



MediaDev Presentation

2009





MediaDev Overview

- ✓ Focused on the application development and e-business infrastructure market place
- ✓ Over 11 years of direct marketing experience to the IT industry
- ✓ Fully-owned database (over 450,000 contacts) comprised of C-Level Executives, IT Professionals and Business Decision-Makers
- ✓ Multiple operational sites to facilitate the execution of global campaigns on local levels
- ✓ Telesales and marketing professionals with experience and / or and an educational background in IT



MediaDev Philosophy

- ✓ Commits to providing predictable and reliable results and maintaining a high level of customer service throughout the entire campaign lifecycle
- ✓ Provides each client customized campaigns that correspond to current needs and available budgets
- ✓ Offers an organizational structure that ensures efficiency, while offering flexibility for global campaigns
- ✓ Ensures success with a results-driven business model and a guarantee on ROI



MediaDev's Team

- ✓ A sole Account Manager per client who is dedicated to the success of each campaign
- ✓ Five distinct telesales teams focusing on different segments of the market
- ✓ Native speaking resources covering 18 European Languages
- ✓ Telesales Representatives with an average of 2.5 years of seniority at MediaDev
- ✓ Continuous internal and external training



MediaDev's Services

**Revenue
Generation**



- Demand Generation
- Partner Recruitment
- Traffic Generation
- Webinar Hosting

Strategic Marketing



- Data Cleansing
- Contact Generation
- Account Profiling
- Market Surveys / Intelligence

E-Marketing



- List Rentals / Email Blasts
- Newsletters
- Banner Ads



MediaDev Database

- ✓ Fully owned, proprietary database containing accurate information on over 100,000 companies, 450,000 decision makers and more than 220,000 email opt-ins
- ✓ Built by desk research, telemarketing, and online community subscribers
- ✓ Maintained on a secure SQL Server 2008 database and kept up-to-date on a daily basis via a web-based telemarketing application
- ✓ Capable of pinpointing your exact target audience by making complex extractions based on multiple criteria

MediaDev's Technical Coverage

- ✓ OS, Database, Groupware, ECM, BPM, EAI
- ✓ ERP, CRM, SCM, PLM, Mobility
- ✓ ALM (Modelling, Versioning, Testing, Debugging), Components, BI and Reporting
- ✓ Industrial and Technical Information Technology (Including Real Time Embedded)
- ✓ Server / Storage / Mainframe / Network / Security



MediaDev's Geographical Coverage

Western Europe : Spain, Portugal, France, UK, Ireland, Germany, Italy, Scandinavia, Benelux, Austria, Switzerland

Eastern & Central Europe : Russia, Ukrain, Poland, Roumania, Czech Republic

Other countries : USA, Canada, South Africa, Australia, New Zealand, Indonesia, Singapore, Philippines, South Korea, Japan, China

Client References

“ With the hard work and commitment that MediaDev made to the Q2 campaigns, we were able to surpass our team goal.

I am extremely happy with Elizabeth's efforts and look forward to working with her and her team in the future! ”



Gena Zagala
Global Partner Marketing Manager
SAP

As a leading list broker serving the EMEA Technology market place, DMC International is committed to providing its clients with top quality data to ensure successful marketing campaigns. Over the past year, MediaDev has proven to be a reliable source of high quality data. We have experienced excellent results using MediaDev's data and would not hesitate recommending their data to our clients.

DMC INTERNATIONAL

Erika Rey
Senior Marketing Manager
DMC International

Client References

"We've run 2 main telemarketing lead generation campaigns with Mediadev in 2007 : SAP Central Process Scheduling and SAP Safe Passage. These campaigns were executed in 7 different countries : France, Spain, Italy, Sweden, Denmark, Russia, UK. The strong commitment of Mediadev's team to achieve the fixed objectives, their ability to execute the campaigns in several countries simultaneously, with native speaking telesales, their professionalism, flexibility and the personal involvement of Frank Moeller and Elizabeth Profitt made all these campaigns successful and significantly contributed to the achievement our marketing KPIs this year. "

Olga Masek, Senior Consulting Marketing Manager, SAP EMEA Regional Marketing



"The cooperation with MediaDev and TechniData together with SAP for our SAP based solution, Compliance for Products (CfP), has been a positive experience for us. So much so that it encouraged us to continue with (MediaDev on) another project and others are being planned...." Nadine Mildenberger, Marketing Technidata AG





Key Clients





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