

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.

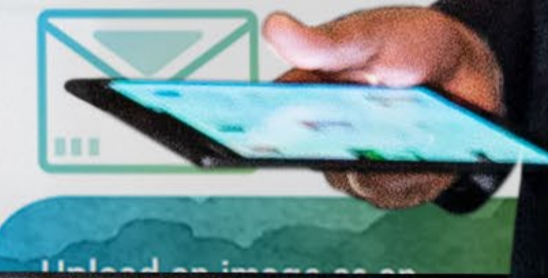
The end results? Higher sales and happier buyers.

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 our 20 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 2022 DemandGen survey, **41%** of B2B buyers said they care more about the trustworthiness of a source than they did the previous year¹

51% of B2B buyers are more likely to take a sales call based on content with data & research²

50% of B2B research relies on independent third parties³



PROVE BENEFITS

WIN ATTENTION

SELL MORE

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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

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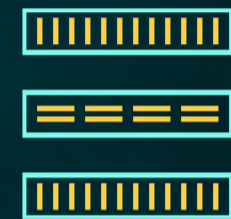
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Prove benefits across a wide range of products and usage models.

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., AI, 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

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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 daily⁴

51% of companies say it's gotten harder to capture buyers' attention⁵

40% of B2B buyers want mobile-friendly content, and **48%** want content with easy-to-share links⁶

→ 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.



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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!

42% of B2B buyers consume 3-5 pieces of content before engaging with a sales rep⁸



Buyers want content that educates more than it promotes⁷



PROVE BENEFITS

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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

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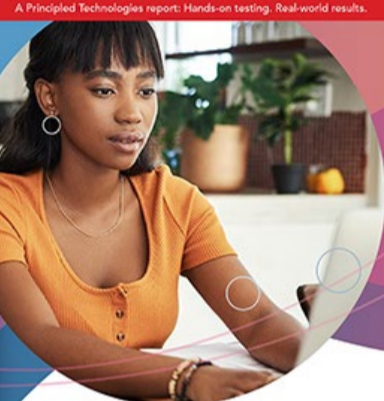
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Grab buyers' attention with compelling marketing collateral.

Reports

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



Save admin time and put new systems in your users' hands sooner with Windows Autopilot

With Autopilot user-driven mode, OEMs or trusted hardware resellers ship your devices directly to users, for zero-IT-touch system provisioning.

Many of your employees have made the shift to remote working. For them to remain productive and keep sensitive data safe, they need current, ready-to-go devices that have applications pre-installed and adhere to corporate security policies. When your IT staff and those they support are geographically dispersed, tools that streamline the process of provisioning and deploying new systems to users are worth exploring.

Windows Autopilot is a cloud-based tool built into Microsoft Endpoint Manager and Microsoft Intune. It offers several modes for setting up and provisioning devices. Our hands-on testing compared manual laptop provisioning and Windows Autopilot user-driven mode. We found that Autopilot lets IT staff avoid unboxing systems, applying company-specific settings, policies, and applications for each user, and shipping them to the user. Instead, admins perform a brief one-time setup process. Then, after ordering the systems, they create and assign each to a user, and Autopilot does the rest.

By reducing labor and eliminating extra shipping, using Autopilot could **reduce costs by 98%** for 500 systems*

After initial setup and device assignment, using Autopilot could **save 1.8 workweeks of IT time** (72 hours) for 500 systems*

With Autopilot user-driven mode **admins never touch the end-user device**

Save admin time and put new systems in your users' hands sooner with Windows Autopilot. December 2021 (Revised)

Infographics

Keep remote desktop power users productive with Dell EMC PowerEdge R840 servers powered by 2nd Gen Intel Xeon Scalable processors

When the Dell EMC™ PowerEdge™ R840 launched, we found that companies could get more power for their CPU-intensive workloads with this 2U four-socket rack server! Now, it presents an opportunity for you to support more power users, speed desktop responsiveness, and grow your employee base.

Proven performance without slowdowns

In our hands-on testing, the Dell EMC PowerEdge R840 server with Intel® processors supported **230** VDI power users while maintaining acceptable desktop response times.

Speedy access to applications

Imagine hundreds of power users simultaneously working on reports, checking email, and collaborating with one another—this barrage of activities can bog down lesser servers.

We found that the PowerEdge R840 delivered acceptable response times (<1 second for CPU-centric tasks and <6 seconds for storage-centric tasks).¹

95th percentile response times: **0.82 seconds** on CPU-centric tasks

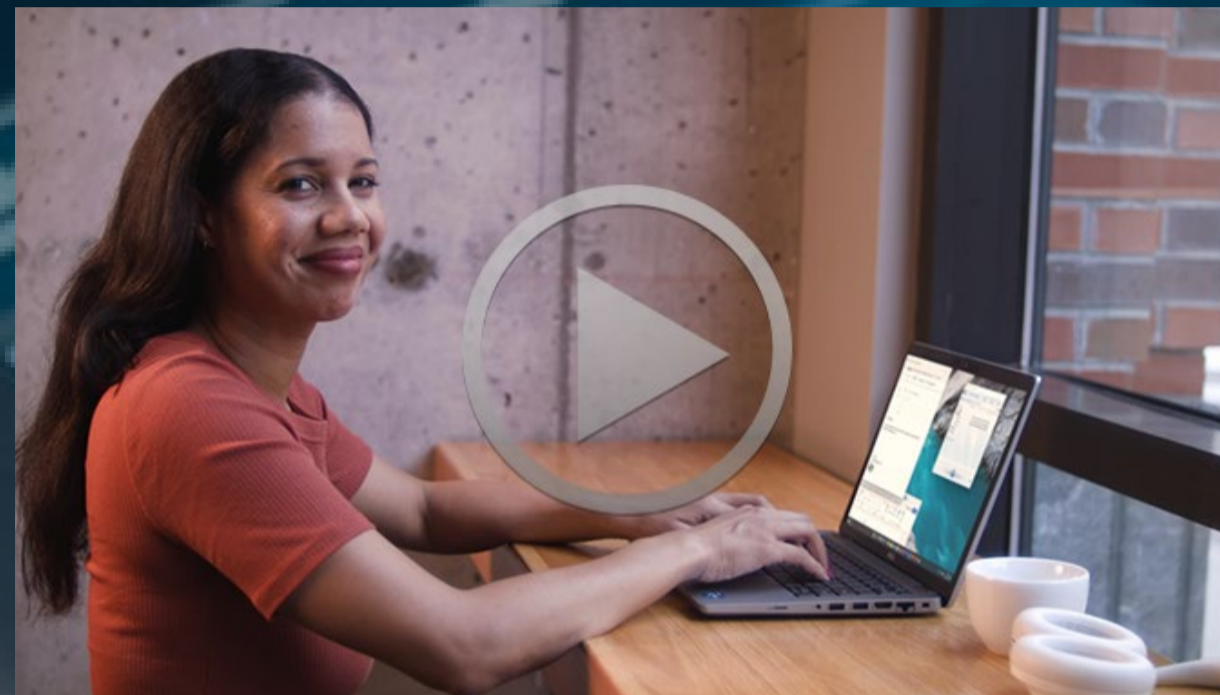
95th percentile response times: **5.98 seconds** on storage-centric tasks

The ability to support many VDI power users while maintaining acceptable response times means you can keep your workforce productive with fewer servers.

Learn more at <https://facts.pt/tm9232G>

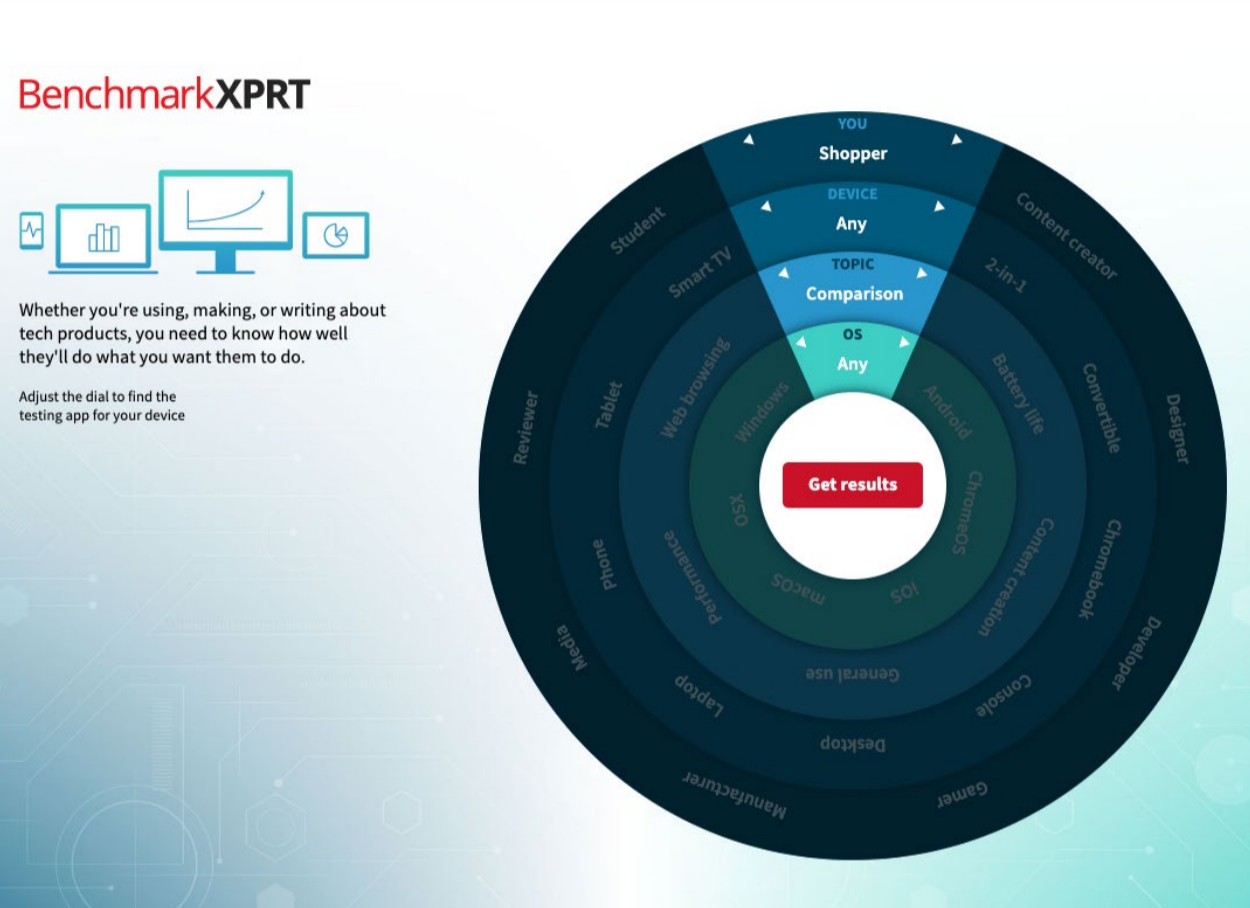
1 Principled Technologies, "Get more power for your CPU-intensive workloads," accessed January 31, 2022, https://www.principledtechnologies.com/whitepapers/840_R840_comparison_SLI.pdf
2 Because many of our users were working at sites with limited and/or constrained performance, we ran 95 percent of the application running task to support. This approach provides you with a much more accurate picture of expected response times.
Copyright 2022 Principled Technologies, Inc. Based on "Keep remote desktop power users productive with Dell EMC PowerEdge R840 servers powered by 2nd Gen Intel Xeon Scalable processors," a Principled Technologies report, January 2022. Principled Technologies is a registered trademark of Principled Technologies, Inc. All other product names are the trademarks of their respective owners.

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.



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SELL MORE

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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



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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 >



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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

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.



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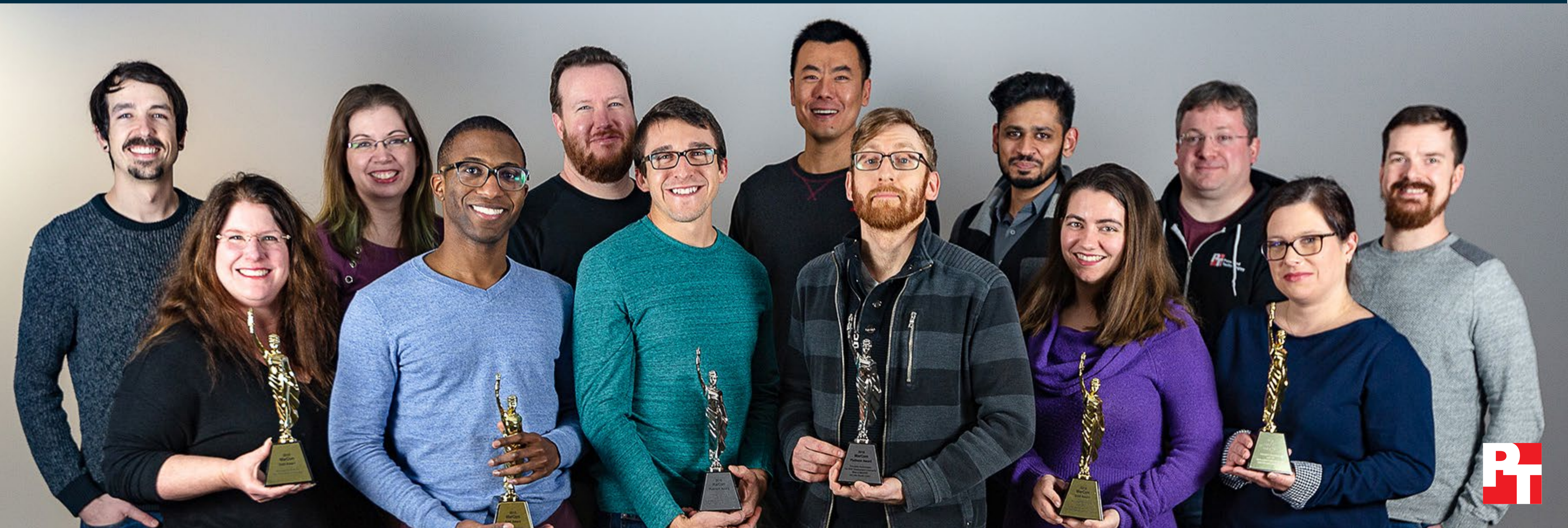


Boost your sales with world-class testing and award-winning marketing from PT.

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.

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The upside? Higher sales and happier buyers.



[PROVE BENEFITS](#)

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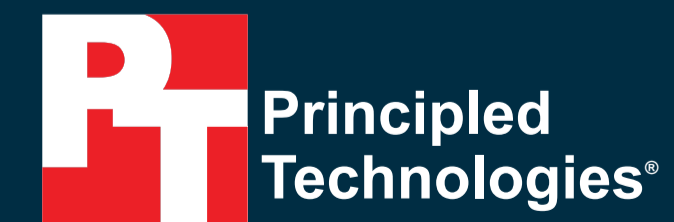
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Resources

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8. Demand Gen, "2022 Content Preferences Survey Report," accessed June 10, 2022. <https://demandgenreport.com/resources/research/2022-content-preferences-survey-b2b-buyers-crave-concise-research-based-content-to-inform-purchasing-process/>.



Facts matter.®



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