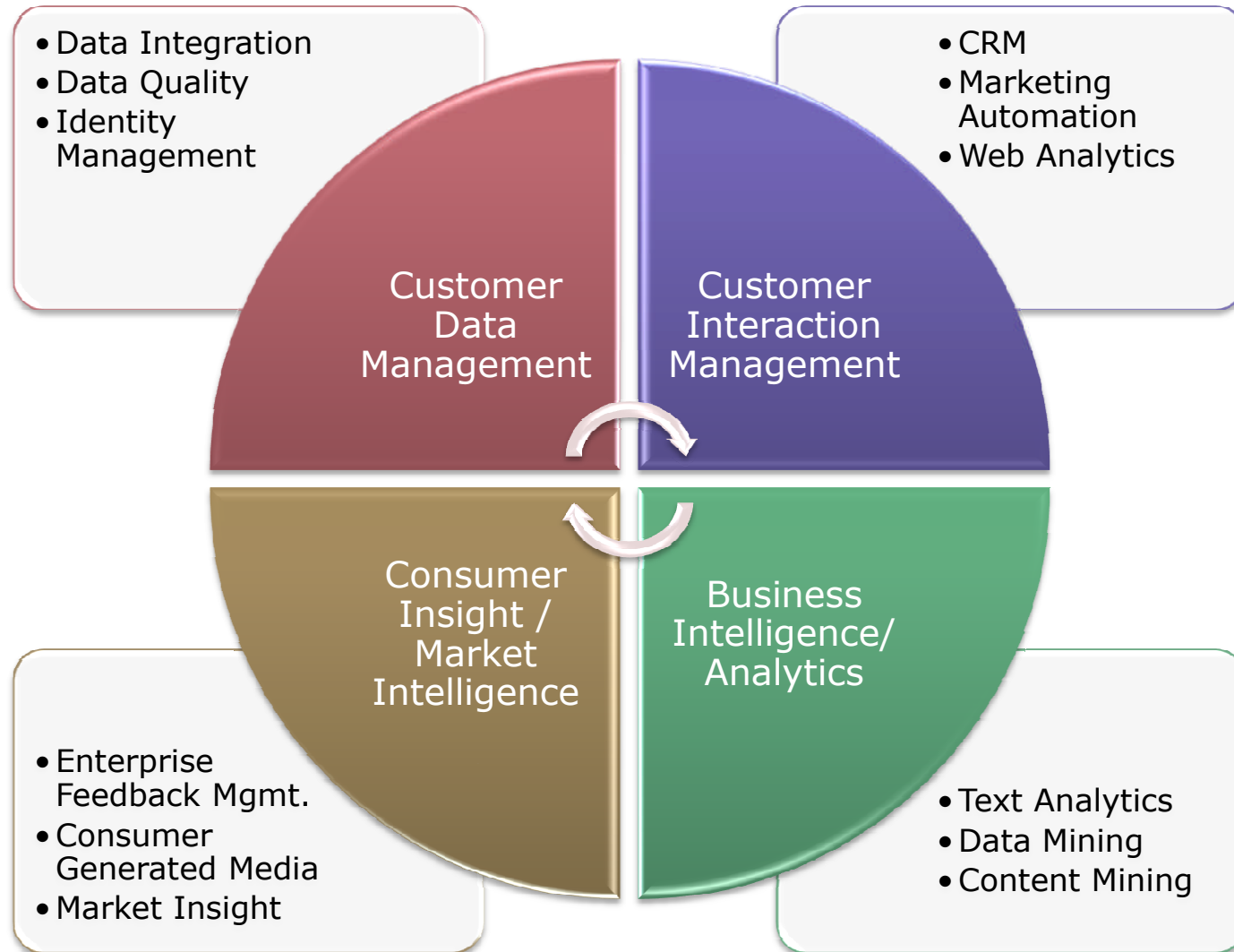
Why CI and not BI[▲]?

"Customer Intelligence Management is defined as the ***process of capturing, managing, analyzing and applying customer information*** to enhance performance and to accelerate growth."

--Hypatia Research, LLC.

▲ BI is a subset of CI that provides operational decision support and predictive analytics.

Enabling Technologies, Processes & Services End-Users Deploy:



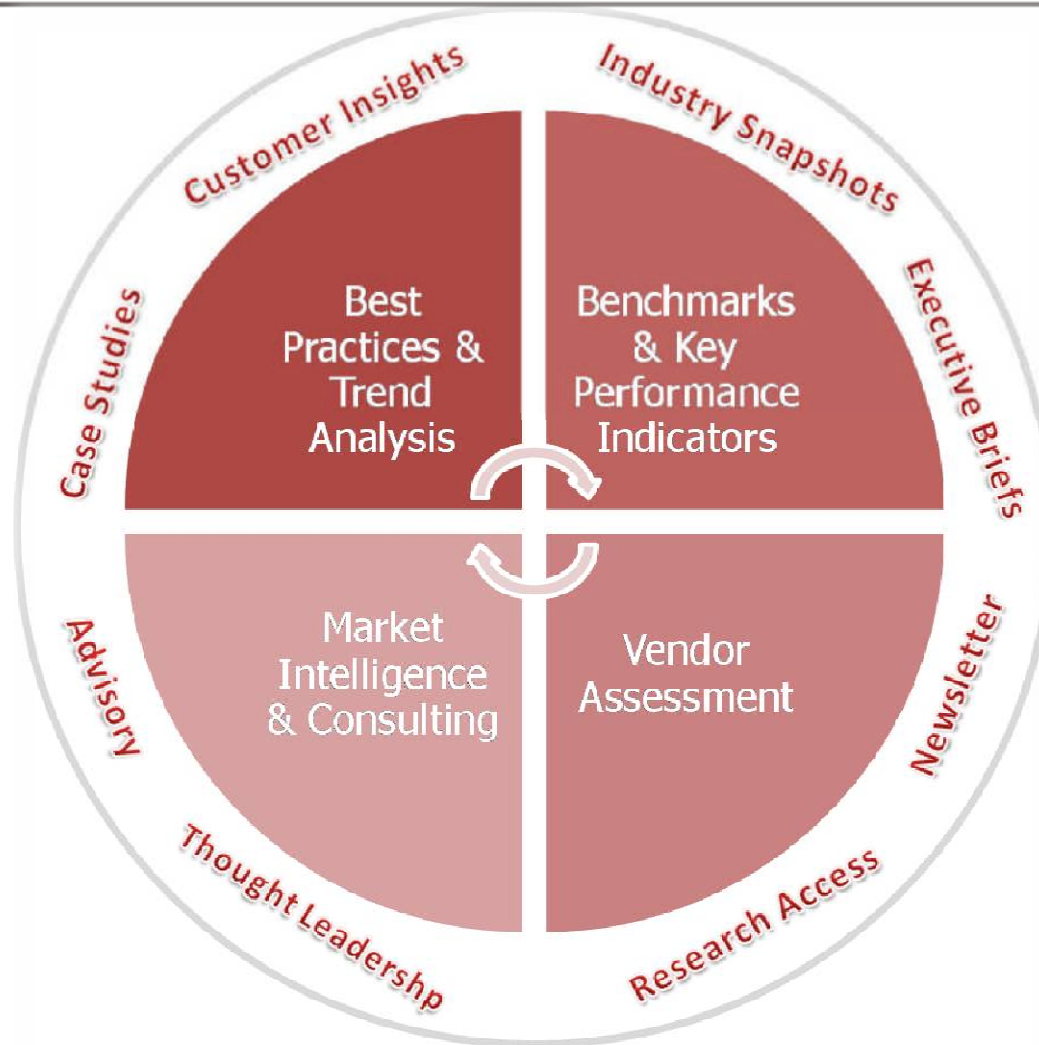
Research Leverage & Reach

- Thought-Leadership from Objective Third-Party
 - Prospect / Customer Education
- Demand Generation / Sales Tools
 - Webinar/Seminar
 - Presentations & Collateral
 - Battle Cards / Competitive Insight for Field Operations & Partners
- Market Intelligence
 - Validation of Positioning & Messaging
 - Market Maturity / Gap Analysis
 - End-User Insight by Industry, Job Function & Geography
- Category Leadership, Visibility & Consideration
 - Press & Promotion

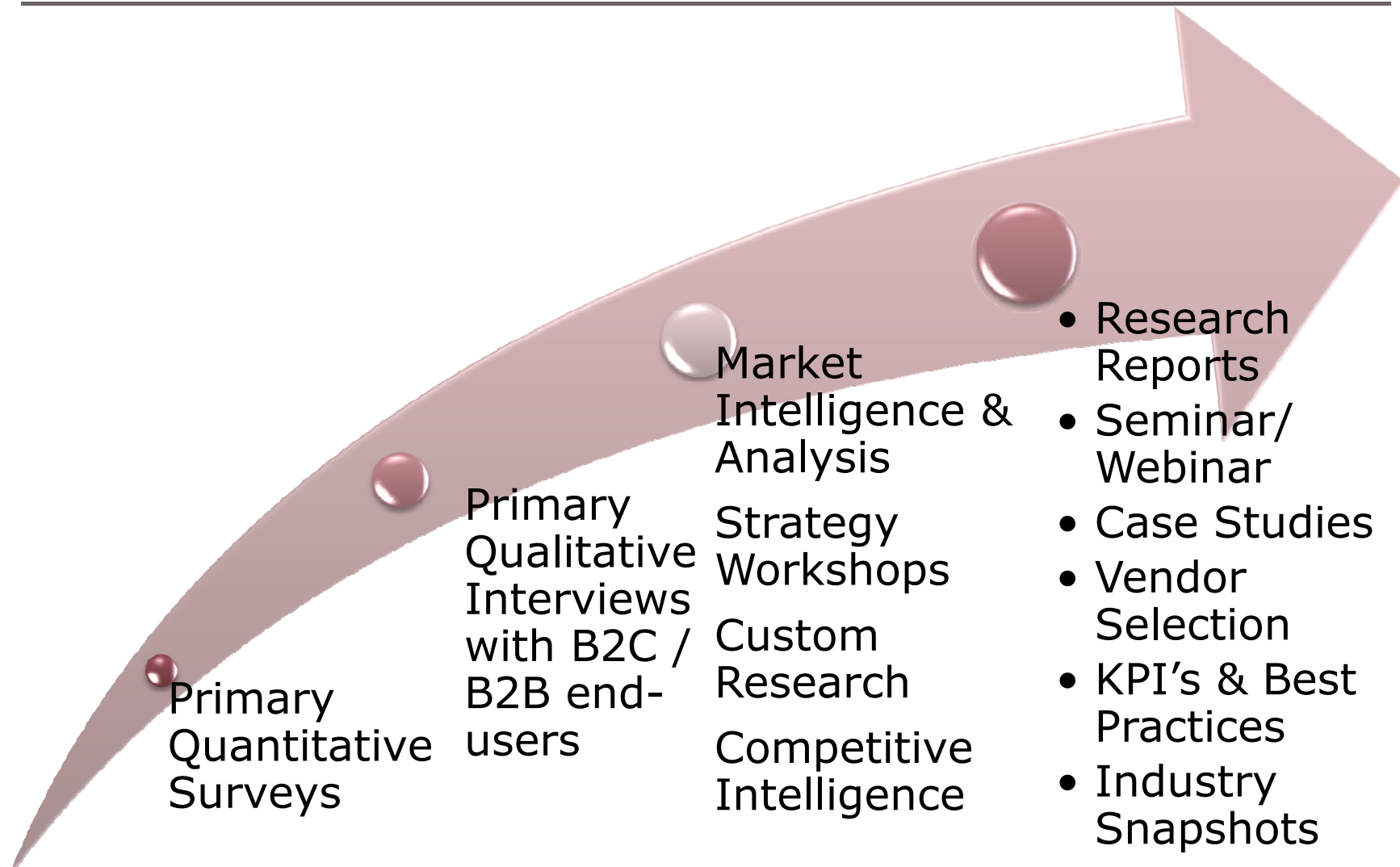
Expertise & Partnerships



Customer Intelligence Research Services:



Hypatia Research: Actionable Insight That Drives Results!



Research Agenda: 2008

- ❑ **Customer Insight & Enterprise Feedback Management:** *Success Strategies for Operationalizing Results*
- ❑ **Market Intelligence:** *Tools, Techniques & Trends that Accelerate Performance*
- ❑ **Enterprise Data Management:** *Best Practices*
- ❑ **Customer Interaction Management:** *How Top Companies Use Technology to Enhance Performance & Increase Customer Satisfaction*
- ❑ **Custom Research, Market Intelligence Projects, Industry Snapshots & Executive Briefs:** *Upon Request*

Previous Research:

- ❑ Business Intelligence: Vendor Selection Guide to Customer Analysis Solutions
- ❑ Success Strategies in Leveraging Customer Intelligence
- ❑ Customer Intelligence: Converting Data2Profits
- ❑ Precision Marketing: How Leaders Turbo-Charge Investments
- ❑ Customer Data Management: Measuring & Achieving Tangible Results
- ❑ Mobile CRM: Growing Customers & Revenues via Improved Sales Productivity

Research Approach:

- Quantitative Survey of End-User Organizations from Diverse Industries including:
 - Telecommunications & Media
 - Financial Services
 - Insurance
 - Healthcare / Medical Devices
 - Consumer Goods / Retail
 - Manufacturing
- Vendor & Service provider briefings
- Qualitative Phone Interviews with End-User Customers from Diverse Industries
- Timeframe for Deliverables: June – December 2008
 - Executive Summary Report by Industry
 - Strategy Workshop for Each Client
 - Seminar / Webinar Speaking Engagement
 - Business Valuation / Case Study Reports

BIO

Leslie Ament, Managing Partner, Hypatia Research & Consulting, LLC has deep experience in Customer Intelligence Management Processes and enabling technologies such as: CRM, Marketing Automation, Customer Data Management, Analytics & Business Intelligence. In advising end-user organizations, Ament has participated in the selection, business process management, customization criteria and project management of various customer management solutions for numerous organizations. Moreover, she has overseen implementation of numerous CRM solutions—both on-premise and SaaS!

Formerly Research Director and Customer Intelligence Practice Leader at Harte-Hanks, Ament created and lead a an emerging research area for end-user organizations, technology vendors and service providers. Prior to her exclusive concentration on applied market research, Ament held global marketing roles with Arthur D. Little Management Consulting, International Thomson Publishing, Oracle:Demetra, Banta Corporation & Carnegie Hall. Her industry expertise encompasses Consumer Healthcare Products, Retail, Media, Professional Services, Demand Chain Analytics & Content Management software companies. Currently she serves as a Board Member for the Product Marketing & Management Association.

A media influencer, Ament has been quoted in CRM Magazine, CIO Magazine, Business Intelligence Review, CIO Magazine, Internet Retailer, Insurance Networking News, Consumer Goods Technology, Data Management Review, CRM Buyer, Tech News World, Search Data Management, Search CRM, CRM Daily, Red Herring, CRM2Day, CRM Directory, CRM Advocate, TMCNet, and CMO Council publications.

Hypatia Research & Consulting delivers high impact market intelligence services that reduce cycle-time and influence customer management, product strategy, and channel development goals via a unique blend of market research, brand strategy, vendor selection, best practices & ROI assessment methodologies to drive our clients' financial success.

WWW.HypatiaResearch.com

Team

Senior Vice President: Zvi Ruder's role encompasses business operations, content licensing, partnerships and consulting for Hypatia. His areas of expertise include: information services, digital media, acquisitions and licensing for all types of journal, book, reference and research products for leading Scientific, Technical & Reference [STM] publishers as well for the Life Science and Biotech industries.

He holds a Ph.D. and M.Sc. in engineering and was the recipient of the prestigious Bi-National Science Foundation Fellowship awarded by MIT and Ben-Gurion University, Israel. In his spare time, Zvi enjoys fine wine, science fiction and travel. A member of the American Vexillological Society, he is also a serious collector of books relating to political symbolism.

Senior Analyst: Rudie Lion's area of expertise encompasses a wide range of products and issues related to personal identification management and 'security printing,' including electronic passports and biometrics. Before joining Hypatia, Lion held senior research and product management roles with Venture Development Corporation, Imaging Automation/Visage and Getronics, Europe.

Rudie holds an MBA from Babson College, MA and is an experienced author and guest speaker on AIDC, identity management and security solutions.

Research Analyst: Greg Belkin brings ten years of international research experience covering best-practice process and technology within the retail industry. Belkin's expertise encompasses product marketing for retail-specific software tools as well as research management for Retail Systems Alert Group's Supply Chain Alert, and as editor of U.K. publications for Retail Systems Alert Europe.

An alumni of Suffolk University MBA program, Greg also holds a Bachelors degree from George Washington University. He and his spouse Kristin are expecting their first child before the end of 2008.

Team

Research Editor/Analyst: Howard Baldwin has researched and written about the value businesses derived from use of technology for over twenty years. With extensive expertise at leading industry publications as: *Electronic Business*, *Electronics Design Chain*, *ZDNet Tech*, *M-Business*, *Line56*, *PC Computing*, *Corporate Computing*, *UnixWorld*, *Open Systems Today*, *Macworld*, *CIO*, and *Upside*, Baldwin's work as executive editor, senior editor, columnist and author has significantly influenced and educated business leaders for over two decades.

In the book publishing industry, Baldwin co-authored *Teach Yourself Macintosh in 24 Hours* (with Anita Epler; Hayden Books, 1999) and edited *Mac OS X for Unix* (by Matisse Enzer, Peachpit Press, 2002). He is also the author of [Quip City](#) (Robert D. Reed Publishers, 2004) Howard lives with his wife, a physician, and their three cats in the Silicon Valley.

Research Editor: Sue Hildreth has been writing for the computer industry since 1986, starting as a new products editor for Cahners' *Business Computer Systems* magazine. Subsequent roles have included executive editor of for ebizQ, staff editor for Computer Publishing Group's *WebServer Online* and *Server/Workstation Expert* magazines, and editor of *Software Success*.

Hildreth covers enterprise software trends and technologies: CRM, Mobile Solutions, Enterprise Search, e-mail security, identity and access management, remote access for mobile employees, and the business benefits of Web 2.0. She holds a B.A. in journalism, Phi Kappa Phi from the University of Iowa, and resides in Waltham, MA with her husband, daughter, three cats and a small herd of guinea pigs. In her spare time she enjoys reading medieval history.

Research Editor: Mim Bonn comes to Hypatia with decades of experience in synthesizing and communicating the business value derived from use of technology products, solutions and managed service offerings. Areas of expertise include: technology, healthcare, and solutions for end-user productivity.

An alumna of Digital Equipment Corporation, Mim holds a BA in Philosophy and English from Clark University. In her spare time Mim enjoys painting, zydeco and road trips.

Client Testimonials

"Leslie is one of the most professional analysts I have worked with. She understands the market we are working in and provides valuable insight for our strategic and tactical planning. I now consider Leslie one of my "go to" business contacts."

--CEO & Serial Entrepreneur

"Our company has completed several projects with Leslie. Her research and analysis has been very valuable to our business by helping us better understand our clients needs and the best way to address those needs. Leslie is very knowledgeable and a pleasure to work with."

*--EVP Marketing and Strategic Alliances
\$3.8B Service and Solutions Company*

"Leslie is truly a Thought Leader in the space of Customer Intelligence. We rely on Leslie and her leadership at Aberdeen for critical advice to drives sales, marketing and business forward. Leslie's research is consistently professional, thorough and timely. Because of Leslie's leadership, we have standardized on Aberdeen as our exclusive analyst partner in this space. I feel extremely comfortable leveraging Leslie and her skill with our senior management as well as our clients."

*--VP Marketing
2-Year Listing on Inc. 500 Fastest Growing Private Co.*

"I have worked with Leslie on research projects and presentations frequently over the past year. I recommend considering her services, particularly for customer relationship management and customer intelligence focused projects, based on her ability to support specific goals and apply her industry knowledge."

*--Senior Director, Investor & Analyst Relations
Global £776M Business Software & Solutions Co.*

"If you need expertise or guidance on overall business strategy, market research, competitive intelligence, product marketing, or corporate marketing from a trusted source, contact Leslie Ament at Hypatia. Over the years, she has consistently over-delivered for me."

*--VP Product Management
5-year old Storage Software Firm*

Thank You

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