



BAO INTELLIGENCE CENTER

The BAO Intelligence Center serves as the nucleus for a go-to-market strategy that can be applied across your business – providing an easy way to quickly consume, navigate, act on and distribute critical information about your target markets, companies and contacts.

From the corner office to the back office – and everywhere in between – each line of business in an organization shares the same objective: drive revenue to ensure success. But, despite having a common goal, there is very rarely a common resource that everyone can leverage to get them there.

The status quo for many organizations is a siloed approach – marketing buys contacts, sales buys profiles and org charts, and sales ops seeks out market data to drive the operational initiatives that keep the team running efficiently. But this generally results in duplication of information while eating up precious time, money and productivity. And in the end, the resulting data lacks relevant insight into which targets are buying, when they're buying and why they're buying.

Until everyone in your organization is working from the same view of the market, there's truly no way for everyone to quickly and effectively reach the same goal.

To operate efficiently and successfully, your team needs a focused, detailed blueprint – an opportunity map with comprehensive, accurate, real-time insight into the specific markets, companies and contacts that matter most to your organization.

An enterprise-wide go-to-market strategy with account intelligence at its core enables:

- **Sales leadership** to improve sales planning and exceed quotas based on optimized territories;
- **Field marketing** to run more effective demand generation programs and events;
- **Sales operations** to better understand future sales opportunities within territories for improved execution of sales enablement;
- **Executive management** to intuitively shape strategic decisions and initiatives;
- **Product marketing** to leverage competitive intelligence to inform product development; and
- **The entire team** to approach sales opportunities more strategically to drive more revenue.

For the first time, this level of insight exists – in the BAO Intelligence Center.

NEW FROM BAO: INTRODUCING THE INTELLIGENCE CENTER

The Intelligence Center, a new solution from BAO, is based on the concept of intelligence-based targeting – understanding and uncovering future opportunities within a market, then developing specialized strategies for achieving success.

Through phone interviews with key contacts in companies in your target markets, the BAO team – unrivaled in experience and access in the technology industry – quickly fuels your customized Intelligence Center with the real-time data that matters most to your organization, from information about targets' technology environments and budget to current and future initiatives, pains and challenges.





This is intelligence that tells a story.

It's a live blueprint of your market that maps directly to your organization's business goals. It's insight that will determine how your key stakeholders – in sales, marketing, executive management, and beyond – successfully go to market.

This is intelligence you can't get anywhere else.

CONSUME, NAVIGATE, ACT ON AND DISTRIBUTE LIVE MARKET INSIGHT WITH THE BAO INTELLIGENCE CENTER

Powered by IBM Cognos®, the BAO Intelligence Center makes actionable intelligence – from macro-level market views to account- and contact-specific views – portable and accessible 24/7.

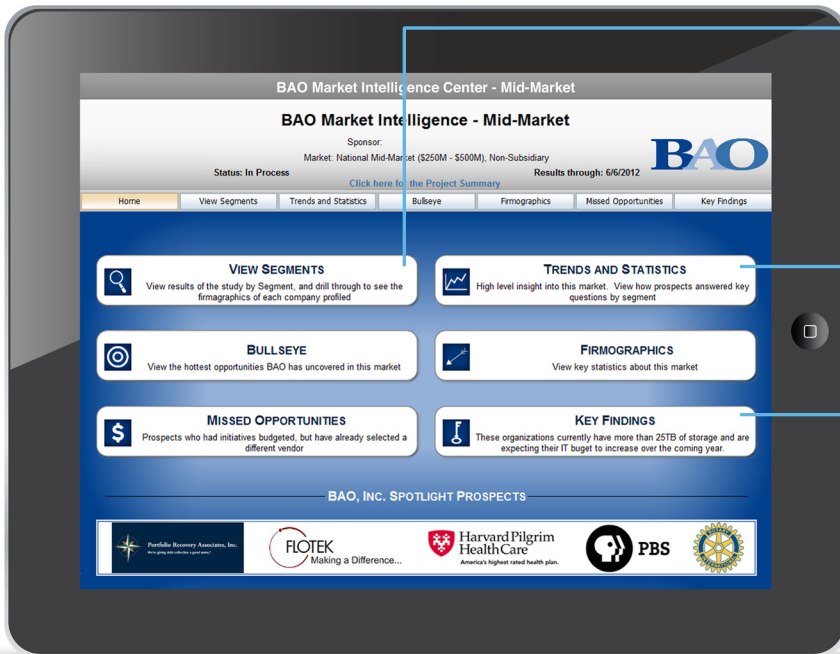
Available via an app on the iPad® or desktops using Internet Explorer, the

intuitive BAO Intelligence Center allows users to browse, use and share visual data immediately, or export into Salesforce.com-ready spreadsheets for ongoing tracking and reporting.

Your BAO Intelligence Center is not a one-off data purchase. It is customized, ongoing, live intelligence at the hub of your organization – ensuring that each line of business is armed with the same level of deep, meaningful intelligence that can drive the collective go-to-market strategy.

And you get your Intelligence Center almost instantly – in a matter of weeks, not months.

BAO has always strived to provide intelligence that fuels successful, efficient go-to-market strategies. And now, we're able to offer this intelligence in an approachable, easy-to-use format that truly brings the data to life.



WHO ELSE WILL USE THE BAO INTELLIGENCE CENTER?

The information housed in the BAO Intelligence Center has applications far beyond marketing campaigns and sales opportunities.

- **Database marketers** get the contacts that matter.
- **Corporate marketers** better tailor messages to the pains of their buyer personas.
- **Channel managers** strengthen relationships, matching the right partners with the right opportunities.
- **Product managers** identify the challenges users experience with competitive solutions.

- **Maintenance and renewals managers** proactively grow and protect existing customer relationships.
- **Field sales reps** are better prepared – with insight into opportunities before even meeting the buyer – and more productive, spending time focusing only on real deals and prospects.

And on and on until each line of business across the organization is applying this intelligence in a way that helps them achieve the ultimate goal – more revenue.

GET STARTED TODAY

For more information about the BAO Intelligence Center, contact us at (978) 763-7500 or info@baoinc.com.

ABOUT BAO

BAO is the de facto partner for sales and marketing teams in the high-tech industry developing powerful, profitable go-to-market strategies. BAO gives organizations the real-time insight, tools, and resources they need to transform their businesses – to drive new revenue while increasing the profitability of existing accounts; to optimize sales and marketing operations; to kill the competition; or all of the above. Founded in 1997, BAO is based in Andover, Massachusetts. Learn more at www.baoinc.com.



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