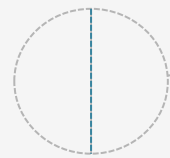


# altio [insight]<sup>TM</sup>



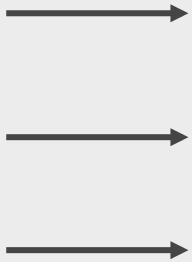
Generate More Revenue  
From Your Insights



# Delivering your insights to your clients ... on the web

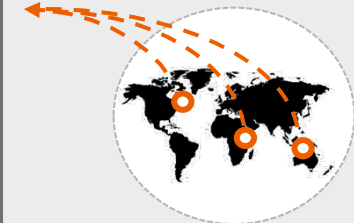


Your Data



=

Revenue



Customers



Monetise your insights and data

Improve online distribution channels

Extend your business model

Reach new clients & deepen existing client relationships

# A few ideas ...

## You are a consultancy

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“ What if you could take your insights, slideware and analysis and provide an interactive knowledge portal to your current clients, C-level executives or anyone in need of your business/subject insights ... using access levels to offer both free and paid-for content areas? This could enhance your reputation, consultancy sales and client engagement, whilst building a substantial annuity revenue stream through subscriptions. Altio [insight] works with industry standard software such as Excel®, so it's business as usual while you deliver your knowledge in a highly visual, usable and compelling way. ”

## You are a research firm

---

“ You may publish reports or provide file downloads already, but how about providing on-demand access and increasing the interactivity of your web distribution - for current markets as well as potential new ones? You could benefit from an easy way to aggregate and deliver benchmark data more regularly than in long-lead-time printed reports – and in a wider choice of formats. Altio [insight] helped a US global research business create a dynamic online knowledge service - attracting many existing and new clients to pay subscriptions for this kind of service. This incremental and sustainable revenue stream now generates six times the annual revenue than the previous 'static publishing' business model. ”

## You are a data intensive organisation or department

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“ Commercialising your valuable data assets could support grants and funding with additional income... you could build a completely new business model using existing and evolving knowledge and data. It may be that you have highly-valuable knowledge assets, but have never found a fit-for-purpose, cost effective and quick solution to distribute these ... there could be markets that would pay good money for access, even outside your area of business e.g. You are a commodity logistics company but your data/knowledge may be valuable to investment analysts, government departments, marketing firms or commodity producers themselves. ”

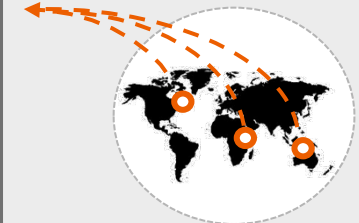
**You are ... Any business with valuable insights or information that wishes to maximise revenues by monetising these assets.**



Your Data



Revenue



Customers

# Your insights

Excel™  
PDF  
Images  
HTML / Video

# Packaged

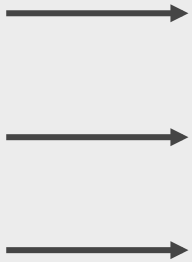
By your people ...  
Simple workflow  
Auto-charting  
Version control

# Served

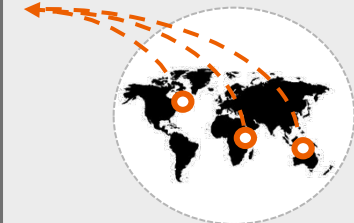
Highly usable...  
On Demand...  
More Accessible...  
More Visual...  
More Saleable...



Your Data



Revenue



Customers

Through an innovative, fully featured, customisable out-of-the-box solution

# Not all innovations are created equal

**Without** a major IT project

**Without** prolonged timeframes

**Without** impacting business as usual

**Without** major cost

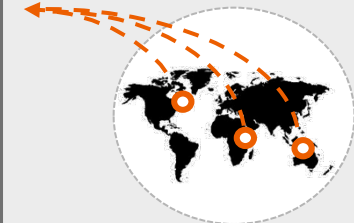
**Without** major training



Your Data



Revenue



Customers

# In three simple steps

[typically 5-12 weeks]

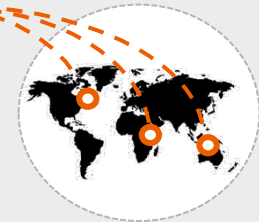




Your Data



Revenue



Customers

Ensure this makes sense for you

Prove & Embed

Support

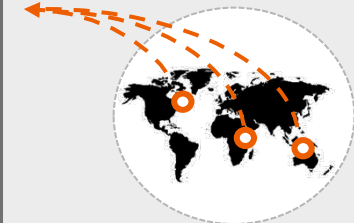


Your Data



=

Revenue



Customers

Ensure this makes sense for you

1. We help ensure the Business Case is in place
2. Define specifications
3. Plan operational set-up

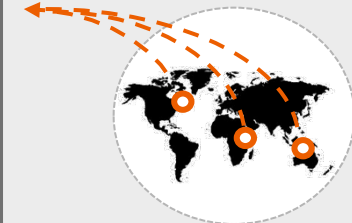


Your Data



=

Revenue



Customers

Prove & Embed

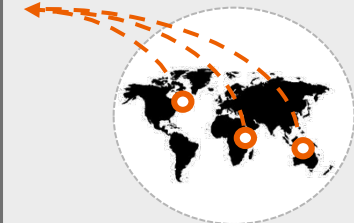
1. Build templates/integration
2. Style interface with your logo and colours
3. Install Altio[insight] on your servers
4. Demonstrate admin/workflow to staff
5. Trial and confirm everything in place
6. Add link/registration to your website



Your Data



Revenue



Customers

# Support

1. Sales and marketing commences
2. Continual upgrade with all new features
3. Analyse usage to further improve customer experience

# For an exploratory discussion ...

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**Boston, USA**

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altio [insight]™

**Generate More Revenue From Your Insights**