



**Your Source For Concise Analysis and Positioning Of Key Issues,  
Vertical Market Analysis and Penetration**

**[www.pwr-consulting.com](http://www.pwr-consulting.com)**

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## **PRESS RELEASE**

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## **PWR-Consulting Launches All New Branding Service for Vendors, Venture Capitalist, and Consultants**

**June 16, 2006** PWR-Consulting Corp. (PWR), the leading experts in tracking, trending, and supporting the mission critical software applications market, announced today an all-new and industry-unique Branding, Product Promotion, and Lead Generation service. Headed by Scott Rich, formerly VP Marketing for Lilly Software and SME manager for Infor, Scott said, Many of today's mission critical software vendors are developing and strengthening their channel partner strategies based on increased demand in the SMB space, but most potential partners lack the necessary skills to achieve the level of performance expected by the OEM vendors. "PWR-Consulting blends management consulting and market research at the applications market working level, not an overview at 33,000 feet, giving PWR-Consulting practical hands-on direct custom customer support; I look forward to supporting PWR's clients and prospects expand new opportunities for a high return on investment."

**A Direct Result of Client Request** - This all-new service is in direct response to many inquiries from our current small and medium sized clients expressing an interest in using an experienced PR and marketing team for Branding, Advertising support and Lead Generation services. This new services package takes advantage of the high-level of special interest traffic generated by PWR through its syndication and publishing activities. PWR is now providing high return on investment consulting and direct support for targeted market branding, lead generation, and product promotion.

**Unique In The Industry** - "This is, indeed, a most unique new marketing services package offering excellent, focused exposure in the mission critical software market space for our

clients,” notes Bill McSpadden, president of PWR. We have helped several SME’s put together highly effective marketing, sales, and promotional programs.

**You Get Targeted Advertising and Branding Opportunities!** – There are multiple industry focused opportunities providing excellent branding, advertising, or lead generation opportunities allowing targeting specific a client’s product, event, or opportunity. With PWR- there is no “shotgun approach” to advertising. We focus on carefully selected rife shot opportunities providing the highest ROI. You will reach the most interested parties looking for a solution to a given issue or problem. You reach the most interested buyers. Advertisements are carefully placed in positions of prominence and linked to articles about the advertiser that may be located anywhere in the Mall and also in PWR’s new product evaluation site.

**Excellent ROI** - For the price of a one-time, single, full-page advertisement in a trade journal, PWR offers a full year of channel partner support including three months of exposure in its popular late breaking news weekly. The LBN is read by thousands of industry professionals seeking the latest information, trending, evaluation, and positioning of mission critical software products, upgrades, and revisions. In addition, this unique service features multiple, software-focused stories showcasing an IT software applications area through our syndicated publications service, you receive benefit of focused, targeted reviews of your branding and product exposure. This combination provides a series of unique branding, advertising and lead generation platforms for vendors, consultants, and venture capitalists.

### **About PWR-Consulting**

PWR-Consulting has provided its business consulting expertise to manufacturers and enterprise application vendors since 1988. Consulting expertise has been supplied in Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Manufacturing Execution System (MES), Customer Relationship Management (CRM), Product Lifecycle Management (PLM), Process Control, and Business Performance Management (BPM) disciplines. PWR brings decades of industry-specific experience in the business applications and manufacturing and supply chain market as well as a depth of knowledge in best business practices.

With this foundation of experience and knowledge, PWR-Consulting is uniquely qualified to not only provide an unbiased perspective, but is also able to engage with it’s clients as an active team member for market penetration and sales. Our mission is to drive tangible results and benefits quickly and cost effectively. PWR-Consulting offers a variety of programs and service engagement options, including retainer-based consulting engagements, project-oriented engagements, management training programs, fixed-scope/fixed-price tactical projects and materials development, and subscription-based delivery of industry research. For more information, visit us at [www.pwr-consulting.com](http://www.pwr-consulting.com)

***Plant-Wide Is Your Source For Concise Analysis and Positioning Of Key Issues Impacting The Market For Mission Critical Applications Software!***