

Challenges Facing Our Clients

In today's competitive environment, sound financial analysis must be demonstrated prior to capital investment. As organizations continue to scrutinize the need, cost and impact of capital IT expenditures, vendor organizations are being required to clearly articulate the economic value of their products and services. The challenges, however, in responding to this requirement are substantial and include:

- Current sales mentality focused on selling product features and functions rather than on value created
- Highly competitive markets where deep discounting is the norm
- Lack of clearly defined value differentiation between competing products
- Loosely defined guidelines of how to initiate value discussions in sales process
- Limited number of industry-specific quantifiable case studies available to field
- Limited internal resources to address the above

How Consensure Delivers Value

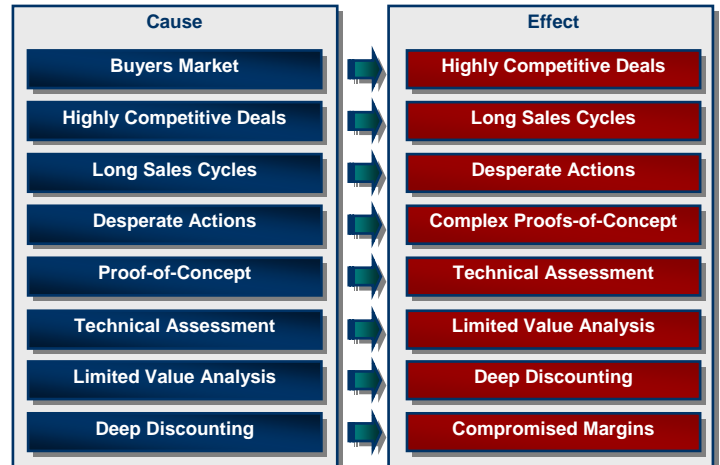
The focus of Consensure's product and services are to provide our clients the field effectiveness accelerators and services to overcome the challenges itemized above. The fulfillment of these objectives will:

- Align sales to focus on the **value** of products and services delivered, rather than the features and functions they embody
- Reduce discounting by quantifying the economic impact of products unique-value drivers
- Transform sales transactions into consultative relationships
- Enable sales team to increase deal size by demonstrating value and reducing perceived project risk
- Decrease sales cycle time by quantifying value to business decision makers
- Establish an experience-base to replicate wins against competition
- Develop the required in-house skills to establish an internal business case value engineering practice

Consensure Product and Services

Consensure combines our knowledge of the software market with our proven expertise in developing codified business cases to capture, substantiate, and quantify the business impact of your products extended value proposition. We will enable your sales team the ability to condense sales cycles and enhance solution credibility via a set of customized, value-centric sales acceleration products and services that include:

- Consensure's ValueEngineOne™(VE1) ~ Consensure's web-based software application, enables organizations the ability to build comprehensive business cases for capital-intensive Information Technology (IT)



Consensure's ValueEngineOne & Proof of Value™ Breaks the Cycle

- ExpressROI™ Reference Models ~ comprehensive value-driven financial models that clearly articulate the value of client's product offerings (Excel-based)
- Proof of Value™ Impact Assessment ~ post-sales analysis of clients realized level of returns communicated via a two-page client case study format
- VE1 Quick Benefit ROI Microsite ~ private client-specific website that allows customers the ability to quickly learn about the benefits of product offering
- Proof of Value™ Sales Training ~ targeted sales training leveraging Consensure's ValueEngineering Service Methodology
- Proof of Value™ Business Development Services ~ work in conjunction with client's sales team to conduct a value-analysis for perspective clients to develop a forecasted financial impact of proposed technologies
- Proof of Value™ Partner Value Modeler ~ P&L based modeling tools that convey to OEM and reseller partners the benefit of forming strategic business development relationships

Sample Clients

SAP, IBM, CapGemini, Sun Microsystems, Cognos, Adobe, Peregrine Systems, OSIsoft

About Consensure

Consensure Inc. is the de facto standard for Information Technology (IT) business cases. Consensure's mission is to help our clients realize the full economic potential of their digital, physical and collaborative assets (people) by quantifying the innovation and impact of Information Technology.

Consensure is the trusted partner of Ziff Davis to vet the 2005 Baseline ROI Leadership Awards.

How to learn more

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