

Mainstay Solutions

Mainstay offers a full range of value-analysis and sales-enablement solutions that empower our clients to make smarter, faster business decisions, maximize investment returns, and propel sales and market leadership.

For more than a decade we've teamed with the world's top technology enterprises to clarify and communicate the true value of their solutions and investments.



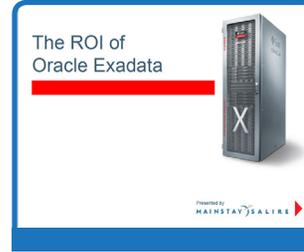
MICROSITE

A great way to gather evidence, our Customer Micro-Surveys pull customers into an easy-to-navigate microsite where they can watch a brief video of your solution followed by a fast online survey and a call to action.



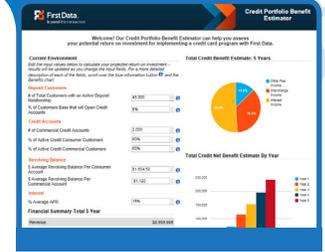
VIDEOGRAPHIC

Increasingly popular and easily shared across channels, our Videographics combine professional animation and voice-over in a powerfully succinct, movie style format that gives life to your case studies – or any marketing content you need to promote.



INDUSTRY WHITE PAPER

Synthesizing the best content from four or five of your existing case studies, an Industry Credentials White Paper establishes your leadership in the market. Includes an originally written industry overview with publication-ready graphics and layout.



HTML BENEFIT ESTIMATOR

Our interactive benefit estimators provide creative and credible proof of your value proposition in an engaging format. These benefit estimators are enhanced by your choice of “what-if” scenario results and serves as a customer education and acquisition asset.



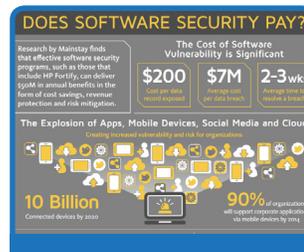
MARKET RESEARCH

Based on analysis of public and independent 3rd party research, Market Research compiles and summarizes all the advantages delivered by your solution and achieved by your customers. Market Research facts are easily re-purposed and deployed in presentations, ads, conference banners, and more.



INTERACTIVE eBook

Generate buzz and go viral with your marketing message by producing a eBook that highlights your solution value and highlights your customer success. This interactive eBook integrates customer videos, quotes, case studies and twitter outreach.



INFOGRAPHIC CASE STUDY

Leveraging existing approved content, our Infographic Case Studies summarize story lines and key proof points in an easy-to-grasp visual format. Infographics can be created in PDF as well as mobile friendly formats maximum channel distribution reach.



CUSTOMER TESTIMONIAL

Capture and share your customers experience with a video testimonial. Leverage this dynamic content across YouTube, twitter and other social media channels. Video still remains the most powerful testimonial to your customer success.