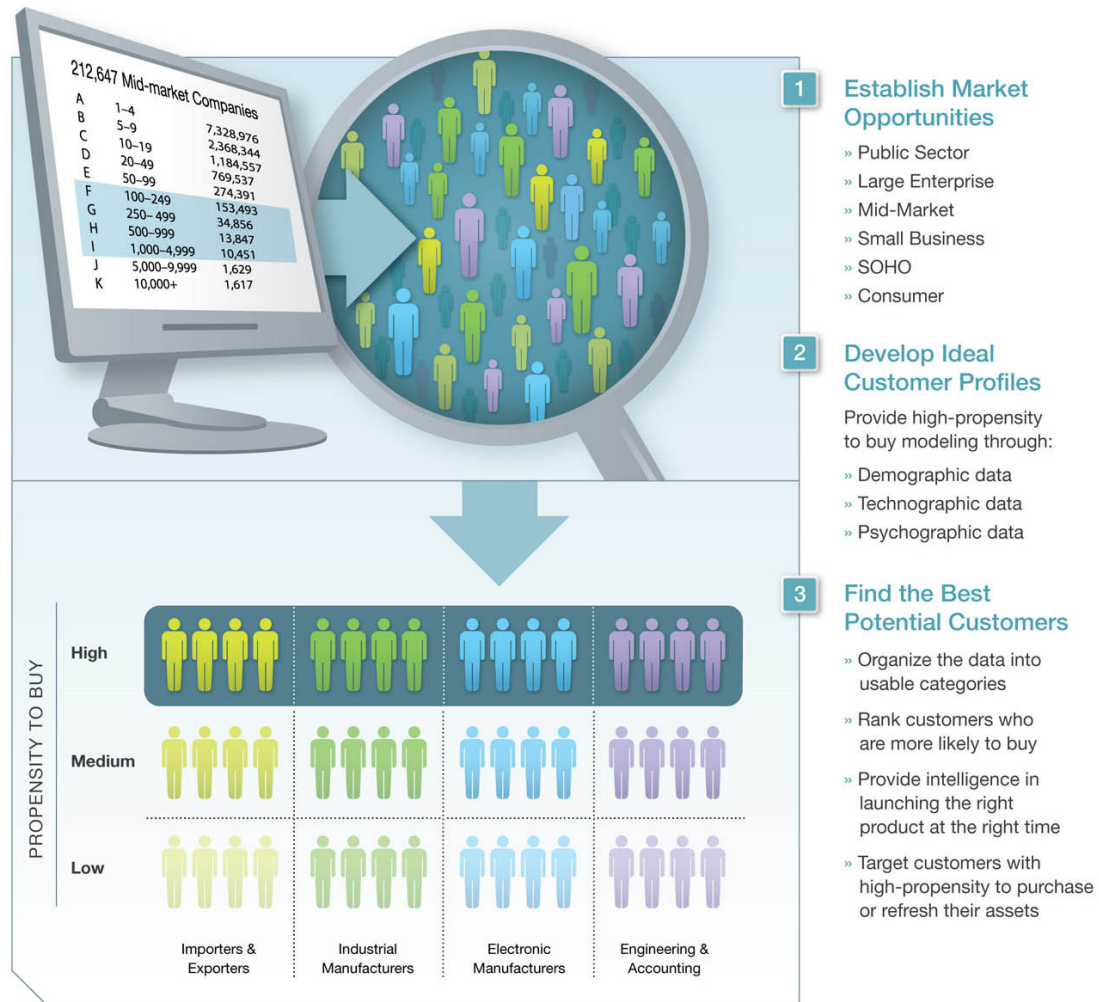


Leverage Analytics to Target Your Best Prospects

Direct Alliance begins successful selling by finding and qualifying the best possible prospects for a product or service.



1 Establish Market Opportunities

- » Public Sector
- » Large Enterprise
- » Mid-Market
- » Small Business
- » SOHO
- » Consumer

2 Develop Ideal Customer Profiles

Provide high-propensity to buy modeling through:

- » Demographic data
- » Technographic data
- » Psychographic data

3 Find the Best Potential Customers

- » Organize the data into usable categories
- » Rank customers who are more likely to buy
- » Provide intelligence in launching the right product at the right time
- » Target customers with high-propensity to purchase or refresh their assets