

Absolutely

www.ablyinc.com

Company Profile: Absolutely Incorporated

Services for Product Management, Marketing and Sales, with Industry & Tech Expertise

You are driving your company forward to the next level of your business development. In author Geoffrey Moore's phrasing, your business is crossing the market chasm from early adopters to widespread sales. With a tight marketing and sales budget, you are trying to accomplish more with less. You are not alone – Absolutely Inc. can help.

We help clients define and market award-winning, highly successful products and services. From global powerhouse enterprises to innovative early-round startups, our clients obtain a substantial competitive advantage.

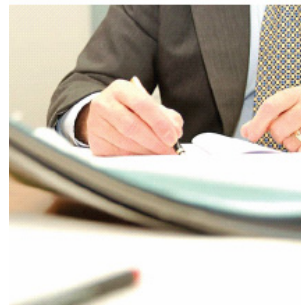
We provide best-of-breed consulting, product management, integrated marketing, and business development services, backed by industry and technology expertise. Our services help automate your sales process, slashing the time & expense for customer acquisition and garnering more wallet share from your customers.

Absolutely Inc. values service and excellence for each client and each project. We are happy to provide you with a reference list of clients to contact for you to hear first-hand the benefits to your revenue growth and customer acquisition from working with Absolutely Inc.

INDUSTRY AND TECHNOLOGY EXPERTISE

We understand your industry and the challenges you face. We staff industry expertise in technology, biotech, financial services, eCommerce and the public sector. Our team bridges the skills gap between marketing and engineering functions.

We specialize in emerging technologies for enterprise and government customers. From among the first personal computers to the first broadband access systems, Absolutely Inc.'s team has worked with emerging technologies since the mid-1980's. Absolutely Inc. provides expert advice on market & technology risks and opportunities.



Absolutely Helps Clients "Cross the Chasm" to a Larger Customer Base and Higher Revenues



Figure adapted from Geoffrey Moore, *Crossing the Chasm*

We look forward to contributing to your success.

www.ablyinc.com



ABSOLUTELY PRODUCT MANAGEMENT SERVICES

Do you need an experienced product launch SWAT team for a new product or service? Or a temporary pro to fill in while you recruit a full-time product or project manager? We offer you the flexibility to work with us on either a project or retainer basis, with a customer delight guarantee for all of our work.

Our product management services draw from proven methodologies from the PDMA and Malcolm Baldrige Award criteria.

Figure: Absolutely Inc. Product Launch Methodology
(source: Product Development and Management Association)



SERVICES FOR MARKETING DEPARTMENTS

Think of how many easily forgettable sales brochures you have thrown away from trade shows and conferences. With the right content and design, sometimes less, not more, can best educate and persuade your target customers. Absolutely Inc.'s marketing services combine messaging, copywriting, marketing collateral design, and Web design.

It begins with your messaging and elevator pitch, and extends to a consistent and powerful marketing message for your company across print and web mediums. Need flash design, Web 2.0 tools, customer extranets, or new marketing tools such as Podcasts? Call us to discuss your specific needs for the most innovative, cost-effective marketing.

SERVICES FOR SALES DEPARTMENTS

Absolutely Inc. offers experienced sales pros and sales engineers to:

- ☑ Add strategic, referenceable accounts;
- ☑ Accelerate and scale sales;
- ☑ Enter new geographic markets;
- ☑ Develop and improve the financial performance of partnerships; and
- ☑ Seize market share

We specialize in helping emerging technology companies add referenceable, strategic accounts.



Figure: Absolutely's Services Bridge the Gap between Marketing and Engineering



Absolutely Expertise in Emerging Technologies:

- ☑ Information and Network Security
- ☑ Enterprise Applications and Middleware
- ☑ Enterprise Digital Rights Management (E-DRM)
- ☑ Enterprise Architecture
- ☑ Data/Content Management
- ☑ Enterprise Wireless Networks
- ☑ Building Automation and Security Systems

Don't see your technology in the above list? We are happy to be briefed about your firm's innovations.

www.ablyinc.com

