



Business Tools for Company Evolution

Survive, Thrive and Lead

Introducing Infranet Dynamics'
sdPerceptionMonitor™

Are you getting the returns you want from your sales and marketing efforts?

Are you staff as effective and as motivated as you would like?

Are you easily finding clients in new market sectors?

Are your channels and partners effectively promoting your solutions?

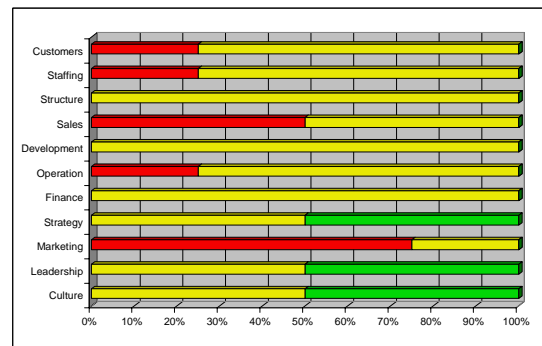
Are you inundated with qualified leads?

Are you making informed investment decisions?



“Investing in an **sdPerceptionMonitor™** could accelerate your business performance, and increase your customer and employee loyalty”

The **sdPerceptionMonitor™** enables you to take snapshots of current situations giving you the overall view of how staff, clients or partners value your leadership, product or service. **sdPerceptionMonitor™** is a web based tool providing secure, consistent and reliable access to those you invite to take part in the programme. Developed around proven methodology discovered at the Harvard Business School, the **sdPerceptionMonitor™** is used to analyse eleven key elements of your company or partner relationships.



The tool allows us to view the entirety of an organisation, first as a whole, then the relationships between the elements, the effects they have on each other and the gravitational pull that exists between the elements. The tool is designed to capture perceptions around three common feelings: negative, indifferent and positive.

The **sdPerceptionMonitor™** can be used as a stand alone tool or as part of one of Infranet Dynamics' services.



PerceptionMonitor™

Why do you need PerceptionMonitor™?

“Just as many top industry executives have regular health tests, it is essential for top-flight businesses to monitor the health of key partners, clients and motivation of their staff”

Critical decisions and actions made on assumptive data will lead to disasters for the business. Finding out about problems early enough and having a leadership strategy that embraces change coupled with best practices is an essential part of becoming an industry leader.

Today building a successful business is risky, impossible or downright difficult. That’s why top industry entrepreneurs and business leaders are seeking external advice at every turn so as to ensure best practices are at the core of their leadership and innovation programmes. Their focus is both on focusing on employee motivation and customer value.

Businesses today are focused on driving the cost and complexity out of their product and service offerings while seeking to deliver the same or better service levels to their customers. Today many companies find that managing relationships, partnerships and their staff is difficult - this program is designed to help you quickly navigate these issues and ensure your whole go-to-market engine is tuned for leadership within your market.

Key Features of the PerceptionMonitor™

The success of this product is down to its simplicity, flexibility and powerful presentation of report data

Ease of Use:

- Real time Snapshots of current situations
- High respondent rates due to short questionnaire
- Results presented in graphical reports
- Making Decisions based upon Facts
- No time occupancy of your employees to set up/run campaigns

Powerful Reporting and Management Capability:

- Fully automated system with integrated email support
- Efficient data collection enabling providing you a more efficient use of your resources
- Tracking effects of decisions after implementing changes
- Easy to interpret information

Flexibility:

- Front end presentation customisable in multiple languages
- Multiple report and campaign user support
- Integrated internet SSL certified security
- Usable in all areas of you business

Top Business Challenges

Benchmarking the effectiveness of sales and marketing.

Increasing employee moral and effectiveness

Getting traction in new markets or sectors

Creating lead generation and awareness

“To drive organisational change you first need to understand what is not working. A strong leadership strategy must embrace best practices.....”

Biz Alliances, June 2003