

## COMPANY OVERVIEW

### Areas of Expertise

#### Find the Sweet Spot

- New opportunity analysis
- Competitive intelligence and positioning
- Product requirements
- Demand forecasts
- Niches versus sweet spots
- Value proposition validation

#### Enter a New Market

- Market and competitive environment analysis
- Barriers to entry: U.S. or abroad
- Entry strategy evaluation: JV, partner, dealer, set up offices
- Partner and JV identification and evaluation

#### Leap to the Next Level

- Corporate and product launches
- Value proposition and messaging
- Market plan validation
- Brand strategy
- Collateral and website
- Tradeshow and launch events

#### Generate Qualified Leads

- High-end prospecting and lead qualification
- Specialize in complex products and large deals
- Target "C" level decision makers

Rely on Volny Consulting to find and capture your most profitable markets. We will:

- Find the sweet spot in the market where your products will be most in demand.
- Provide the knowledge you need to decide if and how to enter a new market – domestic or foreign.
- Launch or rebrand your company with messages and tools that resonate with your key markets.
- Generate qualified leads so you maintain a steady pipeline.

### Why are we different?

Our core competency is asking the right questions and digging beyond the apparent to reveal the true essence of the issue. We find the nuggets that make a difference to understand what genuinely differentiates your products, the best way to enter a new market, or your real market opportunity.

With our unique combination of analytical, conceptual, and visual skills, we think outside the box to bring creative solutions to life. The result: winning strategies, sought-after products, valuable partners, targeted messages, and successful lead-generation programs.

Volny Consulting is headed by Yvonne Volny Brown, a marketing and business development executive with over 20 years of leadership experience in the telecommunications and enterprise software industries.

**We'll help you capture your most lucrative market – NOW.**

#### Volny Consulting

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**PROFILE: YVONNE V. BROWN**

**Unique blend of analytic, conceptual, and visual skills**

Yvonne Volny Brown is a marketing and business development executive with over 20 years of leadership experience in the telecommunications and enterprise software industries. Analytically, conceptually, and visually creative, Yvonne has a unique ability to synthesize insight into differentiated messages, stimulating images, accurate business diagnostics, or inspired market strategies.

**Talent to find the nuggets that make a difference**

With an exceptional ability to uncover and conceptualize key issues, Yvonne has a proven track record of defining product requirements and outlining successful strategies for market entry and business development.

**Clarity, insight, and inspiration to craft messages and tools that get results**

Yvonne's aptitude for translating technical language into messages that resonate with decision makers is exceptional. She has proven success developing materials and programs that increase awareness, market share, and revenue. Expert at combining creativity and efficiency, Yvonne delivers superior results while working within tight budgets.

**Creative perspective based on years of marketing leadership**

Yvonne was Vice President of Marketing for Comverse Network Systems, a leading provider of software and systems enabling network-based, Internet, and multimedia-enhanced communications services. She also held senior marketing positions at PictureTel, a fast-growing videoconferencing company, and Staffware, a London-based leading workflow-software provider.

**Accurate business diagnoses that improve the bottom line**

For over a decade, Yvonne has provided high-tech companies with consulting services that improve their bottom line. She has also worked on assignments for such consulting firms as Booz-Allen & Hamilton, Arthur D. Little, The MAC Group, and Abt Associates. Previously she consulted at Brooks International, where she reengineered operational procedures to achieve major cost reductions through improved resource utilization.

**International outlook and multiple languages**

Fluent in English and Spanish and conversational in French, Yvonne is a citizen of Uruguay, England, and the United States. Born and raised in South America, she received her International Baccalaureate from The British Schools in Uruguay, a B.A. degree in Romance Languages from Bryn Mawr College, and an MBA in Management and Marketing from The Wharton School.

## MARKET ANALYSIS

### Find the Sweet Spot

Sound business decisions are based on market information that is reliable and up to date. Are you confident that you are able to answer such questions as:

- What industry segments should we target first?
- How do we price our products?
- Which product development direction will result in the highest profits?
- What features do our customers value the most?

Volny Consulting helps you grow fast by defining your most profitable markets. We listen to your customers, understand market trends, assess the competitive environment, and define your unique differentiators. Then we identify those markets that will generate the most revenue – along with their unique requirements. When we finish our analysis, you will be ready to align your product development, marketing, and sales resources to maximize sales.

Volny Consulting will:

- Segment the market to identify niches versus sweet spots.
- Identify new areas of opportunity and prospect companies to target first.
- Determine which product-development direction targets the market sweet spot.
- Understand customer feature preferences and price sensitivity.
- Develop pricing recommendations.

#### Case Study: Product Strategy

A leading videoconferencing company was trying to determine whether to enter the desktop market with a phone or a computer add-on kit.

We evaluated the competition, trends, and alternative technologies. Then we conducted focus groups and interviews with potential users in various industries.

The market sweet spot for successful entry was precisely pinpointed. We also provided valuable product-development information about features, price points, and adoption rates. As an added benefit, we prioritized which industry segments to target first.

#### Additional Project Examples

**Competition:** Analyzed the effect of competitive activity and new technologies on a telecommunications service provider's revenues. Developed forecast models for different scenarios.

**Market Opportunity:** Evaluated a new professional services opportunity in the U.S. and Europe. Our study became the blueprint for a successful business introduction.

#### Testimonial

"Yvonne provided us with new insight into which industries would be the most profitable for our business. By aligning our marketing and sales efforts based on her recommendations, we realized an impressive 84% increase in revenues. Our deadline was extremely tight and Yvonne was running side by side with us from the start – we had no need to bring her up to speed on issues or products.

"We are very happy with the results and expect to rely on her services again."

*Tom Gregory, Vice President Sales and Marketing  
SoundBite Corporation  
Automated voice messaging solutions*

## NEW MARKET ENTRY STRATEGIES

### Enter a New Market

Before investing in a new domestic or international market entry, can you answer the following questions:

- What is the size of the opportunity for our product?
- What are the entry barriers for new vendors?
- What products and feature set will help us compete against entrenched vendors?
- Is our ideal means of entry a partnership, a joint venture, a dealer – or should we set up our own company?
- Which is the best niche to break into the market?

Volny Consulting will become your local collaborator to help you make the right decision. Should you decide to enter the U.S. market, we help you establish a presence. We will:

- Identify key market trends that affect your success.
- Conduct a competitive analysis to identify differentiators for your products.
- Understand customer feature preferences and price sensitivity.
- Determine the preferred method of market entry.
- Identify and qualify potential partners or joint venture opportunities.
- Set up meetings to initiate discussions.
- Assist you as you set up operations.

#### Testimonial

“After our successful growth in Latin America and Europe, we were ready to enter the U.S. wireless market. Before investing, we needed to evaluate the business environment. Yvonne and her team produced an outstanding analysis of the U.S. market and the opportunity for our company. Their report has become the foundation of our business plan.

“Not only that: Volny Consulting identified the specific high-level contacts we needed to break into the U.S. market, outlined the specific products target companies were looking for, and analyzed their unmet needs.

“The report was *EXCELLENT* and has become an indispensable guide for us as we move to the next step.”

*Ramon Guixa, CEO  
RYMSA Group, Spain  
Antennas for broadcast, telecommunications, defense, & space*

#### Testimonial

“Volny Consulting helped us decide if and how to enter the U.S. market. Yvonne evaluated the opportunity, identified a means of entry, and found a company for us to partner with.

“Yvonne is a skillful advisor with a remarkable ability to put her finger on the issue and ask the right questions to uncover what is actually happening. She is able to contextualize and synthesize a business situation and make an accurate diagnosis.

“Yvonne is a valuable resource and will deliver no matter what we need her to do. We will continue to rely on her as we move forward.”

*Juan Ferro, CEO  
Teltronic S.A., Spain  
Land mobile radio terminals, mobiles, and infrastructure*

## BRANDING AND LAUNCHES

### Leap to the Next Level

Your product is ready to go to market. But before you launch, you must develop the differentiated marketing messages and tools that successfully target your sweet spot. Ask yourself:

- Does our corporate messaging reflect the appropriate positioning?
- Will our value proposition resonate with our target market?
- Do we have effective marketing and sales tools in place?

Volny Consulting excels at crafting messages and delivering tools that simply and creatively communicate the uniqueness of technically complex products. Because we are also expert at understanding your market and competitors, we transform your positioning so your company projects a winning value proposition. We become your head of marketing and handle all aspects of your launch or re-brand to ramp you up fast.

Team with Volny Consulting – and despite your tight marketing budget, you’ll be amazed at the quality of your launch or re-brand. We will:

- Develop value propositions that resonate with your key audience.
- Outline brand and naming strategies.
- Craft clear and concise messages.
- Design collateral, presentations, and websites that build on the brand.

#### Case Study: Corporate and Product Launch

A fiber-optic start-up company was ready to come out of stealth mode. The challenge was to launch the company at the industry’s leading tradeshow in nine weeks – on a shoestring budget.

As the company’s interim marketing team, we developed targeted messaging, collateral, a website, and multimedia and analyst presentations. In addition, we handled all the launch activities including a press and analyst tour, booth design, traffic generation, and a follow-up program.

The launch established the company as a competitor to watch, and more than exceeded our customer’s expectations.

#### Testimonials

“It was time to take our business to the next level, but first we needed to develop an image, messages, and tools that would attract our target markets. Volny Consulting did it all for us – brand strategy, core messages, identity, website, collateral, and sales presentation. Yvonne quickly understood what our business was about. Her deep knowledge of marketing strategy and attention to detail produced fantastic results. She was wonderful to work with and I highly recommend her services.”

*Douglas Markle, Executive VP Sales and Marketing  
TrueSource Inc.  
Spend data management enterprise software*

“Working with Yvonne on a marketing project is always a productive and pleasant collaboration. She brings years of experience to the table along with something less quantifiable: good taste. More important, Yvonne listens to her customer’s concepts and incorporates them into the marketing solution. As a result, the materials produced for Scalable Display are both attractive and tell the right story.”

*Howard Salwen, CEO  
Scalable Display Technologies  
Software for image calibration and blending*

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## HIGH-END PROSPECTING

### Generate Qualified Leads

Your product is hot. You've identified your target markets and prepared your marketing tools. Your next challenge is to close business. But you won't be ready to do so until you can state with certainty that:

- Our prospecting activities continue at a steady pace regardless of other sales deadlines and crises in the company.
- My salespeople follow up on all leads generated by our marketing programs.
- Our sales messages resonate with our customers and differentiate us from competitors.

Rely on Volny Consulting to take over the cold calling part of your sales process. We'll implement a lead qualification and prospecting program that continually feeds your pipeline – regardless of internal deadlines and crises.

How does Volny Consulting successfully generate high-level leads for complex products and services?

- We are expert at creating differentiated messages that will engage your target decision makers.
- Our professionals have over ten years of sales, business development, or market research experience in the high-tech industry – along with outstanding phone skills.
- We are expert at maneuvering through organizations to identify and engage "C" level decision makers.

### Case Study: Targeted Account Penetration

A telecommunications company had been unable to penetrate specific accounts with high-revenue potential. Volny Consulting networked into the accounts to identify key decision makers. During conversations with these contacts, we developed an understanding of their technology requirements as well as their vendor selection criteria and process.

Based on our insight, we developed a winning value proposition for our client. Armed with this message, we set up meetings for our customer with key decision makers.

We successfully positioned our client as a potential vendor, helping the company penetrate its target accounts.

### Testimonials

"Quite simply, Volny Consulting's lead qualification service is the best that I've come across in my 20+ years in the high-tech industry. They managed to gain an in-depth understanding of our product in a minimal amount of time and provided quality leads regularly. We are delighted with the service we receive."

*Wez Dowell, Director UK Sales  
XyEnterprise  
XML content management solutions*

"Our company wanted to implement a telesales campaign to establish a position in a new market. With the help of Volny Consulting, we quickly outlined an approach and identified prospects. Yvonne and her team understood our product right away, with a minimum of ramp-up time.

"Their professionalism is impressive – they knew exactly how to represent us to our target market and were a credit to our company. They were creative in finding new ways to gain information about prospects, and it didn't take long for them to develop a strong pipeline of opportunities for us to quote on. Volny did an excellent job!"

*James DeStefano, National Sales Manager  
Micro Communications Inc.  
Broadcast, FM, and wireless antennas*

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