



THRESHOLD *REVENUE ACCELERATION* RESULTS

Threshold Partners and the Threshold Network have demonstrated outstanding Revenue Acceleration capabilities and achievements. Selected examples of these accomplishments are listed below.

The Client

The Results



Outsourced Sales and Business Development, for Vinciti (a portfolio firm of San Jose-based incubator e4e), offering an innovative outsourced technical product support solution: Threshold undertook a six month engagement assuming responsibility for virtually all US sales and business development.



Outsourced Sales Execution, for Field Power, a start-up provider of field support enterprise software: Threshold undertook a 12-month outsourced sales execution engagement leading to contracts with three of the largest vendors of Consumer Electronics products in the US.



Outsourced Sales Execution, for Clarifi, a start-up provider of financial services trading software: Brad Winney, founder and GP of Threshold Partners, undertook a 12-month outsourced sales execution engagement, leading to contracts with Deutsche Bank, Wachovia and CSFB. Engagement is ongoing.



Outsourced Sales Planning and Execution, for Simplystocks, an Indian financial software and data content provider based targeting Investment Managers, banks and financial vendors across North America: a Threshold Affiliate Firm successfully increased sales by 50% annually, before client was acquired by CapitalIQ in 2003.



Outsourced Sales Execution, for Brainpower Inc, a European based financial software provider offering Portfolio research and analysis tools to mid-large Investment Managers and hedge funds: a Threshold Affiliate Firm assumed exclusive US sales execution responsibility, leading to a 25% increase in US sales, and successful positioning for introduction of a new hedge fund product.



Sales and Sales Management, for enterprise software and implementation services, for Aurigin (now Information Holdings, Inc.), maker of an Intellectual Property asset management system: a Threshold Affiliate successfully led the sales efforts for Aurigin, targeting Pharma, Chemicals and Services customers, across the world, penetrating 10 multinational accounts.

Contact us!

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