EXECUTIVE SUMMARY

Software Shortlist (www.softwareshortlist.com) provides marketing and demand generation solutions for software vendors & service providers. As a trusted third party in the selection process, we help put you on the shortlist of your target customers

Online Shortlist

ERP Shortlist | **CRM Shortlist** | *Others in featured directory…*

> **Make sure you're on the shortlist**. Serious prospects visit us to review vendor profiles, download case studies & whitepapers, and read expert articles. Membership options include:

	Bronze	Silver	Gold
Shortlist Profile	✓	✓	✓
50% Discount on Leads	✓	✓	✓
Case Studies & Whitepapers	✓ Up to 5 of each	✓ Unlimited	✓ Unlimited
Free Buyers Guide Listing	✓ Standard	✓ Premium	✓ Premium
Detailed ROI Reporting	Optional extra	✓	✓
Inclusion in eNewsletter	Optional extra	✓ Quarterly	✓ Monthly
Featured Logo on Shortlist			✓
Priority Access to Leads			✓
	A$300 per month + GST	**A$500** per month + GST	**A$800** per month + GST

Membership is for a minimum of 6 months, invoiced monthly.

Sales Opportunities

> **Telephone-qualified sales leads in your inbox**. With requirements confirmed on the phone by our business analysts, these prospects have asked us to introduce relevant vendors.

QL-2506: CRM for Manufacturer/Distributor in Australia (VIC)

Software: CRM
Industry: Wholesale Distribution
Location: Australia
Job Title: Sales Manager
Date: 14th August 2012

Budget: $10,001-$25,000
Authority: Joint Decision Maker
Timeline: As soon as possible
Company size: 11 to 50
No. Users: at least 2-3, probably 8-10

Overview of need:
Manufacturing/Wholesale distribution company (with an ASX-listed parent) looking to move from excel to CRM to reduce double handling, improve efficiency. Beginning with 2 users from sales working in and out of office they could move to potential 10 after new hires and admin staff added. Contact is looking now for immediate decision, will put recommendation to GM for final sign-off. Budget to be set during the process as they better understand the options and tradeoffs.
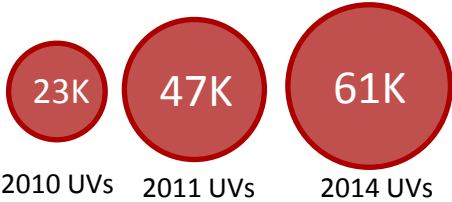
Detailed qualification notes:
BACKGROUND
This prospect is a wholly owned subsidiary of an ASX National Company, the largest player in its sector in Australia. Contact has been working in industry for number of years. He is looking FIRST for a d/base solution for his operation where he inherited the current system of using excel for

…

✓ <u>Free notification</u> – get Opportunity Alert emails for ERP and CRM prospects at no cost whatsoever

✓ <u>Targeted</u> – you decide which prospects to pursue based on detailed telephone qualification notes

✓ <u>Effective</u> – Warm introductions upon request, limited to a maximum of 3-5 vendors per lead

✓ <u>Low risk</u> – you pay only for actual introductions at a price specified in each Opportunity Alert.

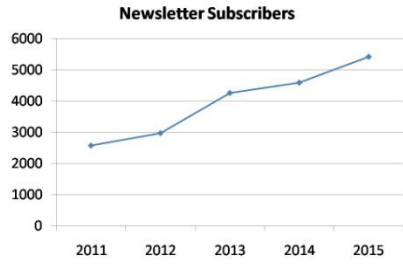✓ <u>Low cost</u> – introductions start from just $300 (or 50% less for Online Shortlist members)

Software Shortlist.com

SIGNIFICANT REACH GROWING RAPIDLY

23K — 2010 UVs
47K — 2011 UVs
61K — 2014 UVs

CONNECTS YOU WITH DECISION MAKERS

Common job titles include:
- Owner / Partner / President
- CEO / Managing Director
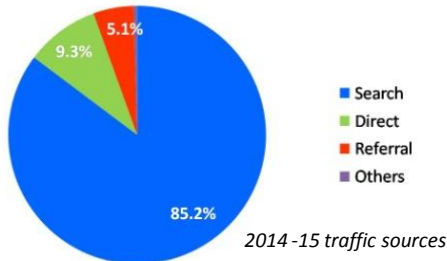- CFO / Head of Finance
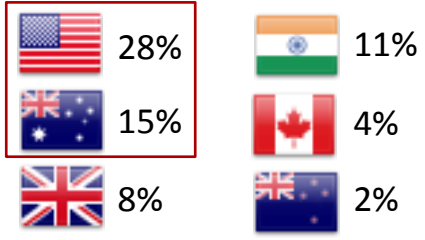- CIO / IT Director
- General Manager

RAPID GROWTH IN SUBSCRIBERS

Newsletter Subscribers

FRESH PROSPECTS EVERY MONTH

5047 — Avg visitors per month (2014-15)

89% — of visitors are new (2014-15 avg)

GREAT CONTENT DRIVES SEARCH TRAFFIC

- Search 85.2%
- Direct 9.3%
- Referral 5.1%
- Others

2014 -15 traffic sources

GLOBAL PRESENCE, AUSTRALIA & USA FOCUS

- USA 28%
- India 11%
- Australia 15%
- Canada 4%
- UK 8%
- New Zealand 2%

HIGHLY ENGAGED VISITORS (ERP SHORTLIST)

1:18 — minutes on site per visitor (2014-15 avg)

1.81 — pages per visitor (2014-15 avg)

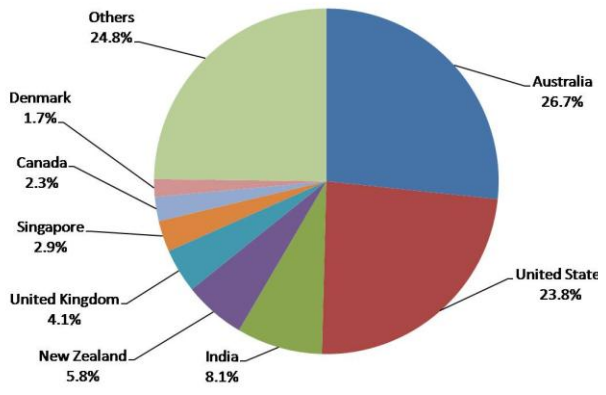## JOIN LEADING VENDORS ON THE SHORTLISTS

EPICOR   UXC eclipse *intelligent solutions old-fashioned service*
SapphireOne   GLOBAL SHOP SOLUTIONS
UXC oxygen   Greentree PRIMED FOR BUSINESS
infor   NETSUITE   Abel.
MYOB   Exo   Triumph BUSINESS SYSTEMS

DRIVE PROSPECTS TO TAKE ACTION

- ✓ Visit your website
- ✓ Download case study
- ✓ Download whitepaper
- ✓ Download buyers guide
- ✓ Submit enquiry

ERP/CRM Leads by Geography - 2014-15

- Others 24.8%
- Denmark 1.7%
- Canada 2.3%
- Singapore 2.9%
- United Kingdom 4.1%
- New Zealand 5.8%
- India 8.1%
- Australia 26.7%
- United States 23.8%

ERP/CRM Leads by Company Size - 2014-15

- Above 1001 12.19%
- 251 to 1000 9.71%
- 101 to 250 10.54%
- 51 to 100 9.92%
- 1 only 9.92%
- 2 to 10 20.04%
- 11 to 50 27.69%