



## DISCOVER The Opportunities in Your Business



- **What is the brand value index?**
- **How is the brand value measured?**
- **What is the effect of the brand on the business model (specifically the sales cycle)?**
- **How do we improve the brand?**
- **How does the brand value index compare to best in class?**

**Brand Value Assessment Process- *Provides an accurate and consistent approach to measuring the brand and its impact on the enterprise (i.e., the sales cycle)***

**BVAP.** The following are examples of where the management team exercises the software suite to determine the risk associated with:

- Customer success validation process that has rigor and is effective and efficient
- Buyer connectivity process and effectiveness
- Solution providers effectiveness and efficiency of it's buyer needs assessment process
- Technology leadership
- Market message management and content effectiveness and delivery performance through the required channels
- Ease of doing business with
- Number of value propositions of equal weight as compared to the competition
- Quality, reliability and value of offering
- Quality, reliability of the support
- Industry knowledge and management and technology leadership
- Trust in solution providers organization and management
- Solution providers reputation in the industry

### Results

- Customer loyalty
- Customer connection
- Customer active references
- Shorter sales cycle
- Significant competitive advantages
- Market message and the management of it through the 12 + channels

## Outputs from BVAP.

NorthPoint TechKnowledge - Brand Diagnostic Assessment Process for ERI			
Brand Value Execution Process®			
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ERI PERFORMANCE SUMMARY			
	Scored	Best In Class	Performance
ERI's General Management Focus on Buyers and the Success of their Customers	2,478.14	5,286.63	46.88%
ERI Has a Process That is Accurate, Effective And Efficient where Buyers and Customers Score and Validate Their Offerings	3,363.82	6,726.43	50.01%
ERI's Process to Identify Buyers Needs and Match them to the Offering with A Value Validation Process	3,320.61	6,328.13	52.47%
Effectiveness and Efficiency of ERI's Customer Offering Validation Process for their BRI Resilient Software Offering	2,898.05	6,190.39	46.82%
ERI's Buyer Connectivity Process and Performance	3,090.94	6,591.26	46.89%
ERI's Effectiveness and Efficiency of it's Buyer Needs Identification and Assessment Process	530.32	6,435.66	8.25%
ERI's Technology Leadership Track Record	2,433.23	6,492.23	37.48%
The Market Message Management - Content Effectiveness and Delivery Performance through the Required Channels	3,464.35	6,768.84	51.18%
Reputation and Performance - Ease of Doing Business with ERI That Yields Positive Predictable Performance	3,094.40	6,686.59	46.28%
Number of Value Propositions Of Equal Weight Compared to the Competition	2,117.77	6,160.08	34.38%
Unidentified Needs Identification and Solutions by ERI	2,050.83	5,961.98	34.40%
Quality, Reliability and Value of the Offering	3,539.31	6,667.79	53.09%
Quality, Reliability, Timeliness, Satisfaction and the T&C's of ERI's BRI Resilient Software Offering Support	3,008.36	6,016.72	50.00%
Industry Knowledge, Management To Achieve its Technology Leadership	3,336.41	6,282.62	53.11%
Trust in ERI's Organization and Management	4,709.32	7,353.62	64.04%
ERI Will Always Provide Important New Required Knowledge To Its Buyers and Customers	4,472.42	6,808.19	65.69%
ERI's Reputation in the Industry as a Preferred Supplier of BRI Resilient Software Offering's	4,164.23	6,667.79	62.45%
ERI's Innovation Track Record	4,329.81	6,926.65	62.51%
<b>TOTAL</b>	<b>56,403.52</b>	<b>116,351.60</b>	<b>48.48%</b>
RISK INDEX			
Technology	7.36%	16.41%	9.05%
Marketing and Market Communications	26.58%	56.05%	29.47%
Management	32.37%	61.26%	28.88%
<b>TOTAL</b>	<b>66.31%</b>	<b>133.72%</b>	<b>67.40%</b>
PERFORMANCE METRICS INDEXES			
	Scored	Best In Class	Performance
Customer Connectivity and Needs Identification Index	14,835.25	37,330.08	39.74%
Customer Connectivity to Assure Customer Success	11,403.64	25,470.06	44.77%
ERI's Commitment and Performance To Brand as an Strategic Competitive Weapon	12,741.67	24,562.40	51.87%
Technology	15,621.31	31,160.32	50.13%
Marketing Performance	11,993.68	25,848.31	46.40%
Marketing Effectiveness	3,449.45	25,647.21	36.84%
Process Management For the Brand	17,099.55	32,051.19	53.35%
Process for Innovation Performance	16,843.80	33,062.61	50.95%
Loyalty Performance to ERI	18,375.45	33,456.37	54.92%
<b>TOTAL Performance Metrics Index</b>	<b>*****</b>	<b>*****</b>	<b>47.19%</b>
<b>SALES CYCLE (Compared to the Competition)</b>			<b>231.08%</b>
<b>Brand Improvement ROI Based on Current Performance</b>			<b>41.19%</b>

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