

# AlignStar

## Professional Territory Design Software

### The First Sales Territory Alignment Package Designed Expressly for Sales Managers

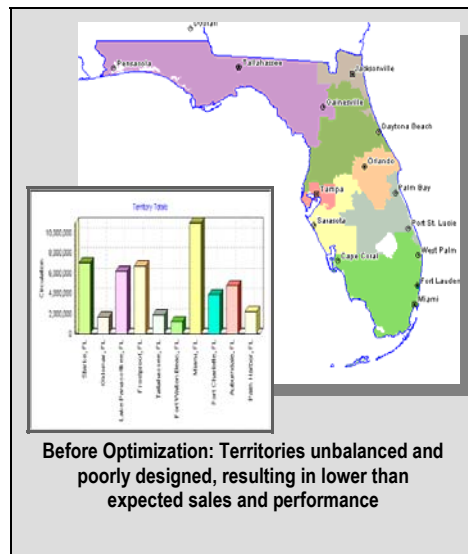
Optimizing territories is the first step a sales manager faces when confronted with changes in field force representation (sales representatives, distributors, service personnel, etc.). It involves realigning and retooling coverage areas to achieve maximum efficiency. **AlignStar**® makes it easy to assign sales representatives to more efficiently planned sales areas. Accounts will be better managed, with customers receiving a higher level of service. Representatives will have more time to follow-up on new business opportunities, creating more revenue per coverage area. In addition, by automating the time-consuming redistricting and realignment tasks, **AlignStar**® will decrease the time it takes to perform territory alignment projects, thereby decreasing the overall planning costs.

#### AlignStar®

- Automatically aligns sales territories for optimal efficiency.
- Increases sales force productivity by balancing work and minimizing travel.
- Decreases the time and effort spent on territory realignment projects.
- Improves customer service by equalizing workload across all sales territories.

**AlignStar**® is a revolutionary new tool developed specifically to help sales managers quickly and easily maximize the effectiveness of their field sales force.

**AlignStar**® is driven by TTT's proprietary *Intelligent* optimization engine, which incorporates powerful algorithms that have been designed to rapidly create balanced and travel efficient territories. The features offered by **AlignStar**® make it the ideal tool for managers with direct field sales personnel, as well as for those overseeing distributors, resellers, service personnel or franchisees. Its flexible design lends itself to a variety of situations, making it the perfect tool for both simple and complex sales deployment applications.



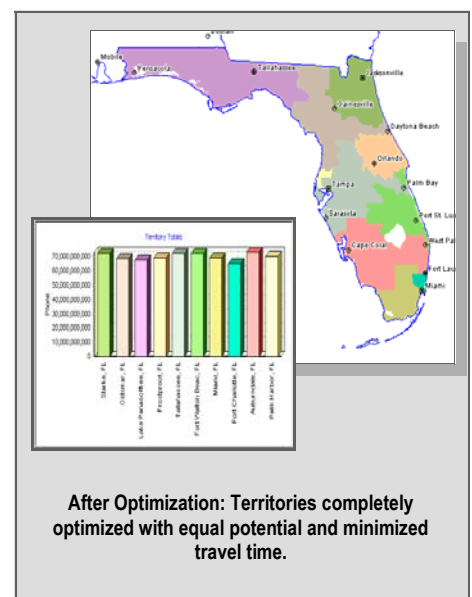
**AlignStar**® can be used to optimize several sales forces or distribution channels. It can also accommodate fixed sales regions, non-coverage or protected areas, as well as individual account exceptions such as national accounts, house accounts or field specialists (V2).

Best of all, **AlignStar**® is so easy to use that you will be up and running in no time without time-consuming training classes. Link to your existing data tables, load in your field representative locations and current territory definitions and you are off and running!

#### Who Should Use AlignStar?

TTT's **AlignStar**® is the solution for sales and marketing managers who need to:

- Create new territories or realign existing ones.
- Merge or separate multiple overlapping sales channels.
- Decrease sales representative "windshield" time.
- Increase market coverage without increasing headcount.
- Improve sales efficiency while maintaining head count.
- Improve sales force morale through more equitable territory design.
- Gain an edge over the competition.
- Improve the bottom line.



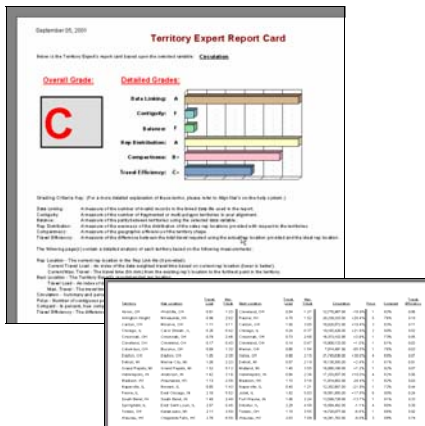
## The Sales Advantage®

Sales and marketing managers are faced with what can be a monumental and time-consuming task of planning and aligning territories for maximum productivity. Furthermore, they must stay one step ahead of their competition by continually tracking and analyzing sales performance and market trends and changes. **AlignStar®** frees up precious time by allowing managers to complete the territory alignment task in a fraction of the time that was previously required with manual redistricting techniques.

Better yet, **AlignStar's** imbedded "artificial intelligence" allows it to create the best possible territories by simultaneously balancing them and minimizing travel time in the final solution. **AlignStar®** will give you a distinct **Sales Advantage** over your competition by allowing you to put the proper selling resources in the right places to maximize their effectiveness.

## A Territory Expert At Your Command

Before starting out, use **AlignStar's** built-in Territory Expert to evaluate your territories. Find out how good (or bad) they really are and find out why. The Territory Expert reports back to you in detail exactly where improvements can be made and suggests more efficient rep locations to help you save on travel costs.



## Territory Optimization in Four Easy Steps

Optimizing territories allows personnel to be more productive. It allows them to be more attentive to their customers and to follow-up on leads from prospects more quickly. With **AlignStar®**, optimizations require four simple steps using an *easy-to-follow* wizard:

- 1) Select the variables you want to use in balancing your territories.
- 2) Select the number of territories you want or the target data value.
- 3) Select the number of districts and regions to create.
- 4) Tell **AlignStar** how to label your optimized territories and click **OK!**

**AlignStar®** optimizes your territories using your data and its built-in drive-time database and displays its progress with a chart. When **AlignStar®** is finished, you can view the final solution, adjust it if necessary and save it by merging it into your current alignment. To make any final adjustments to the optimized territories, simply fine-tune the results using the "drag and drop" or "lasso" territory alignment tool. Your data can be presented in easy-to-understand maps, tables and reports. The maps and tables can then be printed or exported to support other sales functions in your organization.

## Why Choose AlignStar?

Several important reasons have made **AlignStar®** the number one choice of sales and marketing professionals:

- Easy to use.
- Links to common MS data formats.
- Increases sales rep productivity.
- Saves time and money.
- Full featured and flexible.
- Allows collaboration with field managers on territory alignment changes.
- Developed by TTG, Inc., the industry leader in sales territory design software solutions since 1988.

## Tailored to Your Business

**AlignStar®** comes in two versions to suit your needs: **AlignStar® Corporate Edition** and **AlignStar® Enterprise Edition**. Both include the same optimization engine and feature set. The **Corporate Edition** is well suited to businesses with small to medium sized sales forces with fewer than 50 sales reps. The **Enterprise Edition** is designed for more demanding applications with 51+ field territories.

## Feature Highlights

**AlignStar®** is packed with advanced features that are too numerous to list. Some highlights include:

- Link to as many as 10 different data sources at once.
- Optimize using 1 or 2 variables with individual optional weighting.
- Set an optimization goal based on the number of territories or the target data value.
- Optimize within existing sales hierarchies (e.g. districts, regions, etc.) or other defined areas.
- Territory Expert evaluates existing territory alignment and grades them on 6 criteria.
- Suggests ideal city locations for sales reps.
- Supports up to three levels of sales hierarchy.
- And much more!

## For Additional Information:

For more information on **AlignStar®** software products & licensing . . . Or . . . consulting services relating to territory design and field force deployment, please contact:

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