

marketing services

DEFINE YOUR NEEDS

Do you:

- Have a shortage of experienced, internal marketing personnel?
- Face rapid time-to-market expectations for rolling out products and services?
- Take part in short-term projects that do not merit a full-time employee?
- Have new and existing employees who require product and service training?
- Require a liaison between Marketing, Sales and Engineering?

APPLY NTG CLARITY'S SOLUTIONS

Our team of marketing professionals provides a full range of services, including:

- Development and management of product and service offerings, including xDSL, Co-Location, Transparent LAN, VPN, Web Hosting, Voice Services, resale of products and wireless initiatives.
- Process development and documentation for new product and service introductions and specialized offerings.

- Development of marketing collateral, service agreements, service descriptions, and product and service brochures.
- Project management for product and service related initiatives.
- Business case development, thorough scope and service definitions, identification of marketing strategies, revenue and cost projections, financial modeling and implementation planning.
- Management and development of strategic alliance and channel partner programs.
- Strategic market analysis involving research and competitive analysis of specific markets and service offerings, including industry sizing, customer buying trends, and new technology and service trends.

REALIZE THE BENEFITS

- Expertise with a full range of marketing solutions.
- Cross-functional telecommunications expertise, including knowledge of telecommunications and network marketplace trends and characteristics.
- Consultants who can work onsite or offsite, depending on client's preference.
- Ability to provide skilled personnel on short notice.

DID YOU KNOW?

THE NUMBER OF YEARS IT TOOK FOR THE AUTOMOBILE TO ACHIEVE A 25 PERCENT MARKET SHARE IN THE UNITED STATES WAS 44 YEARS; FOR THE TELEPHONE IT TOOK 35 YEARS, AND FOR THE INTERNET IT TOOK ONLY 7 YEARS! (SOURCE: MERRILL LYNCH).

KNOW MORE

Q] EFFECTIVE PRODUCT AND SERVICE DEVELOPMENT REQUIRES AN INTIMATE UNDERSTANDING OF MY BUSINESS. HOW DO NTG CLARITY'S CONSULTANTS ACQUIRE THAT UNDERSTANDING?

A] OUR GOAL IS TO ESTABLISH STRATEGIC, LONG-TERM RELATIONSHIPS WITH OUR CLIENTS IN ORDER TO MAINTAIN CONSISTENCY AND CONTINUITY. WE WORK CLOSELY WITH OUR CLIENTS' EMPLOYEES AND STAKEHOLDERS TO UNDERSTAND THEIR REQUIREMENTS AND TO CREATE A THOROUGH SCOPE DOCUMENT BEFORE BEGINNING THE PROJECT.



Your Network Services Partner

People, products, technologies.
Solutions for telecom networks.

www.ntgclarity.com

Offices are located internationally. For further information, call our toll-free number at 1-800-838-7894.