

A Value Messaging Platform Geared to Drive Sales



Our team of business-case professionals works with you to integrate ROI and TCO analyses on to a SaaS platform that will appeal to the most skeptical CFO and business decision-maker.

Empower your sales force and accelerate your customer buying cycle by communicating value with Mainstay Advisor™ business calculators

In the customer era, business buyers have more control. The Mainstay Advisor Value Messaging Platform shortens the sales cycle by presenting customers with a clear picture of the value you deliver.

that ignite sales and build pipelines. Fully customizable, our calculators capture the unique value drivers behind your products and generate an accurate snapshot of the real-life costs and benefits your customers face.

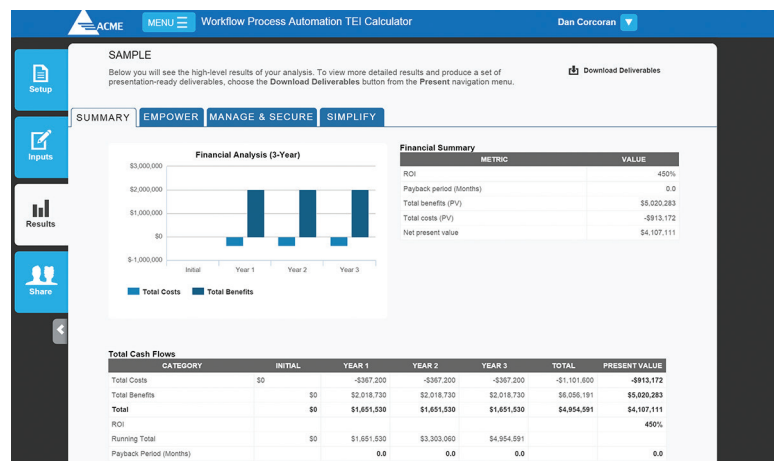
Buying cycles are now 22% longer than they were five years ago.

SiriusDecisions

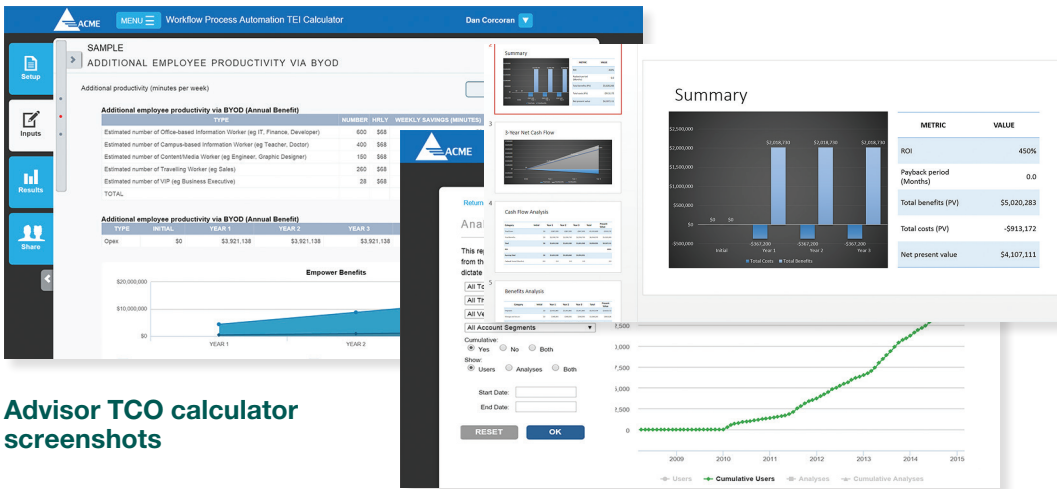
For more than a decade, Mainstay has been helping businesses measure and verify the value of their products and services. Now, with Mainstay Advisor, your sales teams are able to leverage all the tools they need to calculate TCO and ROI— and quickly and easily build compelling and credible business cases.

Today's big-ticket technology purchasers want proof, not pitches

To truly engage with customers, you must develop value messaging based on quantifiable customer evidence and deliver the content to the right stakeholder at the right time. Mainstay has been a leader in creating powerful, easy-to-use calculators



Costs and benefits are clearly explained with Mainstay Advisor's dynamic tables and charts



Advisor TCO calculator screenshots

Why are leading technology companies using Advisor?

- A leading provider of IT storage hardware solutions delivers over 13,000 value messages to employees, consultants, and channel partners with Mainstay Advisor, maintaining a consistent message worldwide while capturing thousands of potential customer leads
- A leading global networking company maximizes customer reach with an Advisor-based Internet of Everything assessment tool and driving revenue by positioning new opportunities with relevant thought leadership assets
- Using Mainstay Advisor, a leading technology research company built a centralized sales-facing portal with scalable organizational access to deploy financial justification tools and marketing assets

Mainstay Advisor helped a leading technology company drive \$80 million in sales over three years.

Taking value calculators to the next level

Mainstay recognizes that conventional spreadsheets have limitations, including poor interactivity, access, and workflow capabilities. Our newest generation of Mainstay Advisor value calculators gives users fast, easy ROI and TCO data anywhere, any time, on any device.

- Automatically integrates with e-mail, workflow, lead generation, and analytics features
- Generates multiuser reports and usage analytics
- Seamlessly integrates with marketing databases and sends automated alerts
- Creates customer-downloadable PowerPoint and PDF reports

With Mainstay Advisor you have the power to deliver your value proposition to more people, on more devices, while leveraging the lead-capturing potential that only a SaaS cloud solution can provide.

Why Mainstay Advisor SaaS 'Out of the Cloud' Value Platform

Mainstay's value messaging platform provides the tools that help you quickly and easily build a strong, convincing business case. The platform includes:

- Single sign-on
 - A secure central location for hosting sales enablement assets
- Easy version control
 - Platform tools are always up-to-date and users always access the latest version
- Collaboration features
 - Simple outreach to customers via an email prompt
- Dynamic calculator configuration
 - Flexibility to model scenarios and re-use existing templates
- Management reporting
 - Real time reporting, including usage, demographics and more

For More Information

To learn more about Mainstay Advisor Value Messaging Platform, contact sales@mainstaycompany.com or visit www.mainstaycompany.com.

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