

GLP Partners, a Registered Consulting Partner of Salesforce.com, focuses on revenue generation through strategic business, marketing and sales consulting, new cloud technologies, and process improvement. We provide consulting and technology in four practice areas:

We focus on client revenue generation through:

- **Strategic business consulting** to identify growth opportunities and priorities.
- **Strategic marketing and sales consulting** to analyze client's internal and external environment and develop brand positioning, guiding strategies, and strategic growth plans.
- **Sales and marketing process improvement and technology** to align the entire revenue generation cycle using the salesforce.com platform (CRM, customer service, marketing automation and databases).
- **Marketing program development and execution** from creative development to leveraging marketing automation technology.

We start by understanding our clients' overall business strategy and how current and future strategic sales and marketing plans meet their goals. With this foundation, we can create an integrated, transparent end-to-end process -- from prospecting to closing – or any part of this process. This can significantly increase revenue while reducing the cost of sales and marketing.

GLP Partners' mission is to have our clients strategically utilize the processes and technologies best suited to meet their current and future needs. We provide affordable solutions for businesses of all sizes without capital investment. For example, Salesforce CRM can provide a core capability for immediate and ongoing revenue growth. Alternatively, marketing automation can be a starting point and link to an existing CRM platform. Either way, these new technologies allow aligning marketing and sales in ways never before possible to maximize revenue and productivity.

The Salesforce.com platform has evolved so rapidly that it now has the ubiquity and flexibility necessary for enterprise companies to address a wide range of needs. The platform can be seamlessly extended to create powerful solutions for marketing databases, marketing automation, centralized consumer contact preferences and many other needs.

GLP Partners is passionate about providing revenue-building programs through enabling processes and technologies. Our solutions encompass the earliest stages of demand generation and lead management through customer loyalty. We increase demand using e-mail marketing, Web site interaction tracking, and lead scoring and nurturing. Salesforce delivers these leads seamlessly to sales and tracks their disposition and contribution to the bottom line.

Our 20-20 Difference

GLP Partners consultants bring a unique combination of extensive experience in marketing, sales, and process in Fortune 500 companies and who are also Registered Consultants on the Salesforce.com platform. We bridge the world of the tech-savvy, cloud entrepreneurial 20-somethings with the extensive knowledge gained from 20+ years of successful executive experience. Going beyond technical knowledge of cloud applications, we provide innovative solutions that are informed by a comprehensive view of businesses based on our line management experience.

We know marketing and sales and the problems that organizations face within and between these groups -- and have experience solving them.

- We ask the right questions and focus more quickly on the areas that will provide high return for your company. You can't do everything at once - we know where to start.
- Our solutions are tied to strategic business goals so the company can more efficiently target markets, generate leads, and manage them through the alignment of marketing and sales to generate profitable revenue.
- We bring a cross-functional, end-to-end process perspective to all parts of the revenue process, leveraging the cloud platform (CRM, marketing databases, and marketing automation) to provide a significantly increased ROI.

Carolyn LoGalbo

Carolyn LoGalbo, founded GLP Partners, in 2003 to focus on demand creation, innovation and thought leadership through proven, strategic and traditional marketing practices, new cloud technologies, organization design and process improvement. She is responsible for the company's strategic direction, revenue generation strategy and successful delivery of all client engagements. As a Registered Partner of Salesforce.com, Carolyn is aware of the many ways the cloud platform can improve the effectiveness of sales and marketing overall. She has over 20 years of cross-industry experience successfully identifying the right strategy and capitalizing on new sales, marketing and profit growth opportunities to achieve record results.

Prior to founding GLP Partners, she was President of Star Gas Partners a \$1.6 billion energy company and was responsible for creating the strategy and plan for increasing sales by 25%. Prior to that, she was the Chief Marketing Officer of MetLife's \$7 billion Institutional Business, offering benefits to corporate clients and their 33 million employees. In that role, she was responsible for building the organization that grew the business 35% in one year.

At MFS Communications, as Chief Marketing Officer role, Carolyn was part of the executive team that oversaw an IPO and the eventual acquisition by WorldCom. She led the marketing and product management team that built the business from zero to \$280 million in less than two years. Early in her career, she spent 12 years at Kraft in various line management positions. She was on the executive turn-around team that achieved a \$300 million earnings improvement in Maxwell House Coffee and she was responsible for developing the new product strategy that resulted in \$100 million in revenue and \$20 million in earnings in two years.

Carolyn has an MBA from Northeastern University, and Bachelor of Arts from Marymount College.

Dennis Percher

As head of the CRM/ Sales Force Automation practice and a partner, Dennis is responsible for analyzing client needs and identifying process and Salesforce business and functional CRM requirements and developing implementation plans. A Registered Salesforce.com Consultant, Dennis is aware of the myriad ways the cloud platform can improve the effectiveness of sales and management overall. He is also responsible for the process and organizational design components related to the marketing and business alignment practice.

Prior to joining GLP Partners, Dennis worked as an independent consultant for seven years in the areas of process and organizational design, and facilitation. His clients included Morgan Stanley, AllianceBernstein, BlackRock Realty, MetLife, UMT Technical Consulting Group, and Florida Power and Light, among other companies.

Dennis has over 20 years of cross industry experience successfully leading teams best practice benchmarking and process improvement. From 1995-2000, as a Citigroup vice president, he was engaged in best practice benchmarking in their Corporate Performance Improvement group, and championed cross-functional process redesign methodology in the

newly formed Corporate Quality Office. In the latter role, Dennis was responsible for a team of 10 facilitators and launched training for 295 facilitators worldwide that produced corporate benefits exceeding \$200 million over three years.

Dennis holds an MS from the Stevens Institute of Technology and a BA from Brown University.

Jim Brown

As a principal in our Strategic Consulting practice, Jim is responsible for understanding our clients' current and future strategic sales and marketing needs and creating innovative solutions that improve marketing and sales alignment to maximize revenue. In his role, Jim works with clients to create a vision, develop strategies, plan implementation, and manage projects.

Jim brings more than 20 years experience as a senior marketing and management executive, leading change, growth and innovation to companies in B2C and B2B businesses. In addition, he was the marketing lead for several turnarounds and acquisitions. Most recently, Jim was Vice President, Marketing, at Cigna, where he grew revenue plus 10% in three critical expansion markets and led an initiative to better align sales, marketing, and web-portal revenue-generating activities. Previously, he held line management and marketing positions at MetLife, Citibank, Nabisco Brands, Pepsi, and Xerox, where he helped establish new businesses, launched new products, repositioned products and identified new growth markets.

Jim holds a MBA in marketing/management from the University of Connecticut and a B.B.A. in marketing from Pace University.

Rajiv Kapoor

As a senior consultant in our Marketing and Sales Alignment practice, Rajiv Kapoor is responsible for designing and implementing marketing automation programs for clients. Rajiv is a registered partner of Silverpop and Marketo marketing automation platforms that integrate seamlessly with Salesforce.com CRM. Prior to joining GLP Partners, as the founder of Chai Strategy, he provided marketing automation consulting and implementation to numerous clients. He also co-founded Asylum Telecom in Europe where he served on the Board of Directors and successfully raised funding and sold the company. Over a 15 year career, Rajiv has held other positions in the technology industry in the US and Europe.

Rajiv holds a Masters in Management from London Business School and a BA in economics from Vanderbilt University.

CRM

Salesforce.com

Salesforce.com is the enterprise cloud computing company. Based on Salesforce.com's real-time, multitenant architecture, the company's platform and CRM applications have revolutionized the way companies collaborate and communicate with their customers, including:

- The Sales Cloud, for sales force automation and contact management
- The Service Cloud, for customer service and support solutions
- Chatter, for social collaboration
- The Force.com platform, for custom application development
- The AppExchange, the world's leading marketplace for enterprise cloud computing applications

Salesforce.com offers the fastest path to customer success with cloud computing. As of October 31, 2010, salesforce.com manages customer information for approximately 87,200 customers including Allianz Commercial, Dell, Japan Post, Kaiser Permanente, KONE, and SunTrust Banks. www.salesforce.com

CRM Implementation Partners

GlobalOne

GlobalOne is an IT consulting firm focused on client management solutions (CRM) and the emerging software-as-a-service and cloud computing technology segment. Their service offerings range from strategy to post implementation support. The GlobalOne team brings together individual professionals with more than a decade of CRM experience, proven cloud computing & SaaS technologies and an offshore delivery capability. www.globalone.com/

Bluewolf

Bluewolf is the leader in Agile consulting. Bluewolf consulting is focused on helping organizations accelerate marketing, sales and customer care processes, leveraging Cloud Computing technologies. Their Customer Success Guarantee™ ensures that if they fail to deliver, Bluewolf feels the pain, not the customer. Only Bluewolf can bring 10 years of best practices to every project and guarantee its success. Bluewolf has over 1,000 successful CRM implementations under their belt. These include: ADP, DuPont, Citizens Bank, The Hartford, The Tibet House, The Tribes Film Festival, FOX, Business Week, and Salesforce.com. www.bluewolf.com/

Marketing Automation Platforms

Marketo

Built by marketers, for marketers. Marketo combines everything you need to manage demand generation campaigns and generate quality sales leads – including email marketing, lead nurturing and lead scoring – with analytics to measure

marketing ROI and forecast marketing's impact on revenue. But unlike other marketing automation solutions, Marketo's delivers this sophisticated functionality with a flexible and easy user experience that enables faster success, with less risk. The combination of Salesforce CRM and Marketo provides an end-to-end solution - from prospect to close - that aligns marketing and sales in the B-to-B space in ways never before possible. www.marketo.com

Silverpop

Silverpop's on-demand digital marketing platform helps marketers succeed in turning prospects into customers—and customers into fans—through the creation, automation and delivery of relevant, multichannel messaging. Companies rely on the Silverpop Engage platform to create and manage sophisticated email marketing campaigns that reach millions of individuals—one at a time—engaging prospective customers and enhancing lifetime customer value and brand loyalty. Silverpop's marketing automation capabilities enable B2B marketers to efficiently manage leads and drive qualified sales opportunities through scoring and by nurturing campaigns that move prospects from interest to conversion.

www.silverpop.com/

Database Partners

Jigsaw

Jigsaw makes searching for leads and dirty data a thing of the past with access to over 23 million crowd-sourced business contacts continuously refreshed by over 1.2 million community members. This real-time Data Cloud™ allows companies to:

- Get more high-quality leads for less
- Keep your contacts up to date
- Improve pipelines and close rates

Whether you use it as a standalone platform or integrated into your CRM, Jigsaw delivers and updates millions of clean B2B leads for sales people, marketers, and recruiters in real time. With complete contact data beyond just the C-level, you can reach the right person right away to shorten sales cycles. www.jigsaw.com/

D&B 360

Drawing on D&B, the world's leading source of commercial information and insight on businesses, D&B360 is a new, Data-as-a-Service (DaaS) solution provided on the Salesforce platform. It enables Salesforce users to easily embed and update D&B data and other essential business knowledge directly in their Salesforce application thereby informing and enhancing customer relationship management (CRM), sales force automation, business intelligence, master data, and marketing automation .

D&B360 is the only DaaS solution that combines insight on the more than 170 million businesses worldwide in D&B's database and 53 million contacts with the rigorous quality assurance and patented matching process

D&B performs through the company's proprietary DUNSRight® process. The result is the direct and seamless integration of quality information about companies, their parent-subsidary structures, and contacts, including dynamic information from social media and news sources, to provide a complete picture of businesses.

Gryphon Networks

Gryphon Networks is the worldwide leader in Contact Governance solutions, turning consumer contact preferences, compliance policies and corporate governance into safe and profitable consumer contacts. Our solutions enable our clients to safely acquire customers amid complex contact and privacy regulations.

Gryphon's innovative approach to Contact Governance extends permission-based marketing by melding compliance and preference management to forge safe and profitable CRM strategies. Our solutions power some of the world's largest sales and marketing organizations, providing the efficiency and productivity to accelerate through the constraints of compliance...to achieve higher competitiveness. www.gryphonnetworks.com

Strategic Consulting

Telecommunications

Developed growth plan for telecommunications start-up that grew from zero to \$300 million in less than two years. This involved creating: brand positioning, product development, pricing strategy, advertising, direct marketing, prospect and customer database, and integrated sales forecasting and operations planning processes.

Manufacturing

Client produces a comprehensive range of bulk and portable cryogenic storage units and a line of high pressure compressed gas and cylinders. Multiple factors have contributed to the business experiencing substantially weakened revenues, margins and profits over the past few years. To address this situation, the President retained GLP Partners to design and facilitate a strategic planning session to turn the business around by reducing expenses and increasing revenue by prioritizing new and existing business initiatives, and identifying execution issues.

Manufacturer of safes and vaults had been experiencing decreased revenue, margins and profits over the past few years. To address the situation, the President retained GLP Partners to: evaluate and re-engineer the production and warehouse processes; document current roles and responsibilities of all employees; and determine future roles and responsibilities and identify personnel and skill gaps. GLP Partners developed a job description for the plant manager and interviewed and hired new manager. Developed and implemented a new production scheduling process.

CRM and Marketing Automation

Financial Services

Recommended a new strategic go to market strategy for a large insurance and investment advisory firm and determined business requirements and provided project management for implementing Salesforce CRM system for their financial advisors.

Manufacturing

Implemented a Salesforce CRM for a mid-sized, global manufacturing firm to allow greater transparency into their sales pipeline, develop marketing campaigns for an independent product line, and accelerate the sales quotation process using the PDF quotation capabilities in Salesforce and a redesigned cross-functional process.

Media

Built a marketing automation capability for a marketing agency that was reselling a marketing automation-based service to other companies. Silverpop was used to manage multi-channel campaigns including email and direct mail using personal

URL's. Automated campaigns were built as well as all the campaign assets such as landing pages and emails. Silverpop was integrated to their CRM system so individual sales people could see the marketing activity related to their prospects and manage and track their ongoing activity. With this capability, the client was able to extend their product offering by reselling marketing automation. This significantly reduced new product development time and cost.

Marketing and Sales Alignment

Financial Services

Developed a comprehensive new growth strategy for a \$7 billion-plus financial service organization which resulted in 35 percent increase in sales (unit's highest prior growth rate was 3 percent). This included: brand repositioning and new advertising initiatives; direct marketing; e-commerce; competitive intelligence and analysis; product analysis (current and new customers); profit and loss analysis (by product and key accounts); product marketing; marketing and sales database development; sales organization and process redesign; CRM development; sales forecasting; account planning; operations planning and capacity planning.

Organizational and Process Redesign

Retail

Redesigned the core business processes, organizational structure and job definitions for a retail service organization. Addressing sales, operations and the recruiting planning process, this included: new forecasting and rapid re-forecasting tools, sales tracking, sales funnel management, operational demand forecast, operations capacity analysis, gap analysis, and recruiting plans.

Retail Energy Company

Developed a new strategic plan and planning processes, and redesigned the core operating processes for a \$1.6 billion energy company resulting in a 25 percent increase in sales and more than \$16 million in reduced expenses. Initiatives included: development of a new strategic growth plan; new initiatives in direct mail and telemarketing; and the development of a prospect and customer database. It also involved: best practice benchmarking and analysis and redesign of the sales, marketing, customer service, and delivery processes; strategic organizational redesign with new functional roles, job definitions, staffing models, and measurement "strategy maps"; and new sales forecasting and operational/capacity planning processes and tools.