



AlignStar

AlignStar Sales & Consulting Services

Designing Solutions that Deliver Results!™

Providing integrated project services, consulting and software for field force analysis, design, deployment and territory realignment.

THE BENEFITS OF WORKING WITH DST . . .

DST provides a systematic and comprehensive approach to field force deployment through a tailored blend of project services and technology. This results in:

- Increased revenues due to more effective assignment of field personnel,
- Decreased travel time and expenses resulting from an efficient territory design,
- Improved field force morale and decreased turnover resulting from more equitable allocation of work, customers and opportunity, and
- Enhanced decision-making and improved responses to changing market conditions.

The net result . . .

A better bottom line!

THE APPROACH . . .

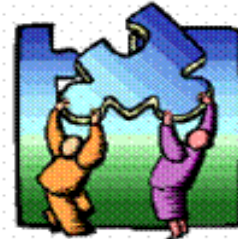
PCC's program is designed to improve field force efficiency and reduce the time required to manage your field personnel. Our goal is to determine the best geographic deployment of your field resources to improve revenues, while driving down the costs associated with territory coverage. This is accomplished by:

- Assigning the right set of accounts or geography to each territory,
- Putting the right people in the right places, and
- Constructing balanced, compact, and efficiently designed territories.

Missed sales opportunities and higher selling costs are the result of improperly designed sales territories.

THE PROCESS . . .

The process contains several key stages which provide a comprehensive approach to field force analysis and deployment.

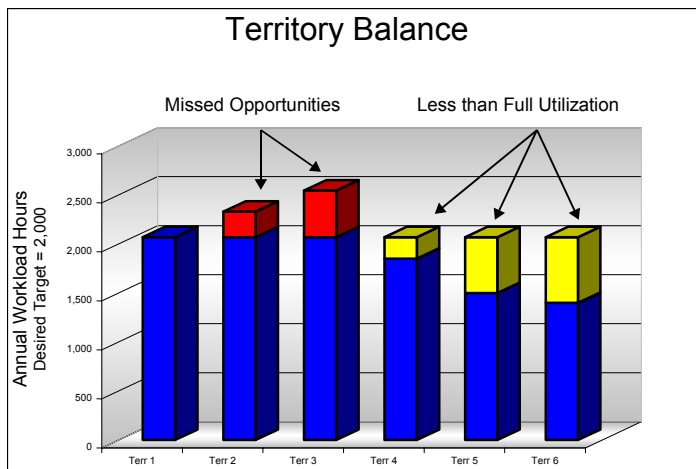


These key stages have been carefully developed and tested throughout many client based initiatives. This detailed process, including all of the key stages identified, is applied to each client's particular business situation to maximize the effectiveness of our consulting and project services.

The five key stages include:

Audit - This initial stage is designed for gathering critical client and project information. This stage includes a review of the current field deployment process, field structure and hierarchy, and management objectives and strategies. Additionally, an audit of all available data is completed, including information regarding customers, prospects, products and the marketplace.

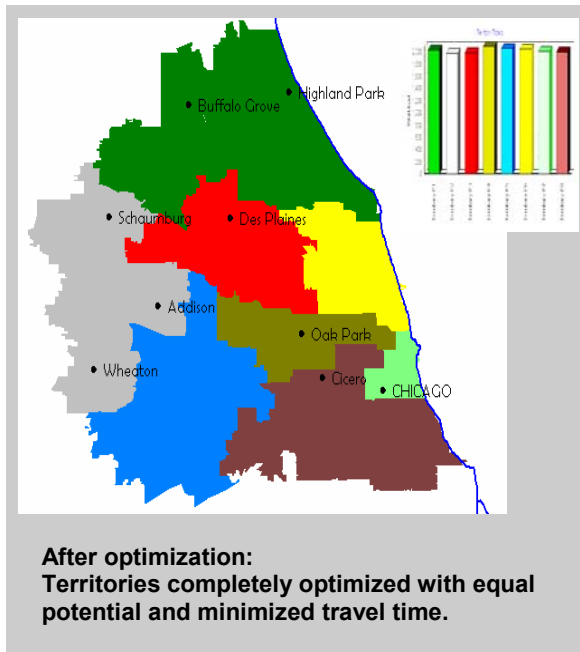
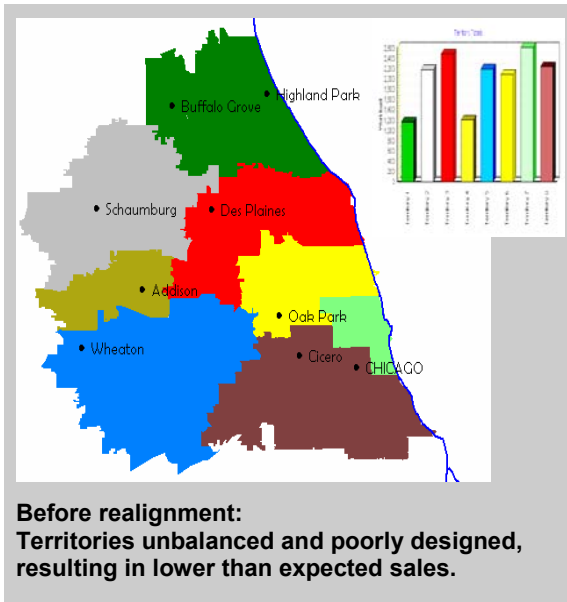
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Analysis - The second stage of the process includes evaluation of the market, customers, and organizational factors driving productivity and growth. With analysis of account characteristics, customer and prospect profiles are developed that simplify account segmentation and targeting. Next, with analysis of the critical tasks carried out by the organization, an effort based workload model is developed. Using these analytical tools, various scenarios can be developed that identify the impact on revenues and profits to determine the optimal field force size.

Review - Once the proposed alignment has been created, two levels of organizational review need to be completed, fulfilling the next step in the process. First, review by senior management is completed to ensure the proposed alignment is consistent with company goals and expectations. This step may create the need for adjustments to the proposed alignment. Next, the approved alignment is taken to field management where interactive field sessions finalize the alignment. Field management involvement brings local knowledge that is critical to development of an optimal alignment. During these interactive sessions, changes are made to adjust and fine-tune the alignment and bring closure to the process. This stage also produces strong field management ownership of the solution.

Communication - The final stage of the process includes timely communication of the new field assignments to all affected organizational levels and personnel. The production and distribution of these flexible, client defined deliverables can be accomplished in either printed (hard-copy) or electronic formats.



Design - The third stage of the process uses comprehensive territory design technology to create the proposed, optimal alignment quickly. DST makes use of **AlignStar®** technology from TTG, Incorporated, a leader in territory design software since 1988. Optimization technology is applied to design territories that are balanced and that minimize travel time. Proposed territory headquarter locations can be easily identified, and when matched to existing personnel, can facilitate the analysis of human resource needs. Decisions regarding placement, relocation, or retirement of current field personnel can be balanced with recruiting efforts.

For additional information regarding our consulting services or software, please contact:

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