

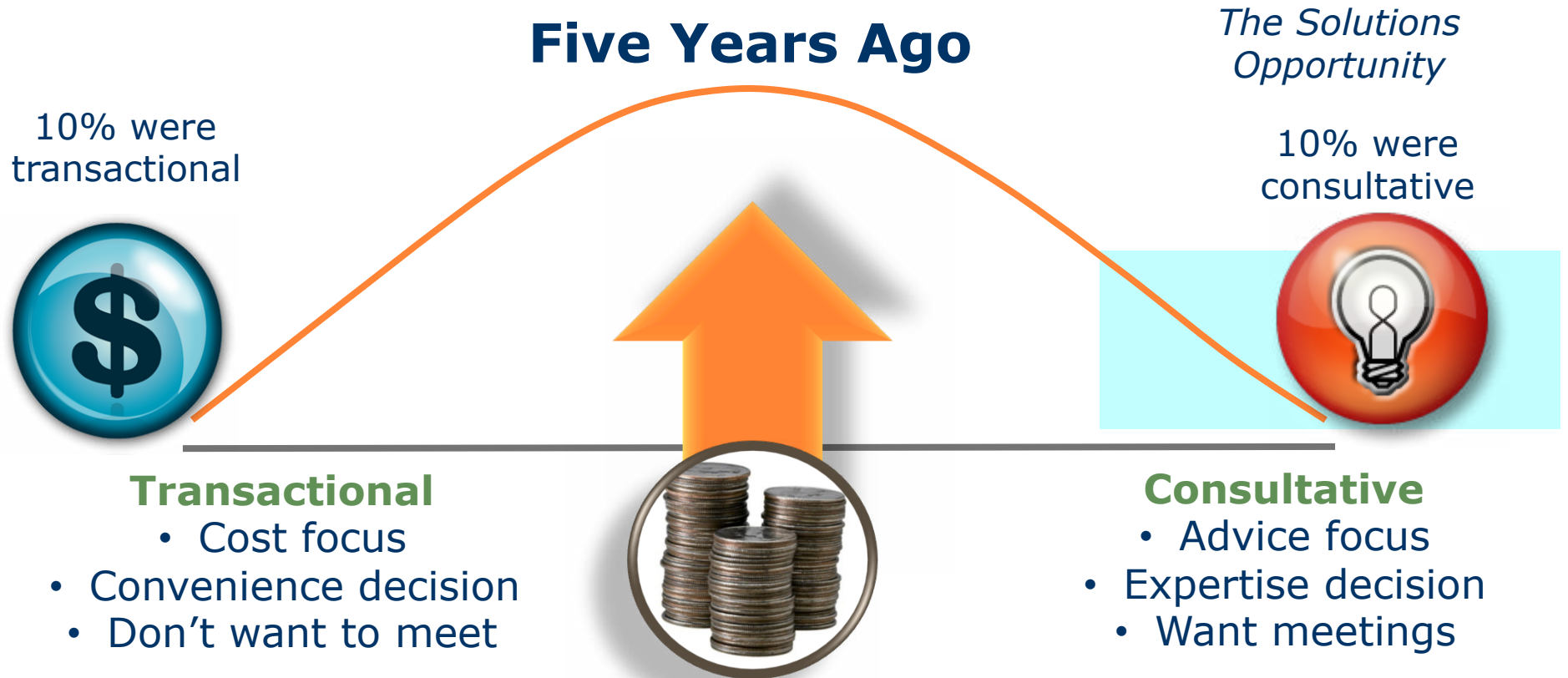


The Growth in Demand for Complex Solutions

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The opportunity to add value to products through services was great just a few years ago.



**Most customers would pay
a little extra for some
advice or support**

The need for real, consultative-based solutions is greater.

More buy transactionally

Today

...and more need solutions to address their complex business problems



Transactional

- Cost focus
- Convenience decision
- Don't want to meet

Consultative

- Advice focus
- Expertise decision
- Want meetings

However, today the middle is going away.