



NorthPoint EMRM-Enterprise Marketing Risk Management Software

NorthPoint's new offering accurately identifies an Enterprise's true achievable revenue opportunity - Realizable Revenue

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NorthPoint announces our new software and database that will provide through its TechKnowledge and analytics the real realizable revenue that an enterprise can be assured of delivering. For the first time in the industry there is a software solution that looks into a *specific* target market for a *specific* enterprise with a *specific* solution that identifies the total market and what will be the real realizable revenue that can be counted on to appear on the books.

Our software is based on the Steps, Tasks and Processes (STP's) that are required for a successful offering: from buyer needs, to offering validation, to brand and channel reach. In all, there are some 20 factors that come from the NorthPoint software suite that provide the analytics that then provide the accuracy in realizable revenue which can then be committed to.

The analytics allow for two important elements that make the infrastructure more effective and efficient. The first element is the reduction of the required missing or fractured knowledge and second element is that the precision and depth of decisions can now be a competitive asset to the enterprise. This knowledge will temper the debates, shorten the internal cycle times and will assure that the organization will focus on: Time To Market, Time to Profitability and Time to Total Customer Satisfaction.

The objective of the software suite is to set the course of success for the offering in the market using the "Best In Class" STP's from the database of assessments to achieve peak performance.

NorthPoint was formed in 1992 and in that period have produced 24 products covering 22 market segments for the U.S. as well as markets in Europe, Asia and the Middle East. During this period of time, NorthPoint has completed over 700 assessments with over 400 active enterprises in its database.

NorthPoint's business model provides assessments for its customers as well as licensing the software to its customers.

Given the current market dynamics customers need to know the answer to the following 3 questions:

1. What is the realizable revenue that we can be certain to achieve
2. Where are the risks to our enterprise
3. How can we make our infrastructure more effective and efficient and improve our costs

NorthPoint specializes in software that looks into an enterprise and identifies the risks and provides the intelligence as to what to do and how to convert it into new value for the enterprise and its customers or eliminate the risk.