



#### Our solutions feature :

- Ability to store, track and access sales, marketing and customer reference assets (case studies, podcasts, testimonials, audio/video interviews, press releases, etc.)
- Professionally produced reference collateral such as interviews, case studies, etc.
- Search for the most relevant, specific collateral
- Secure, on-demand web-based application
- Integration with CRM tools, internal portals and online customer communities
- Dashboard reporting provides key measurable reference statistics

#### Benefits of our solutions:

- Create fully-trackable repository of sales, marketing and customer reference materials that can be used in a variety of marketing and sales activities
- Reduce reference burnout by having multi-media references readily available online
- Provide prospects with meaningful and professionally produced collateral
- End-users can contact prospects worldwide, 24x7
- Single point of access to CRM tools and reference customer data
- Track which assets are helping close new business; assess ROI