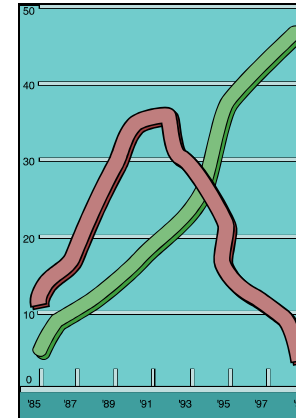


The Benefits of Market Metrics

Benefits of Market Metrics



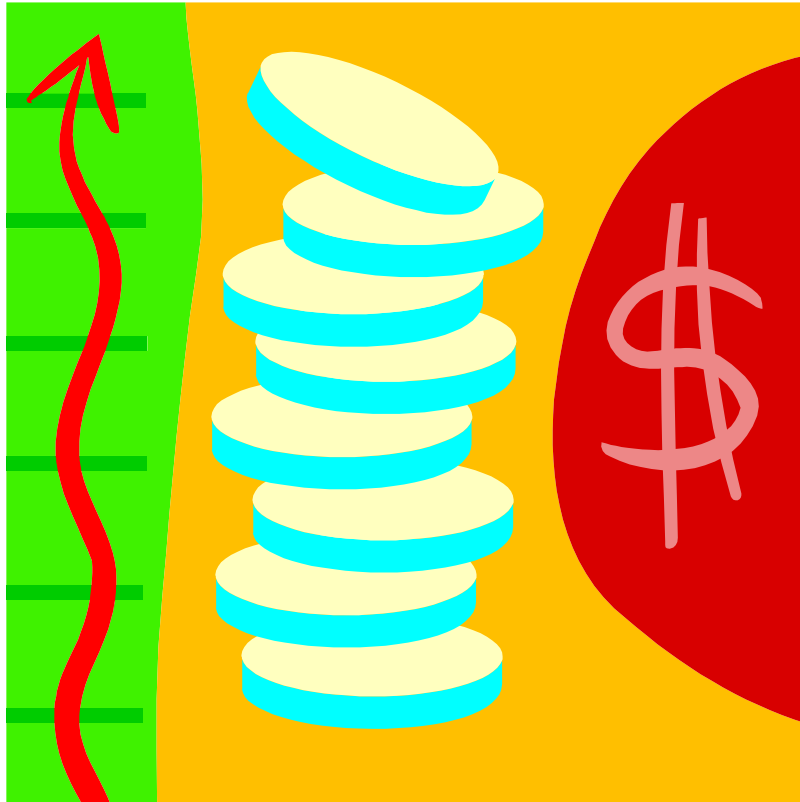
- A manufacturer can define their position in the market
- Define trends in the market

Benefits of Measuring Market Share

- Know your company's share position in the market
- Is it improving or declining by product category
- Where are improvements needed



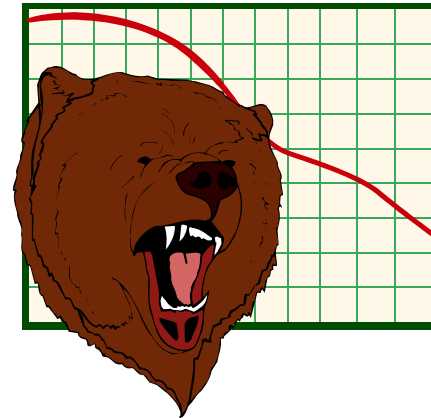
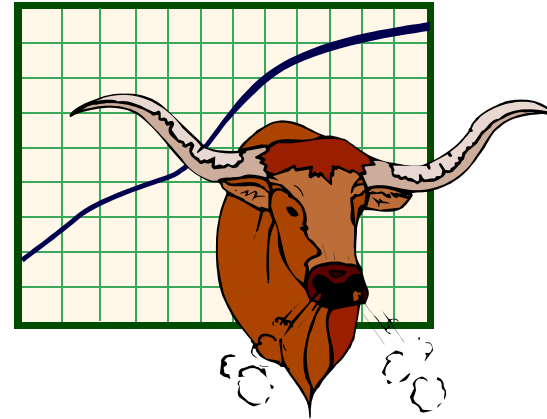
Benefits of Measuring Average Selling & Booking Prices



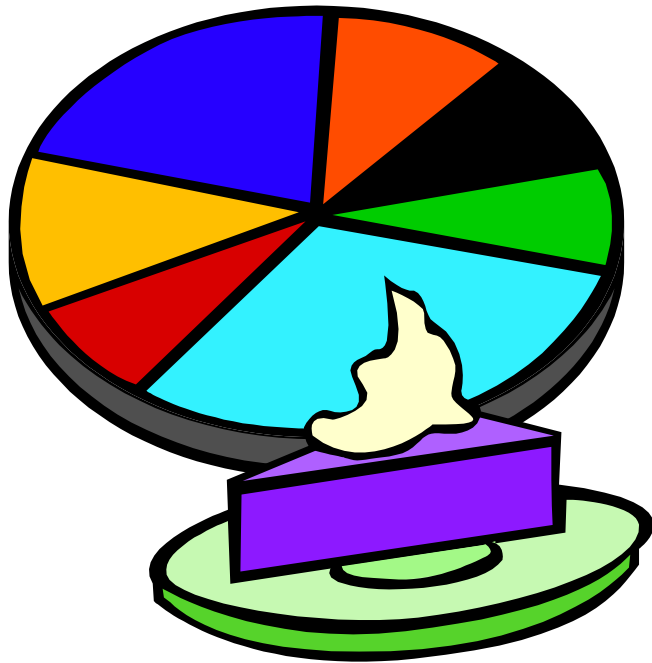
- Does your company have the desired price position in the market?
- How much do prices or costs need to be adjusted to attain the desired position?
- Manage margins

Benefits of Measuring Book-To-Bill Ratios

- Establish if your company shows the same short-term growth prospects as the market



Benefits of Measuring Relative Size and Performance of Product Categories



- Is your company participating in the right product categories
- Look for categories that are more attractive or eliminate categories that become unattractive

Benefits of Measuring End-User Market Segment Size by Product Category

- Is your company reaching the desired market segments
- Decide where sales and marketing efforts should be emphasized or de-emphasized



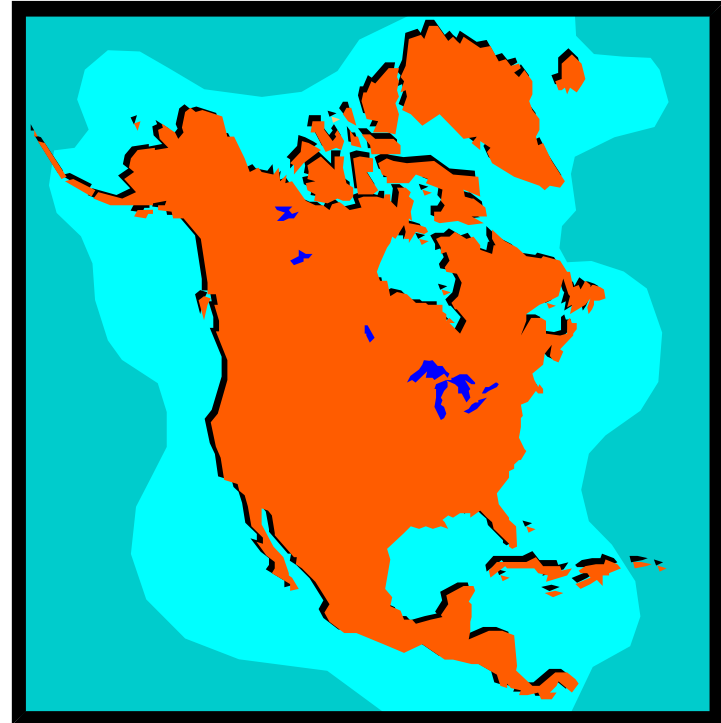
Benefits of Knowing Sales Channels Used in The Market Place



- Find out what sales channels are being utilized in the market and compare it to those used by your company

Benefits of Measuring Geographic Market Size

- Managing your company's sales efforts
- What territories are over or under-performing



Other Information Reported



- Reports on “hot topics” in the market
- Summary of manufacturers press releases issued in the previous quarter

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