



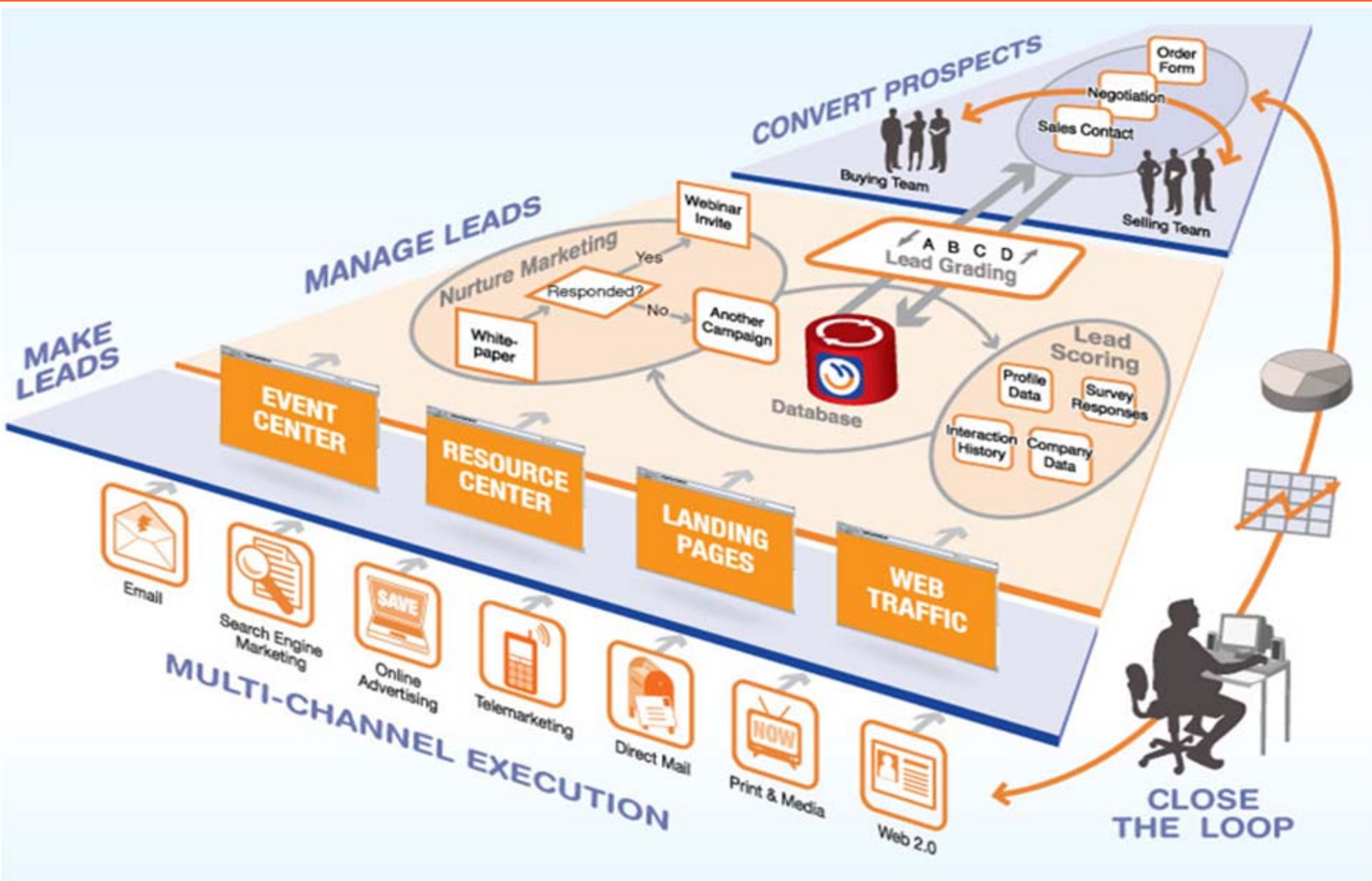
**Software & Information  
Industry Association**  
BUILDING THE DIGITAL ECONOMY



# marketbright

**Enterprise Marketing Automation  
That Works!**

# Marketbright - What Do We Do?



# Why Companies are Choosing Marketbright

- **Differentiation & Innovation**

- Easy UI without compromising on enterprise-level requirements
- Little or no implementation required; it just works “Out of the Box”
- Flexible extensibility for any customer requirements
- Large customers with multi-national rollouts

- **Focus on Technology & Efficiency**

- Proven success in addressing needs of Enterprise market
- Backend infrastructure for future growth and scalability
- Leading edge functionality based on customer and market feedback
- Highly capital efficiency – “The SaaS 2.0 Model”

- **More Information**

- <http://www.marketbright.com>