

# Product Marketing & Customer ROI Estimation Services

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Acadia  
**EDGE**  
Group

## The Need and the Solution

**The key to successful sales is to communicate a clear value proposition to customers and demonstrate an understanding of the customer's existing pain points.**

Most CFOs today expect to see a strong ROI analysis done by the vendor for their environment before pursuing serious purchase discussions. This is a "chicken and egg" challenge for a small technology company; unless you have had a prior customer or a full scale production install in that industry, it's hard to compute the benefit to the client or provide a realistic case study.

**Acadia Edge Group (AEG)** develops product marketing and sales tools for technology companies, complete with ROI analysis based on real data and feedback from your customers. Our whitepapers provide independent validation of your products and are delivered ready to be given to your customers. It often costs less and generally makes communicating more objective and efficient towards customers than whitepapers developed in-house.

## What We Typically Deliver

- Industry Specific Product Whitepaper, typically 5 to 8 pages long
- Generally two case study examples in different business functions of the industry
- Facts and figures researched from reference-able source (listed) and customers.
- Use Cases developed from real interviews with you, your customers or other subject matter experts.
- Insights on your pricing strategy – is it too high or low.
- ROI spreadsheets – can be reused for years for sales.

## Technology areas

AEG services support a wide range of technologies such as:

- **Information Technology**
- **Green Energy**
- **Electronics**
- **Life Sciences**
- **Security/DRM**
- **Nanotechnology**
- **Oil and Gas**
- **CPG**
- **Maritime/Aquaculture**

## Pricing and Conditions

A ROI analysis study typically is for 40 hrs and costs \$5000. Whitepapers priced separately.

## Contact Us

*We are located right next to MIT Sloan*  
**Acadia Edge Group**  
1 Memorial Dr, Suite 1100  
Cambridge, MA 02142, USA  
Phone: 617.551.1139 OR 508.740.7847  
Email: info@acadiaedge.com