

Co-Branded Campaigns and Appointment Setting Services

3 Years of Success with Phenomenal Networks

Based in Edina, MN, Phenomenal Networks provides high level technical expertise for the successful design, installation and support of Cisco Security, VOIP, Wireless and Switching and Routing.

In 2005, Cisco introduced Phenomenal Networks to eCoast Sales Solutions to support Phenomenal Networks in managing several of Cisco's turn-key demand generation campaigns. With access to these campaigns, and eCoast's professional support, Phenomenal Networks could build their pipeline and generate new business. These month-long campaigns met with marked success producing qualified leads, quotes and closed business. Phenomenal Networks, impressed with the results, began discussing long term strategy with eCoast Business Development.

Through this collaboration they launched an additional demand generation campaign in 2006. Today, Phenomenal Networks is working closely with eCoast Business Development on an Appointment Setting Agent Services Program that, in only its first month, created notable results.

Co-Branded Campaign Details:

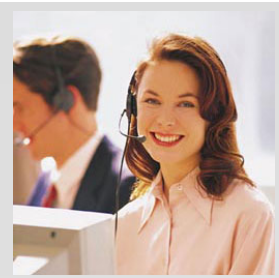
- Cisco co-branded campaigns **2005, 2006**
- Target Market: Verticals in State of MN
- Target Technologies: Unified Communications, Security and Wireless

Co-Branded Campaign Support Provided by eCoast:

- Direct Mail Coordination
- Targeted List Procurement
- Outbound Lead Generation
- Access to Campaign Portal
- Lead Management
- Weekly communication and reporting

Program Details:

- Appointment Setting Agent Services Program **2007**
- Target Market: Verticals in State of MN
- Target Technologies: Unified Communications, Security and Wireless



"I would like to thank your team at eCoast for the work you have done so far. As you know we were impressed enough with the first program that you did for us in 2005 that we are now into our third program. We feel that for an SMB like Phenomenal Networks it makes sense to outsource the telemarketing to eCoast so allowing our sales team to just do the selling.

We look forward to a continuing good relationship and stream of great prospects."

Alan Ainsworth –
Director Marketing,
Phenomenal Networks

Co-Branded Campaigns and Appointment Setting Services

3 Years of Success with Phenomenal Networks, (cont'd)

eCoast Appointment Setting Agent Service Includes:

- Email or Direct Mail (optional)
- Targeted List Rental
- Professional Telemarketing
- Access to Campaign Portal
- Lead Nurture Warm Prospects
- Qualified Appointments

Results:

- **2005-** Lead goals achieved and almost doubled, many are still live prospects
- **2006-** Lead goal achieved. One customer placed a significant order with good potential for ongoing business. More than 50% are still potential business sources within six month.
- **Present-** Monthly lead goal achieved for first month and more than doubled. Orders have already been received from customers. Many are live prospects for business within 6 months.