

|              |                  |             |                |            |
|--------------|------------------|-------------|----------------|------------|
| <b>B</b>     | <b>I</b>         | <b>N</b>    | <b>G</b>       | <b>O</b>   |
| State Farm   | ARPD             | Filenet     | MyIncentive    | Kronos     |
| Detractor    | Snapshot         | Loews       | Accountability | Midtown    |
| Professional | Tableau          | <b>FREE</b> | Andrew         | In Moment  |
| Inventory    | OWN EVERY MOMENT | JW          | IRF            | Listen     |
| Fuel         | Certification    | Marketing   | Upsell         | Escalation |

|           |                |               |               |                        |
|-----------|----------------|---------------|---------------|------------------------|
| <b>B</b>  | <b>I</b>       | <b>N</b>      | <b>G</b>      | <b>O</b>               |
| Tableau   | Accountability | MyIncentive   | Detractor     | Loews                  |
| Filenet   | Upsell         | Kronos        | Certification | Midtown                |
| Inventory | Andrew         | <b>FREE</b>   | In<br>Moment  | ARPD                   |
| IRF       | Marketing      | State<br>Farm | Escalation    | OWN<br>EVERY<br>MOMENT |
| JW        | Listen         | Professional  | Snapshot      | Fuel                   |

| B             | I          | N              | G                | O       |
|---------------|------------|----------------|------------------|---------|
| Certification | Marketing  | Accountability | Listen           | Andrew  |
| State Farm    | Inventory  | JW             | Snapshot         | Kronos  |
| Professional  | Escalation | <b>FREE</b>    | OWN EVERY MOMENT | IRF     |
| Tableau       | Midtown    | MyIncentive    | Upsell           | FileNet |
| In Moment     | ARPD       | Loews          | Detractor        | Fuel    |