

“We have been able to trace back iStart as an early influencer of sales results”

Ben Green
Marketing Manager
Microsoft Business Solutions

iStart’s Marketing Solution

iStart is a unique and proven media model that enables technology vendors to get measurable results by promoting their solutions directly to business and IT executives via a complementary mix of online and print channels.

iStart is a different model in comparison to other media alternatives. We are best described as a hybrid between a publisher and a marketing solutions provider. iStart partners with a limited number of leading vendors in core ICT solution categories. Our channels provide vendors with a conduit to ensure their success stories and thought leadership messages reach busy IT and business executives.

As a leading ICT vendor do you...

- target key business executives from New Zealand’s medium to large sized organisations?
- seek measurable results from your marketing efforts?
- want to be on the right short lists for ICT procurement?
- sell to business decision makers, as well as IT departments?
- understand the power of word-of-mouth case studies as a marketing tool?

If you tick YES to any of these, then iStart is an ideal partner to work with you to help you grow your business.

“We have been particularly impressed by the iStart model - they credibly represent our solutions to both IT and business executives within our target market”

Paul French
Greentree
Communications Manager

The iStart Channels

iStart’s online, eNewsletter and print channels offer business executives access to your solution success stories in a format of their choice. This multi-channel approach successfully cuts through to the busy middle manager, while also serving senior managers who may prefer a magazine style read. Our online presence is fully search-engine optimised ensuring the 24x7 Googler is also reached.

iStart’s editorial style has gained the respect of business audiences as it is focused on providing the reader with business outcomes. iStart has achieved top of mind status as the first port of call when important IT investment decisions are being considered, meaning your solutions get on the shopping list and qualified and educated prospects come to you.

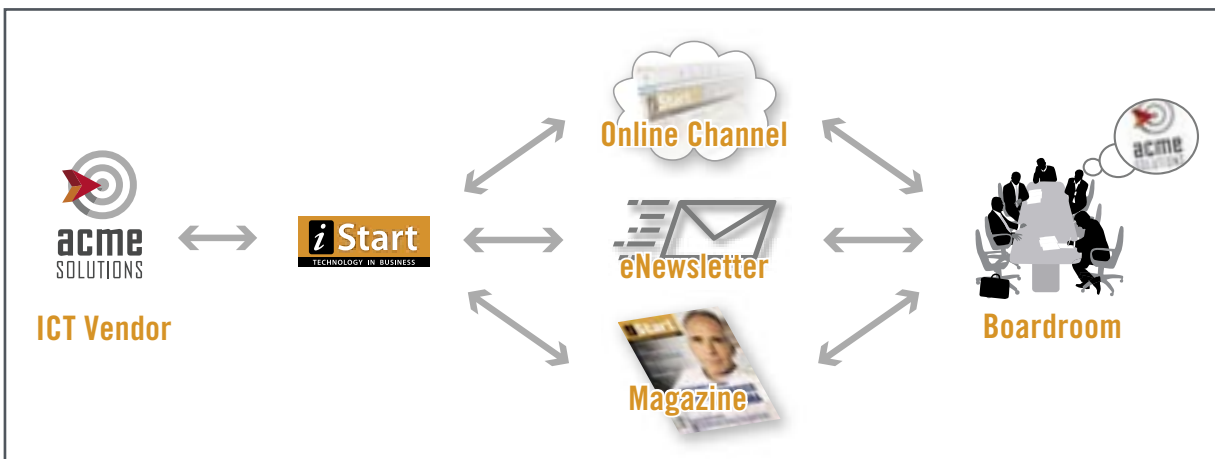


Diagram: iStart’s multichannel marketing solution



Online Channel



Magazine



eNewsletter

“the mix of online channels and magazine medium has provided significant and cost effective reach to decision makers - we can see the actual impact our marketing investment has had on creating awareness”

Paul French
Greentree
Communications Manager

How Does It Work?

Highest ROI is achieved by combining all iStart channels to build a marketing solution from the following mix of options:

- **iSTART ONLINE EXHIBIT.** Clients exhibit their solutions in one of iStart's technology Pavilions on www.istart.co.nz. Visitors to the site can access an overview of your product offerings, case studies, articles and white papers, and CEO interviews.
 - **iSTART HOME PAGE.** The iStart homepage is used by business executives when researching technology investment solutions. It provides relevant, credible content on real business outcomes – it is not a tabloid news site. Site traffic is generated by Google optimisation and links in from the eNewsletter and from iStart's eMarketing campaigns.
 - **iSTART BANNERS.** Banners provide clients with another vehicle to communicate either key brand or campaign messages. Banner options are available across www.istart.co.nz or within sponsorship positions on the iStart eNewsletter.
 - **iSTART QUARTERLY MAGAZINE.** This is sought after by business subscribers as they struggle to keep abreast of technology being used by their competitors. Compelling features supported by inspiring case studies and buyers guides ensures readers are well informed of technology adoption and utilisation.
 - **iSTART FORTNIGHTLY eNEWSLETTER.** iStart content is sent directly to 10,500 business subscribers fortnightly. This frequency attracts readership and ensures your stories and the iStart resource achieve top of mind, bringing prospects into your exhibiting space.
- Attractive packages leverage all of the iStart channels, and provide proven ROI.

The Audience

iStart actively manages our subscriber base to ensure that all channels reach the key decision making executives from New Zealand's medium to large sized organisations. Targeted businesses have 100+ employees across the major industry verticals. Our audience is selected from 'C' level execs, general management and functional line managers, including key procurement and supply chain decision makers. The important IT influencer, from CIO to IT Manager is also included.

Why Invest In iStart's Channels?

- **Unique marketing medium.** Proven channels for promoting technology solutions to the right business executives in a controlled way;
- **Top of mind.** Placing your solution fortnightly on the shopping list of New Zealand executives via the e-newsletter;
- **Case studies.** Get Business and IT management reading and motivated about your solutions capability through case studies;
- **Compelling results.** Detailed feedback reports given demonstrable ROI.

NEW ZEALAND MARKETING ENQUIRIES

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Exhibiting On iStart

Business executives use iStart's online portal to research technology solutions and short list potential solution partners. iStart offers you the ability to showcase your solutions, services and case studies by subscribing to exhibits in the appropriate research pavilion(s).

What Should My Exhibit Look Like?

You (or we can help) build your Exhibit in the appropriate Pavilion(s) on www.istart.co.nz in much the same way as you would at a physical expo. There is a simple non-technical upload and edit tool that you or we can use to do this.

Your exhibit is accessible 24/7 nationwide and is optimised for all major search engines. Typically exhibits should include:

- ❑ An introduction to your company, solution or product.
- ❑ Your capabilities, product features and functionality and your value proposition.
- ❑ Links to the appropriate pages on your own website for further information, brochures, white papers or demonstration downloads.
- ❑ How to contact you or your sales channel partners.

istart.co.nz HOMEPAGE

Your case studies and contributed articles published here

Your Exhibit(s) accessed here

Case studies searched by Industry and Solution type

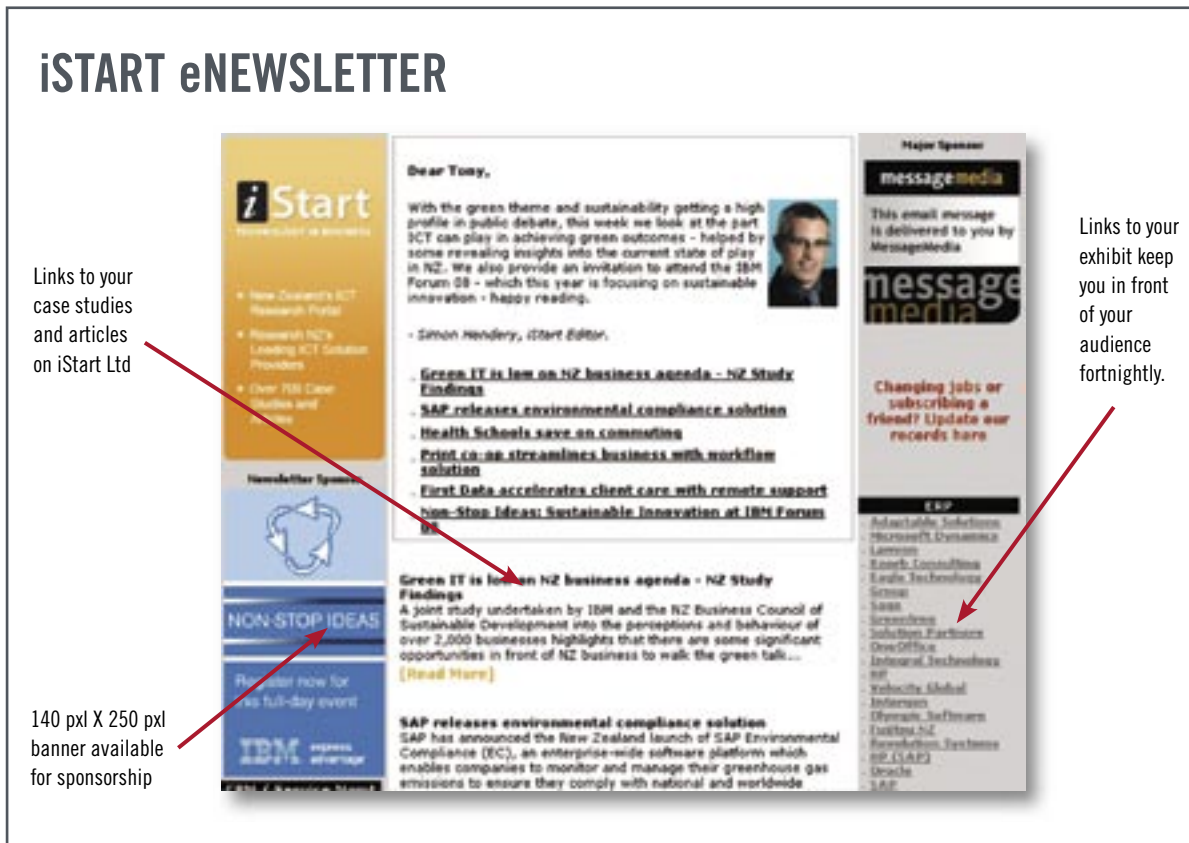
My Collateral On iStart

Once your exhibit is built we edit, host and publish your local case studies and articles onto the home page of iStart www.istart.co.nz and across our fortnightly eNewsletter.

Case studies are the most effective way to showcase your solutions and

expertise to business executives. There is no more powerful message than to have a local client endorse your solution or expertise, and iStart can help you leverage these.

Best results are achieved by having regular case studies or articles added to your exhibit and published at least quarterly across our channels. This keeps you top of mind with decision makers.



What Results Can I Expect?

“With iStart’s reporting service we know for certain that our marketing dollar has been well spent, and that we have received an exceptional return on investment”

Blaik Wilson
Product Manager
Tuatara Management Ltd

iStart is being used to great success by many companies to bridge the gap between marketing and sales lead generation. iStart ensures awareness of client’s solutions capability with decision makers and is often directly attributable to sales lead generation. It is important to have your case study collateral published quarterly to this audience and it has proven favourable to have it published across both iStart’s online and magazine channels.

Our campaign tracking tools monitor the individual readership of your case studies and articles. And as part of our service we review these with you in person, so that you can track sales and enquiries. We meet with you every quarter to share these results and plan for the ensuing 3 months. We also track where visitors come from, time on site and the number of visitors your exhibitors and case studies have received for the period.

iStart is the only IT media channel in New Zealand that produces actual readership tracking and proof of results, and this is a fundamental differentiator as it allows exhibitors to actually measure their return on investment, and feel confident committing scarce marketing budget.

Marketing in iStart Magazine



iStart’s quarterly dual masthead magazine ‘iStart – Technology in Business’ and ‘Mobile Business’ is a resource for both IT and non-IT business managers. With a circulation of 7,000 targeted business subscribers, iStart Magazine is uniquely positioned to leverage your iStart online activity and magnify your presence within this difficult to reach decision maker audience

Magazine content is a mix of executive peer level business interviews, technology in action features, device reviews and buyers guides showcasing leading vendors by solution type. This content is supported by client case studies showcasing how technology is being used by New Zealand businesses.

Decision makers recognise the importance of staying abreast with technology evolution. iStart Magazine provides readers with a valuable tool in ensuring they remain up to speed with technology and gain insight into how New Zealand companies are using technology in business to gain competitive advantage. This positions iStart Magazine as a sought after reference guide offering significantly more than a mere coffee table read.

“We’ve been delighted with the credible technology profile that iStart has helped us to build”

Blaik Wilson
Product Manager
Tuatara Management Ltd

“In the past six months we have gained two substantial new clients directly as a result of being profiled in iStart’s quarterly magazine. iStart will continue to be a core component in our go to market strategy in the future”

Ken Fairgray
Marketing Manager
Crossware CRM

Advertising Options

DISPLAY ADVERTISEMENTS

SIZE TYPE	IMAGE AREA (mm)	TRIM (mm)
Double Page Spread*	430 x 255	450 x 275
Full Page*	205 x 255	225 x 275
Half Page Horizontal	200 x 125	(Floating)
Half Page Vertical	100 x 250	(Floating)
Half Page Square (prop)	132 x 170	(Floating)
Third page Horizontal	200 x 90	(Floating)
Third Page Vertical	65 x 250	(Floating)
Quarter Page	200 x 60	(Floating)

*please add 3mm to all edges that bleed off page.

FULL COLOUR DISPLAY RATES

Standard		Premium	
SIZE TYPE	RATE	SIZE TYPE	RATE
Double Page Spread	\$3,995	Inside Front Cover	\$4,195
Full Page	\$2,995	Inside Front Cover DPS	\$5,195
Half Page	\$1,995	Cover Sponsorship and device review	\$6,995
Third page	\$1,695		
Quarter Page	\$1,495		

MATERIAL REQUIREMENTS

Digital material only accepted. PDF is preferred. Deadline for display ads and case studies is 5th of the month before the publication month. Please forward all material to kate.ferguson@istart.co.nz.

CASE STUDIES

Case studies are an extremely effective means of marketing to business executives. Many organizations defer buying decisions pending evidence that other organisations are using solutions locally. For you, there is no more powerful message than to have a local client endorsing your solution or expertise. Case studies have the dual effect of making prospects feel comfortable about buying the solution, as well as motivating them to commit should they see their competitor gaining an advantage. Because we create the pages, it can also mean a significant 'ad creative' saving. One and two page sponsored case studies are available. [iStart retains final editorial control.]

Sponsored Case Study - Client Rates

SIZE TYPE	RATE
Half Page (300 words)	\$1,995
Full Page (600 words)	\$2,995
Double Page Spread (1200 words)	\$3,995

NB: Prices include design and production costs.

CRM
> CASE STUDY

Ricoh NZ Deploys 'Jump Start' CRM Solution

When Ricoh NZ went shopping for a CRM package, IBM Lotus business partner Crossware delivered a finely tailored solution within 90 days...

Ricoh New Zealand is an industry leader in office automation equipment, including colour copiers, printers, scanners, and fax machines. With branches located in each of the country's main centres, Ricoh now employs over 100 staff throughout New Zealand and local market share has grown significantly in the last few years.

Last year the business realised that one result of this success was that the company had outgrown its entry-level CRM software.

Ricoh's sales team had needed to do 40 reps, plus training and sales support staff, and in an earlier attempt to supply these staff with a suitable solution, Ricoh had rolled out an internet-based CRM software package. The results were less than promising.

Ricoh NZ's Auckland branch manager Cameron Moore says the goal of the all web-enabled CRM solution was completely unmet.

"The sales reps needed hierarchical access to printers, scanners to say that when we come to select new CRM software, speed was right up there on our wish list". "Initially Ricoh selected Parallel-based Crossware as its new CRM vendor. "As a result of our sales team were all well equipped with the new solution," says Crossware development manager Paul Graham.

"Crossware was able to supply a highly customised CRM solution that did not require an internet connection, and by far at exactly the same high price as discounted laptops, and on its local office PC".

It's also very important. Crossware's solution provided two-way synchronisation of data to update any changes made while off-line) which operated completely in the background in a process that was fully automated.

Back at Ricoh, Moore says his team members don't even know what synchronisation or replication is. "Replication is just something that happens behind the scenes, without the user's intervention. It happens whenever they log in that laptop at one of Ricoh's offices, or whenever they connect to the internet from home or from a hotel room".

Protecting Ricoh's Property

Security was another important consideration for Ricoh as its old software had some serious flaws in that area.

Ricoh worked closely with Crossware to design software with background keys for transparency or suspension use of the database. "We use this as a fail-safe way to protect our data, as well as a double-check to make sure no one gets into our data when we're not there."

Another security feature of the Crossware solution was that reporting and third party data exchange were completely disabled.

"The result is the best of both worlds: cost and time savings from a jump start solution on top of all the benefits of a tailor-made finished product."



Crossware's managing director Pat Anderson says that extraction of data from this system is not impossible, but it would require "a hacker of military strength" to do it.

The underlying IBM technology used to build Crossware's CRM solution was also attractive for Ricoh as IBM middleware is renowned for being robust and secure. "We use the enterprise military strength locally," says Anderson. "IBM Lotus handles the needs of the US, UK, Australia and NZ among its clients, along with the intelligence services of the US and a number of other nations."

Out of the office

Another important consideration for Ricoh was mobility. Ricoh's management wanted the sales staff to be able to work from home or on the road, and to decrease their reliance on returning to base.

"Business owners tell us with increasing frequency that they are not keen on paying their sales staff to sit in traffic jams", says Crossware sales manager Paul Ferguson. "They are interested in software that equips sales professionals to optimize their use of time. That's why Crossware's solution removes the need for physical presence at the office, at least for IT purposes."

Jump start solution

Ricoh's new CRM solution was delivered within a tight 90-day time frame.

According to Crossware such rapid development is possible because the company's list of the 'best' solution typically delivers between 80% and 90% of the purchaser's needs, while the balance is built based on detailed written specifications.

"The result is the best of both worlds: cost and time savings from a jump start solution on top of all the benefits of a tailor-made finished product", says Ferguson.

This approach also means Crossware's solutions are competitively priced.

"Our CRM licenses are affordable for the New Zealand small business, and all of the case

CASE STUDY
> Ricoh New Zealand

AT A GLANCE
Business Objective
> Ricoh needed to replace a slow and ineffective web-based CRM package with a tailored solution that was suitable for working offline.

Solution
> Internet-based CRM solution from Crossware.

Business Benefits
> Ricoh sales staff can manage their time more efficiently as the Crossware CRM solution allows them to work from home or on the road, and it decreases their reliance on returning to base. Tailored security features have minimized the risk of Ricoh data falling into the wrong hands.

FOR MORE INFORMATION
> Crossware Limited
Auckland
Pat Anderson
09 379 7564 ext 379 740
www.crossware.co.nz

“The case study approach to marketing has been particularly successful for us through the iStart channels driving interest and awareness”

Ben Green
Marketing Manager
Microsoft Business Solutions

INSERTS

These are a cost-effective means of leveraging iStart's reach with a powerful branding and call-to-action tool.

Loose Inserts

SIZE	QUANTITY	RATE
Single Sheet	1000	\$300
Double Page Spread	1000	\$340

Inserts must be folded or printed to size not exceeding 26cm deep x 20cm wide. Any extra folding or trimming required will be charged.

Fixed inserts, gatefolds, bellywraps, onserts, etc

Rates & specifications on application.

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Banner Placement On iStart

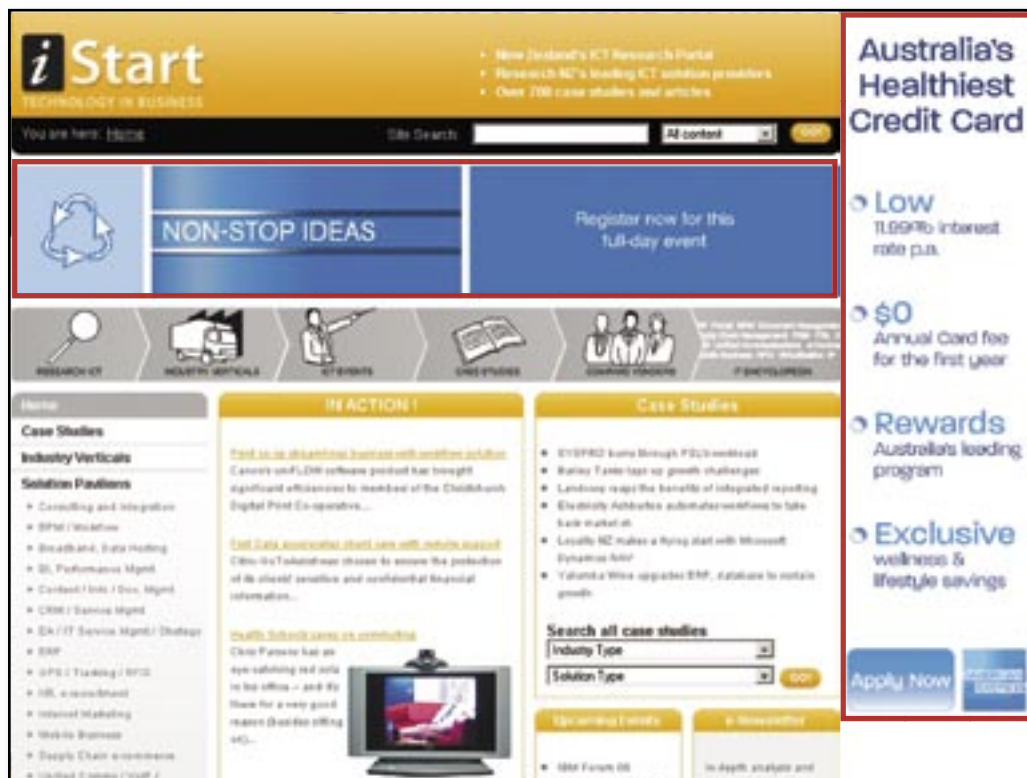
iStart offers various banner options for companies that do not compete with any exhibitors on the site (check with iStart). The site offers the following display banner options:

- www.istart.co.nz website banners
- iStart eNewsletter banners

www.istart.co.nz website banners

The iStart site has approx 35,000 page downloads per month with 15,000 unique users. Visitors to iStart are senior decision making executives from New Zealand's medium to large sized companies.

Banner campaigns are available on a run of site basis in fortnightly blocks. This is because the e-newsletter is fortnightly and it drives a lot of high value visitors to the site. Fortnightly bookings ensure high value audiences and more predictable volumes. Expect 17,500 impressions per fortnight. The changeout time is 8am Monday each fortnight.



PRICE

- Big Banners (Top) \$1100 per 2 week slot or \$2000 per 4 week slot
- Skyscraper (Right side) \$1100 per 2 week slot or \$2000 per 4 week slot

Rates are 20% commission bearing.

Please check with iStart for prices on shorter or longer booking.

MATERIAL REQUIREMENTS

- Big Banners (Top) 760 x 120 pixels
- Skyscraper (Right vertical) 160 x 600 pixel

Please provide files in a flash (swf version 7.0) and back-up gif format

eNEWSLETTER BANNER

The e-newsletter has 10,500 subscribers and is published fortnightly. The sponsor banner provides unique, un-cluttered, highly-visible positioning to a very senior business audience. See the IBM banner below as an example.



PRICE

Banner placement \$995 per issue

MATERIAL REQUIREMENTS

Banner SIZE 140 pixels wide x 280 pixels deep.

Please provide in jpeg format maximum file size 300k.

Gif and 'active gif' are supported, however please note that 'active gif' files will display the first slide but will not run where the receiver has Outlook 2007.

iStart Pricing

iStart offers several pricing options;

- Online Exhibiting for companies that want a 24/7 online exhibiting presence and promotion of their case studies, articles and events within iStart online and iStart eNewsletter.
- Magazine case study placement for companies wishing to take a presence in iStarts quarterly magazine.
- A discounted combination rate for companies wishing to have both an online and magazine presence across iStart’s channels. The discounted rates apply only to clients who contract for a period of 6 months or more.

Online Exhibiting

Online Package (monthly rate)

EXHIBITS	CONTRACT RATES	CASUAL RATES
1st Exhibit	\$795	\$995
2nd Exhibits	\$595	\$795
3rd Exhibits	\$495	\$595

Magazine Case Study Placement

Magazine Case Study

	CONTRACT RATES	CASUAL RATES
Double Page Spread (DPS)	\$3995	\$4495
Single Page Case Study	\$2995	\$3495
Case study write up	\$1195	\$1495

Combined Offer – Invoiced Monthly

Further savings can be achieved where a vendor makes a 12 month commitment to iStart’s channels. Simply commit to an exhibit and a case study in every issue of iStart magazine to apply.

The combination of online and magazine has proved a popular choice for vendors. It ensures you get the best possible visibility and leverage across iStart’s online and print channels. Your commitment for each 12 month period is known from the outset and is matched by our commitment on the best possible price.

The combination offer is available based on a 12 month commitment and you will be invoiced quarterly in advance.

Combination Online & Magazine - Monthly Rates

	CONTRACT PACKAGE RATES
3 exhibits and DPS Case study in Magazine	\$2575
2 exhibits and DPS Case study in Magazine	\$2315
1 exhibits and DPS Case study in Magazine	\$1915
3 exhibits and Single Page Case study in Magazine	\$2305
2 exhibits and Single Page Case study in Magazine	\$2030
1 exhibits and Single Page Case study in Magazine	\$1615