

## If You Want to Accelerate Your Organization's Performance, This Application is Important

### *The Old Way: Costly, Time Consuming...and Error Prone*

Organizations like yours face hundreds of issues each year that they attempt to solve via various methods. The common approach is to hire a consulting organization to conduct an analysis or enlist an internal team to figure it out and make improvement recommendations.

Taking the consultant approach is notoriously costly and time consuming. And the results are often viewed as generic – although you certainly gain an ability to say, “Big Consulting Firm X says we ought to \_\_\_\_\_”. Internal teams often include your best people. But what they offer in terms of subject matter expertise and eagerness, they lack in effective and consistent analytical methods.

Industry data indicate that the outcomes from both approaches are not impressive. Most well-meaning solutions fail to achieve their intended results (Check out our website for specific, non-Proofpoint, research results).

### *So What's a Better Approach?*

The Proofpoint Performance Suite.

Via our comprehensive tool kit – including the free analysis tools that you now have access to – you gain the potential to turn virtually every historic negative into an immediate positive.

- Speed – it's way faster.
- Cost – it's free. And even if you add paid-for functions, the cost probably equals about 10 minutes of high end consulting time.
- Time – you can get started now. No need to wait for contracting to process anything.
- Expertise – consultants rely on your internal expertise to identify processes and key issues. The Proofpoint Analysis Suite saves you a step (actually many steps).
- Consistency – the system provides a common approach across your organization. Plus, every project decision summary is formatted the same. This reduces the “mental gymnastics” typically required when getting information and recommendations from different people and departments. Consistency also adds speed and quality.
- Information – the Proofpoint Suite draws on a comprehensive database of issue/solution combinations, and it's weighted based on an extensive cross-industry survey. These data help you decide where it's best to apply your resources.
- Data – you deserve to keep it. So it ought to be accessible and usable. You don't need one more binder-based dust collector. Via Proofpoint, your data are always available via the cloud. Plus, by having all your projects in a single location, it's easy to aggregate the information to clearly see key metrics, trends, and emerging requirements. Having that forward looking information helps you pilot your team toward the right results.
- Control – you control them. It's not “business intelligence”. It's performance intelligence. And you'll be the one that has it.

### *What We're Trying To Do*

By putting our tools in your hands we're trying to positively impact an industry; replacing people-dependent methods with expert systems that you control.

We're hopeful that you'll help us help you help an industry.

Take a look, give it a try, and send us your feedback.

We think you'll like what you see.