



SignalDemand University (SDU)

High-quality training programs and tools

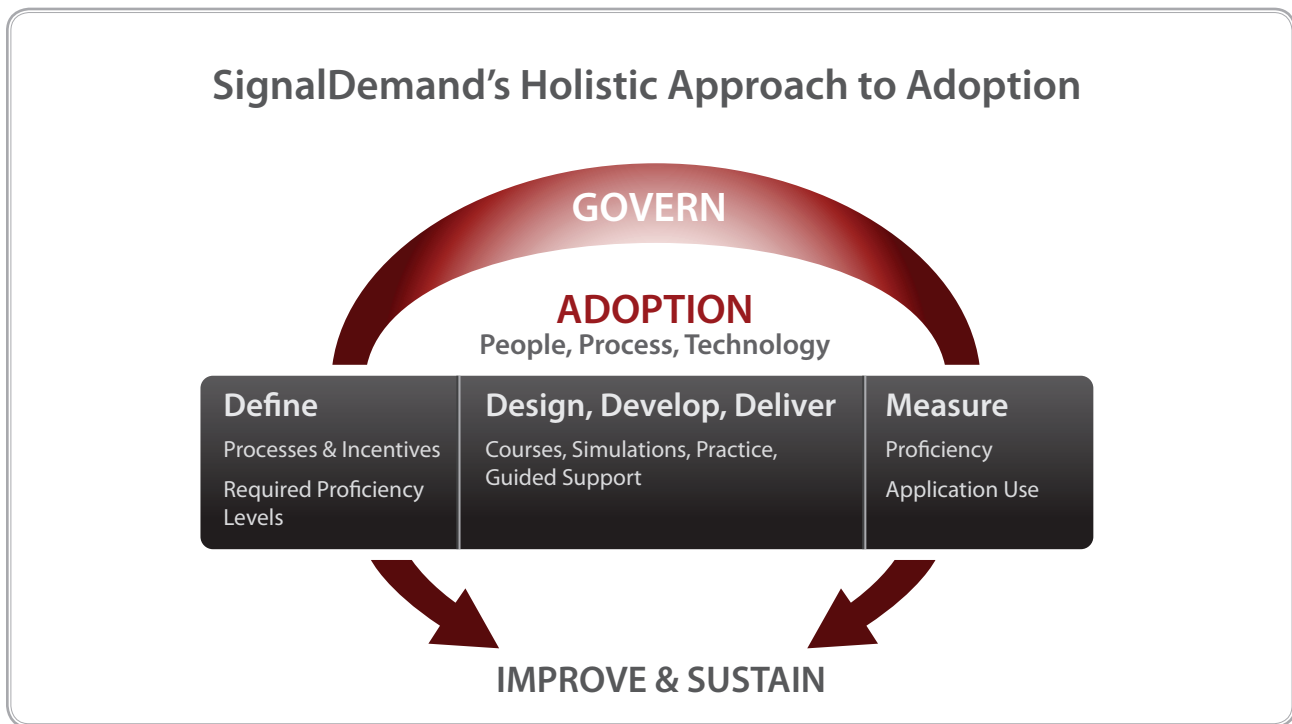


Companies that succeed in improving their pricing practices have typically centralized many of their pricing practices and invested in training their sales organization on fact-based pricing."

*"Building a Bulletproof Business Case for Pricing Improvement Initiatives,"
AMR Research, 2008*

SignalDemand University offers a variety of in-person and online training offerings, including eLearning tools to ensure customers achieve maximum benefit from the application. Our approach to education focuses on:

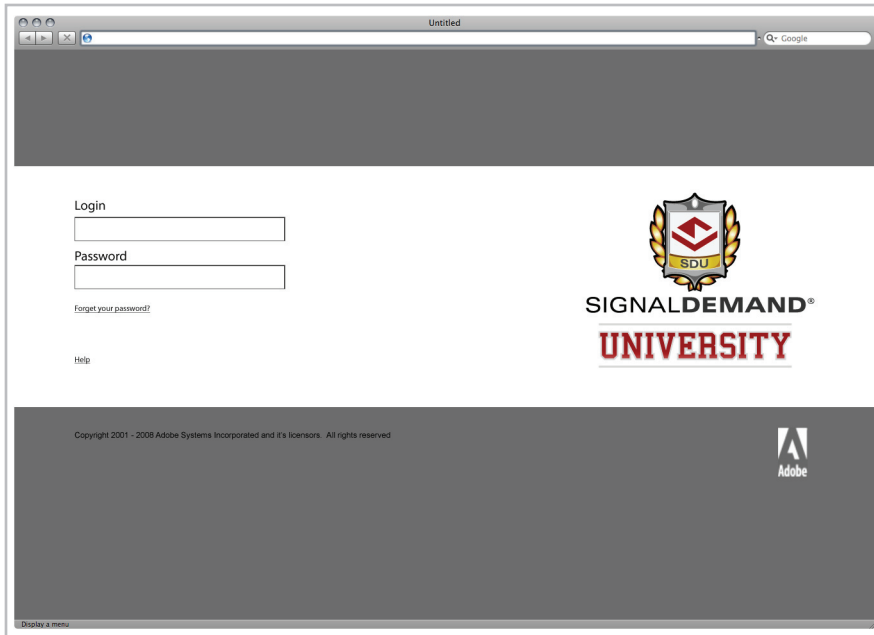
1. Educating users about the mathematical models and engines powering our pricing, product mix and production recommendations. Goals include helping users achieve a better understanding of internal and external data sources feeding the solution and solution outputs.
2. Helping users learn how SignalDemand can be most effectively used to guide pricing decisions.
3. Training users on how to navigate the application and fully utilize all of its functionality within their environment.
4. Providing education materials in a variety of ways, including onsite and over the web, to ensure customers get the education and training required to be successful.



Education is just one element in the overall plan to drive adoption of any new software application. Adoption planning is an important part of our services methodology and begins at the outset of each implementation. This process continues post deployment until users reach a point where SignalDemand becomes an integral part of pricing decision making and execution.

The Path to Adoption Involves:

- Working with executives and managers to ensure that the right governance structures are in place to shape and manage pricing behaviors.
- Setting benchmarks for measuring the application's value to the company's overall pricing strategy.
- User testing and verification of forecasting and optimization results.
- Training users through a blend of classroom simulations, eLearning modules and on-the-job support tools to help build comfort with interpreting SignalDemand outputs and confidence in using the application.
- Providing support and follow up to ensure any remaining barriers to adoption are identified and addressed post go-live.



SignalDemand University provides online training offerings to ensure that customers achieve maximum benefit from our applications. SignalDemand employs easy-to-use, high-quality tools for self-paced learning. Each user has a unique log in and learning plan to track progress and performance.

Features of SDU Programs:

- Tailored to fit your SignalDemand implementation
- Can be integrated with your sales effectiveness and pricing excellence programs
- Use a variety of proven learning methods, including onsite, eLearning and other approaches
- Measure proficiency to ensure training is transferred to the job

Benefits of SDU Programs:

- Holistic approach to adoption keeps the focus on achievement of business goals
- Training emphasizes how SignalDemand is used in the end user's job role and processes
- Multichannel support (including onsite) resolves questions and issues quickly
- Proficiency is measured and linked to SignalDemand Pricing Performance Measurement

For more information about SignalDemand University and how you can access our training and education content, please contact your SignalDemand Account Executive or Services Lead.



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About SignalDemand

SignalDemand provides manufacturers with on-demand software and services to achieve maximum profit margins in the face of volatile markets and increasingly complex pricing decisions. Using patented, comprehensive mathematical models to process thousands of variables, SignalDemand's technology allows customers to adjust supply and pricing

on a continual basis. By recommending best price, supply utilization and product mix in moments, SignalDemand enables better day-to-day decision-making. Industry leaders rely on SignalDemand for immediate and ongoing improvement of financial performance. For more information, please visit www.signaldemand.com.