



Grow Your Business, Increase Your Profit While Improving Clients' Results

As a marketing services firm, you need to land more clients, on-board them faster, deepen relationships and increase profit – while at the same time helping your clients improve their marketing results. You can't do it with yesterday's technology.

RedPoint Global was founded and is staffed by marketing software and services veterans who themselves have been in the services business. They understand the needs and cost efficiencies that drive service providers.

RedPoint scales to support your entire client base, so you can easily add clients and broaden your scope of work – without worrying about whether your technology cost structure will eat into your profit margins.

It's harder than ever for marketers, and the services firms that support them, to maximize customer engagement. Big Data and an ever-changing array of digital communication channels are just the most recent twists. You need a technology platform that both serves today's needs and is architected for whatever the future of customer engagement may hold.

With RedPoint, you've got it.

"Marketing leaders who hire a customer engagement agency are making a bet that these agencies will grow with them and continually evolve their skills to meet the needs of an increasingly chaotic customer engagement ecosystem."

Forrester Research, *Customer Engagement Agency Progress Reflects Industry Maturity*, February 2013

RedPoint's Customer Engagement Platform™

RedPoint provides the only complete customer engagement platform. Critical capabilities include data quality and integration to create 360-degree customer profiles, analytics to gain insight from those profiles, and options for taking action through any communication channel.

RedPoint provides these critical capabilities, and also:

- Connects and works well with your existing technology ecosystem – databases, analytics tools, ESPs, mobile messaging services, social media networks, etc.
- Is architected for fast, easy, low-cost implementations.
- Doesn't require a specific data model or for data to be uploaded into the system.
- Minimizes the number of expensive, skilled users required to support the application.

RedPoint provides the only next-generation, always-on, bi-directional, scalable, cross-channel customer engagement platform that enables companies to attract and engage customers anywhere, anytime.

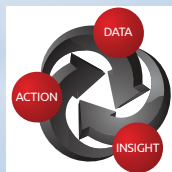
The RedPoint Partner Program

Your organization will benefit from a supportive, high-investment partner program which RedPoint uses to ensure the success of every single partner.

Key elements of the program include:

- **Partner Enablement** – our program gets your sales and implementation teams up to speed quickly.
- **Sales Support** – our solution consultants, the best in the industry, will team with you on deals as needed.
- **Technical Support** – all of our user documentation and online knowledgebase is available to every partner, as well as direct support by phone, email and online portal.
- **Partner Pricing** – our flexible set of pricing structures allows you, the partner, to price-to-win and still maintain margin.
- **Deployment Options** – RedPoint can be deployed on-premises, hosted by you or by RedPoint, hybrid, appliance, all single or multi-tenant as required.

With RedPoint, You Will Win More Deals, Increase Client Success, Improve Profit Margins



The only platform that combines capabilities to master data, gain quick insight and take action across channels



Address the end-to-end customer engagement challenge



Modern, multi-tenant platform architecture



Accelerate time-to-market and reduce costs



Proven partner program and commitment to partner success, from pricing to enablement



Take confidence that RedPoint is there for you



RedPoint can work with any partner situation: small, large, US-based, multinational, re-sell, co-sell, white label, branded



Fit RedPoint into your optimal business model

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RedPoint

REDPOINT GLOBAL INC.

36 WASHINGTON ST., SUITE 120, WELLESLEY HILLS, MA 02481 USA

+1 781 725 0250 | www.redpoint.net

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