



TechniCom, Inc.

A leading market research and consulting firm founded in 1989, TechniCom, Inc., focuses on the forces and dynamics surrounding the mechanical engineering design and manufacturing marketplace. Its principals are recognized authorities who have a solid, fundamental understanding of the marketplace, the leading products, and the vendors producing these products.

CAD/CAM/CAE VENDOR PROGRAM

A description of our highly acclaimed vendor program focusing on the Mechanical CAD/CAM/CAE marketplace

Many of our vendor clients require services beyond those provided solely by purchased reports. TechniCom's CAD/CAM/CAE Vendor Program offers vendors a unique, price competitive service. This program forms the basis for our market research and specialized consulting services. Our primary focus is on CAD/CAM software, but we also dabble in supporting technologies, such as: CAE, PDM and PLM. TechniCom specializes only in the mechanical CAD/CAM industry. As a result our staff consultants are well versed on the capabilities of mechanical CAD/CAM systems.

Vendor clients form the foundation of our market research efforts on a continuing annual basis. This annual service includes copies of all related reports, an on-site presentation each year, annual updates of the reports, access to our Query service, unlimited Email redistribution internally of the TechniCom eWeekly, Our TechniCom Client Newsletter, an industry update bulletin, sent only to our vendor clients, highlights industry announcements and other topics in a timely fashion. In addition, we are including a banner advertisement on our affiliate web site - www.CAD-Portal.com.

All our reports are highly focused on the mechanical marketplace. They offer excellent **price/performance**. If you want to expand on these topics or other topics with additional market research and consulting services, we are able to do so.

The reports are designed to be only part of an annual service, highly focused on the mechanical marketplace. Our service maintains your currency with these topics by providing up to

date information using a variety of techniques:

- We provide an annual, one-day on-site review of our data at your facility.
- Every three to four weeks we provide TechniCom Client Newsletters, offering a concise summary of announcements, articles, and meetings, including our on-the-spot analysis.

PROGRAM CONTENTS

- Multiple print copies of TechniCom Client Newsletter and unlimited internal E-mail distribution
- Unlimited internal E-mail distribution of the TechniCom eWeekly
- Access to our private web site
- Two copies of all reports
- An annual update to our major reports
- Access to our Query service
- A free ad on www.CAD-Portal.com for the duration of the Program

• We update our key reports annually. In addition, updates are sent to our clients, as events dictate, that might have an impact on these reports.

• As the occasion warrants, we deliver to you analyses of specific aspects relating to key vendors strategy as products and services evolve.

• The material can rapidly become outdated in these days of advancing technology, so we also include access to our telephone query service for brief, specific questions, with most questions answered within 24 hours.

BENEFITS OF THE PROGRAM

• Augment hard worked competitive analysis

staffs

- Provide up to date information about your competitors and the industry
- Improve the ability to respond to field requests
- Provide support for product planning

TechniCom's CAD/CAM Vendor Program can reduce the need for a large library of competitive information; our analysts understand and can react quickly to the need for accurate, timely information. We can augment this program even to the extent of allowing you to completely outsource competitive analysis.

EXPERTS IN THE MECHANICAL CAD/CAM/CAE INDUSTRY

Contact us for a password allowing you to sample our custom developed competitive analysis web site.

PROGRAM REPORTS

Ad Hoc reports based on our continuing coverage of the CAD/CAM industry.

An Analysis of Pricing and Offering Conditions of Principal Participants in the Mechanical CAD/CAM Industry, updates published regularly.

OTHER SERVICES

Market Research

Market research, an endless search to understand customer needs, is uniquely fulfilled by TechniCom's Focus Group capability. Custom developed for individual clients, recent studies include future needs assessments as well as researching the potential effectivity of targeted sales programs.

One of the techniques which TechniCom has introduced to the MCAD industry is the use of focus groups to sample the efficacy of software or marketing programs **before committing large expenditures**. We can also explore unstated future user needs. Each program is custom tailored -- our client receive substantial discounts on these programs.

Vendor Consulting

TechniCom also provides customized consulting assignments. Our principals provide unique insight into the dynamics of the markets, with many years of experience with leading vendors of hardware and software; and have special expertise in CAD/CAM/CAE and PDM/PLM. Our ability to custom write highly technical, yet user oriented white papers lets many vendors showcase their products with an outside perspective. We can provide examples upon request.

User Reports

Selecting Mechanical Design Automation Software - An Evaluation and Benchmarking Template, 4th Edition, 75 pages.

User Consulting Services

CAD/CAM Audit of technology and processes

Strategic product and vendor selection

Analysis of engineering design tools and procedures

Development of data management strategies

Best practices on-site workshop

The TechniCom eWeekly

Produced on a monthly basis, the TechniCom eWeekly reaches more than 6500 subscribers worldwide via direct email each month. Each issue includes feature articles as well as information summarizing new product announcements, product updates, marketing, competitive wins, financial updates, and people and partners on the move in the industry. Opportunities exist for clients to be featured or for specialty advertising.

www.CAD-Portal.com

An TechniCom affiliated web site, www.cad-portal.com offers a portal for the CAD industry. The site hosts recent issues of the TechniCom eWeekly as well as a free worldwide directory of over 1100 companies serving the market, a user forum, industry reviews and other related topics of interest. With more than 75,000 pageviews per month, the site attracts a wide variety of readers. The site accepts advertising related to the industry.

THE PROGRAM

- Keeps you up to date with the industry.
- Provides telephone and email access to recognized industry experts.
- Provides targeted market research with in-depth reports.
- Provides consulting services during the year.
- Clients have access to our Whitepaper authoring service.
- Offers excellent price/performance.

FOR MORE INFORMATION

Visit our web site at <http://www.technicom.com>

COSTS

While not inexpensive, the program offers special benefits to vendors aiming to penetrate the mechanical engineering CAD/CAM/CAE market segment. Contact us for pricing.

TO GET STARTED

Call us at the number below for more information.



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