

Customer Value Enhancement Award Mobile Sales Force Automation (SFA) North America, 2011

Frost & Sullivan's Global Research Platform

Frost & Sullivan is entering its 50th year in business with a global research organization of 1,800 analysts and consultants who monitor more than 300 industries and 250,000 companies. The Company's research philosophy originates with the CEO's 360-Degree Perspective,* which in turn serves as the foundation of its TEAM Research** methodology. This unique approach enables us to determine how best-in-class companies worldwide manage growth, innovation and leadership. Based on the findings of this Best Practices research, Frost & Sullivan is proud to present the 2011 North American Customer Value Enhancement Award in Mobile Sales Force Automation (SFA) to Interchange Solutions.

Significance of the Customer Value Enhancement Award

Key Industry Challenges

As the Mobile Sales Force Automation (SFA) market continues to evolve in North America, the industry faces numerous challenges typical of a sector that is still on the left side of its growth curve. The three top challenges that are inhibiting customer adoption at this time include: 1) A fragmented ecosystem, 2) The philosophy that mobility is an "add on" rather than a core capability, and 3) Lack of sufficient attention to the SMB (small and mid-sized business) segment. By directly neutralizing these three challenges, the perceived customer value of Mobile SFA solutions is significantly enhanced and the potential for sales is significantly increased.

The current Mobile SFA marketplace remains fragmented, with a wide array of vendors, multiple ways of defining just what "Mobile SFA" is, and often no clear way for customers to understand, evaluate, and access their options. Vendors that wish to enhance the value of Mobile SFA solutions will offer businesses clear information and convenient distribution channel options.

There is also a tendency by traditional CRM firms to view mobility as an "add on" capability rather than a core function. With many of these vendors, the focus remains on their backend systems and not out in the field with the mobile sales reps. Best-in-class stakeholders start with mobility, leverage the best from mobile devices and platforms, and do not just offer a stripped-down version of their traditional web-based solution.

The SMB sector also tends to take second place to large enterprise business prospects. Industry participants that are focused on enhancing the customer value of Mobile SFA solutions recognize the revenue potential that exists in smaller and medium-sized companies, and they adjust their product designs and channel strategies accordingly.

Best Practice Award Analysis for Interchange Solutions

The Frost & Sullivan Award for Customer Value Enhancement in the Mobile SFA sector is presented each year to the company that has demonstrated excellence in implementing strategies that proactively create value for its customers with a focus on improving the return on the investment that customers make in its services or products. This Award recognizes the company's inordinate focus on enhancing the value that its customers receive, beyond simply good customer service, leading to improved customer retention and ultimately customer base expansion.

Interchange Solutions' Performance in the Mobile SFA Market

Interchange Solutions has over 400 CRM customers, it is regularly evaluated as a top CRM provider, and it has forged key channel partnerships with two major wireless carriers, AT&T and Bell Canada. Frost & Sullivan expects the partnership with AT&T to accelerate its penetration into the North American Mobile SFA market.

Key Performance Drivers

The key factors that have contributed to Interchange Solutions' excellence in Mobile SFA customer value enhancement are as follows: 1) Strong partnerships with key wireless carriers, 2) A solution specifically designed for the mobile device, 3) An emphasis on meeting the needs of the SMB sector, and 4) A willingness to enrich basic Mobile SFA capabilities.

Factor 1: Strong Partnerships with Key Wireless Carriers

Interchange Solutions has been a close partner with Bell for a number of years. Just recently, it also forged a partnership with AT&T, a carrier that has made an art of assembling best-in-class mobile enterprise applications portfolios. The carrier identified a void in its Mobile SFA product line and chose Interchange Solutions to provide its SalesNOW® solution, giving AT&T customers a robust yet easily-deployable application to complement its more complex mobile enterprise apps platform offerings. With AT&T as a key channel, Interchange Solutions can expect aggressive promotion, a top-notch sales effort from the carrier's sales team, and a constant expectation of excellence, all of which works in their SalesNOW customers' favor.

Factor 2: Solution specifically designed for the mobile device

Many of today's Mobile SFA solutions are simply stripped-down versions of a CRM vendor's traditional desktop offering. They focus on the backend system and not on the needs of the salesperson out in the field. The result is a sub-optimal product for mobile workers to use. Interchange Solutions designed SalesNOW specifically for the mobile device and mobile salesperson, resulting in a solution that is easy to use, integrates with and

leverages the native capabilities of the mobile device, and provides a strategically thought through set of capabilities. One of the major complaints in past years regarding Mobile SFA was that the solutions were difficult for the rep to use and that the value-add of the solution was just not readily apparent. SalesNOW neutralizes those complaints by providing key features, clear graphics and dashboards, and only the CRM capabilities that the customer needs.

Factor 3: Emphasis on Meeting the Needs of the SMB Sector

When it comes to Mobile SFA, smaller and mid-sized companies have languished while larger enterprises enjoyed strong attention. The captive customer bases of the traditional CRM vendors have been a natural first target for mobility sales. However, smaller businesses need Mobile SFA capabilities and they especially require solutions that meet their unique needs: affordability, ease of use, and strong support. The SalesNOW product was designed to appeal directly to this segment and to branches of larger companies. It is available as a hosted service at \$19.95/user/month, making it affordable to even the smallest company. The solution is designed as an out-of-the-box product, which can be customized if the customer so chooses. It currently supports the BlackBerry and iPhone platforms and is planning Android and iPad support this year. It is available via two channels that appeal directly to the SMB sector: the wireless carriers and the mobile application storefront on smartphones. Simple, inexpensive, user friendly, and easily accessible; no other North American Mobile SFA solution satisfies all of these SMB needs so strategically.

Factor 4: Willingness to Enrich Basic Mobile SFA Capabilities

Mobile SFA needs are undoubtedly going to evolve over the coming months and years. Interchange Solutions recognizes that the sector is still volatile and that its solution must remain flexible and scalable. The vendor offers a basic set of always-needed capabilities, lead management, activity management, case management, contact group management, integration and synching with email/calendar/calls, sales, and activity reports. Then it adds on options that allow the customer to design just the product they need, including "web to lead" capture capability, customized login portals by team, and customized reports and dashboards. The company also sees added value in providing GPS locationing, mapping, augmented security mechanisms, and tighter integration with field service functions such as trouble tickets, etc. This type of flexibility is highly important to prospective customers, allowing them to build the set of capabilities that best meets their unique needs.

Based on Frost & Sullivan's independent analysis of the North American Mobile SFA market, Interchange Solutions is being recognized with the 2011 Customer Value Enhancement Award.

The CEO 360-Degree Perspective™ - Visionary Platform for Growth Strategies

The CEO 360-Degree Perspective model provides a clear illustration of the complex business universe in which CEOs and their management teams live today. It represents the foundation of Frost & Sullivan's global research organization and provides the basis on which companies can gain a visionary and strategic understanding of the market. The 360-Degree perspective is also a “must-have” requirement for the identification and analysis of best-practice performance by industry leaders.

The 360-Degree model enables our clients to gain a comprehensive, action-oriented understanding of market evolution and its implications for their companies’ growth strategies. As illustrated in Chart 2 below, the following six-step process outlines how our researchers and consultants embed the 360-Degree perspective into their analyses and recommendations:

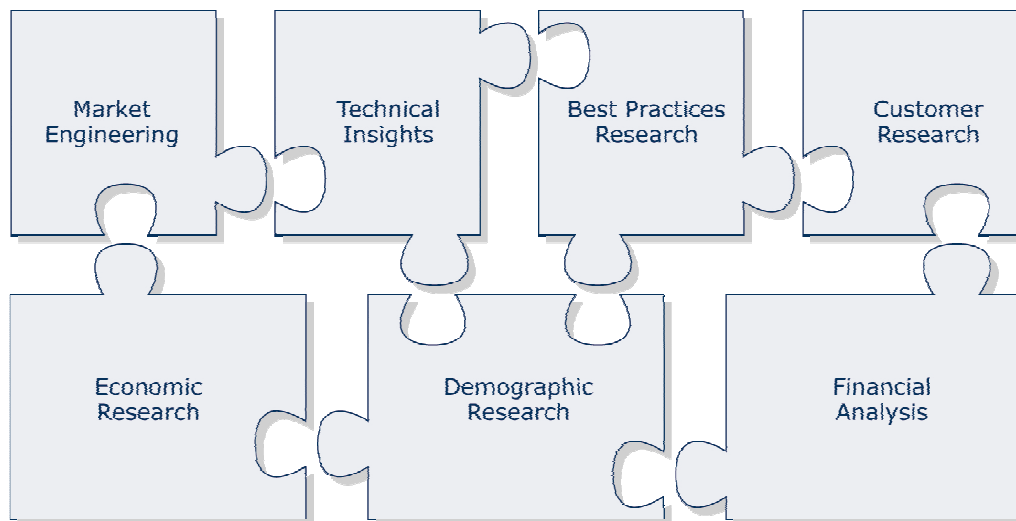
Chart 2: CEO's 360-Degree Perspective Model



Critical Importance of TEAM Research

Frost & Sullivan's TEAM Research methodology represents the analytical rigor of our research process: it offers a 360-Degree view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Our experience has shown over the years that companies too often make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Frost & Sullivan contends that the successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices and demographic analyses. In that vein, the letters T, E, A and M reflect our core technical, economic, applied (financial and best practices) and market analyses. The integration of these research disciplines into the TEAM Research methodology provides an evaluation platform for benchmarking industry players and for creating high-potential growth strategies for our clients.

Chart 3: Benchmarking Performance with TEAM Research



About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages almost 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 31 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.