

What we can do for your business

Prolytic is unique in preference-based segmentation of markets, creating positioning strategies for brands and products, and developing and optimizing new products and offerings. Our solutions provide clients with a new view of the market, their own position and their competitors.

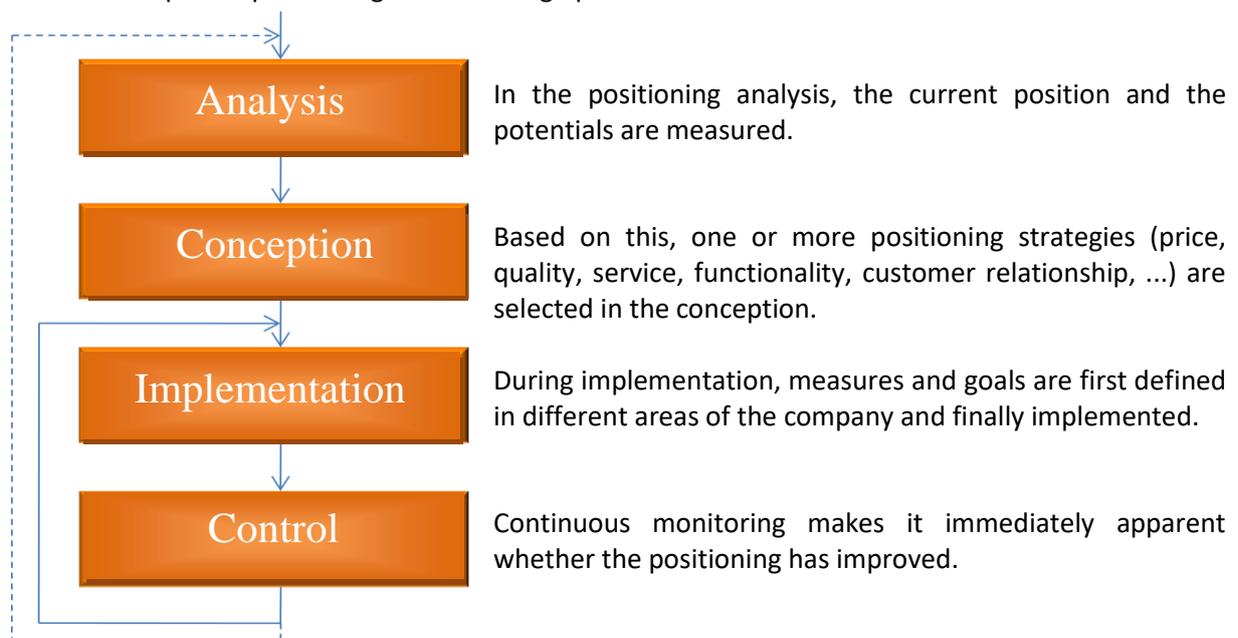
Prolytic's positioning studies provide a wide range of important information for clients, such as an analysis of the position of their own brand (product or offering) and competitors, an examination of customer preferences, or the identification of market potential (market gaps and strong competitor areas). This data forms the basis for creating strategies for differentiating and positioning products and companies.

In **product development**, our goal is to design new products, offerings and services as closely as possible to customer needs. Thus, expensive "product flops" can be avoided and the acceptance of products and offers can be tested before market launch. A special highlight is the simulation of market shares for new products.

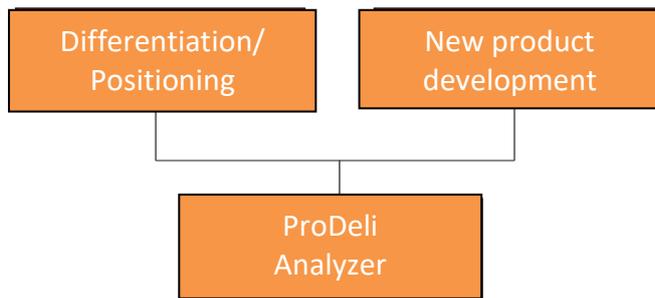
Our approach to positioning

We offer our customers several ways to position themselves. In product positioning, the goal is to find free places in the market (e.g. free preference segments) and to successfully place products or offers in the market (new product development). In corporate positioning, the overall impression of the company is important. It is about what customers think about a company and positioning aims to create a (positive) image in their perception and thus make them buy on their own initiative.

We view corporate positioning as a four-stage process.

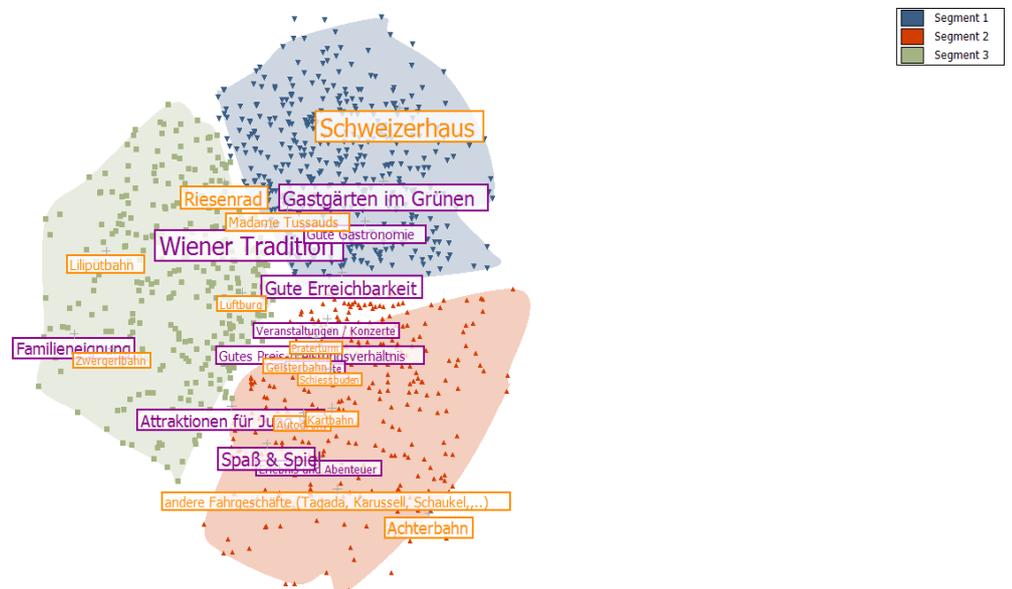


Making the most of results



In addition to comprehensive strategic consulting, Prolytic's customers receive the ProDeli Analyzer analysis tool. This makes it possible for the first time to create a precise map of all customer groups, their market position, the position of their competitors and the relevant products and features. The program supports the work of the Sale & Marketing team, it shows strategic

possibilities for positioning for the management and, in addition to numerous evaluation methods (interactive market maps, descriptive statistics), it offers the possibility to independently create and examine target groups.



Market map of Vienna Prater

What is behind Prolytic

Prolytic's solutions are the result of years of scientific research. Since its foundation in 2002 as a spin-off of the Vienna University of Economics and Business Administration (Prof. Alfred Taudes), the methods have been continuously developed internally.

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Prolytic Company Profile

Prolytic, as a solution architect in demand management, offers its customers software products for active demand management based on field-proven scientific models. Founded as a spin-off of the Vienna University of Economics and Business Administration, the software solutions and services are based on more than ten years of research in the fields of revenue engineering and marketing engineering.

ProDeli is a marketing engineering software and represents a completely new approach for the consideration of customer requirements, company positioning, competitor analysis and market simulation. ProDeli is based on state-of-the-art mathematical methods that allow to fully automate and integrate these complex analyses and to present to the customer purely graphically and intuitively an insight into the market segments including customer characterization, preferences and the position to the competition.

Market Maps

The Market Map shows market structures at a glance. With the position of the own company, the competitors and product characteristics, correlations become immediately visible. Above this are the automatically generated customer clusters, which can be addressed as homogeneous target groups. The advantage of this approach quickly becomes apparent: unoccupied attractive market segments can be found in a targeted manner and provide the basis for further analyses in the context of market segment analyses.

Navigation system on the market

For the first time, ProDeli enables the active control and prediction of future market successes and the simulation of new products and their future market shares. Marketing and sales thus gain in precision and success can be consciously steered.

Extract from the list of customers...