

PVO for Technology Companies

	Yes	No
Are you satisfied with the results from your Partner and Reseller Program?	_____	_____
Have your Partner Program results been consistent year of over year?	_____	_____
Have you selected the right partners?	_____	_____
Are your Partner Marketing Programs delivering the results that you expect?	_____	_____
If you had to predict next year's Partner Program results, would they be accurate?	_____	_____

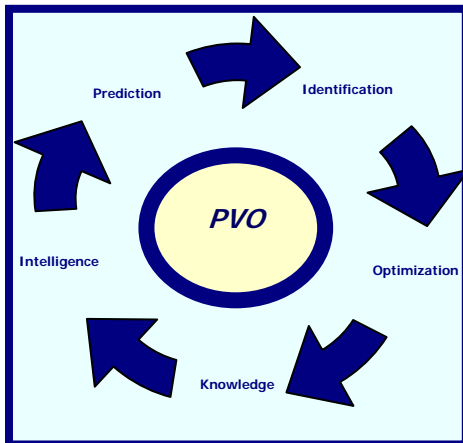
If you answered no to any of these questions, AllianceAnalytics' Partner Value Optimizer Software can help.

For the first time, companies are able to improve partnership performance using a roadmap that identifies the specific obstacles that hinder and impact success and that prevent companies from accurately predicting results.

Top Five Executive and Strategic Benefits for Implementing PVO

- Accurately Predict Short and Long-Term Revenues and Results for each Partnership
- Reduce Marketing Program Costs while Increasing Marketing Program Effectiveness
- Increase Alliance Partnership Effectiveness
- Increase Company Alliance Organization Effectiveness
- Select, Manage and Grow Partnerships that Closely Align with Company Strategy

At AllianceAnalytics, our only objective is to provide the tools that increase partnership effectiveness so that our Customers can gain a competitive advantage. PVO enables alliance strategy. From the time it is implemented, PVO assists in the process of re-engaging and strengthening your company's partnerships by identifying the impacts to success.



We understand that each partnership is unique. PVO is designed to account for the unique goals, objectives, people and processes of each partnership. As your company's partnerships improve, PVO creates partnership knowledge, as part of its processes which will allow you to accurately predict future results.

How soon can a company expect results after the implementation of PVO? Right away. As part of PVO's initial implementation, we will assist you benchmarking all of your partnership processes and identify initial areas of impact that need to be addressed. We do this in 45 days. PVO will pay for itself within the first year.

What does it take to update and reassess using PVO? It takes about 20 minutes per quarter for each individual involved in a partnership.

AllianceAnalytics offers the clear capability to improve partnership performance and accurately predict results. Using the complex algorithms of the Patent-

pending Partner Value Model, PVO provides its Customers with the ability to outflank its competition and gain a significant competitive advantage.

System Requirements: Server class single (dual preferred) Pentium or Xeon processors, 36 GB storage SCSI in Raid 5 configuration, 4 GB ECC DDR-2 memory

Software Requirements: Windows 2000 (2003) Standard Edition, Microsoft SQL Server 2000 Enterprise Edition, Microsoft Office 2003

Environment: High speed access to the Internet, IIS Web server, SMTP mail server

For more information on AllianceAnalytics PVO Software, please call us at 312.440.0581 or contact sales at sales@allianceanalytics.com.