

Powerful Benefits

- Leverage your data to grow sales
- Provide quicker and better decision-making at all organization levels
- Identify your best customers, best prospects, increase customer loyalty
- Reduce your cost of sales
- Build repeat business and create cross-selling opportunities
- Increase opportunities with best customers
- Reduce data gathering and report preparation
- Focus sales & marketing resources to drive increased sales
- Break down data silos - get your customer / prospect information in one place
- Visualize customer, prospect and competitor relationships clearly on maps
- Understand key sales drivers, issues and patterns
- Provide sales, marketing and customer service with a single view of the customer
- Optimize marketing-to-sales lead management

Too busy putting out fires? Flat out over-worked, understaffed? Frustrated with waiting for IT to provide a solution? You're not alone.

Today, many organizations have less middle-management left to perform the analysis, support or communication that upper management needs to effectively use customer and prospect information for targeted sales & marketing activities.

InfoGrow delivers the analytics, technology and services to support your sales & marketing needs. Our services perform two primary and necessary functions:

- Provide the analysis for better understanding customers and prospects to drive sales
- Close the communications gap of getting the message out effectively by getting sales & marketing on the same page



Through market analysis, CRM, business intelligence, location intelligence and analytics, our services will increase your knowledge of customers, prospects, and market share while focusing sales & marketing resources to drive increased sales.

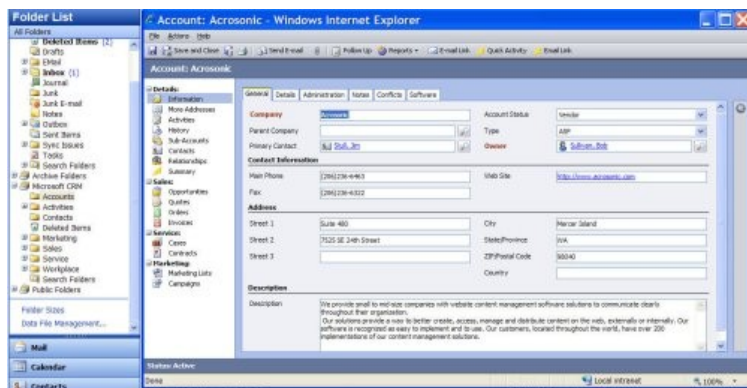
Market Analysis

Analyze all your customers and available prospects to create groups showing penetration, total average annual spend on a product and the "spend" with you. Realize that not all customers are equal. Do they mean the same to you or deserve the same level of attention? We will show you which ones have potential and should receive your focused limited resources. Encourage others to raise their hand to get your attention while you invest in prospecting for new customers like your best ones.

Optimize sales & marketing planning & performance to gain the competitive edge.

Customer Relationship Management (CRM)

CRM is a core information system of your customers and prospects. By integration with information sources, such as market analysis, business intelligence and location intelligence, you break down the data silos and get your customer knowledge in one place. A solid CRM system permits you to collect and analyze the data, enables you to monitor and effectively take the next steps to lifelong relationships with your best customers.



Business Intelligence (BI)

Data is everywhere in your organization and its sheer volume may be overwhelming. Business Intelligence (BI) is an umbrella term for transforming raw data into meaningful business insights for informed decisions. BI empowers users at every level with the analysis they need to act on information and take corrective action from key measurement indicators. The first trick is knowing what the key indicators for your business are. The second is a process for gathering and summarizing the data quickly. Two critical components of BI include Location Intelligence with mapping and Analytics.

Location Intelligence (LI)

All information in your corporate databases has a geographic base – address, zip code, counties, sales territories, etc. The best way to understand the relationships of your customer, prospect, competitor information is to visualize that data through LI and mapping. By combining that data with LI tools, you can effectively: *optimize sales territories, profile customers and prospects, determine trade areas, analyze market share, maximize marketing expenditures.*

Analytics

Analytic applications are powerful tools that extract critical information from your multiple sales and marketing sources. Then, through metrics, reports, analysis, mapping and personalized dashboards, provide a collective view into how you can: *improve sales and marketing effectiveness, understand key sales drivers and trends, provide sales, marketing, customer service with a single view of the customer, and optimize marketing-to-sales lead management.*

Sales & Marketing information is the backbone of your company. Those who get it right will win – those who don't are in trouble.

InfoGrow

For more information about InfoGrow Corporation, visit: www.InfoGrowCorp.com

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