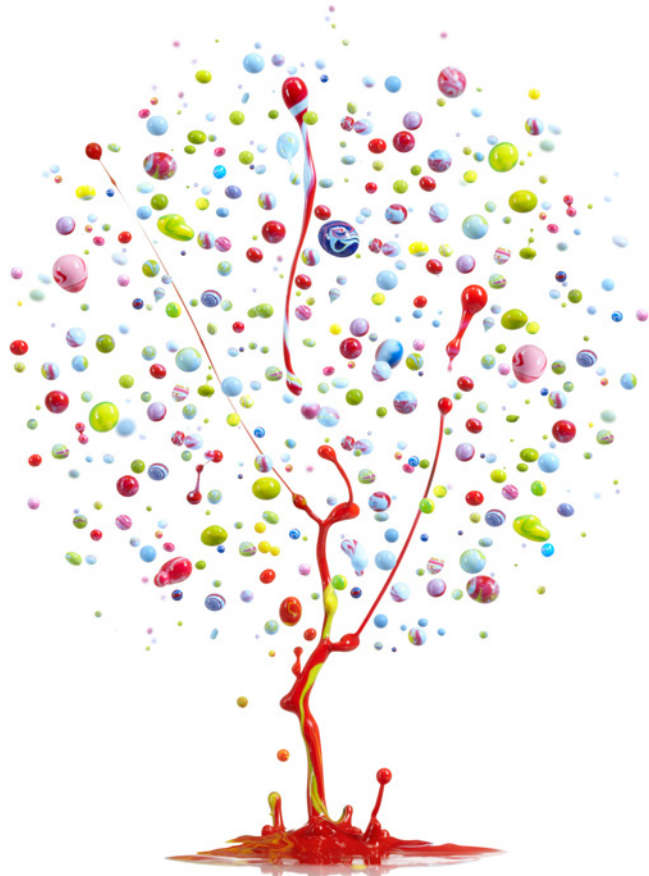


QuexorGroup



# Helping Technology Companies Reach Their **Fullest Potential**

## Our Job is to Help You Succeed

Quexor Group is a full-service strategic consulting and marketing services agency specializing in technology and telecom. Our seasoned staff understand today's trends and technologies, providing expert guidance in a full range of marketing and product management activities.

Whether you're a start-up, a Fortune 500 business, or somewhere in between, Quexor can become an extension of your existing marketing team or act as your complete virtual marketing organization.

“Thanks Quexor for all of your support. You consistently provide us with sound marketing strategy, messaging and content, and help us to effectively manage all our dynamic campaigns.”

Global Head of Marketing  
Redknee

## Corporate & Product Strategy

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- Business Strategy
- Entering New Markets
- Product Strategy
- Partnership Strategy
- M&A Strategy

## Marketing Strategy & Planning

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- Market Research
- Brand Awareness Building
- Product Marketing
- Marketing Plans
- Campaign Planning & Execution

## Digital Marketing

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- Website Design & Management
- Direct/Email Marketing
- Webinars
- Slide Presentations/Video  
& Multimedia
- Search Engine Optimization
- Social Media

## Marketing Communications

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- Creative Services
- Corporate Marketing
- Product Marketing
- Campaign Management  
& Execution
- Tradeshows & Events
- Speaker & Awards Programs
- Media & Analyst Relations

## Stand Out from the Crowd

Quexor combines a deep knowledge of the global telecom and technology marketplace with creative, expert marketing talent—our consultants have an average of 20 years' experience in senior marketing and product management roles. We understand both business and marketing objectives and deliver measurable results that are closely aligned with your goals.

## Results-Driven Marketing and Strategy Consulting

Great ideas—and even great companies—can easily get lost in the clutter and noise of a competitive market. Quexor Group designs marketing strategies and executes plans that empower our clients to excel beyond expectations.

“Quexor has been an invaluable partner. They have been a sounding board, adviser and an extension of the marketing team as TEOCO has transformed through a series of acquisitions and a rapidly growing solution portfolio.”

Vice President, Market Strategy  
TEOCO Corporation

# Create a Blueprint for Success, From the Ground Up

## Establishing a Firm Foundation

Businesses with a written description of their desired future state grow 50 percent faster than those without. But finding the time to sit down and document the vision we have for our business often seems impossible. And sometimes even knowing what to say and how to say it can be a challenge.

## Sound Guidance through Proven Industry Best Practices

Quexor has helped many executive teams and boards as they plan their next move. We help you and your team work to develop a comprehensive strategy for taking your business to the next level.

## A Fresh Perspective

Quexor brings years of experience in multiple domains to help you define and develop your vision for the future, and to design and implement the plans that will take you there. We bring an outside perspective to the table that helps to provide clarity and guidance.

Our Corporate & Product  
Strategy Services include:

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- Business Strategy
- Entering New Markets
- Product Strategy
- Partnership Strategy
- M&A Strategy



# Plan Your Strategy— and Your Success

## Bring Out the Best of Your Organization

Achieving great success doesn't happen by accident, it requires a great strategy and careful planning. Quexor has developed a highly effective strategy-creation methodology we use with our clients to help them to define direction, identify opportunities and optimize resources.

## Create Effective Marketing Plans

A solid marketing strategy is the foundation to a well-designed marketing plan. To get the most from your budget and resources, Quexor will work with you to provide the creative ideas and marketing and communications campaigns and strategies that will help you achieve your objectives and enhance your bottom line.

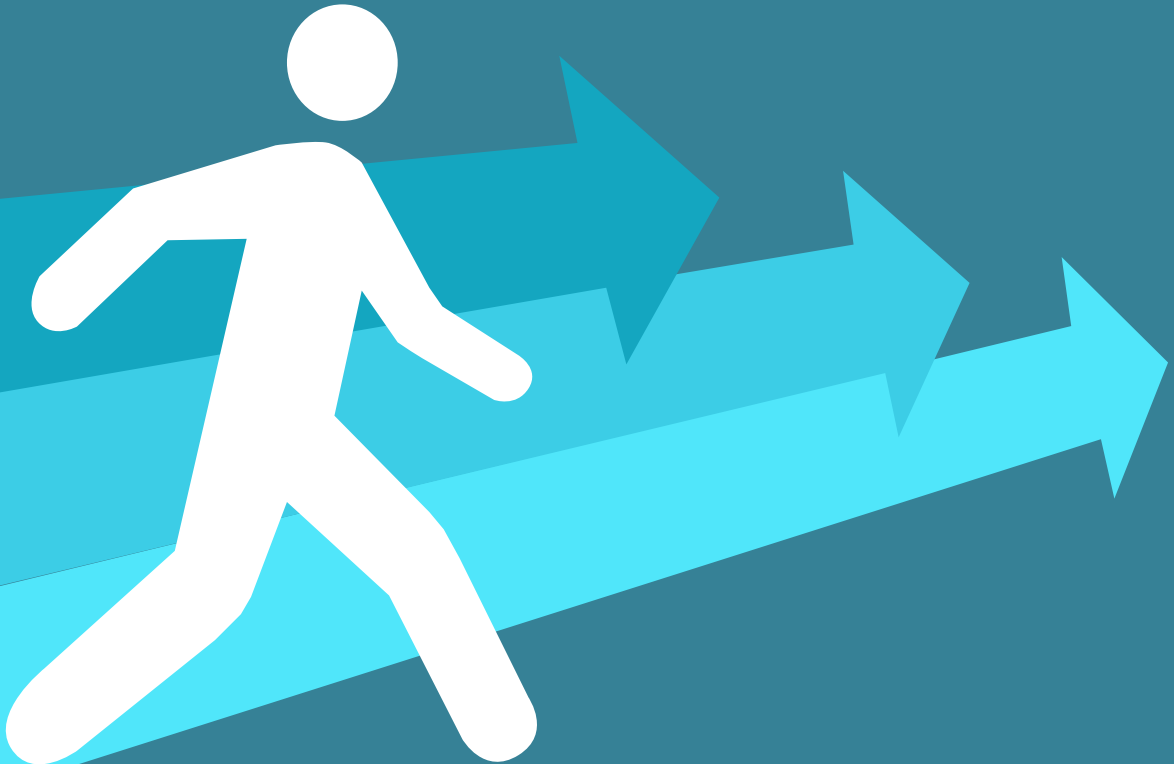
We don't just create the plan—we deliver. Quexor's methodologies and integrated processes will ensure your marketing results are achieved on time and on budget.



Marketing Strategy  
& Planning Services include:

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- Market Research
- Brand Awareness Building
- Product Marketing
- Marketing Plans
- Campaign Planning  
& Execution



# Integrated Digital Marketing Strategies

## Plan, Execute, Measure, Refine...Repeat

The key to digital marketing is to understand that it's never in a finished state. Instead, it's an ongoing process that requires regular care and attention to succeed. Our online strategy team works with you to design an integrated online plan, and then we make it happen. We work with you every step of the way to meet your specific needs and communicate your story to the industry in the most effective way possible.

## Create Effective Digital Experiences

From search engine marketing to the development of a social media plan that reaches your target audience, we have our finger on the pulse of the digital marketplace, helping to guide you through the sometimes murky and changing waters of online media.

Quexor's writers and designers live in the digital world and can help you engage with your audience at the right place and time. We create compelling and informative content and know how to place it to give your company the visibility and interaction you desire.

Digital Marketing  
Service include:

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- Website Design & Management
- Direct/Email Marketing
- Webinars
- Slide Presentations/Video & Multimedia
- Search Engine Optimization
- Social Media



“You can have brilliant ideas, but if you can’t get them across, your ideas won’t get you anywhere.”

– Lee Iacocca, American Business Leader

Brilliant ideas are the start to what marketing communications is all about; understanding the value of an offer, designing a meaningful and compelling message, conveying that message to the target market, and motivating the audience to follow a specific course of action.

## Simplify and Communicate Complex Concepts for Any Audience

Our team of creative marketing experts understands today’s trends and technologies, enabling us to get up to speed on your products and services very quickly. We know how to take complex technical concepts and communicate them in ways that highlight the unique value you bring to the market. There are a variety of audiences for your messages—customers, investors, media, analysts, employees, and more—and we can create tailored communications for each. We know how to launch successful campaigns that raise awareness and more importantly, generate sales.

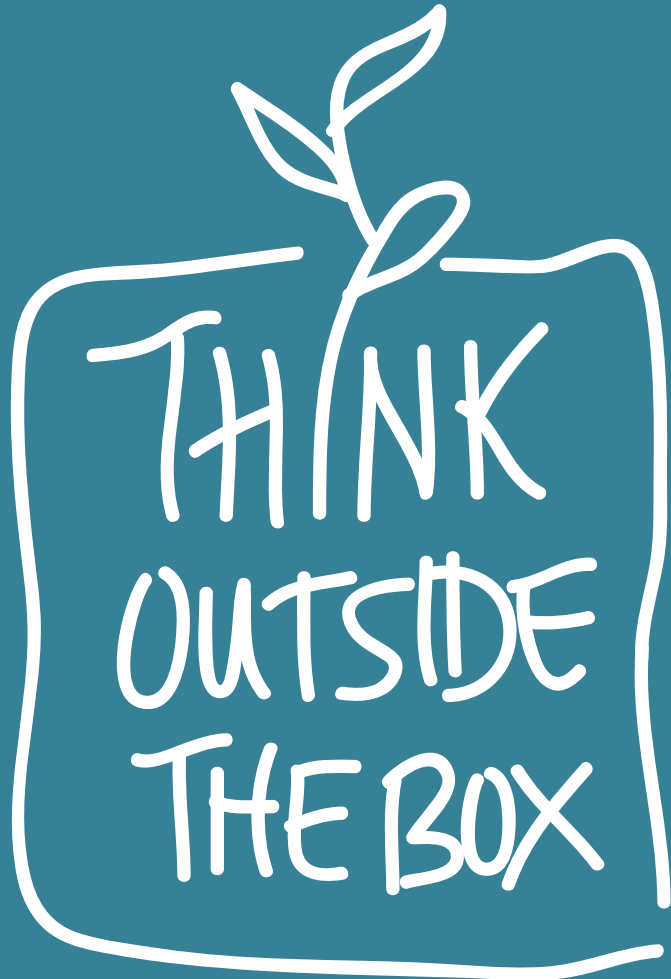
## Create Content that Works

We take great pride in delivering content that is creative, crisp and compelling to generate the desired response from your target audience. Whether your website needs a refresh, or you need case studies, a video script, a slide presentation, a webinar or a whitepaper, Quexor works with you to create a content marketing strategy that fits your needs and your budget.

Marketing Communications  
Services include:

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- Creative Services
- Corporate Marketing
- Product Marketing
- Campaign Management  
& Execution
- Tradeshows & Events
- Speaker & Awards Programs
- Media & Analyst Relations



Since 2009, Quexor Group has worked with some of the most exciting companies in the global telecom space.

Our clients always come first, and we are proud of what we have accomplished together. Their success is our success.

“Very, very positive feedback from product management and the project engineer!”

Senior Marketing Manager  
Iridium

“Let’s Quex it up!”

Senior Director of Product Management  
Neustar

“Well done Quexor. I am really happy with this!”

Vice President of Global Strategic Engagement  
Telarix

QuexorGroup

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