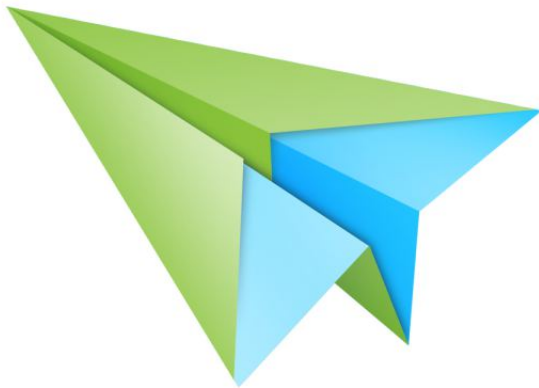




Ahilia CMO **Solution**



Ahilia CMO is a comprehensive marketing solution for small to medium size global services, outsourcing and technology organizations. With this solution, Ahilia functions as your marketing department, providing end-to-end marketing services including strategy, planning and execution. As an integral part of your organization, we collaborate with senior management and sales to provide marketing support on an ongoing basis. Ahilia CMO is an accessible and affordable marketing solution that will not only execute but drive your marketing plan.

Is Ahilia CMO the Right Fit?

For small to mid-size businesses, hiring a seasoned business executive to run a marketing team can be a challenge. You want someone with the experience and expertise of a Tier 1 company CMO, but you may not have the budget or even the scope of marketing activities to entice a full time marketing leader of that caliber. With Ahilia CMO you gain access to a part-time senior executive, a marketing manager, and specialized marketing resources as your marketing team. Ahilia CMO is an ideal solution for small to mid-size players as well as lines of business within larger companies with their own marketing budgets ranging from \$250,000 to \$1 million.

Ahilia CMO Benefits

- ✓ Gain access to senior level expertise without budgeting for full time senior marketing professional
- ✓ Leverage breadth of marketing skills including content development, online marketing, event management, graphics, social media, analyst relations, and PR
- ✓ Help prioritize precious marketing dollars
- ✓ Achieve up to 35% savings vs. hiring internally
- ✓ Obtain predictable monthly marketing expense

“

Of all the companies we evaluated, Ahilia had the most extensive and relevant global services experience particularly in the area of China.”

Matthew Cule
M&Y Global Services

“

Ahilia had the knowledge and resources to execute on our marketing ideas and is now an integral part of our marketing function.”

Debashish Sinha
CMO, Systems in Motion

How We Engage

By collaborating with your senior management and sales divisions, our leaders integrate as a part of your organization, providing marketing support and guidance on an ongoing basis. Our director works directly with your executive management, ensuring that your marketing strategy aligns with your overall goals as a company. Your Ahilia marketing manager manages internal and external marketing resources to ensure marketing assignments are executed well.



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After an exhaustive 6-month search for a CMO, we decided instead to engage Ahilia to run our marketing function. In the first year, they provided us with an interim CMO, overhauled ineffective programs, developed a strategic marketing plan and ran execution of all facets of marketing. Now in our third year of engagement, they have become a trusted partner that we turn to for marketing and corporate strategy.

”

Hari Haran

President, Persistent Systems

About Ahilia

Ahilia is a marketing consulting firm focused on global services, outsourcing, and technology industries. Ahilia specializes in knowledge-based marketing and has advised companies and government agencies on projects such as market assessments, influencer management, and services definition. Ahilia's in-depth knowledge of the Global IT, BPO and Technology Services industries is what differentiates them from other consulting firms and marketing agencies. Ahilia's consultants bridge the gap between strategy, operations, and marketing as well as understand what buyers want and the most current trends in the industry. They help communicate intelligence to their target audiences. Founded in 2007, Ahilia services its client base from offices in Davis, CA and Bangalore, India.

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