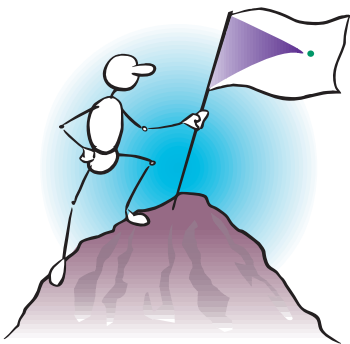


ZOOM is the marketing strategy company that helps clients gain leadership through positioning, differentiation and *The Point That Matters*.SM



ZOOM's philosophy is simple:

Marketing

is the process of owning a hill.

Positioning

is determining which hill to own.

The Point That Matters

is the reason you own the hill.

The Point That Matters has three defining characteristics:

It is **Unique.**

No one else can reasonably claim it as their own.

It is **Measurable.**

Business metrics back it up.

It **Frames the Debate** on your terms.

The market understands why your product or service is superior.

The Point That Matters drives not only marketing, but all key functions in your business, including sales, product, engineering and business development. Our clients say one of the biggest advantages of the ZOOMing Process is getting the leadership team aligned on the same strategy.

Our Clients Rave . . .

"ZOOM was really instrumental at helping us galvanize three companies' perspectives and have a cohesive marketing message."
Mark Fulgham, VP, Data Center Marketing, Cisco

"The work we did with ZOOM is benefitting all of Adobe."
John Kunze, VP and General Manager, Adobe

"ZOOM did an outstanding job for us."
Brodie Keast, Senior Vice President, TiVo

"Their technique for aligning you with your customers and your market is pure genius."
Mark Jarvis, Chief Marketing Officer, Oracle

"*The Point That Matters* really does matter."
Chris Shipley, Executive Producer, DEMO

"I would absolutely recommend ZOOM without equivocation."
Peter Blackmore, Executive Vice President, Unisys

"The ZOOMing Process was phenomenal, and we're thrilled with the results."
Robert Wilson, Vice President, Pinnacle Systems

"The fact that I've used ZOOM twice is probably the strongest endorsement I could give. I'm a big fan."
Tod Nielsen, Chief Operating Officer, VMware

"I've recommended your services over and over again, and every time I'm happy with the results – which keeps me coming back!"
Kevin Fong, General Partner, Mayfield Fund

"The results of the ZOOMing Process blew my mind. The whole process blew my mind."
Rob Meinhardt, Co-Founder and CEO, KACE

"I couldn't be more pleased with the results of the ZOOMing Process."
Byrne K. Mulrooney, President, Staffing & Workforce Solutions, Spherion

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Since 1996, ZOOM has brought the Point home for clients including:



ZOOM Marketing Corporation • 436 Waverley Street • Palo Alto, CA 94301 • (650) 614-1980 • fax (650) 614-1988
www.zoommarketing.com • thepoint@zoommarketing.com