

VISUAL ELECTRONICS PARTNER & ALLIANCE

QUICK REFERENCE SALES GUIDE

VISUAL ELECTRONICS. THAT'S OUR COMMITMENT.

January 2011

Visual Electronics, Ltd.
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INTRODUCTION

MESSAGE FROM THE PRESIDENT

Welcome to Visual Electronics, a world leader in information technology solutions. Visual Electronics is changing the way for information delivery by offering a “total” unbiased integration through the most advanced technology offerings. This allows VEL to provide innovative and cost effective solutions throughout the entire enterprise of our clients.

Visual Electronics, along with its partners, provides end-to-end offerings, from assessment through conceptual design, development, deployment, installation, training, support, and our professional services. These offerings have been the basis of our success since 1979.

To further enhance our relationships with our partners and alliances, we have created the Visual Electronics Quick Reference Sales Guide for you to use during the sales process. This Quick Reference Guide provides information about Visual Electronics, our products and services, our target prospects and markets, positioning our offerings and information to develop the opportunities.

Your commitment and talent, along with this reference guide, is the key to our mutual success in today’s competitive technology industry.

Thank you for partnering with Visual Electronics and best wishes for our success.

Andrew R. Candreva, Ph.D.
President and COO

CONFIDENTIALITY

This Visual Electronics Quick Reference Sales Guide is confidential.

All products, services, methodologies, processes and best practices are trademarks of Visual Electronics, Ltd. (hereinafter referred to VEL). All brands and product names are also registered trademarks of their respective holders.

VEL has performed extensive research in verifying the accuracy of the information contained in this guide, but taking no responsibility for any inaccuracies contained herein.

VEL reserves the right to modify specifications without prior notice.

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PARTNER ENGAGEMENT PROCESS

In our commitment to respond and support our partner's efforts and to maximize both parties' time and resources ensuring the best possible results, we have developed VEL's engagement terms as follows:

1. All proposal and price quotes need to be received 3-7 days in advance from time needed to be delivered to prospect or client. On large complex projects, 2-3 weeks maybe required.
2. VEL needs to have partners' commitment for client/prospect reviews and ongoing communication.
3. VEL needs to gain and understand critical information before investing resources and time to develop a proposal or quote for the partner's prospect or client. The following is the necessary information:
 - Issues and Challenges
 - Criteria for Selection
 - Budget/ Approval Process
 - Procurement Process
 - Decision Nucleus
 - Competition
 - Goals and Objectives
 - Timelines and Deployment
4. VEL's Executives, Regional Directors, Technical Services, or Project Team members may need access to the buying company or attend a meeting or conference call to better address and respond to the partner's clients or prospects.
5. Partners can provide or be requested by VEL for documentation or other key information pertaining to the request for proposal or quote.
6. VEL and their partners need to set exceptions for roles/responsibilities, pricing models and approach to ensure unwanted surprises for the prospect or client.
7. VEL reserves the right and will be open to joining the final review call with the client or prospect.
8. On major joint opportunities where they are complex, large dollar amounts, multiple competitors, and many different organizations involved, a jointed team strategy sessions maybe required.

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This Quick Reference Sales Guide is designed for you to have fast access to the critical information required to offer your prospects and customers with the best possible solution for their unique needs. It also offers selling strategies and VEL messages when meeting with your clients.

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VISUAL ELECTRONICS OVERVIEW

VISUAL ELECTRONICS COMPANY PERSPECTIVE

Corporate viability in the 21st century is likely to be determined by the ability of the senior executives to match their vision with effective, achievable strategies. Our success depends upon how well we execute the strategies, activities and tasks that bring our vision to reality. In the face of constant change, we must be able to be reactive in a decisive and quick manner by anticipating the impact of change, whether positive or negative.

The objective of Visual Electronics, Ltd. (VEL) is to transcend traditional information integration and professional services, delivering the essential value of both that is customized with the most innovative, advanced technologies to meet our clients' requirements. Our advantage is our four decades of global experience, complemented by senior business professionals who are qualified by both education and experience to advise, consult, design, develop and deliver these solutions. Our purpose is to help our clients' total enterprise achieve and sustain their strategic vision and direction.

VEL was established to provide organizations around the globe with world class visual messaging and real time information solutions. We are now in a position to take it to the next level, providing five practice areas of new products and services to complement and enhance our total capabilities. Our distinct methodologies, processes and professional services will provide the foundation for us managing and measuring our performance, reducing operational costs and increasing our profitability.

Our core values and principles of integrity, honesty, creativity, innovation and commitment to quality will set the standard for others to follow. All staff and employees will be measured, not only by their results, but their ability and commitment to maintain VEL's standards.

Our envisioned future is to be recognized by all corporations as offering the most creative, results-producing, cost effective integrated information solutions in the marketplace.

VEL COMPANY HISTORY

VEL was established in 1979 to provide improved communications to the retail market, schools, hospitals, and businesses. In 1984, in collaboration with U S WEST Communications, VEL designed and implemented the first system to work in conjunction with their custom ACD; in 1987, the first operational ACD Monitor System was rolled out to U S WEST throughout their 14-state region. In April 1990, VEL became a C-corporation and began marketing and selling the system to other Regional Bell Operating Companies (RBOCs). This marketing effort was instrumental in entering the call center market, where VEL has provided real time solutions ever since.

VEL's glory years were 1997-2000, with the advent of Y2K and constant market pressure on the clients to continually expand and upgrade systems and software. Market research indicated that the call center industry would continue to expand greatly, particularly in India and Asia as well as in the United States. Sales were expected to double in the early 2000s, and VEL continually geared up to meet those demands.

Today we have launched a new brand and go-to-market strategy, including new partners and alliances, allowing us to offer additional products and services with other recurring revenue streams. This will allow us to offset any changes in market or economy conditions.

PARTIAL CLIENT LIST

1st Bank	Mercury Marine
AIG Insurance	Met Life
American Automobile Association	MGM Grand
AT&T	Michigan Medical
Automatic Data Processing	Miller Brewing Company
Boulder County Sheriff	Molina Healthcare
Boy Scouts of America	Morgan Stanley
CA Department of Insurance	National Grid
CA Highway Patrol	New York E-911
Capital One	New York Life
CH2M Hill	New York Dept of Public Service
Charles Schwab	No. Kentucky Water District
Chase Bank	Ohio Lottery
Chicago E-911	Ohio State University
Chrysler	Oklahoma City 911
Cleveland Water	Oregon Employment Department
Comcast	Oregon Parks
Commonwealth of Kentucky	Orlando Public Utilities
Convergys	PG&E Company
Cummins Engines	Phoenix Police Department
Dayton Hudson	PNC Bank
Detroit Newspapers	Portland Teachers Credit Union
Dish Network	Rail Europe
Electronic Data Systems	Resurrection Health Systems
Fannie Mae	Sallie Mae
Federal Aviation Administration	Salomon Smith Barney
First National Bank	San Diego County Sheriff
Ford Motor Company	San Diego Gas & Electric
General Motors	San Francisco International Airport
Go Daddy	Sitel
Hewlett Packard	Southern California Gas Company
Honeywell	St. Luke's Hospital
JC Penney	State of Washington
Jeppesen Sanderson	Texas Parks & Wildlife
Kaiser Permanente	USPS
Kelly Services	University of Michigan Medical Center
Level 3 Communications	Verizon
M&I Bank	Walgreens
Manpower	Waste Management
McKesson	Wells Fargo Bank

PRODUCTS AND SERVICES

VEL's products and services fall into **5 Practice Areas** that provide a **true, total integrated information solution**.

- The First Practice Area is **Center Services**, where we offer consulting services, visual messaging, real time information, CRM, workforce optimization, and education and training.
- The second Practice Area is **Digital Signage**; we offer 3 levels of solutions, Platinum, Gold, and Silver. As well as Customer Managed, Wireless, and Hosting
- The Third Practice Area is **Cooperative Messaging**. This group provides Voice over IP, wireless mobility, WAN/LAN mobility, Microsoft and unified communications.
- The Forth Practice Area is **Data Integration**, where we provide cloud computing, storage, warehousing and backup of information. We also provide security and virtualization of data
- These Practice Areas are encompassed by our 5th Practice Area, our **Professional Services** (PS) organization. Our PS division is responsible for assessment, analysis, design, development, implementation, engineering, and project management to ensure our solutions are delivered on time and within budget.

PRODUCTS/SERVICES SOLUTIONS DESCRIPTION

[Executive Overview](#)

[Cooperative Communications](#)

[Center Services Consulting](#)

[Center Services Management](#)

[CRM for Contact Centers](#)

[Cloud Computing](#)

[Digital Signage Solutions](#)

[Center Services Education and Training](#)

[Organizational Transformation](#)

[Professional Services](#)

[Storage Management](#)

[Center Services Workforce Optimization](#)

[Emergency Notification](#)

COMPETITIVE COMPARISON

In reviewing our competitor's offerings, it became evident that our key differentials are:

1. Response time to clients' needs and requests
2. Cost of products and services and solutions
3. Multi-Integrated technology offerings
4. Partnerships with AT&T, Verizon, Sprint, and other major corporations
5. Over 30 years of experience in the contact center enterprise
6. Our customer service and care
7. Our Sales/Consulting approach and process

With the diversification, enhancements and additional products and services, the competitive landscape has greatly increased. We will need to strongly develop and count on our major partners and regional alliances to gain the advantage in a competitive sale.

Our core values and principles of integrity, honesty, and commitment to quality will be our trademark and allow us to walk away from business that is not good for the client or VEL. This will set the stage for building and maintaining trust, respect, and confidence within the marketplace.

SALES LITERATURE

Our image is one of the key factors in building relationships with Fortune 3000 corporations. Any type of literature or media needs to be at the highest standard, user-friendly, and designed and developed for the different behaviors and personalities that will review this information.

We have produced a new website, corporate presentation which will inform prospects and clients of our new brand, go-to-market strategy and our 5 lines of business. This information will also be utilized for webinars and seminar series. Our hard copy mailers or hand-outs will not be a brochure, but they will be one-page, high resolution glossy documents that could easily be modified or tailored and printed in-house to control print cost and life cycle of the material and content.

SELLING AND MARKETING VEL

MARKET ANALYSIS SUMMARY

In our research, there seems to be a lot of inconsistency because of the current market and status. Certain companies within certain industries seem to be in growth mode. Others seem to be stagnate or in a downturn. Our solutions however, will assist corporations that are hurting from the economy and will further help companies that are in growth mode. This accomplished by the key fact that our solutions are designed and implemented to reduce cost, increase profitability by improving staff, operational, and technology performance. So whether a company is migrating from 3 centers to 2, or growing from 3 to 4, our offerings focus on the bottom line.

Because of certain advancements in technology, and new products and services, a market for emergency communication is being well received by homeland security, city emergency centers, universities, K-12, and transportation sectors. One of our new product offerings is targeted to these markets.

Cloud Computing is the new buzz word in technology. We have packaged our products and services allowing us to provide Cloud Computing to our clients within multiple environments and throughout the entire enterprise. This allows us to go back to hundreds of our clients with a new offering focused on performance and profitability.

MARKET SEGMENTATION

Market segments are Fortune 5000 global corporations, all with a need for visual and non-visual communication. The market segments include, but are not limited to, financial services, banking, healthcare, pharmaceutical, hospitals, transportation, airports, air and rail, consumer goods, retail, consumer services, entertainment, government and education, utilities, nonprofit, communication and technology companies. For more than 30 years, VEL has successfully sold and has clients in these segments.

TARGET MARKET SEGMENT STRATEGY

- Universities/K-12
- Emergency sector
- Homeland Security
- Department of Transportation
- Hospitals
- Retail
- Consumer Goods and Services
- High Technology
- Government, and State Agencies
- Financial Services and Banking
- Transportation
- Utilities
- Healthcare
- Non-Profits
- Entertainment
- Manufacturing
- All contact centers, including collections, telesales, billing and customer service. All corporations with Network Operations Centers (see above mentioned list)

MARKET NEEDS/TRENDS

The market trends for all industries are focused on utilizing technology to the fullest to lower cost of operations, reduce employee and customer turnover and increase productivity, performance and profitability. The old cliché of “do more with less” is what companies are experiencing today. This means solutions that are scalable, flexible and simplistic to implement and utilize. The need with the change from office to home-based business requires mobility and transformation of information at a low cost.

With the advanced technology in mobile communication, such as smartphones, the need for wireless mobility is emerging, and positioning will be critical with partners and alliances to take full advantage of these trends.

During the last 12 months, the term “cloud computing” has captured corporate attention. The ability to create a central point of gathering, storing and manipulating information from multiple platforms and sending it to a wide variety of output sources in a low cost effective manner is the next emerging technology.

ENTERPRISE TECHNOLOGY GOALS

Organizations always make technology spending decisions to improve some aspect of their business operations. These goals do not simply apply to the needs of an organization – they are universal. Understanding these goals is important to providing the best solution possible.

Enterprises use technology to respond faster to their customers through inbound calling, remote access for field personnel, and web services to see detailed information and trends. Used seamlessly, organizations can respond to customer needs anywhere around the globe.

VEL believes each of the following business motivations should be taken into consideration when offering solutions.

CLIENT EXPECTATIONS

The expectation for enterprise solutions is even more granular, as the chart from Frost & Sullivan below shows.

Customer Expectations

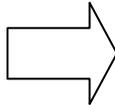
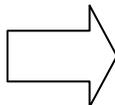
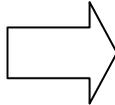
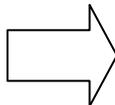
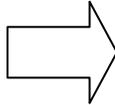
Investment protection: approximately 75% of the investment in existing voice networks is in endpoints, trunks, applications and end-user training

Cost savings: lower costs for items such as maintenance and long distance

Lower failure rate: system has to function continuously with minimal amounts of downtime

Ease of system management: simple Operations, Administration and Maintenance (OAM)

Productivity software: applications that will increase employee efficiency



Business Requirements

Leverage investment in legacy equipment
Gradual migration path preferred over forklift type upgrade

Lower Total Cost of Ownership (TCO)
Branch office toll savings

High overall system reliability

Simplicity and integrated architecture
Straightforward capacity expansion

Provide unmatched choice and flexibility
Standards-based applications

This list details the primary outcome expectations for technology investments:

Revenue Growth – Enterprises buy IT services infrastructure to enable access to more paths to revenue. This could be to improve support, additional locations, web infrastructure, or outside sales and support.

Cost Reduction – Profits come to enterprises in two primary ways: increasing revenues or reducing costs. Organizations can use technology to reduce costs through platform integration, operational expenditure reduction, and leverage or re-use of existing investments.

Increased Productivity – When organizations implement technology that streamline processes, shorten sales cycles, or provide better access to internal and external resources, productivity rises.

Enhanced Customer Experience – Customers have choices today – a lot of them. Enterprises must adapt their operations to cater to the individual needs of each of their customers.

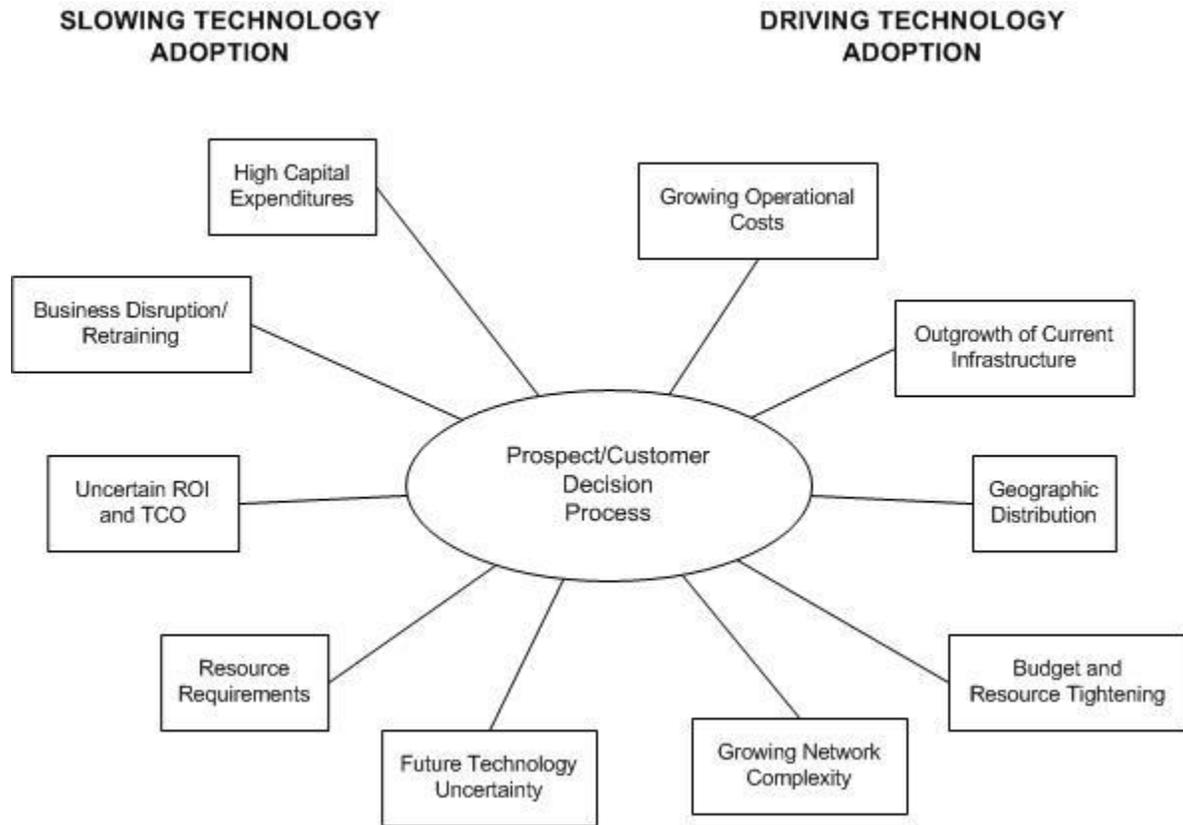
Improved Core Business Focus – Technology investments allow organizations to focus on their strengths. Mass customization enables even the smallest organization to deploy solutions catering to the exact needs of their business, for far less investment and resources than building and maintaining solutions in-house.

Maintaining Competitive Positioning – Any technology investment that enables an organization to respond to customers faster, lower costs, or provide better service aids in competitive positioning.

WHAT IS SLOWING NEW TECHNOLOGY ADOPTION?

- **High Capital Expenditures** – In “rip and replace” deployment scenarios, the combined costs of an assessment, upgrading infrastructure, new cabling drops, and new systems are usually greater than the perceived benefits and cost savings.
- **Business Disruption/Retraining** – Major replacements or upgrades to new technology equate to downtime and the need to retrain users. These expenses are significant but often hidden, and need to be weighed as part of the total cost of migration.
- **Uncertain ROI and TCO** – Enterprises are aware of and excited about the benefits of new technology. But they are concerned about the true cost of deployment and the long-term return on their investment.
- **Resource Requirements** – Enterprises need to weigh the resources – technical, financial, operational – that play a part in their migration.
- **Future Technology Uncertainty** – Enterprises are concerned about technology obsolescence in every purchase they make. Will the investment they make today be obsolete six months from now?

PROSPECT/CUSTOMER DECISION PROCESS



WHAT IS DRIVING NEW TECHNOLOGY ADOPTION?

- **Growing Operational Costs** – Enterprises are faced with growing costs of voice, data, and wireless services. The opportunity to consolidate these services is a primary motivator to migrate to a new technology.
- **Outgrowth of Current Infrastructure** – When current infrastructure is filled to capacity, enterprises must often purchase completely new total systems. Frequently, this is when enterprises make the jump to new platforms.
- **Geographic Distribution** – Growing enterprises are often distributing sales, field and service personnel closer to their customers, resulting in additional locations that need to be supported by voice, data and wireless infrastructure.
- **Budget and Resource Tightening** – Enterprises must do more with less money and personnel. As enterprises focus on strengths, resources to support voice, data and wireless infrastructure are often tightened.
- **Growing Network Complexity** – With separate voice, data and wireless networks in place, delivered by multiple service providers, even enterprise with large IT/IS and telecom staffs often exceed their capacity to support these systems.

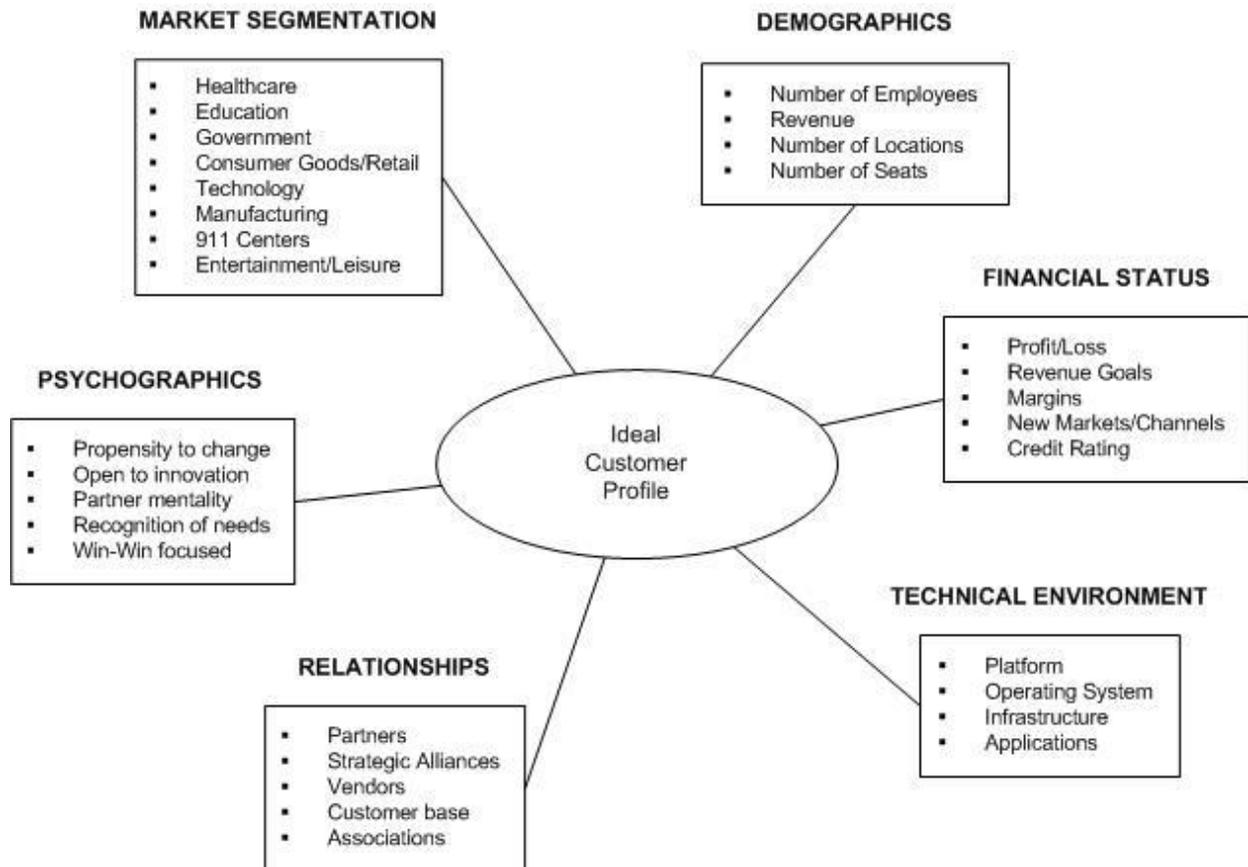
PRIMARY RESEARCH ON A PROSPECT

It is important to gain as much information as possible on a prospect prior to engaging them on any technology solution. This background information positions you as a “partner”, not just a salesperson, and can give you valuable insight into the motivations and future plans of the organization.

Look to the following publications and websites for background information to prepare for your interactions with the organization:

- Company website and collateral for general information
- Business Wire for recent press releases
- Hoovers for detailed personnel information and company background
- Websites such as finance.yahoo.com for revenue and earnings information
- Local business journals for employee news or real estate transactions

PROFILES OF AN IDEAL PROSPECT



DEMOGRAPHICS: ORGANIZATION SIZE

Organizations with 1,000 or more employees – Organizations of this size balance cost with business focus. Many are open to outsourcing their technology, just as they do website or e-mail servers, so hosted services is often an option. They are interested in solutions to save operational expenditures, simplify their operations, and appear to the outside world as bigger than they are.

Organizations with 5,000 or more employees – Organizations of this size have dedicated telecom and datacom resources internally in the form of IT/IS. Many have a CIO/CTO. They are focused on operational efficiency, cost savings, and ways to increase productivity. They are interested in converged multiple voice, data, wireless and conferencing platforms onto a single network and unify the inbound and outbound communications processes between multiple locations.

Organizations with more than 10,000 employees – Organizations of this size may have a mixture of branch offices and smaller offices, and are looking for ways to reduce costs and increase productivity between them. They are focused on operational efficiency, security, and disaster preparedness. They are interested in converged platforms and reducing costs.

DEMOGRAPHICS: VERTICAL MARKETS

Education – Educational institutions spend over \$2 trillion annually, with \$900 billion spent in the United States. Across the globe, over 2 billion students attend primary and secondary school. With the latest school shootings and fatal results, educational institutions are seeking crisis management, visual messaging, real-time emergency notification and broadcasting solutions through multi display options.

Financial Services – Financial services include insurance, banking, brokerage, investments, credit cards, consumer finance and government sponsored groups. They manage and control large levels of information through branches and call centers. Our Center Services, Visual Messaging, Cooperative Communications and Data Integration services are prime offerings within these companies.

Government – Government agencies include state, provincial, regional, national, international, central or federal level. Agencies are to protect life and property, provide vital service, provide education and health. IDC expects spending on IT services worldwide to reach \$589 billion by the end of 2010. Security, disaster recovery and emergency notification are prime areas for API agencies.

Transportation – Transportation includes airports, airlines, public transportation, rail stations, shipping and trucking. These companies rely on providing real-time information for travelers and delivery. They need wireless communication to manage and secure their assets, which is essential for controlling cost. Their automated systems run their businesses. Reliability, rapid response time, and troubleshooting are critical factors in their decision making process.

Healthcare – Healthcare providers, hospitals and clinics depend on technology for achieving their business and clinical goals. A hospital uses more than 300 applications each day and may maintain separate networks for different functions. Providers are working to optimize patient care, improve patient services delivery and reduce medical errors.

Manufacturing – Manufacturing companies have production deadlines while ensuring equipment and performance to produce quality to meet customer demands. They seek solutions to improve cooperative communication for their complex supply chains around the world, enhancing operational performance.

Retail and Consumer Goods – Customer loyalty, brand awareness, and product availability are essential to revenue growth and competitive advantage. Technology is the cornerstone for enhancing the customer's shopping experience and improving employee productivity, whether in the physical stores or in web stores or in the call centers. Information must be reliable, readily available and in real time to service customers.

911 Centers – Across the nation, 911 centers are the backbone of small towns, counties, cities and states for all types of emergency calls. Communication in real-time, with accurate information saves lives. Systems cannot fail and accuracy is essential to 911 centers.

Entertainment/Leisure – Malls, hotels, resorts, travel agencies, cruise operators, casinos, car rental agencies, stadiums/arenas, and theaters are all striving to make customer experience a top priority. This is accomplished by providing easy access of information through multiple display options. Today the need is great to provide real-time broadcast alerts and crisis management announcements.

PSYCHOGRAPHICS

Psychographics are often more difficult to determine from the usual primary research methods, such as websites or annual reports. Uncovering an organization's psychographics is best obtained through person-to-person communications, utilizing the questions listed later in this section. Nevertheless, organizations that have the following characteristics make the most likely adopters of new technology, and are the most likely to be open to a VEL solution:

1. **Propensity to Change** – The organization sees itself in a constant state of improvement through adjustments in process, technology, and execution. They modify their business until it works, and then reevaluate to find more improvements.
2. **Open to Innovation** – Even organizations that are not in “innovative” industries can be open to innovation. These organizations embrace the latest technologies not only for the sake of technology, but because they know they can reduce costs, increase productivity, or increase revenues through the effective use of technology.
3. **Partner Mentality** – The organization understands its own strengths and weaknesses, and is willing to look to outside partners to gain expertise on areas of competence not present internally, for whatever reason. They are willing to take the advice of outside partners and implement outside advice to improve operations.
4. **Recognition of Pain Points** – The organization continually sifts through areas of operations causing pain – whether it is high costs, inefficiencies, or delays – and strives to find ways to change operations to reduce or eliminate their pain points.
5. **Win-Win Focused** – The organization looks at all of its relationships with vendors, customers and employees as a means to benefit all players. Organizations of this type are rarely focused only on price, but on the value they obtain from any technology deployment.

INFORMATION GATHERING

In order to accelerate the sales process, while maximizing the effectiveness of your time spent on each prospect, critical information needs to be obtained about your customers. This information focuses not just on their decision environment, but how the organization operates, how it measures success, and how it makes decisions. The following are recommended questions to capture criteria to determine if VEL is the best solution for your customer.

Background

1. How has your company evolved over the last 2 or 3 years?
2. Describe your communication network.
3. Provide details on your strategy for the future.
4. Explain where the company is headed and your direction for the future.
5. Share your position within the industry and marketplace.
6. How did your company meet its goals and objectives over the last 12 months?

Accomplishments

1. Share how your company has increased its market share in the last 2-4 years.
2. Describe the successes you have had in your markets.
3. In your opinion, what is the most effective way to grow market share?
4. What obstacles has your organization overcome over the past 12-24 months?
5. Explain how your department has contributed to the overall success of your company.

Decision Nucleus

1. Who makes up the decision nucleus?
2. How does your company procure new technology?
3. What is the culture for technology purchase decision making?
4. Who outside the buying nucleus can impact your decisions?

Finance

1. What is the budgeting process for technology purchases?
2. Who sets the budget for your network from an operational expenditure perspective?
3. Who is involved in reviewing the terms and conditions of a contract?
4. How do non-budgeted projects get funded?
5. How is the success or failure of a project measured?
6. What are the ROI expectations of your data network?

Objectives and Challenges

1. What are your company goals over the next 12 to 24 months?
2. What are the major challenges of your industry?
3. How do you envision your company increasing sales?
4. What features or benefits of a voice or data solution are most important for you to keep a competitive advantage?

Vendor Relationships

1. Explain your expectations when working with a partner.
2. How do you handle interoperability with a new vendor?
3. Describe your most successful vendor relationship and what you think made it so successful.
4. What importance do you place on customer support in your evaluation?
5. What internal resources will you use to deploy your solution?

VALUE PROPOSITION

Our integrated customized solutions focus on the results necessary to increase individual productivity, team performance, and organizational profitability. We ensure these results through our unique methodologies, processes and best practices; and we continually strive to offer the highest level of customer care and service in the industry.

POSITIONING STATEMENT

VEL's envisioned future is to be recognized as offering the most creative, results-producing, cost-effective information technology service solutions. We will continually strive to create innovative information solutions that become indispensable to companies around the world.

The objective of VEL is to transcend traditional technology consulting and information solutions, delivering the essential value of both that is customized to meet the specific business requirements. VEL's product and services are provided by senior business professionals who are qualified, by education and experience, to advise and consult with executives and management.

We believe that our commitment to quality, integrity, creativity and continuing development has been instrumental in establishing solid, long-term relationships with our clients.

PRICING STRATEGY

Our pricing strategy will be competitive, probably at a midpoint level of our competition. We will aggressively price our products and services to gain market share; however, we will not diminish our margins and sell on price alone. Our solutions will be consultative and will provide value to the client's business.

SALES STRATEGY

One of the most difficult and challenging professions is the world of sales. It is one of the few occupations that require individuals to have superior skills and abilities in four critical areas:

1. **Psychological aspects** of selling which include managing and being versatile to different behaviors, styles, attitudes, egos, levels, and personalities.
2. **Knowledge** of products, services, competition, regulations, policies, market trends, industry segments, business, technology, and of course knowledge on the prospects and customer's environment
3. **Art of selling** is your communication skills which includes active listening, probing and interviewing, objection handling, managing clients expectations, presentation, and of course negotiation skills.
4. **Science of selling** is the structure, process, methods, and tools we use to integrate the psychology, knowledge, and art into a formula by which we can analyze, strategically plan, and successfully manage the partnership between two parties.

Approach

- Transform the mentality from selling to consulting conducting high-level, executive meetings focusing on identifying or creating business needs.
- Professionals to act as business owners requiring business planning, territory management, monitoring, and tracking results through tools.
- Vertical and horizontal approach developing multiple relationships across prospect and clients enterprises accelerating the sales process or reducing wasted resources controlling the cost of sales.
- Managing client's expectations in order to build long term credibility, trust, respect, confidence, and comfort.
- Focusing on quality not quantity targeting an 80%-90% close ratio.
- Strategy and tactical implementation based on competitive landscape, market and industry trends, and portfolio of current products and services.
- Versatility in managing multiple contacts requiring consulting to different behaviors and personalities.
- Consistency on delivering corporate product, service, and technology messages.
- Adaptability to change, internal or external, and assisting the clients on these changes.
- Structured process, methodology, terminology, and practices for strategic account management and tactical implementation.

Strategy

We have developed the ideal profile of a prospect, utilizing demographics and psychographics as a model and then research prospects to categorize them within the “A”, “B” and “C” listing. “A” prospects are companies with whom we should be doing business and have the greatest potential of becoming our client. “B” prospects have potential of becoming clients and will be contacted by the inside sales team. “C” prospects will be on mailing list and internet campaign.

We will implement a sales culture to become best practices for increasing sales ratios, resulting in greater returns. This will be accomplished by implementing customized training in four dimensions:

1. Strategic account management/vertical and horizontal selling
2. Consultative selling
3. Advanced presentation skills
4. Effective negotiation skills

This training will incorporate methodologies, processes and tools to integrate with our CRM and sales automation to monitor, track, coach and direct sales opportunities.

Our new portfolio of products and services allows us to penetrate any organization vertically and horizontally, allowing us to provide a solution across the entire enterprise. This will give us access at the “C” level and executive level within Operations, IT/IS, Human Resources, Customer Service, Collections, Telesales and Finance. This will allow us to extend the life cycle of the client and to provide multiple solutions to increase revenue per sale and per client.

SERVICE AND SUPPORT

VEL provides consulting services to assess operations and facilities for workforce optimization. This allows us to build the architectural plans for implementation.

VEL provides initial implementation service and support, including design, development and education/training. Through our new business model, we will now provide on-site diagnostics and equipment repair. We will be using our partners and alliances for this service. Post service is our hotline support, which includes 365/7/24 hours of operation. We provide Tier 1 technical support for minor issues or problems and Tier 2 for more advanced system diagnostics and troubleshooting. For hardware, we provide a repair/replace model; if equipment cannot be repaired, we replace overnight.

VEL's **Technology Division** will be responsible for all IT/IS engagements to allow us to handle and managed our growth. This division will also have major undertaking of:

1. Client Pre/Post Technical Support
2. Client Solution Design, Development, Implementation, and Installations
3. Project Manage Independent Consultants, and Partners
4. Build Bench of Technical Recourses
5. Provide 7/365 Customer Care/Support and Repair/Replacement
6. R&D, New Product and Service Development
7. Develop in House Center Services and Digital Signage Solutions
8. Internal Systems and Automation

VEL's **Practice Areas** will be directed by senior level Executives with the task of building the Practice. Their role and responsible are:

1. Pre-Sales Technical support
2. Proposal Development
3. Creative Services
4. Technical Presentations
5. Consulting Services
6. Manage Staff and Independent Consultants
7. Technology, Products, Industry, Market and Industry Research
8. Indirect Manage Outsourcing with Partners

VEL GLOSSARY OF TERMS

ATM	Asynchronous Transfer Mode. A high-speed transmission technology. ATM is a high-bandwidth, low-delay, connection-oriented switching and multiplexing technique that utilizes cell relay as opposed to the packets or frames of Internet Protocol (IP). ATM is widely used in telecom WANs, but is increasingly being replaced by Ethernet due to ever growing bandwidth requirements.
CAGR	Compound Annual Growth Rate
CAPEX	Capital Expenditure.
CatX	Category of Performance. Determines LAN cabling carrier capacity. The higher the number, the higher the capacity.
Cat3	Cabling of either 22 or 24 gauge. Can support applications up to 16 MHz carrier frequency. Applications include POTS, ISDN, T-1, and 10Base-T Ethernet. Has insufficient bandwidth to carry VoIP traffic.
Cat5	LAN cabling which is available in varying gauges. Can support applications up to 100 MHz carrier frequency. Applications include 10/100Base-T Ethernet, and 155 Mbps ATM LANS. Cat5e (enhanced) is commonly installed for LAN connectivity, and has enough bandwidth to carry both voice and data traffic.
Centrex	A centralized telephone service provided by a telephone company, where a portion of the telephone exchange switches is used to provide the equivalent of a PBX service for the customer.
CPE	Customer Premises Equipment. Terminal equipment connected to the telephone network and residing on the customer's premises. Termed CTE (Connected Telecommunications Equipment) in Europe.
CSU/DSU	Channel Service Unit/Data Service Unit. A customer-premise device that terminates a digital channel.
DSL	Digital Subscriber Line. High-speed internet connection over regular telephone lines.

DTMF	Dual Tone Multi Frequency. The technology that generates a combination of two tones, one high frequency and one low, when dialing a touchtone or push button phone.
FTP	File Transfer Protocol. A TCP/IP protocol that is commonly used to access Internet-linked file archives around the world.
FXO	Foreign Exchange Office. In VoIP, FXO signifies a port or line on the handset or call control platform that connects to the PSTN.
GUI	Graphical User Interface. A generic name for any computer interface that substitutes graphics for characters.
HTML	HyperText Markup Language. The software language used to create World Wide Web pages.
IAD	Integrated Access Device.
IP	Internet Protocol. A standard describing software that keeps track of the Internet's addresses for different nodes, routes outgoing messages, and recognizes incoming messages. See TCP/IP.
IP PBX	A customer-premise call control server that routes voice traffic. Connects via Ethernet LAN and sends voice in IP packets.
ISP	Internet Service Provider. A vendor who provides access for customers to the Internet and the World Wide Web. Almost all Hosted VoIP Service Providers are also Internet Service Providers. Hosted VoIP SPs may also be referred to as a TSP (Telephone Service Provider) or ITSP (Internet Telephone Service Provider).
LAN	Local Area Network. A communications network, most commonly Ethernet, connecting devices inside a building or campus.
LCD	Liquid Crystal Display. Common technology used in flat-panel computer monitors, televisions, and some phones.
LED	Light Emitting Diode. Commonly used for calculators, computer devices and displays.

MAC	Moves, Adds and Changes. Also short for Media Access Control address, a unique identifier attached to most network adapters.
OPEX	Operating Expenditure.
PBX	Private Branch Exchange. A circuit switched telephony server. PBXs are premise-based hardware that serves a single enterprise or office.
POTS	Plain Old Telephone Service. The basic service supplying standard single telephones, telephone lines, and access to the PSTN.
Protocol	Rules controlling data flow in a communication system.
PSTN	Public Switched Telephone Network. The phone company's traditional system of completing a call.
PSU	Power Supply Unit. Any integrated or external module or connector that supplies power to a device.
QoS	Quality of Service. There are two QoS definitions that apply to enterprise telephony. First, QoS is a control mechanism that prioritizes data and voice traffic. QoS capabilities are built into some routers and switches or can be delivered via unique devices. Next, QoS is a set of standards for subscriber voice quality, including clarity, volume, echo, delay, etc. Enterprises with digital networks monitor their established standards by setting and reviewing error conditions.
RJ	Registered Jacks. Telephone and data plugs registered with the FCC.
RJ-11	A six conductor modular jack, typically wired for four conductors. It is the jack on home phone lines, and is the most common telephone jack in the world.
RJ-21x	25-pair Amphenol-type connector, commonly connecting Key systems and PBXs.
RJ-45	The 8-pin connector used for data transmission over standard telephone wire.
ROI	Return On Investment.

Router	An interface between two networks. Routers buffer and forward data packets across a network.
RS-232/ RS-485	A set of standards for communicating between computers, terminals and modems.
SCA	Shared Call Appearance.
SIP	Session Initial Protocol. A standards-based telecommunications protocol that sets up phone calls, multimedia conferencing, instant messaging, and other types of real-time communications on the Internet. SIP can be used with TCP, ATM and other transports.
SIP trunking	A technology that enables point-to-point VoIP connections.
SLA	Service Level Agreement. An agreement between a user and a service provider, defining the nature of the service provided and establishing a set of metrics to measure the level of service provided.
SME	Small to Medium-sized Enterprise. Also referred to as SMB (Small to Medium-sized Business).
SNMP	Simple Network Management Protocol. The most common method of managing networks.
SOHO	Small Office/Home Office.
Switch	For telecommunications purposes, a switch is a device that looks at the destination address of voice data and opens or closes circuits and selects paths.
TAM	Total Addressable Market.
TCO	Total Cost of Ownership.
TCP/IP	Transmission Control Protocol/Internet Protocol. Together, these two are the protocol used to make connections on the Internet, as well as across many other networks.

TDM	Time Division Multiplex. A technique for transmitting a number of separate data and voice signals simultaneously over one communications medium.
Telnet	A program that allows connections to other computers over the Internet. Used for remote configuration and management.
TVA	Telephone VoIP Adapter. Enables digital and analog handsets to operate on an IP telephony platform.
UPS	Uninterruptible Power Supply. A device that supplies clean, consistent power to a phone system or computer when the power source shuts down or is inconsistent.
URL	Universal Resource Locator. Another term for Internet address.
UTP	Unshielded Twisted Pair. The most common type of copper telephone wiring. An inexpensive alternative of Coaxial cable and fiber-optic cable in small deployments. STP or Shielded Twisted Pair is the same type of wiring, enclosed in a shield that functions as a ground.
VAR	Value Added Reseller. Typically an organization that packages standard products with software solutions for a specific industry.
VoIP	Voice over Internet Protocol. The aggregate protocols and technology of encoding a voice call that allows the call to be transmitted along with data over a network.
VPN	Virtual Private Network. A network that uses the Internet but has the security features limiting access to authorized users.
WAN	Wide Area Network. A public network that extends beyond the office or campus.

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