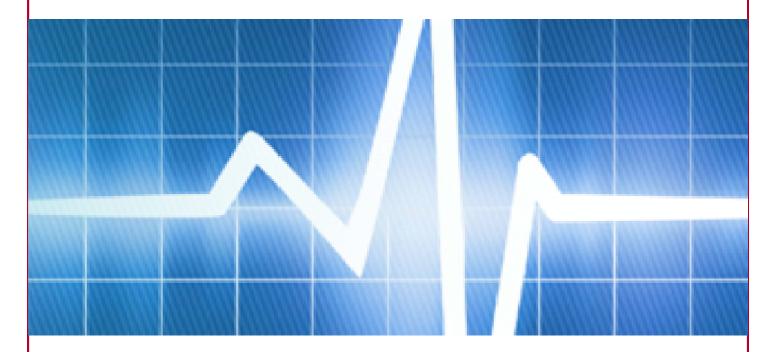
Corporate Diagnostic Review



A RAPID, ANALYTICAL CHECKUP

Designed to:

- Expose problem areas
- Uncover issues that may become problems
- Identify opportunities for growth
- Target initiatives to improve company performance

The CDR delivers executive-level insight into the condition of the company at a minimal cost



About the CDR

Stanton Associates'

Corporate Diagnostic Review

A quick and powerful assessment to uncover the risks and opportunities for growth within your company

The CDR covers 5 key dimensions

Sales

- Sales coverage model
- · Effective sales process
- Forecasting & pipeline management
- Incentive comp & recognition
- Sales training
- Channel management
- · Strategic account management
- Information systems

Marketing

- · Clearly defined marketing strategy
- Brand health
- Competitive positioning/threats
- Sales & marketing alignment
- Awareness Building Activities
- Lead Generation Efforts
- Marketing ROI
- Customer Satisfaction, Feedback Loop

Financial Discipline & Analysis

- Gross margin analysis
- · Robust financial model
- Cost management
- Forecasting
- Cash flow optimization
- Working capital management
- · ROI-based decision making
- · Budget linked to operational plans

Performance Management

- · Clear objectives set at all levels
- Effective training, communication
- Measure, monitor performance
- · Hold people accountable
- · Incentive compensation system
- · Effective executive dashboard
- KPIs
- Performance management culture, systems

General Business Management

- Completeness of planning documents
- Strength of management team
- · Business processes

- Managing innovation
- Operations aligned with strategy
- Culture and core values



A Rapid and Powerful Assessment

Each area is assessed along an extensive set of contributing factors.

Effective sales process

- · Consultative vs. product centric approach
- · Sales process matches the customer's buying process
- · Process broken down into relevant stages
- · Appropriate messaging and content to support each stage of the process

Sales & marketing alignment

- · Marketing material in sync and supporting the specific stages of the buying process
- · Marketing funnel provides required lead generation activity to hit sales goals
- Sales Toolkit -including messaging, proof points, objection handling guide, competitor analysis, referenceable account program, etc.
- Marketing provides material/tools that are utilized by sales team

Dimensions/Areas Covered by the CDR

Sales

- Sales coverage model
- **Effective sales process**
- · Forecasting & pipeline management
- · Incentive comp & recognition
- Sales training
- Channel management
- Strategic account management
- · Information systems

Marketing

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- Lead genel
- Marketing

Performan

Clear obje

- Effective executive dashboards
- Customer
 - Enterprise-wide information
 - · Drilldown capability
 - Real time updates
 - · Tailored to meet needs of specific executive · Graphical - easy to read
- Effective tr Measure.
 - · Effective process for reviewing, reacting
- Hold people accountable
- ncentive compensation system
- Effective executive dashboards
- Performance management culture, systems

Financial Discipline & Analysis

- **Gross margin analysis**
- Robust financial model
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Gross margin analysis

- Ability to track revenue, costs, gross margin/profitability by product, customer, territory, salesperson
- Measuring the true economics of business activity via Activity Based Costing, or other methodology

Strength of management team

- · Effective leadership
- · Appropriately balanced team
- Organization structure
- Executive team motivation and alignment
- · Commitment to ongoing learning and growth
- Agile and nimble management



CDR Top Level Findings

Example assessment below shows the areas requiring attention.

- Satisfactory to excellent
- ▲ Caution potential issues and/or improvement is needed
- Significant weakness or threat

Sales

Sales coverage model

Effective sales process

Forecasting & pipeline management

Incentive comp & recognition

Sales training

Channel management

Strategic account management

Information systems

Marketing

Clearly defined marketing strategy

♣Brand health

Competitive positioning/threats

Sales & marketing alignment

Awareness building activities

⊖Lead generation efforts

⊖Marketing ROI

Customer satisfaction, feedback loop

Financial Discipline & Analysis

Gross margin analysis

Robust financial model

Cost management

Forecasting

Cash flow optimization

Working capital management

ROI-based decision making

Budget linked to operational plans

Performance Management

Clear objectives set at all levels

£Effective training, communication

Measure, monitor performance

Hold people accountable

Incentive compensation system

Effective executive dashboard

⊖KPIs

Performance management culture, systems

General Business Management

Completeness of planning documents

Strength of management team

Business processes

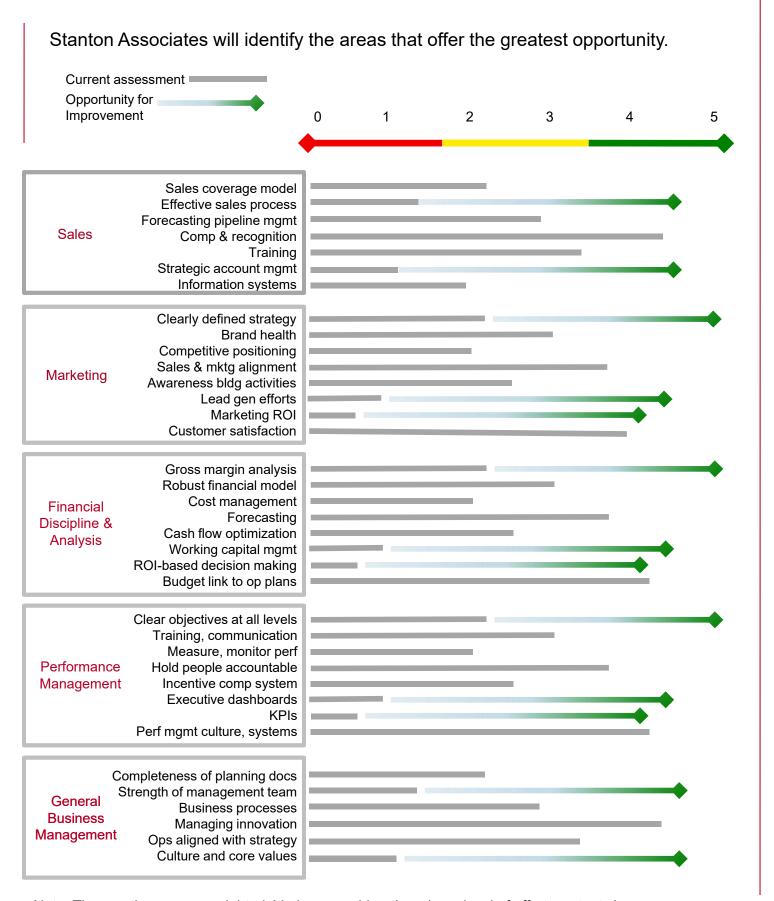
Managing innovation

Operations aligned with strategy

Culture and core values



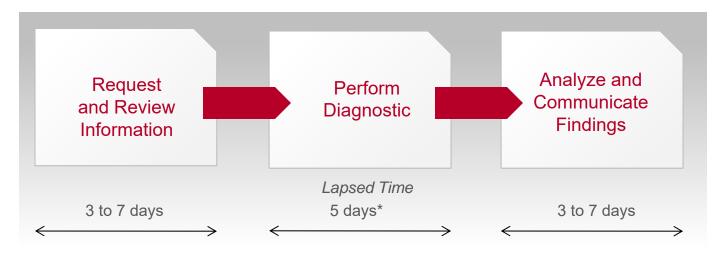
A Clear View of Where to Focus



Note: These ratings are unweighted. Various considerations (e.g., level of effort, cost, etc.) should be taken into account when considering the relative priorities.



How It Works



- Request for materials submitted beforehand
- Once received, SA will review materials prior to onsite visit so as to make time spent with company personnel as productive and efficient as possible
- Meetings conducted with the CEO and executive team members, and potentially some of their direct reports
- As highly experienced professionals with executive experience, we can quickly zero in on the key issues
- * Will vary depending on the size of the company

- SA Partners meet with the client to discuss findings
- The key deliverable is a synthesis of findings and discussion

FAQs about the CDR

When does it make sense to perform a CDR?

The CDR certainly makes sense when a company is facing challenges meeting its revenue and profit goals. But more broadly, as a diagnostic, the CDR offers insight into areas that could later become problems if left unchecked. Also when there is an incoming CEO or change of ownership, the CDR provides quick insight and guidance on setting priorities.

What's resources are required from the company?

We ask for some materials beforehand. Additionally in-depth discussions of approximately 1 to 2 hours will be conducted with each senior member of the management team and some of their direct reports.

How long does it take?

The CDR process can take as little as 2 weeks in terms of lapsed time from start to finish.

How much does it cost?

While the price will vary depending on size and complexity, it can start as low as \$2,000 for a small company --a modest amount for the senior level attention and actionable insight resulting from the CDR. Additionally, the amount you pay for the CDR is applied as a credit towards a future engagement addressing the issues arising from the process. All in all, it's a tremendous value considering the expertise provided by the professionals performing the diagnostic.

What if I already know where my company's issues are?

We would expect that CEOs have a good sense of where the issues lie. Presumably management has already been addressing what is obvious and, by definition, that has not solved the problem. However, it is so difficult for anyone to step back and take a clear view of one's own company. As independent experts with "fresh eyes" it is almost inevitable that we will find several valuable opportunities. That said, if you know where the issues are and need help fixing them, then we are ready to dig right in on those specific matters.

Who We Are

Seasoned Professionals

Former positions held: CEO, COO, CFO, Head of Sales

who have served on the executive side of the desk for both public and private companies.

Extensive Background

IBM, Andersen, Ernst & Young, Deloitte,

at some of the world's greatest companies.

Broad Industry Experience with sweet spots in:

Food & Beverage, Retail, Technology, Media & Telecommunications, Manufacturing & Distribution, Business Services, Consumer Products

Lewis Stanton



Expertise: Business Strategy. General Management. Finance and Operations.

Industry Background: Technology. Manufacturing. Business Services. Media & Entertainment. **Experience**: Several time CEO, as well as former COO and CFO of a public company. Former leader on

the M&A and Capital Markets teams of Arthur Andersen.

Chris Woodward



Expertise: Finance. Operations. Strategic Planning.

Industry Background: Media & Entertainment. Financial Services. E-commerce.

Experience: Former top executive of a company that includes real estate, retail, media, casino, and brand licensing businesses. CFO to several media & entertainment and E-commerce companies; Corporate

Controller and Divisional CFO, New Star Media, Inc.; Audit Manager, Ernst & Young.

Tony Davis



Expertise: Strategic Planning. Corporate Development. Core Business Operations. Integration of Wireless/Mobile Communications & Technologies. Web 2.0/Social Networking/E-commerce Platforms. Cable and Satellite Media Opportunities.

Industry Background: Mobile/Wireless. E-commerce Products. Social & Digital Media and Services. **Experience**: Several time CEO/COO/President, successfully helping technology, service and product companies in high growth environments.

Taylor Ganz



Expertise: General Management. Operations. Finance.

Industry Background: Retail. Consumer Products. Consumer Finance. Aviation Services.

Experience: COO of a \$75 million retail store chain with 25 locations. Extensive experience in growing

sales and improving operations at underperforming companies.

Lawrence Johnson



Expertise: Strategy. Sales. Marketing & Distribution.

Industry Background: Food & Beverage. Food Service. Consumer Products. Financial Services. **Experience**: Founder and President of a specialty food products company. Former Managing Director,

Deloitte.

Garry Willinge



Expertise: Asia/China. Conversational Mandarin. Organizational Design. Leadership. Strategy. Executive Management. Corporate Governance.

Industry Background: Technology. Business Services. Manufacturing. Public Sector. Education. FMCG. Property. Retail and Distribution. Energy.

Experience: Director, Global Services, IBM China/Hong Kong Limited – full responsibility for the business development and overall management of the consulting and services business in IBM China/HK Ltd.