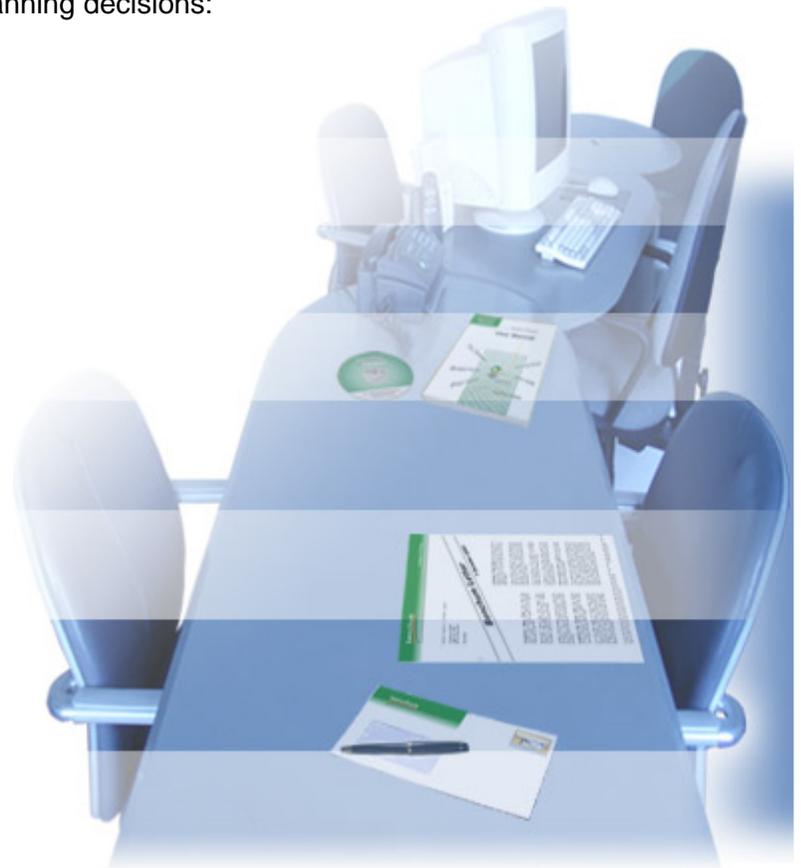


Our Products

We have put great thought into the development of a family of products and services that support the entire spectrum of IT sourcing and investing aspects. Our comprehensive product portfolio and our excellent service to customers assist you in day-to-day acquisition details as well as in “big picture”, strategic planning decisions:

-  Benchum myData
-  Benchum Analysis
-  Benchum Letter
-  Benchum Inquiry
-  Benchum Decision
-  Benchum Seminar
-  Benchum Edition



Solutions serving your needs

We have bundled several components together, in an effort to make our products more easily usable and available at moderate prices. Our products make up four different service packages matching your individual needs.

Learn more about our [service packages](#).

Benchum myData

 Benchum myData is a web-based price database. You have direct access to reliable price data in key IT markets. You can investigate online list prices, effective prices, update and upgrade prices, used market values, and residual values

Get a grip on market ambiguity

Market transparency is incredibly important. Benchum myData is an information-rich online service about prices and costs in the IT business. We update and enlarge the database on a regular basis, since our goal is to serve as a reliable source of information about our industry. You find hyperlinks to all recent updates at a single glance on the entry page *"What's New"*. Divided into easy-to-navigate sections, the entire application is equally uncomplicated to use. We value the time of our customers, and you will appreciate finding what you want quickly and effortlessly.

Groupware for your personal workplace

Benchum myData is more than just convenient access to our database. It is a personal workplace that can be completely customized according to your business needs. Each registered user has access to an exclusive *user database* section. Here we might provide you any specific information that we are not authorized to distribute broadly. Here you can also add your own data. For instance, you might enter prices projections and metrics from other consultants (or we might do this for you) to compare the input from different sources. Your user database is completely secure and separated from the central database. It is only shared with your colleagues in the same *user group*. The capabilities of our groupware conveniently improve the quality of communications between the team members.



Benchum myData is part of all our [service packages](#).

Be well prepared for meetings

In addition, you can use Benchum myData for performing some basic analysis. For instance, you can compute price/performance ratios, price trends, and cost comparisons of your product categories. Track your favorite product categories and trends you are interested in. The built-in automation makes it easier to get information faster with less effort. You can also publish your results and data tables by preparing a report in Adobe's PDF format. Choose how you want the output reports to look. Add a heading and several paragraphs of introductory text and quickly download the file for printing and distributing. Anyone with the Adobe Acrobat viewer (available free from Adobe's web site) will be able to see your outcome and zoom in on the details.

With Benchum myData performing a price or cost evaluation couldn't be easier.

Benchum Analysis



Benchum Analysis is a web-based database of research notes. You find in-depth, practical oriented analysis on IT price trends and computer economics.

Analysis for business action

IT sourcing must have a broad perspective. It should be involved early in the development of new projects and organizational strategies. It should focus on what is best for the organization as a whole, rather than pleasing the IT engineering group. As a consequence, you must be well-informed and able to hold your own under pressure. For proper planning in a purchasing and sourcing context, you need a thorough understanding of current and future markets.

Benchum Analysis is a valuable resource for procurement professionals and anyone involved in IT investing and financing activities. Our research notes provide an insightful look at the



competitive market to help you understand the changing industry environment.

Get up-to-date information

The research is continuously delivered throughout the year, keeping the knowledge base current and evolving. You can search, retrieve, download, and print the notes from our web-based delivery platform. Our powerful [search capability](#) allows you to enter your questions even in natural language. In addition, you find a short summary of the newest topics on the entry page "*What's New*". The downloaded files are in PDF format and require Adobe Acrobat Reader to view. This reader is available at no charge on the Adobe web site (www.adobe.com).

Meeting your time constraints

The research notes include features such as *Fast-Read* and *Check Points* to meet your time constraints.

Fast-Read are paraphrases in brackets at the right side of each research note capturing the main ideas and connections from the original text. They condense the material and allow you to skim through our research. If you find a statement of interest, drill down directly into the main text for more information.

Checkpoints are text boxes at the end of each research note that contain our recommendations and opinions. What should you consider for decision-making? What are your *checkpoints* to get some immediate benefits?

In brief, use our external expertise; let us help you to make fast and sound business decisions about your IT investments.

Benchum Analysis is part of all our [service packages](#).



Fast-Read



Checkpoints

Benchum Letter



Benchum Letter is a periodical publication which offers you competent analysis of new IT sourcing trends.

Everything important you need to know on the latest breaking events is condensed onto a few pages.

Valuable tips and hints

Our subscribers find here valuable tips and hints they can't get anywhere else. We offer timely coverage of breaking news and events, allowing our customers to obtain all critical information and insights they require from a single source. In addition to up-to-date market information, Benchum Letter also provides high-level and insightful analysis, conclusions, and recommendations. We emphasize the topics that are most important to your business.

Delivered to your desk

Benchum Letter is published ten times a year and is sent to you by mail. Most customers prefer a printed version as it has the advantage of being more "portable". By contrast, many electronic newsletters are never read. They fill up your mailbox and need to be deleted manually from the mail entry box. We deliver a hardcopy of Benchum Letter directly to your desk.

Drill down to get more details

Throughout Benchum Letter, we include references to our online services that expand and further develop the subject with additional data and perspectives. In this way, our newsletter serves as a convenient interface to [Benchum myData](#) and [Benchum Analysis](#), which offer background information and ease of access. Login to your account to get more details about specific areas of interest. We hope our services will become your first point of reference to computer economics knowledge.



Benchum Letter is part of all our [service packages](#).

Benchum Inquiry

 Benchum Inquiry comprises ad-hoc conferences, discussions, and advice on important issues at your request. For example, you might ask to evaluate supplier bids against known market price levels.

Unlimited consulting

Our customers get unlimited consulting with Benchum Inquiry. You can ask unlimited questions related to your own issues. If all your questions are not completely answered after an inquiry, your follow-up inquiries may drill down further giving a greater understanding of the issue. You can contact us by email, phone, fax, in person, etc. Benchum Inquiry is the place where you can have a discussion on all your subjects.

A confidential exchange

Your inquiries are treated confidentially - this means above all, without drawing attention of your competitors or the general public. In other words, the inquiries take place behind closed doors. Moreover, our answers are much more straightforward than in a public forum such as a conference. All inquiries are handled rapidly and thoughtfully in compliance with our [guiding principles](#) of confidentiality and responsiveness.

Get an expert on your side

Analyzing IT pricing, investing, and financing problems is our main job, and we do this on an ongoing basis. We stay routinely in touch with a large number of customers. The specific knowledge we have acquired could take months for you to develop. In fact, you do not have to spend a considerable amount of time and money doing something that has already been done. Why not benefit from our external expertise that will focus exclusively on your issues right through Benchum Inquiry?



Benchum Inquiry is part of our [professional](#), [professional group](#), and [enterprise package](#).

Benchum Decision

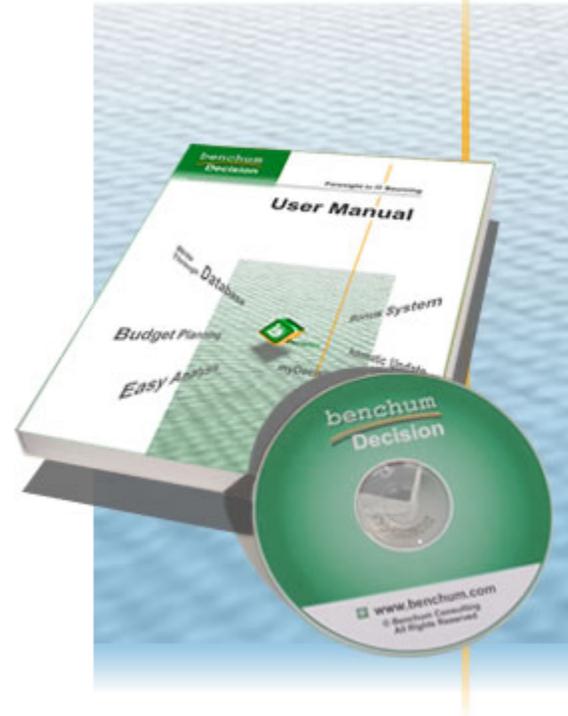
- b** Benchum Decision is a PC-based decision support software for analyzing and forecasting IT prices, costs, and budget requirements.

Do the work on your PC

Some of our core products such as [Benchum myData](#) are developed with advanced Internet technology. Entering information in browsers sifting through a series of pages, however, can be confusing. When connecting back to the server, you will often experience highly variable delays. Benchum Decision gets rid of all this weakness. Our Windows software on your desktop provides fast data retrieval and rich interactivity and functionality. It installs a copy of the Benchum myData database on your PC or network server which you can periodically update via Internet. It allows you to enter your own data, to forecast your budget requirements, and receive high quality graphics which can be direct input into your presentation slides.

Plan the years ahead

Investment in IT is a dominant part of the capital expenditure budget of many organizations. In making your IT investment and sourcing strategy work, planning is the first and foremost step because it lays the foundation for all succeeding management activities. Benchum Decision can facilitate the planning process by providing the numerical framework to your possible approaches. The integrated expert system offers effective, robust decision-rules for today's complex environment and puts you in the proper picture for deciding in advance what needs to be done. Moreover, install Benchum Decision on your network server or your intranet web host server, and the entire team will share the same market intelligence.



The [network version](#) is part of our professional group package. The [web host version](#) is part of our enterprise package.

Earn a bonus

With Benchum Decision you can customize and adjust the prices provided in our database according to your requirements. This is valuable knowledge as it is based on your expert's judgment and experience. Share this market information and get a bonus. Benchum Decision provides you with the tools to send us the market data you entered automatically. You will be compensated for all information you share.

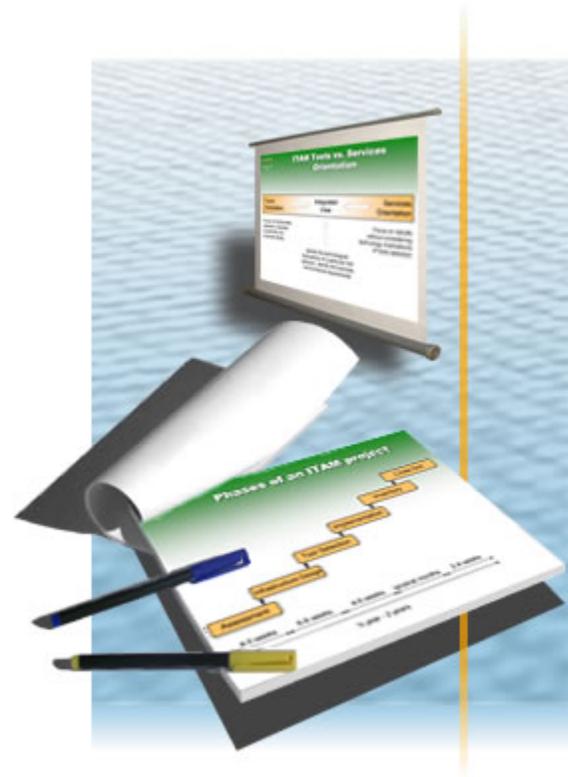
Benchum Decision is part of our [professional](#), [professional group](#), and [enterprise package](#).

Benchum Seminar

 Benchum Seminar is an in house workshop for you and your colleagues, which addresses specific key issues based on your individual agenda. It is a structured half- or one-day engagement tailored to help you reach your objectives.

Set your own agenda

Customize the content of the seminar to match your exact needs. If possible, send us the agenda prior to meeting. We know that preparation is just as important as the actual delivery of the event. We will stay strictly with the agenda to keep your meeting focused and on track. Yet, we remain flexible and encourage changes on spot if required. We generally use overhead slides and flip charts to adapt to your last minute changes in a flexible manner. Our workshops are routinely used to prepare and discuss significant decisions in IT sourcing and financing.



The entire team benefits

Communication is more efficient when the entire team receives the same information at the same time. You can spend less time gathering and evaluating information and more time acting on it. Our seminars are the most reasonable and cost-efficient way to update an entire team at once.

Benchum Seminar is part of our [enterprise package](#).

Optimize your time schedule

Choose the date and time that is convenient for you. In addition, the seminar's agenda can include long breaks or a late start giving the team enough time to respond to phone calls, emails, and other daily business tasks. How much unproductive travel time and money does your company waste each year traveling to meetings across the city or around the world? We come to your site, saving you valuable travel time and costs as well.

Benchum Edition



With Benchum Edition you will get a monthly binder of all published [Benchum Analysis](#) research notes by mail.

Read our research offline

Generally you download the information you are looking for via our web-based delivery platform [Benchum myData](#) and [Benchum Analysis](#). Our site creates a virtually paperless system that replaces the typical monthly binder of printed material. Computer monitors, however, are reader-hostile. Reading speed falls by up to 25 percent when we read off the monitor. Most fonts on the computer can be difficult to read on-screen. For this reason we have introduced Benchum Edition. You can always read our monthly research offline.

Don't miss a single issue

The vision of the "paperless office" has not become reality. Many users that found an interesting article on the Web do not read online but print it. Some may even go so far to put interesting articles into a ring binder. So, why not get it directly from us? With Benchum Edition, we send periodically our research to you in printed form.



Benchum Edition is part of our [enterprise package](#).