



Reliance Alliance

www.RelianceGroupUSA.com

Build a Digital Network

Implement a novel strategy to overcome otherwise insurmountable barriers associated with conventional tactics to develop web traffic

⋮ The world is going
digital

It's not going back!
Are you onboard?

4 Truths That Must Define Your Business Development Strategy

You cannot
develop enough
organic web
traffic to make
a difference

It is not a viable
economic
proposition to
pay for web
traffic

Email
deliverability
hurdles get
higher every
day

Your customers
research online
and enter your
competitor's
sales funnel



Conventional tactics will not change the outcome

- The online behemoths act like whirlpools
- Their power and momentum means they continue to expand their influence
- Sucking in more and more customers
- Threatening more and more businesses



Unconventional
tactics are
needed to
disrupt the
outcome

This means building a digital
network from the bottom
up





Working from the bottom up

- As we said, attempting to mimic traffic development strategies of the behemoths will fail
- So, instead, you *must* work from the bottom up
- By building a digital network of assets and the people and businesses they are associated with
- This will add value at the customer level while digitally connecting you to the users associated with the assets
- You will accumulate relevant email addresses
- But, more importantly, you will be linked via 2CLIXZ and empowered to communicate directly thereby eliminating the deliverability and engagement issues experienced in the email channel



Eliminate the tolls levied by the behemoths

Only by building a digital network can the tolls collected by the behemoths for random traffic be eliminated. Success will place you in a better position to control your destiny.

Two
technology
components
will underlie
your digital
network

1. The Data Capture Agent

- Create monitors & install on client network
- Discover devices
- Associate devices with businesses & owners
- Capture data
- Convert data into business intelligence
- Act on intelligence your competitors do not have
- Monetize devices
- Upsell and cross-sell

2. The Mobile App – 2CLIXZ

- Apply QR labels to devices
- Eliminate friction points typically associated with ticketing for service & repair
- Automate consumables replenishment
- Expand to capture other devices
- Associate the assets with owners
- Monetize the assets and the owners

What can
print devices
tell us about
the sales
opportunity?

Next, tell us a liittle bit about your customer profile

How many active customers do you have?



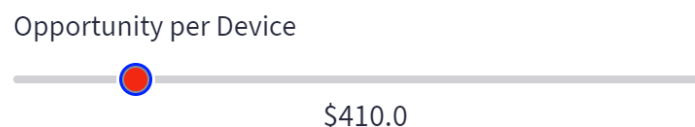
600

Average Number of Employees per Active Customer



35

Estimated Average Annual Ink or Toner Revenue



\$410.0

Ink & Toner Revenue Potential Calculator

Total Number of Customer Employees	21,000
Expected Number of Employees per Printer	4.3
Expected Number of Printers	4,884
Estimated Average Annual Ink or Toner Revenue Opportunity per Device	\$410.0
Estimated Annual Revenue from Printer Population	\$2,002,440

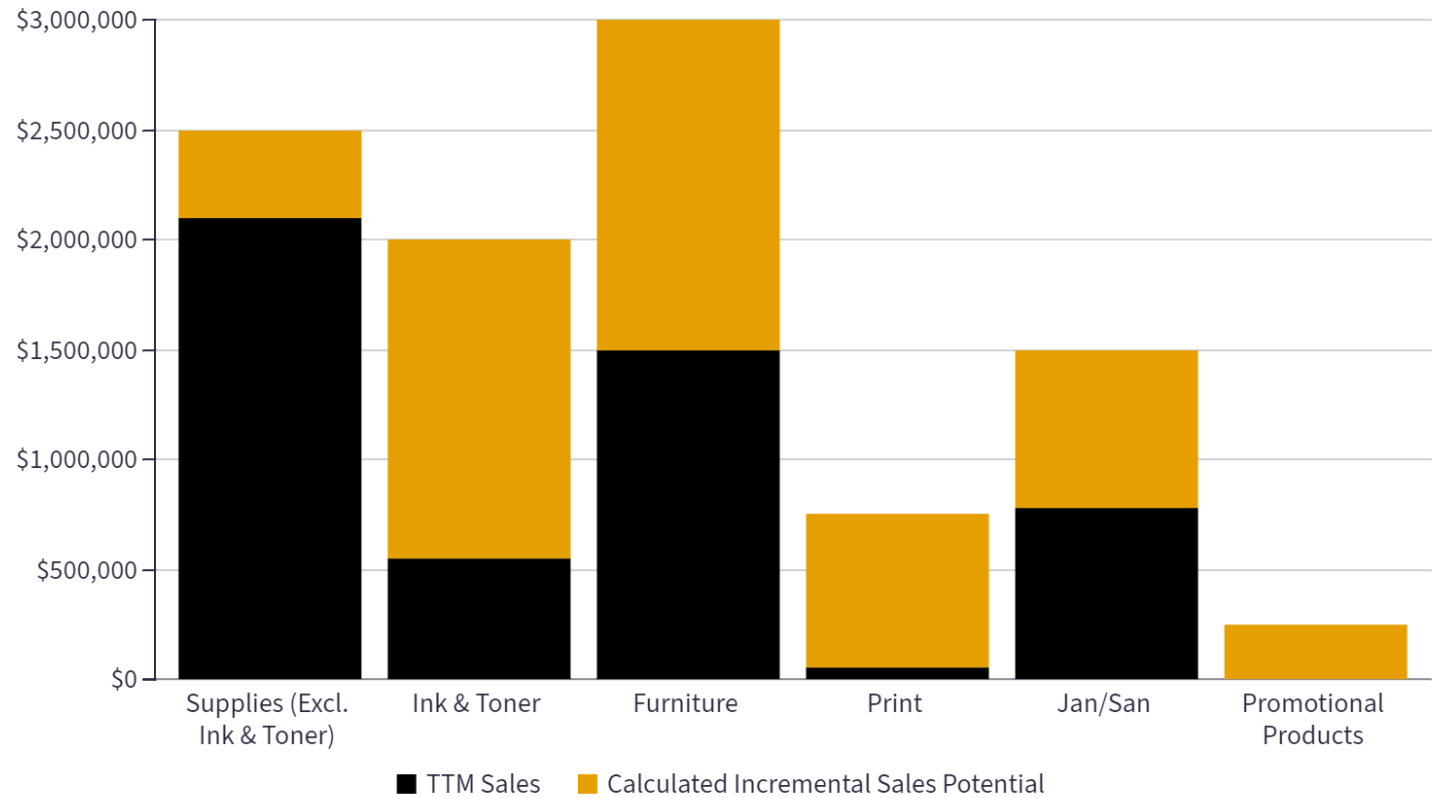


Leverage the Asset Management potential of the App

- Broaden the scope beyond print devices
- HVAC, Furniture, Vehicles, Computers, Breakroom, Phones, Tablets, etc.
- Eliminate wasted time at the employee level by associating devices with the appropriate service & repair organizations
- Enable the users to scan a QR label and create a ticket
- Manage extended service/warranty agreements and avoid the possibility of paying twice
- Create a digital map of the customer assets and associate each asset with an “owner”
- Now you have information that will help you monetize those assets and the users they are associated with
- You will have information your competition does not have and thereby gain an advantage

And you will start to capture a greater share of the opportunity

The Sales Growth Opportunity - taking my **\$5,000,000** dealership on a 5-year path toward becoming a **\$10,012,200** dealership



What do you
need to get
started?



A Plan



A Technology Platform



To Join the Mobile Ecosystem

Thank-you for
watching!

Visit our Digital Transformation Resource Page
[CLICK HERE](#)



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2CLIXZ