

# Buyers' attention is a precious commodity. Win it with facts and sell more.

**PROVE  
BENEFITS.** >

**WIN  
ATTENTION.** >

**SELL  
MORE.** >

We prove your products' benefits through hands-on testing and then craft compelling, fact-based stories that pair your products' strengths with buyers' requirements. By earning their attention and rewarding them with the information they need, we empower buyers to make smart purchasing decisions.

The end results? Higher sales and happier buyers.

**CHOOSE PT.** >

es report: Hands-on testing. Real-world results.



operate and communicate  
faster and more efficiently



# Buyers want proof before they buy. **We deliver.**

In over 16 years of business, we've earned a reputation as a third party you and your buyers can trust. We prove your products' benefits using rigorous, hands-on testing and analysis. By targeting our testing to your specific audiences and experiencing products the way your buyers will, we produce test results that will get their attention. We value transparency, which is why we always disclose who funded each project, what we tested, and exactly how we ran our tests—anyone can replicate our work and get the same results.

## → How you benefit

In a market saturated with unsubstantiated claims, real-world results from a trusted third party build credibility for your products with the buyers who need them.

In a 2019 DemandGen survey, **97%** of B2B buyers said they care more about the trustworthiness of a source than they did the previous year<sup>1</sup>

**63%** of B2B buyers want companies to use more benchmarking data to support their content<sup>2</sup>

**64%** give more weight to content from third parties or analysts<sup>3</sup>



PROVE BENEFITS

WIN ATTENTION

SELL MORE

CHOOSE PT

CONTACT US



# The right facts can help you increase sales. Here's proof.

In projects spanning over 14 months, we ran tests comparing the performance of a major tech company's products to that of a competitor and proved that our client's products performed better in a number of key areas. We used these facts to create engaging, relevant, buyer-friendly reports that told their target audiences how they would win from these products.

## → INVESTMENT WITH PT:

Just under half a million dollars over 14 months.

## ← RETURN ON INVESTMENT

UP TO **\$3 BILLION**

Our client attributed many key sales directly to our work, estimating that they gained approximately \$3 billion in sales that would have otherwise gone to their competitors.



PROVE BENEFITS

WIN ATTENTION

SELL MORE

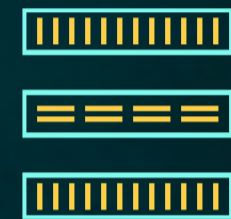
CHOOSE PT

CONTACT US



# Prove benefits across a wide range of products and usage models.

We test every type of tech product—from consumer devices like phones and tablets, to advanced cloud and converged infrastructure solutions. Whatever the products, our hands-on testing helps prove their benefits.



Servers



Public, private, and hybrid clouds



Storage arrays



Converged infrastructure



Networking



Software and applications



Phones and tablets



Laptops



Desktops

And more...

## Real-world test types and analysis.

- Real-world workloads (e.g., ecommerce, data analytics)
- Competitive research and analysis
- Custom testing and benchmarking
- ROI/TCO studies
- Jury testing
- Quality assurance testing
- Software development
- Product evaluation



PROVE BENEFITS

WIN ATTENTION


SELL MORE

CHOOSE PT

CONTACT US

# You can't sell if your buyers aren't looking. We pair facts with content they can't ignore.

Today's buyers feel bombarded by marketing, even as companies struggle to reach those who could benefit from their products. We make it easy for buyers to find exactly the information they need, when they want it. We illustrate your products' benefits using everything from in-depth reports to snackable content pieces—like infographics and videos—that win in the attention economy.

  
The average adult sees or hears 362 ads daily<sup>4</sup>

**73%** of B2B buyers say they have less time to spend on reading and research than ever before<sup>5</sup>

**41%** want mobile-friendly content, and **40%** want content that's easy to share<sup>6</sup>

## → How you benefit

Our collateral catches the attention of the right audiences for your products and educates them about your products' effectiveness, empowering buyers to purchase your offerings.



PROVE BENEFITS

WIN ATTENTION

SELL MORE

CHOOSE PT

CONTACT US

# Well-equipped sales reps + empowered buyers = more sales

With collateral tailored to the audiences you want to reach, we help buyers and sales reps alike find the data they need. Your sales reps gain independent, reputable, fact-based information that proves benefits and helps them sell. Your buyers learn how your products will meet their requirements.

## → How you benefit

Your sales reps have facts they can use to sell more products more effectively. Your buyers feel empowered to make a purchase that will truly benefit them. Everyone wins!

**41%** of B2B buyers consume 3-5 pieces of content before engaging with a sales rep<sup>8</sup>



Buyers want content that educates more than it promotes<sup>7</sup>



PROVE BENEFITS

WIN ATTENTION

SELL MORE

CHOOSE PT

CONTACT US





Fact-based marketing  
can boost sales.  
**Here's proof.**

In a campaign running over 17 months for a large technology client, we tested a range of data center products against those of a major competitor. We then created a marketing campaign that highlighted the winning facts in reports, summaries, infographics, and videos.

→ RETURN ON INVESTMENT

UP  
TO  
**\$2.1 BILLION**

← INVESTMENT WITH PT:

About three and a quarter million  
dollars over 17 months.



PROVE BENEFITS

WIN ATTENTION

SELL MORE

CHOOSE PT

CONTACT US

# Grab buyers' attention with compelling marketing collateral.

## Reports

A Principled Technologies report: Hands-on testing. Real-world results.



### Microsoft Surface Go: Where great user experience, performance, price, and fast battery charge converge

- Its keyboard, stylus, and large trackpad offered the most comfortable user experience of the bunch
- Get your money's worth by maximizing performance for your dollar
- Don't get stuck at a plug: charge and go faster

The search for the perfect device can feel overwhelming. You want something that is as mobile as you are, offers a comfortable user experience with stellar performance for everyday tasks, and ideally doesn't cost an arm and a leg. At Principled Technologies (PT), we gathered the facts about some popular tablet and laptop options to help you find your dream device. We compared the brand-new Microsoft® Surface® Go against five popular competitors in several areas, including user experience, performance per dollar, and battery charge rate.

In our opinion, the Microsoft Surface Go offered a great balance across these categories. For example, the Surface Go offered the same performance per dollar as the Apple® iPad® charged its battery more than twice as quickly, and came out on top in features and user experience. Compared to the other devices we tested, the Surface Go delivered up to 46 percent better performance per dollar, up to 58 percent faster battery charging, and again offered a wide range of features and the most comfortable user experience, according to our expert. If you're on the market for a new device, our test results and expert assessment show that the Microsoft Surface Go offers a compelling balance of user experience, price, performance, and fast battery charging that may just be what you're looking for.



**Get more value for your money**  
Up to 46% better performance per dollar\*



**Charge up and get going sooner**  
Up to 53% more battery charge after 30 minutes plugged in

\*Compared to five competitor devices we tested. †Using performance scores from our WebXPRT benchmark test.


Microsoft Surface Go: Where great user experience, performance, price, and fast battery charge converge. September 2018

## Infographics

### Deploy fully provisioned user devices with zero on-site administrator time

With Dell Provisioning for VMware Workspace ONE

Deploying devices in-house takes time out of your administrator's day. Dell can provision the devices you order, supplying an OS image that matches your specifications. This allows your administrators to take care of other mission-critical matters.



**Eliminate on-site admin time**

We provisioned five devices, comparing in-house deployment to using Dell Provisioning for VMware Workspace ONE: After a short, one-time online setup, the Dell service did not require any admin time.

**Required on-site admin time**

Dell Provisioning for Workspace ONE  
**0 minutes**

In-house provisioning  
**20 minutes**


Time savings increase with your order quantity, enabling you to get devices to end users faster.

Large businesses that need to deliver hundreds or even thousands of devices at once could save even more time with Dell Provisioning for Workspace ONE.

**Faster time to value**


Estimated on-site admin time savings for 1,000 devices:  
**55 hours—nearly 7 full workdays**

Time for devices to ship to end-users:  
**Up to 7 workdays sooner**



**Save money on shipping**

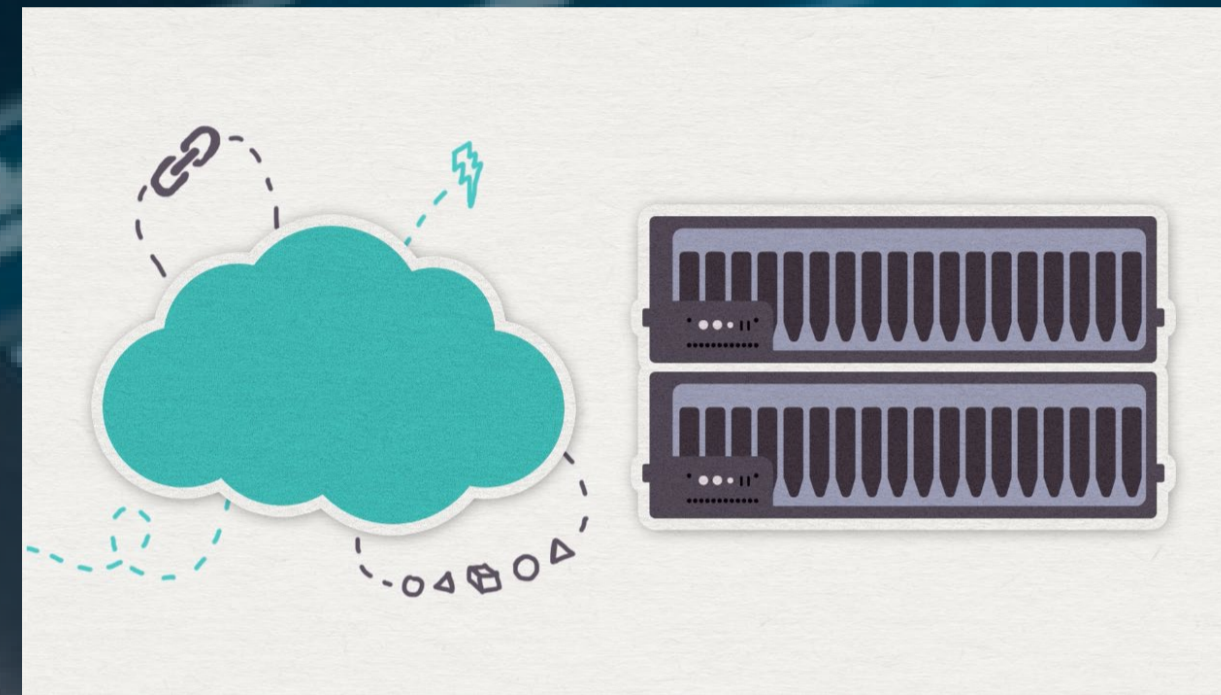
Dell sends ready-to-go devices straight to your end user. Because Dell Provisioning for Workspace ONE removes the need for in-house provisioning, your company won't have to pay to ship the systems to an additional destination.



Learn more at <http://facts.pt/pnu3kh1>

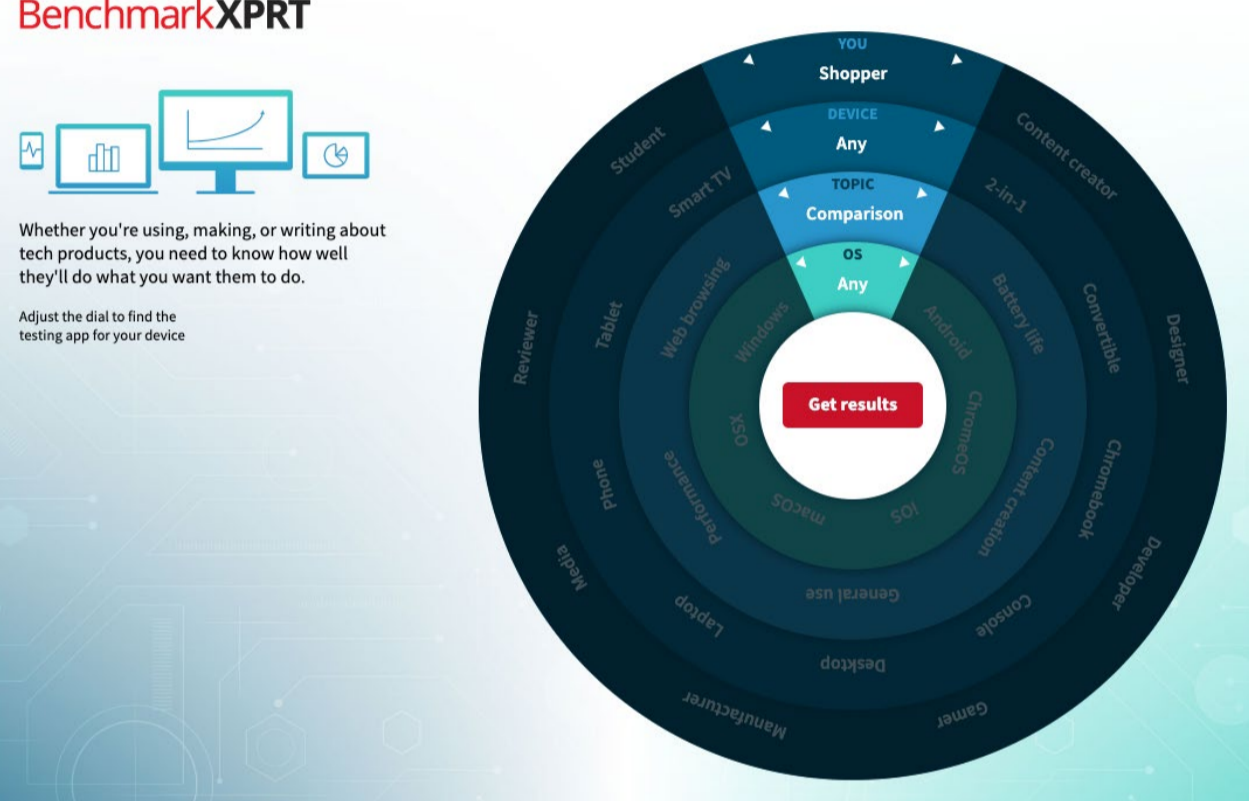
Principled Technologies

## Videos



## Interactive content

**BenchmarkXPRT**



Whether you're using, making, or writing about tech products, you need to know how well they'll do what you want them to do.

Adjust the dial to find the testing app for your device.

**Get results**

Executive summaries | Battle cards | Social media content  
 Marketing under your brand | Research papers | Reference architectures  
 Deployment guides | PowerPoint decks | Translations | And more...

Don't see what you want? No problem. We can work with you to create custom content that fits your unique needs and wins buyers' attention.



PROVE BENEFITS

WIN ATTENTION

SELL MORE

CHOOSE PT

CONTACT US



# Work with a partner who puts your needs first.



Tap into a wide range of knowledge with a team of both technical and marketing experts—all within one organization



Make sure your project gets the resources it needs with our dynamic, cloud-style staffing model



Gain an experienced partner who helps you anticipate problems and solve them before they affect your project



PROVE BENEFITS

WIN ATTENTION

SELL MORE

CHOOSE PT

CONTACT US

# Get the resources your project needs with top-of-the-line testing and creative facilities.

Modern, on-premises data centers



2,000-square-foot, fully equipped video production studio with green and white cycloramas



Dedicated client test beds



Take a 360° tour of PT >



PROVE BENEFITS

WIN ATTENTION

SELL MORE

CHOOSE PT

CONTACT US

We customize project workflows to suit your needs. [Here's what a typical process looks like.](#)



Kick off your project

Create detailed methodologies

Execute the methodologies using hands-on testing

Connect with you periodically to keep you up to date

Create accompanying collateral that wins in the attention economy

Reach consensus on a final report

Produce a draft report

Present results for your review

Take collateral public on your schedule

Publicize it with our social media program



**THE END RESULT:**

Compelling, fact-based materials that appeal to everyone from buyers to sales reps.



PROVE BENEFITS

WIN ATTENTION

SELL MORE

CHOOSE PT

CONTACT US

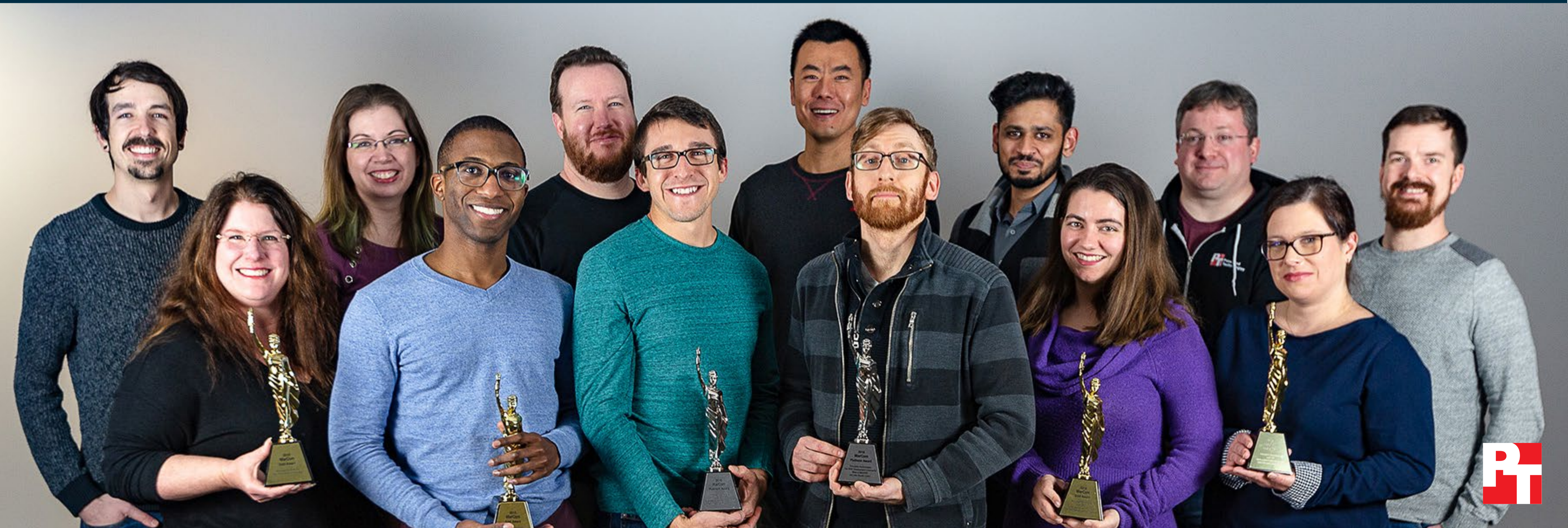


# Boost your sales with world-class testing and award-winning marketing from PT.

Our creative, forward-thinking teams use their extensive tech knowledge as well as individual passions and talents to produce engaging and relatable collateral just for you—collateral that people will sit up and take notice of.

[CONTACT US](#) >

The upside? Higher sales and happier buyers.



[PROVE BENEFITS](#)

[WIN ATTENTION](#)

[SELL MORE](#)

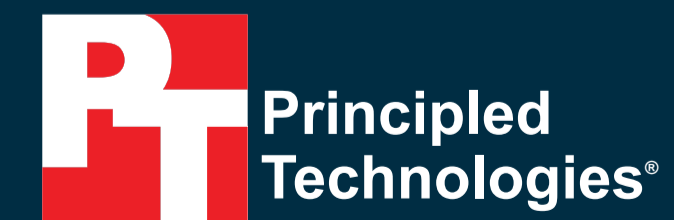
[CHOOSE PT](#)

[CONTACT US](#)



## Resources

1. Demand Gen, "2019 Content Preferences Survey Report," accessed June 5, 2019, <https://www.demandgenreport.com/resources/reports/2019-content-preferences-survey-report>.
2. "How B2B Buyers Engage With Content: 4 Insights," accessed June 5, 2019, <https://www.marketingcharts.com/industries/business-to-business-83002>.
3. "How B2B Buyers Engage With Content: 4 Insights."
4. SJ Insights, "New Research Sheds Light on Daily Ad Exposures," accessed July 1, 2019, <https://sjinsights.net/2014/09/29/new-research-sheds-light-on-daily-ad-exposures/>.
5. Demand Gen, "2019 Content Preferences Survey Report," accessed June 5, 2019, <https://www.demandgenreport.com/resources/reports/2019-content-preferences-survey-report>.
6. "How B2B Buyers Engage With Content: 4 Insights," accessed June 5, 2019, <https://www.marketingcharts.com/industries/business-to-business-83002>.
7. Content Marketing Institute, "How Content Influences the Purchasing Process," accessed June 28, 2019, <https://contentmarketinginstitute.com/2017/07/content-influences-purchasing-research/>.
8. Demand Gen, "2019 Content Preferences Survey Report," accessed June 5, 2019, <https://www.demandgenreport.com/resources/reports/2019-content-preferences-survey-report>.



Facts matter.®



PROVE BENEFITS

WIN ATTENTION

SELL MORE

CHOOSE PT

CONTACT US