

## The Alinean Competitive Advantage

**When considering your business value selling solution provider, be sure you select the best partner available to assure program success, maximize value and minimize risks.**

Alinean has created the following checklist to use when comparing providers:

Key decision factor	Alinean Delivers	The Alinean Business Value Selling Advantage
Leader in ROI, TCO and Business Value Selling Solutions?	Yes, The leader since 1993	The Alinean team has been THE industry standard - leading business value sales tool developer since 1993. Gartner veterans, including founder Tom Pisello, IT value management guru and creator of the Gartner TCO Manager and Analyst Software Solutions. Exclusive IDC partnership, including Randy Perry, IDC's Business Value Selling Practice Leader.
Financial and technical knowledgebase?	Yes, both business process improvement and technology justification experience	The most extensive business case development experience in business process improvement technology such as ERP, CRM, SCM, RFID, Financial Management, Product Lifecycle Management, HCM, Point or Sale, IT governance, Portals, Business Intelligence and more. The most detailed technology business case and TCO development experience in servers, storage, network management, consolidation and standardization, information lifecycle management, PCs and mobility, databases, security, operations management, ITIL, VoIP, outsourcing and more.
Industry research/ Data sources?	Exclusive IDC relationship, Hemscoot Data, Compustat (S&P)	Database of 20,000 company's financial performance, IT spending and performance and TCO (ValueBase™). Exclusive relationship with IDC for customized primary research, model development and case studies. Data sources include IDC, Hemscoot Data and Compustat (S&P). Weekly updates to corporate financial data. Quarterly updates to IT spending data, performance, salary information and other key ROI / TCO model metrics.
Third party credibility and independence?	Yes	IDC   Alinean has been surveyed as the most respected name in IT ROI / TCO tools. Thought leadership - IT Value Management articles in ComputerWorld, CIOInsight, SearchCIO, SearchSMB and BetterManagement.com.
Company focus: complete software solution or consultant?	Complete business value selling suite	Alinean is the only provider of complete business value selling solutions covering all aspects of the selling process. Alinean provides the software, research and customization, education, certification and services needed to assure value from any business value selling investment. Alinean has the largest dedicated staff of software developers and analysts for the most comprehensive solution and fastest time to innovation.
Technology – enterprise class application or spreadsheets?	Only enterprise class J2EE application.	J2EE enterprise application, enterprise database ASP delivery, or optional on-site install. Only open system that is customized via current or new spreadsheet content without programming Only application designed for enterprise collaboration / deployment. Integration with CRM via web services.

Number of ROI/TCO and business value selling models customized?	Over 200	Most extensive business case model experience covering all business process improvement technology and technology solutions.
Number of IT vendors using software tools?	Over 100	9 out of the top 10 technology providers Leaders both large and small Worldwide standardization by some of the largest and most respected vendors. Over 20,000 worldwide licensed users.
Number of major CIOs / IT organizations participating in our ITVM council for independence and credibility?	Over 20 leaders	We work directly with over 20 different major IT organizations on special projects to help them improve their IT value management, and gather knowledge for use in maintaining credible business value selling solutions. These companies include Fed-Ex, LG, JP Morgan Chase and Citigroup.
Single solution or portfolio sale	Yes	Only solution that supports portfolio selling. Users can select from a library of global ROI / TCO models, combining them for various account opportunities. Perfect for analyzing a single solution sets impact on particular groups or divisions, then aggregating up results into a single business case, or analyzing the individual impact of each solution set in a portfolio of solutions, and rolling up the combined impact of each.
Price?	Best value, Best ROI	Affordability is key, but a business case should be analyzed to assure that all solution costs are considered, and all solution feature benefits considered. Once you analyze the true cost of ownership and business benefits, Alinean's solutions deliver the most value and represent the best investment.
International support for worldwide implementation?	Yes	Complete worldwide solution covering every major worldwide selling region including US, Europe, Japan, China, Canada, Mexico, South and Central America and more. Unique currency support and metrics for over 150 different countries. Language translations available for every major selling region including English, French, Italian, German, Spanish, Portuguese, Chinese and Japanese.
Follows industry standard Accounting and Financial Standards?	Yes	GAAP Worldwide Only solution to summarize financial results into true CFO-ready reports including P/L, Balance Sheet and Cash Flow impacts. Pre-tax and Post-tax options.
Automated Web-based Updates and Maintenance?	Yes	Automatic updates via our web based applications. Central database repository for all models / metrics. Only solution to offer easy to update models via Excel self-authoring capabilities - no programming needed.
Patent Pending Financial and Software Methodology?	Yes	We are the leading innovators in ROI/TCO software and methodologies. No one invests more than Alinean each year on business value selling methodology and software R&D.
ROI Analysis?	Yes	Shows value using risk adjusted discounted cash flow analysis, comparing the costs and benefits of the proposed solution. Summarizes results into ROI, Risk Adjusted ROI, NPV Savings, Payback Period, IRR, EVA and other key financial results.

TCO Analysis?	Yes	Side by side comparisons of lifecycle costs for competitive solutions to provide competitive differentiation.
All assumptions and calculations transparent (no black box)?	Yes	All metric sources, calculations and detail displayed. Users can edit each and every assumption. Every entry is audited for complete transparency.
Software and Hardware cost-benefit and TCO analysis?	Yes	Analyzed using the most extensive database of hardware and software pricing from IDC   Alinean
Business operating efficiency and strategic impacts?	Yes	Analyses needs to go beyond traditional technical cost factors to include business value impacts.
Quick analysis mode?	Yes	Quick mode available using IDC   Alinean metrics and research. Only sales tool application that tunes itself automatically based on user login and training / granted rights to provide just the right tools, features, metrics and reports.
Detailed analysis mode?	Yes	All solutions feature extensive data and metric views, allowing users to drill into any level of detail on results according to goals, priorities or stakeholders. All metrics can be customized and documented for prospects actual metrics.
On-line Web site posting of ROI tools for customer use?	Yes, your option with ROI Calculator™ solution	Can be used on-line directly by customers for lead generation programs, or exclusively for sales professional, consultant or channel partner use.
Automatic, customized reports?	Yes	Customized executive summary and detailed reports. Export to PDF and RTF / Word. Advanced proposal builder options (Value Builder™)
Tools to help prospect based on IT or business opportunities?	Yes, only IT focused prospecting tools	Mine a database of over 20,000 companies and 150,000 contacts worldwide to determine the most opportune prospects based on value analysis and market intelligence tools.
Tools to help consultants analyze IT spending and performance, financial performance and TCO in detail?	Yes, only IT focused benchmarking software	Develop compelling competitive benchmarking reports for prospects and customers to elevate the relationship and engage Cx level buyers in the planning and budget setting process.
Tools to help prove the value post-implementation to improve up-sell and cross-sell opportunities?	Yes	Add on (Value Meter™) to measure actual value achieved versus plans.
Integrated with sales process and CRM solutions?	Yes, web services option	Value Link web services add on for complete integration with current sales workflow and CRM solutions. Shares prospects, value performance, opportunities and usage statistics.

Dedicated software and ROI/TCO model and metrics support?	Yes	<p>Only ROI/TCO solutions provider with dedicated support / QA.</p> <p>Dedicated analysts and consultants to answer model questions and support field usage.</p> <p>Phone and e-mail support available. Premium support available 24 x 7.</p> <p>Extensive help documentation, support FAQs</p>
Additional business value selling services?	Yes	A responsive and dedicated staff of Value Expert™ consultants to help supplement your field staff in engagements and provide on-site client support – particularly invaluable on large transactions and proposals.
Business value selling education?	Yes	Extensive education and certification curriculum including customized tool training to IDC   Alinean Value Expert™ Certification Course
Company focus on business value selling success?	Yes, the only dedicated to IT business value selling	<p>Alinean is one of the only ROI/TCO solution providers focused on IT business value selling.</p> <p>Our 100% focus on this mission provides you with the largest dedicated team of research analysts, tool developers and service providers.</p> <p>Our focus assures that you have the complete solution and services with specific features, functions, models and credibility needed to increase selling effectiveness.</p>
Company management and stability?	Yes, the largest and best managed	<p>Alinean is the only professionally financed and managed business value selling company, with venture financing from Banc One Capital Finance (BOCF) / Stonehenge Capital and Grace Ventures. This enables us to continue our R&amp;D investments in the software, methodologies and services beyond what other companies can deliver.</p> <p>To support our growth, we have relocated to new offices located in Regions Bank building, downtown Orlando. The new facility includes an extensive test lab and training facility for on-site education programs.</p> <p>We have over 20 dedicated business value selling professionals and growing.</p>
Value assurance program to measure success of business value selling programs?	Yes, only provider who validates achieved business value selling ROI program versus planned	Alinean works post implementation to measure the actual ROI achieved in the business value selling program versus plans to prove and improve program success and assure that expected value is achieved.