

Get to the point!

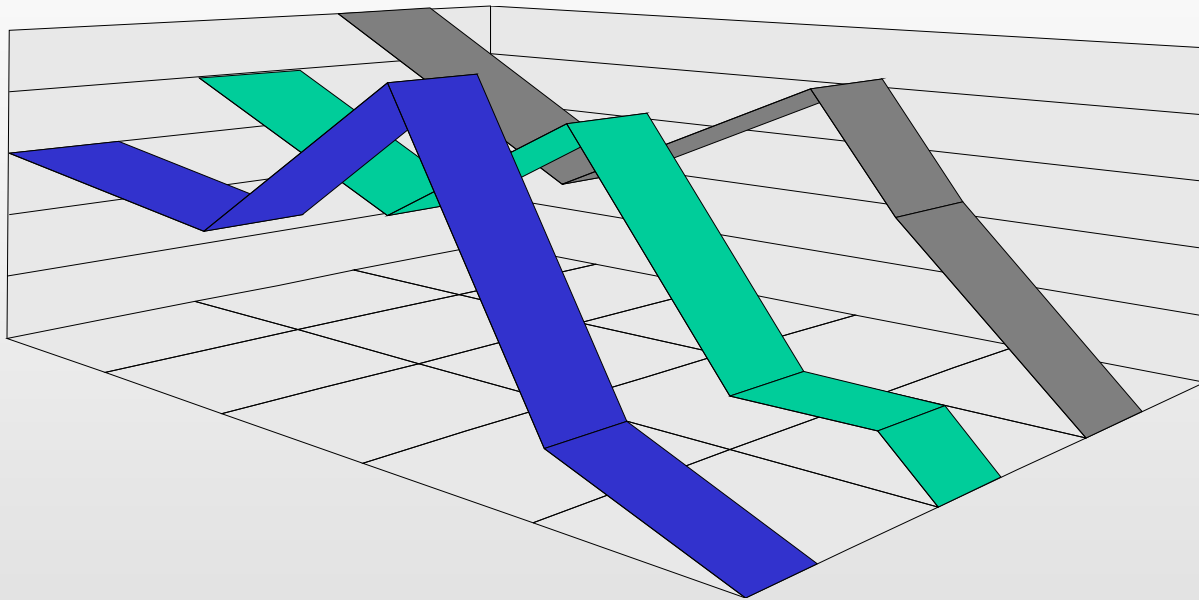
The critical components of marketing

usp MarCom



The dilemma of marketing

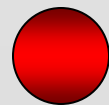
The dilemma of marketing



development, sales, costs,
human resources...

and demands

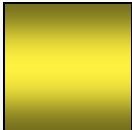
- Frozen marketing budgets and changing conditions in the market place cause you to change your mind
- Content reduces your sales cycle and promotes your image if it fits to your customer's perspective and if it is always up to date
- Measures with a fast return on investment are in demand
- Clients and prospects expect instant results and fast response from suppliers today more than ever
- Today we need investment in customer relationship and creativity to generate leads



usp Marcom ... new ideas, new solutions

Services

Consulting



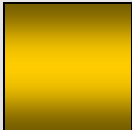
Online-Research



Marketing-Communication



Public Relations

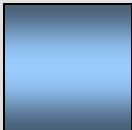
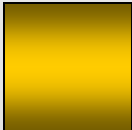
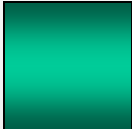
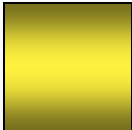


Events



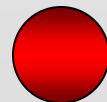
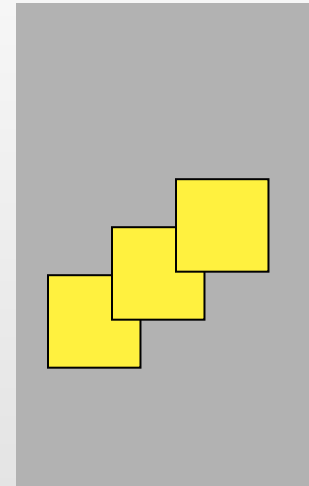
Services

Consulting



Higher value from integrated marketing

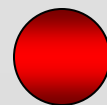
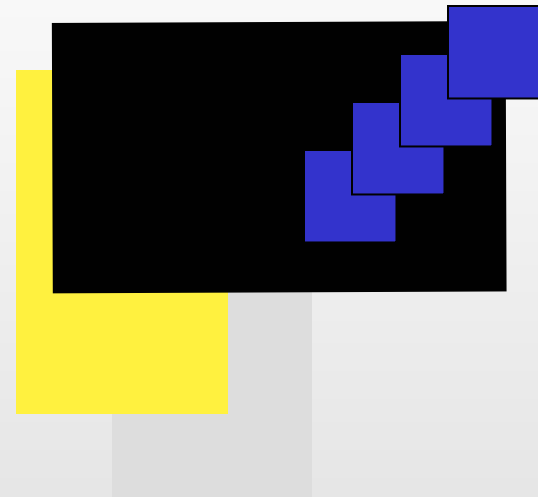
- Get better results in spite of smaller budgets with an optimized marketing strategy
- Reduce budgets with coordinated measures to achieve greater measurable value
- Reduce costs by optimized use of media
- High quality communication creates higher visibility for your company in the market



usp MarCom ... we promote your success

Analysis of communication strategy

- We will analyze the effectiveness of your marketing programs and show you their strengths and weaknesses
- We will identify potential areas to reduce expenditure and increase your ROI
- We will propose complementary projects

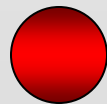


usp MarCom: benchmarking your marketing communications

Marketing Consulting

Our business is the creation and execution of truly effective marketing strategies

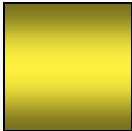
- Generating highly qualified leads
- Identifying measures to enhance customer relationships
- Launching and positioning of products
- Comparative analysis of your competition
- Raising your market profile
- Coaching your business partners



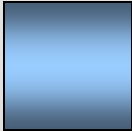
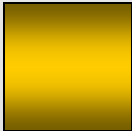
usp MarCom ...measures, that pay off

usp MarCom

Services



Online-Research





Especially today ... the market is changing

- The market landscape is changing rapidly
- Customers reduce their budgets and are very sensitive to prices
- Customers expectations changing constantly due to the pressures of the economic climate



usp MarCom: Online Surveys discover unexpected potential for your company



Online Surveys: Touching the pulse of the market

- Quantify interest in a special product or application area
- Are customers satisfied with the existing service?
- Which improvements are requested by the clients?
- Is there a market, and therefore a client potential for a new product?

A market research might help, but

Traditional market analysis is expensive!

That's the reason why many companies rarely investigate the market

Stop ...

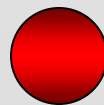
Online Surveys: Market indicators in real-time

- dramatically cheaper and quicker than telephone call based research
- Precise, accurate and above all - successful

Are Online Surveys as reliable as telephone call based research or printed questionnaires?

For sure! The questions are thoroughly designed and clearly expressed

Plausibility checks force correct data entry and trick questions turn out cheating users

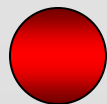


**usp MarCom: more knowledge, more sales,
more satisfied customers**

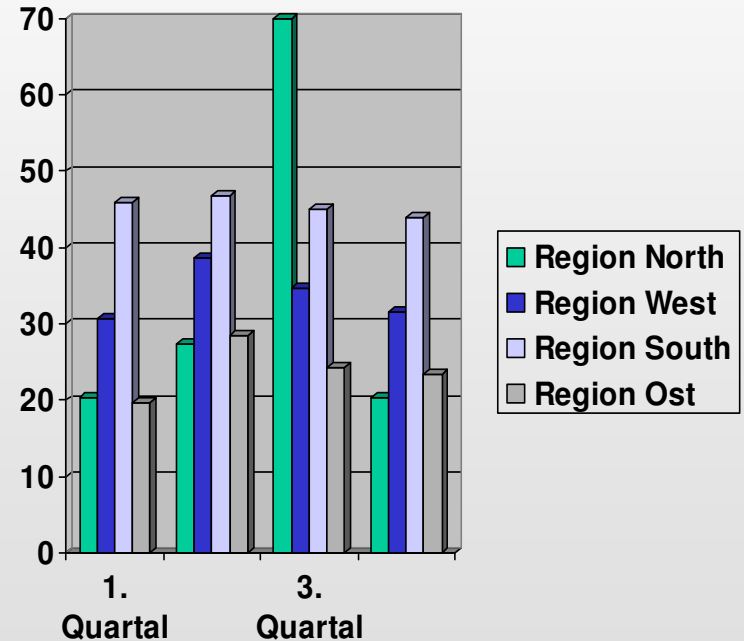
Online Surveys: Your profile, your knowledge

What about the interpretation?

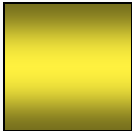
- Professional statisticians evaluate the answers
- You receive the interpretation as an Excel-sheet
- We evaluate and interpret the results in your office



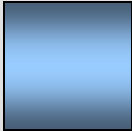
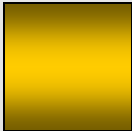
usp MarCom: Online Surveys
fast, reliable and reduced costs



Services

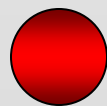


**Marketing-
Communications**



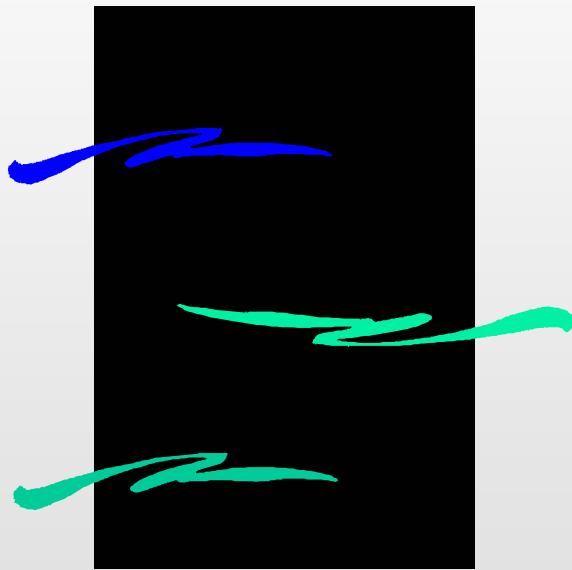
Investments in communication that pay off

- Actual marketing material
- Easily understandable text
- Pleasing brochures increase your company's profile and generate leads
- Material from a "customer perspective" supports marketing activities and brings you faster to ROI
- Marketing integrated into your business processes
- Well informed customers, partners, employees



usp MarCom simplifies communication with customers, prospects, partners and employees

Internal communication - for critical situations



- Well thought-out policies for internal marketing speed up processes of change
- Steady flow of information cultivates employees' motivation and
- Positive influence on employees, customers and partners

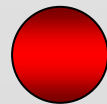


**usp MarCom ... For internal communication
accompanying processes of change**

Marketing Communication: straight forward and sensibly priced

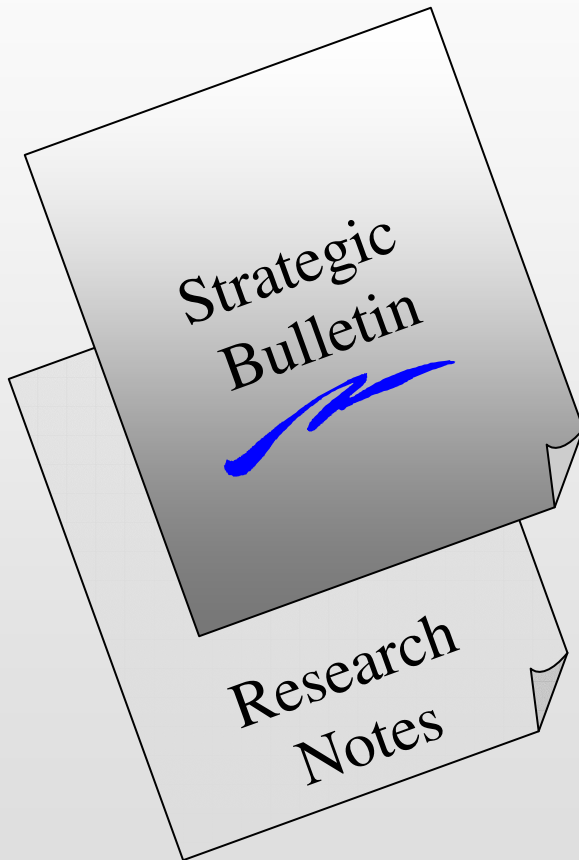
We assist you in a wide range
of marketing activities:

- Mailings, image brochures, product brochures, case studies newsletters, specialist articles, presentations, web
- Our texts get to the point of the characteristics of your products and services
- We design all information according to your customers' expectation and to the media
- We adapt material in the English language to the cultural expectations of German readers

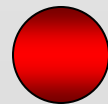


usp MarCom: Professional specialist papers take you to a faster return on investment

Product Marketing – Continuity builds confidence



- Independent Bulletins
 - communicate specialist knowledge
 - explain your position to deciders
 - strengthen Customer Relationship
- Independent Research Notes present your company as a substantial player in a competitive market
- Independent ‘White Papers’ will influence the ‘Influencers’ who are usually the technical architects and developers



**usp MarCom: background knowledge
forms and deepens confidence**

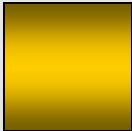
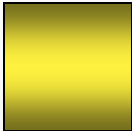
Technical Product Information and Strategic Papers

- Independently produced technical documentation:
 - White Papers, Research Notes or Strategic Bulletins
 - Our specialist reports will be produced by renowned figures from the IT industry
- We will deliver a comparative analysis of your competition



usp MarCom: More perspective for the client, more confidence into the future

Services



Public Relations

Public Relations – of increasing importance

- PR has higher level of customer impact
- Real life case studies create a strong level of credibility
- News editors respond positively to well prepared information with supporting quotations from industry analysts and customers
- Inclusion in high profile Industry Reports increases confidence and maintains a high profile in the business media



usp MarCom: Professional public relations, when ever you need it

Public Relations – Professional communication made easy

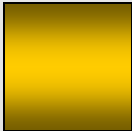
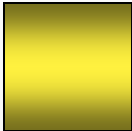
Our PR Services :

- We have long standing relationships with all the influential journalists and editors
 - Press Releases and one-to-one follow up with the press
 - Organization of one-to-one meetings with journalists
 - Organization of press conferences, press workshops or briefing sessions
- We monitor the editorial plans of each journal and prepare you in advance with appropriate
- We will develop relationships with journalists who have a special interest in your technology area



usp MarCom ... Quality makes the difference

Services

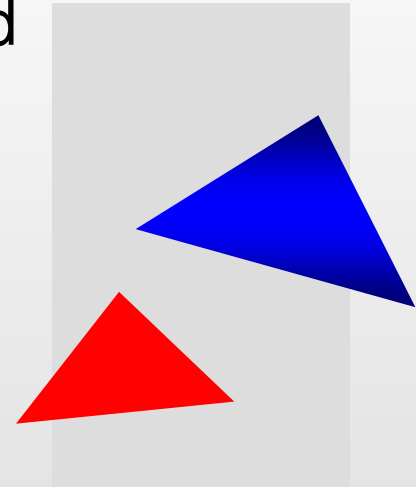


Events

Quality Lead Generation – The real objective !

We will plan challenging events designed to create high quality leads with

- Prospective corporate clients
- resellers and
- existing customers

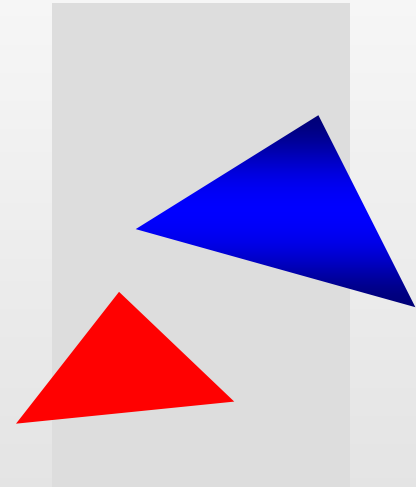


usp MarCom plans events, who go down well

Successful events through first class concepts

We will design and plan marketing
events

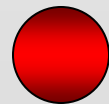
- Integrated in your marketing plans
- “Hot Theme“ agenda
- Innovative Design ideas by our creative team
- Industry Speakers with in-depth knowledge and charisma
- Cross Branding
- Creativity and brilliant organization



usp MarCom concepts designed to achieve success

Events of higher value

- Information Technology is our game. We know the global players in this market who have the hottest technologies
- Thanks to our know how about the IT market we are able to plan events with “hot themes” and a great agenda
- Events for customers, business partners, prospects or the press
- Road Shows
- Cross Branding Actions with global players
- Speaker Opportunities on Top Events

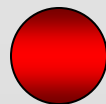


usp MarCom: Better investments in marketing mean more interest and more customers

Events & Roadshows: the concept makes the difference

We offer:

- Concept creation with objectives, content, agenda
- Key Note Speaker and specialist speakers
- Moderator / chairman
- Optimized locations
- Design compelling Invitations and mailing pieces
- Website and online registration
- Complete organization of the event



usp MarCom ... Demanding events are our profession

No schematism, but selective assistance

Consulting: We consult in marketing communication and product marketing and illustrate unused market potential



Marketing Communication: We describe products and services, write and execute mailing programs



Events: We plan demanding events to your customer relationship and generation of leads



Online-Research: We explore desires of your customers, prospects and partners and investigate their plans for investments



Public Relations: We write press releases, specialist papers and assist you in communication with the press

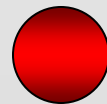




usp MarCom **Get to the point**

Our benefits ...

- Our long standing experience in the IT industry
- Located near Munich – the acknowledged centre of IT excellence in Germany and the home of the majority of the IT vendor community.
- Organization of conferences and events over ten years in all the major cities in Germany, Austria and Switzerland.
- Twenty years experience in journalism and public relations
- Our commitment to high quality in our professional dealing with clients, the press and the community with whom we work.
- And in addition to this: just fun at work



usp MarCom: When ever complex things have to become understandable



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usp MarCom: Consulting • Online-Research • Marketing-Communication • Public Relations • Events

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