



A Powerful Communications and Presentation Tool

- **Instantly train and communicate with your workforce**
- **Inform and train customers and channels**
- **Lower customer acquisition costs and shorten sales cycles**
- **Quickly align all constituents around corporate initiatives**

Shorten Time-To-Market

IHS View helps companies shorten time-to-market, increases sales productivity, strengthens customer relationships, and reduces costs. How? By helping you communicate more quickly and effectively with employees, customers, and partners. With IHS View, you, and your entire enterprise deliver more compelling communications that are better understood, retained, and applied.

Traditional methods don't cut it

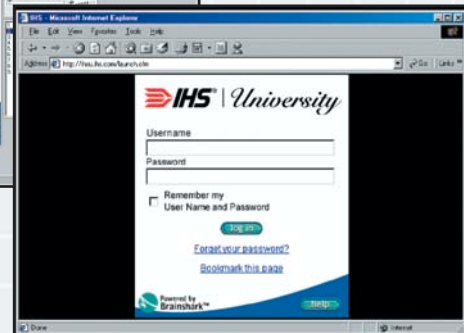
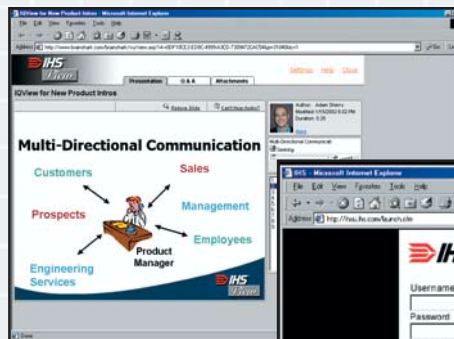
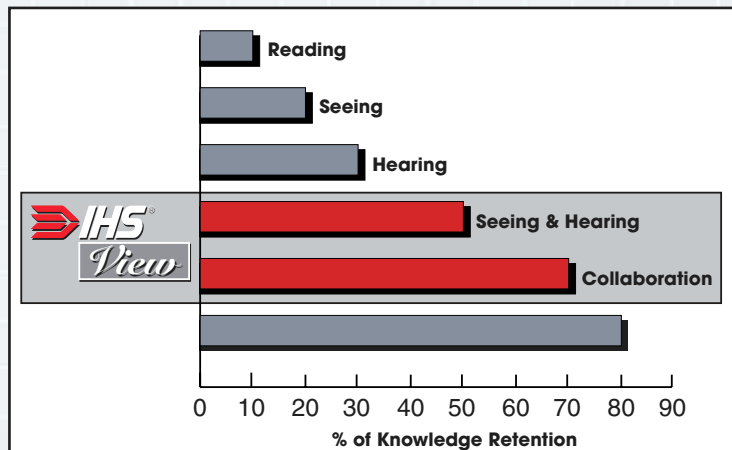
Product and technology information changes so quickly that it is often outdated as soon as it is delivered. To address this problem, many companies distribute text documents or slides online or on CDs; or they hold meetings, seminars and teleconferences. Nothing, however, seems to address the sheer magnitude of information that must be communicated each day. Until now.

Rich Media improves relations

Rich Media is the combination of voice, images, and text that together produce greater impact than any of these media types alone. Rich Media leverages the reach and interactivity of the Internet to deliver a more powerful experience that increases understanding and retention of information.

IHS View increases productivity

From training the distribution channel to educating the prospect throughout the selling process, to closing the deal and providing post-sales support, IHS View helps you reach your audience with greater impact. You in turn can develop more prospects, close deals faster, and create loyal customers.





IHS View helps companies increase productivity and reduce costs at every stage of the customer lifecycle

	Challenges	IHS View Solution	Return On Investment
Marketing	<ul style="list-style-type: none"> • Break through the clutter • Target programs more effectively • Deliver powerful, consistent messages • Reduce cost-per-lead 	<ul style="list-style-type: none"> • Educates and informs your audience • Ensures consistent, timely information • Measures & tracks effectiveness • Provides greater value to Web visitors • Allows you to update and maintain content with ease • Creates and delivers campaigns that contain compelling, high-impact content 	<ul style="list-style-type: none"> • Increase response rate and lower cost-per-lead • Reduce sales cycle time • Generate better qualified leads • Reduce time-to-market
New Product Introductions	<ul style="list-style-type: none"> • Maintain dialogue with customers throughout the development process • Collaborate effectively with internal teams • Train the channel to sell products effectively • Keep channels, customers and prospects well-informed with timely, accurate, and consistent information 	<ul style="list-style-type: none"> • Enhances communication at every stage of the product development process • Improves dialogue with teams and other departments • Conveys product knowledge easily and effectively to multiple audiences • Delivers consistent messaging to customers and channels 	<ul style="list-style-type: none"> • Faster time-to-market • Increased revenue • Stronger relationships with customers and prospects
Sales	<ul style="list-style-type: none"> • Create shorter sales cycles • Increase productivity of sales reps and partner channels • Improve customer retention 	<ul style="list-style-type: none"> • Improves communication at every stage of the sales process: prospecting, meeting prep, follow-up, consensus building, completing the sale, and relationship building • Provides on-demand training to the channel exactly when it's needed • Lets you communicate among geographically disbursed sales teams • Increases frequency and quality of customer communication 	<ul style="list-style-type: none"> • Increased response • Better qualified prospects • Faster sales agreements • Larger executed sales • Improved customer loyalty
Service & Support	<ul style="list-style-type: none"> • Respond quickly and effectively to customers • Deliver large volumes of proprietary content • Share best practices with customers • Provide in-depth training while minimizing time away from support lines • Maximize productivity of support staff 	<ul style="list-style-type: none"> • Creates and delivers rapidly-changing proprietary content • Embeds knowledge objects into support systems for easy customer availability • Reaches one person or an entire organization with the same ease and convenience • Manages knowledge assets easily and effectively • Delivers training on-demand at each individual's convenience 	<ul style="list-style-type: none"> • Improved response • Quicker and more cost effective customer problem solving • Reduced training time and cost • Improved customer loyalty
Corporate Communications	<ul style="list-style-type: none"> • Deliver news quickly and consistently to a distributed workforce • Quickly assimilate merged or acquired organizations • Align the organization around common goals and initiatives • Keep employees and external audiences well-informed 	<ul style="list-style-type: none"> • Increases understanding and retention of information • Provides accessible on-demand presentations at each person's convenience • Delivers time-critical information easily and immediately • Delivers consistent communication • Measures and tracks viewing 	<ul style="list-style-type: none"> • Increased corporate productivity • Increased employee satisfaction • Lower cost of travel