

**The Brisson Group, Inc.
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BRISSON GROUP CUSTOMER SUCCESS PROGRAM

The Brisson Group Customer Success Program will flexibly maximize your customer PR and marketing results across all vertical markets. The turnkey program lets you build a rich inventory of referenceable customers you can utilize to improve your visibility in the press, marketplace, on your Web site and in the field. Utilizing qualified customers, Brisson Group will write customer press releases, profiles and/or pitch letters that underscore the business value and technical strength of your solutions.

Utilizing our program: you'll build an actionable customer database you can use to:

- Leverage your customers for high-profile speaking opportunities, panel discussions, user groups, trade shows, conferences and other marketing opportunities
- Quickly provide your sales force with the customer references best suited to promote your solutions to key prospects
- Increase stand-alone customer feature placements, editorial calendar coverage and participation in trend pieces in key horizontal, vertical and business publications
- Generate compelling, well-written customer press releases and success stories
- More easily select customers to participate in new product or product upgrade announcements
- Rapidly choose customers for beta tests of new products

How it Works

The Customer Success Program consists of the following processes:

Qualifying Customers

Working through your PR/marketing communications team, sales force and channel partners, Brisson Group will identify potential reference accounts and qualify customer contacts to participate in the Customer Success Program. Brisson Group will explain the program verbally and in writing so each customer understands its processes and can easily pass the information to superiors or departments which may be charged with approving their participation. We elicit the customer's approval process for vendor press releases and profiles, optimizing the likelihood that the company will approve them **before** we write them. This may require communicating with senior level managers at the account or the customer's PR, marketing communications or legal department.

Preliminary Interview & Report:

Upon gaining the customer's consent to serve as a reference, Brisson Group conducts a 20-minute preliminary interview on the customer's implementation. We then summarize the interview in a Preliminary Report which we distribute to select recipients. The Preliminary Report provides a snapshot of the customer's use of your systems and services. It explains the business problem they needed to solve, why they chose your solution, their key applications and the preeminent business benefits, including ROI. It concludes with our recommendation of the suitability of the customer for a release and/or profile. The Preliminary Report is an ideal complement to a pitch letter and will be sent to the customer for approval if used for that purpose. (See sample below rates.)

Release and Profile Writing and Approval

Upon your direction, Brisson Group will write a release and/or a profile. The release and/or profile will be based on a follow up interview with the customer. Each communication will explore the business drivers that led the customer to choose your solution, describe the solution and elucidate the benefits/value it provides. Brisson Group writes both win releases emphasizing the customer's choosing your system/service and more usage releases underscoring the business applications and value your company brings your customer. Brisson Group can develop a profile format that fits your enterprise. Brisson Group profiles are feature-like stories that entice a reader from the lead and keep him/her interested using animated words and images. Brisson Group will submit copy to you for approval and forward it to your customer for approval. Samples of these stories can be found in the samples attachment in our email.

Customer Database + Status Reporting

Brisson Group will issue weekly status reports on all referencing and placement contacts. We will also create, manage and update a database with all referenceable customers and distribute the database each week to select staff and external consultants and agencies of your choosing. The database will include all vital information, including the sales rep, customer contacts, products used, status of writing projects, and a comments field with the latest information on contacts with the customer.

Placement

Brisson Group places releases and/or profiles in horizontal and vertical trade publications as well as the business press. Releases and/or profiles are submitted as advanced exclusives to a key horizontal and business publication and distributed en masse to verticals. Once an article is published, our client typically issues the release across the Business or PR Newswires and, in the case of profiles, posts it on their Web site.

Fees

Brisson Group will work within your budget to maximize program results. We will provide weekly status reports of costs, including all hours worked and costs-to-date, including writing assignments. Referencing, preliminary interviews, preliminary reports and placements are billed at our \$155 hourly rate. All writing is billed on a project basis based on the rate sheet provided immediately below.

Sample Program Introduction Letter to Customers

Dear Customer:

I'm writing to invite you to participate in SSA Global Technologies' Customer Success Program -- an innovative initiative which promotes our customers' successes in press and marketing activities. The program encompasses select speaking, conference, user group, trade show and editorial opportunities designed to advance the objectives of both of our companies. SSA Global Technologies will generate any written materials these activities require to save you time and submit them to you in advance for approval. The Customer Success Program may also include our writing a customer success story and/or a press release on your use of your SSA Global Technologies' solution.

Our first step will be a 20-minute telephone interview in which we'll inquire about how the SSA Technologies solution supports your business objectives. We'd like to know how you're using your SSA Global Technologies' system, why you chose it and any ROI, productivity, performance and other metrics you can share with us. The interview will enable us to better position you to capitalize on the aforementioned activities. We will contact you on a case-by-case basis as opportunities avail themselves.

We look forward to working with you...

Best regards,

David Brisson -- 508-653-4091

Sample Preliminary Report

Preliminary NBX report: First Reliance Bank

Submitted 8/6/02

SS3 NBX
SS3 4400s
SS3 3300s
EPS

Christopher S. Hutchinson
Vice President Operations
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VAR: BDS (Business Data Systems)

Type of Business:

Founded in 1999, First Reliance Bank is a locally owned, operated, and managed commercial and residential lending bank based in Florence, SC. Using a strategy of giving customers an unmatched banking experience, First Reliance is one of the fastest growing banks in the southeast. Key to its hometown philosophy is always making employees available for customers, which demands an effective phone solution. It has 65 employees who work at two sites. The bank will soon open a third site to serve as an operations center. It has an aggressive expansion plan driven by technology that calls for five new facilities over the next five years.

Date of Installation: May 2002

Dollar value new 3Com Systems: \$70K

Type/Quantity of 3Com Systems:

One SS3 NBX 250 chassis with redundant power and 58 phones at the headquarters and 12 at the branch office. It will add another 25 at its new operations center. The customer uses two separate LANs at its sites, one for voice and the other for data, but they are linked to each other. Four SS3 4400 switches at the main facility and one at the branch office support voice traffic. Four 24-port SS3 3300s at the main facility and one at the branch office provide Fast Ethernet data connectivity to desktops. The two sites are linked by a point-to-point T1.

Customer Problem/Need:

The bank's legacy solution, a proprietary hybrid PBX Nitsuko system, was not very scalable, a critical shortcoming considering the customer's rapid growth. Moves, adds and changes required vendor technicians, which cost \$10,000 just in the first quarter with

the old system. Since the bank had a system at both of its sites, maintenance costs were always high. Moreover, the system lacked DID and required employees to first dial an extension to reach the other site and then another extension to call a particular employee. The president of the bank had been complaining to IT about shabby phone service almost weekly. Moreover, customers were complaining about the inability to reach employees via phone.

Win over Competitors:

First Reliant wanted a phone system that was centralized for greater functionality and reduced operating costs. The customer lacked the staff to maintain two conventional phone systems. It also wanted to leverage its WAN to deliver voice services. It considered a Cisco networked telephony solution but rejected it for being too expensive and costly and for requiring external servers.

Why 3Com:

Price, performance, ease of use, and no external servers.

Key Applications:

PRI with 23 channels, enabling voice lines to be made available as needed rather than have a fixed number of voice lines. Teleconferencing, hunt groups, call forwarding, call parting, unified messaging, auto attendants, DID for all phone users, phantom mailboxes for employees without phones, CDR.

Key Business Benefits:

The cost of maintaining the phone system, including moves, adds and changes, is negligible and all the work is done internally. Due to the system's ease-of-use, the bank was able to cut over to its new NBX system without a single help call to its VAR. In fact, the bank's head tech person went on vacation after the cut-over. Additionally, employees are able to tailor their own phones for greater productivity and can reach each between the two sites with a single three-digit extension (though it doesn't need to use VTLs now because of its T1 WAN, it plans to use VTLs with future sites). DIDs ensure that employees can be reached directly and call forwarding is used to direct calls to mobile phones. Hunt groups enable the receptionist to quickly direct calls to various departments for better customer service. Auto attendants enable the bank to leave customized messages easily during off-hours and on holidays.

Most importantly, NBX provides First Reliance with phone services that distinguish it from competing banks. Neither customers nor the president have complained about the bank's new phone services.

Recommendation:

NBX enables this customer to successfully position itself against competing banks. The customer is enthusiastic and will entertain site visits. Moreover, it is holding a seminar about NBX and banking and would very much like a press release beforehand. First Reliance should be strongly considered for a press release. A press release done in concert with 3Com's sales/marketing teams in the area could be very effective within the

banking industry. In fact, our customer contact at Community FirstBank talked to the CEO of First Reliance about NBX, indicating how word-of-mouth can support sales.
