

Customer Evidence Solutions

Accelerating Revenue by Quantifying
and Communicating Customer Value

HOW DO YOUR SOLUTIONS
IMPACT YOUR CUSTOMERS?

WE PROVIDE THE
EVIDENCE TO EFFECTIVELY
COMMUNICATE THE
BENEFITS YOUR
SOLUTIONS DELIVER

*“Technology providers can
reduce their sales cycle
by 30%–40% by providing
credible ROI evidence.”*

– IDC



*“Mainstay is our
premiere partner
in providing
quantitative proof
points of the value
Oracle solutions
deliver to our
customers.”*

Jeb Dasteel
Chief Customer Officer
Oracle

Get answers to key questions, such as:

- CAN WE EQUIP SALES AND MARKETING WITH QUANTIFIABLE CUSTOMER EVIDENCE TO HELP CLOSE DEALS?
- HOW CAN WE BEST PROVE OUR SUCCESS TO OUR CUSTOMERS?
- COULD WE DO A BETTER JOB OF COMMUNICATING THE BENEFITS OUR SOLUTIONS DELIVER?
- HOW DO WE BEST ENHANCE THE USER EXPERIENCE OF OUR CUSTOMER EVIDENCE?



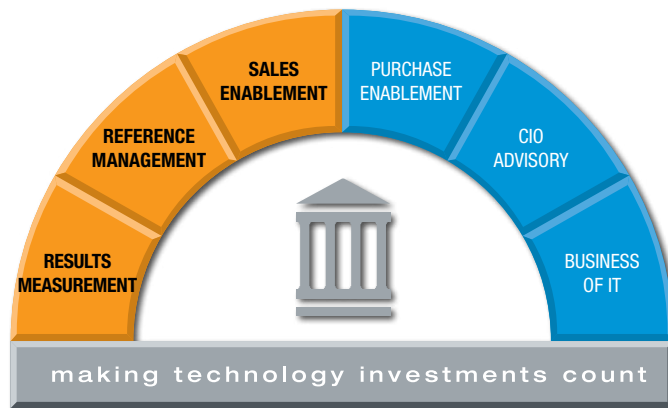
Measuring the actual value of technology investments requires a systematic approach. Mainstay Partners relies on proven research methods that objectively and accurately quantify the benefits your customers have realized.

Mainstay helps deliver authoritative proof points that will empower your sales force, help recruit customer references and energize your marketing programs.



Customer Evidence Solutions

Mainstay is uniquely positioned to develop evidence based content your customers will understand and trust. Combining our strengths in quantifying and communicating value, with our deep experience supporting IT buyers, our Customer Evidence Solutions help technology providers develop marketing and sales assets that drive revenue.



Results Measurement

Differentiate your marketing assets with evidence-based content and tools that quantify the value of your solutions.

- Case Studies (ROI Assessments, Success Stories, Tear Sheets)
- Customer Testimonials (Proof Points, Audio/Video)
- Multimedia Assets (Online Case Studies, Webcasts, Podcasts)
- Commissioned Research (Market Messaging, White Papers)

Reference Management

Our team of experienced reference managers and writers are able to support new and established programs.

- Program and Project Management
- Professional Writing and Editorial Services
- Reference Pipeline Management and Recruitment
- Reference Program Dashboards

Sales Enablement

Accelerate sales cycles, improve selling effectiveness and deliver the comprehensive content and tools to differentiate from the competition and close deals.

- Proposal Edge
- Dashboards and ROI Calculators
- Industry Advantage and Performance Benchmarks

mainstay  **partners**
making technology investments count

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