



Vane Clayton
President, ZOLL Data
Systems

Q. Why hire an interim marketing executive?

A. It was the best way to jump start our marketing activities — with someone who had the skills and experience to be productive immediately.

It also bought us time to search for the most qualified candidate for a permanent marketing position.

It was low risk. We had a lot of flexibility because it was not an employee hire. As it turned out, we kept Judy on assignment six months after our permanent hire came on board, to help set up a solid structure.

Q. Wasn't it expensive?

A. No, it was a great investment. Without Judy's help we could not have supported our sales team during the six-month search for a permanent hire.

Also, we learned best marketing practices from an expert, without a continuing payroll expense.

In the rebranding activity alone we would have paid an agency at least three times the cost for the deliverables and expertise we received from Judy and her team.

“I wanted to bring best marketing practices into the organization and move quickly with new programs. I was delighted by how much Judy Key Johnson accomplished, embedding needed programs and skills into our organization while we looked for a full-time marketing person.”

— Vane Clayton, President, ZOLL Data Systems

Expectations were high when Vane Clayton was named president of Pinpoint Technologies in the fall of 2003. He brought strong corporate credentials — president of Troy Wireless and previously CEO of another company, large NYSE-company experience, and academic training from Harvard (M.B.A.) and Purdue University (B.S. in engineering).

His mission: to continue the rapid growth and profitability of the company while creating a new company name and brand that was more consistent with the new corporate owner, ZOLL Medical Corporation. Vane put a priority on bringing best-in-class business processes from corporate America and assembling a top-flight executive team to sustain the company's growth of more than 25 percent a year. After a one-hour interview and a brief engagement performing a marketing assessment, he hired Judy Key Johnson as the interim marketing executive, a job that ultimately lasted 12 months.

“I couldn't be happier with the work that Judy has performed for us — she put her experience, intelligence, and energy toward the good of the company, and the way she worked with our customers was phenomenal. A less qualified person would have been overwhelmed with the magnitude of the assignment,” stated Vane.

Among the benefits Vane cited:

- Accelerated the quality of ZDS marketing programs by **at least two years**
- Converted the company to print-on-demand for marketing collateral, **reducing costs by more than 50 percent**
- Managed a lead referral program with the parent company that **increased the number of leads by 500 percent** over the previous year
- Delivered a **tool kit of processes and documents** — from product launch plans to job descriptions — that will help institutionalize best practices

“The average marketing person's primary experience is in marketing only,” concluded Vane. “Judy has experience at a high level at IBM, as a company president, in sales and development, plus an MBA in finance. That combination of skills is not easy to find. And, it was very helpful to me to have a **sounding board for the strategic decisions** that I had to make in those first six months. We gained strategic leadership and tactical execution; it was an excellent investment for our company.”

Customer Success Story

ZOLL Data Systems

ZOLL Data Systems

About ZOLL Data Systems

- Subsidiary of ZOLL Medical Corporation (NASDAQ: ZOLL)
- Established in 1993
- Develops and sells software to the emergency medical services (EMS) market
- Sales growing more than 25 percent per year
- More than 100 employees
- Annual revenue exceeds \$15M

About Key Marketing Group

- A full-service agency
- Interim executives
- Marketing strategy
- Branding
- Graphics
- Collateral
- Direct mail
- Advertising
- Public relations
- Tradeshow/Seminars
- Product marketing



Accomplishments at ZOLL Data Systems

(All activities were collaborative with company personnel)

Functional Assessments

- Marketing assessment
- Lead generation assessment
- Customer support assessment (facilitated)

Infrastructure

- Web-based customer education program
- Sales lead ranking and tracking system
- Sales campaign methodology
- Just-in-time printing of marketing collateral and product documents
- Use of Webcast medium for marketing and education

Programs

- Joint marketing council with parent company
- New executive track and special interest groups for user group
- Cooperative marketing program with other vendors

Branding and Design

- New company and product names
- New corporate logo*
- Complete redesign of company graphic identity and all major collateral*

Product Marketing

- Complete mobile software product UI redesign (via consultant)
- Analysis of new market segment
- Product launch plan process

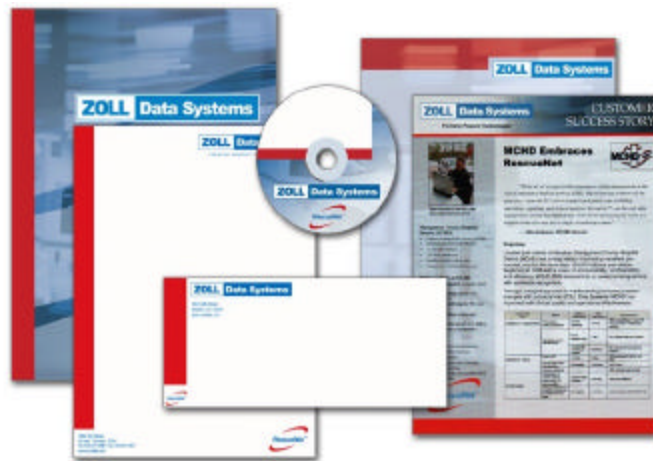
Deliverables

- 10-page customer case study with ROI metrics*
- Multiple customer success stories
- "Best of Both Worlds" advertisement*
- President's user group presentation
- User group executive track video
- Internal sales manager training audio CDs and newsletters

Personnel

- Marketing personnel job descriptions and evaluations
- Marketing candidate preliminary screening and interviews
- Internal employee communications

* Key Marketing Group project



Key Marketing Group's creative team developed a new company logo and graphic identity, complete with collateral set for launching the new company's name.