

For High Tech Marketing There's No Hotter Gun



ASPEN COMMUNICATIONS

A Raleigh, N.C.-based networking company needed a high-impact introduction of an innovative fast-packet switching solution that integrated LAN, SNA and multiprotocol traffic over frame relay networks.

Japan's largest satellite transmission network wanted to expand to the U.S. by targeting the Fortune 500.

The Wall Street Journal published an advertorial on a major computer chain for only the second time in the Journal's history.

A Fortune 50 firm required detailed, technically demanding market research on current trends to help them establish a new channel of distribution.

A small start-up offering solutions for integrating data collection devices into client/server environments needed rapid visibility in the media and the industry.

What do these and other well-known high-tech companies have in common?

They sought innovative, cost-effective solutions that could help them get the visibility—and sales—their companies and technologies deserved. As a result, they all chose Aspen Communications for their business development needs.

Why Aspen?

Each member of Aspen has more than 10 years experience in high-tech business development and is knowledgeable about client/server, networking, application development, multimedia and other technologies. Understanding that no boilerplate answer can cope with over-the-horizon threats and opportunities, Aspen incorporates its business development experience and technological awareness into creative, attention-getting solutions. We're responsive to your needs, and each account receives the hands-on attention of senior management executives.

Where Aspen can help

Aspen has a successful track record in three primary areas:

- Market research/analysis to pinpoint sales opportunities. Is there a market for the new product you're considering? Who are the primary competitors, and how do their products stack up? Aspen has the competitive intelligence resources to find the answers to these and other questions before you make substantial investments in product development or marketing.
- Channel development and support to cultivate OEM and strategic relationships, activate qualified resellers and penetrate corporate markets. You have a

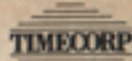
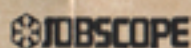
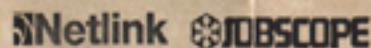
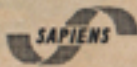
great product, but who's going to sell it for you? Novell Platinum VARs? Major computer retail chains? Vertical market systems integrators? Aspen can not only open new channels, but also ensure the continuous promotion of your products.

• Lead generation to raise visibility, develop qualified prospects and build sales. Does your advertising hit hard with the right messages? How can you make sure your direct mail gets opened? How are you going to convert prospects into customers? How effective is your lead-tracking, and can you justify each marketing expenditure? Marketing must have a clear ROI, and Aspen is willing to be measured on its efforts.

Call Aspen today

Aspen has offices in Atlanta and Raleigh, and also enjoys a strategic relationship with EURO RSCG, a Paris-based marketing communications agency with offices throughout Europe, for international marketing efforts. Members of Aspen have editorial experience with Time, Computer Shopper, Reseller Management and continue to contribute to major well-known publications. The firm works on either a project or retainer basis.

Call Aspen today. When you need to shoot for increased sales, there's no hotter gun in town.



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