

“ Using AlignStar for territory allocation, we posted \$658,000 in savings in the first two months. ”

CHUCK MOOSBRUGGER  
COMMERCIAL SALES MANAGER – ADT

AlignStar® is the leading provider of territory resource management software for businesses around the world.

We make it simple for companies of all sizes to visualize potential, analyze performance, optimize territory design, and manage field resources to maximize results.

## WHAT IT DOES

**50%**  
OF ALL TERRITORIES  
COULD BENEFIT  
FROM A  
REALIGNMENT

### Increases revenue

Identify “white-space” opportunity to close more sales and build customer base.

**Boosts productivity**  
Align and balance sales territories to provide optimal resource coverage.

INCREASE  
PRODUCTIVITY  
**5-20%**  
IN THE FIRST  
YEAR

**2-7%**  
SALES INCREASE  
FROM A TERRITORY  
OPTIMIZATION

### Reduces travel cost

Create efficient territories to reduce “windshield” time and travel expenses. Less travel time equals more selling time.

## HOW IT WORKS



### VISUALIZE

Get a geographic view of your sales territories using mapping technology (GIS) and up to 10 different data sources at once.

### ANALYZE

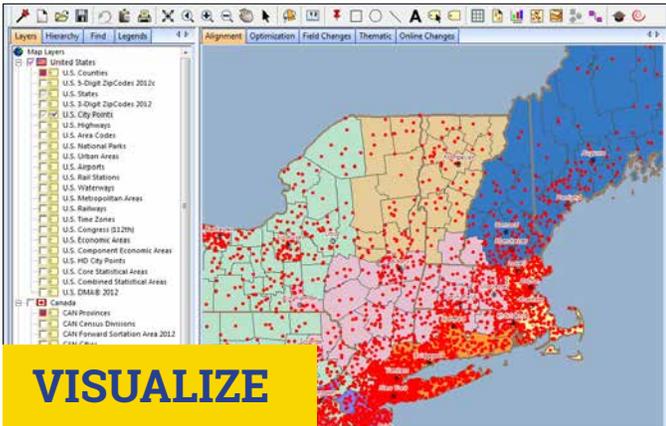
Territory Expert™ provides direction on how and where you can improve your territories.

### OPTIMIZE

Our technology uses built-in drive time data along with your company information to design balanced, compact, and travel efficient territories that meet the goals you set.

### MANAGE

Export territory alignments into any CRM system and geographically visualize “plan to actual” sales performance.

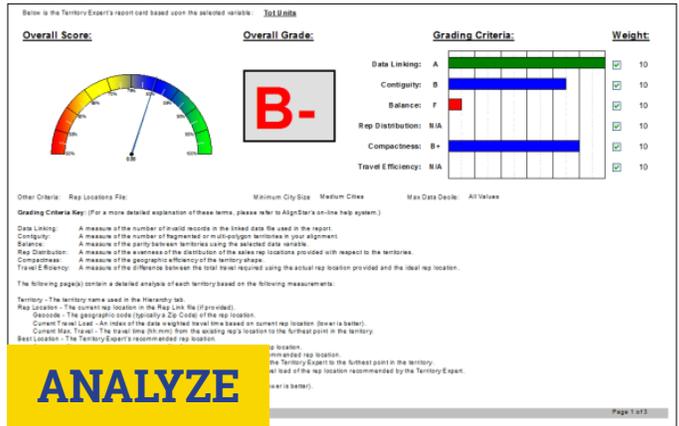


## Custom Mapping Interface

View and navigate up to 10 different data sources at once using superior proprietary mapping technology.

## Interactive Alignment

Create new territories or realign existing territories using lasso, point and click, drag and drop, and radial tools. Dynamically update chart, and data totals during alignment.

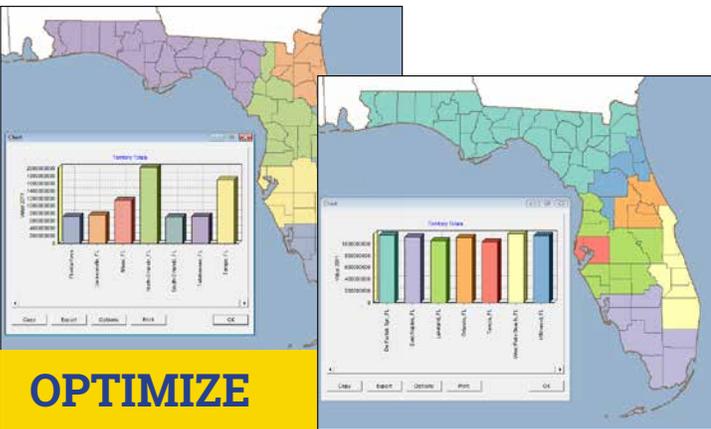


## Spatial Analysis

Discover market opportunity through thematic mapping. Employ heat maps, graduated symbol maps, dot density maps and dual variable thematic maps to drive strategic go-to-market decisions.

## Territory Expert™

Analyze existing alignments and understand potential areas to improve design, balance, or travel efficiency of territories.

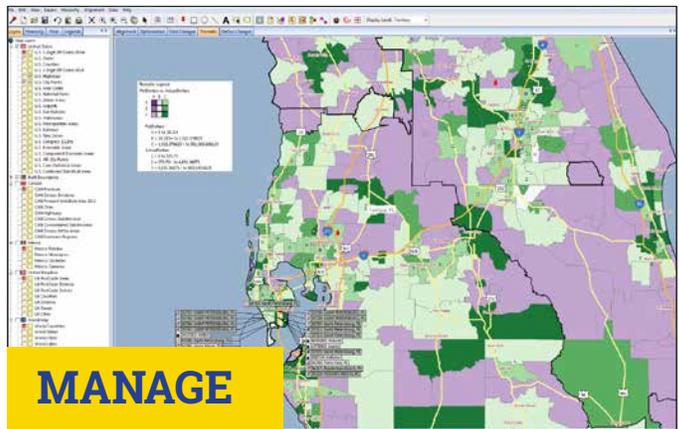


## AlignStar® Optimizer

Utilize proprietary algorithms to create “what if” scenarios. Automatically realign sales territories for optimal efficiency.

## Integrate

Save and implement your optimized territory strategy into a new alignment. Upload your new territories into any CRM system.



## Reporting and Map Generation

Print territory maps and store in popular formats including GIF, PDF, PNG, BMP, JPG, PPT, and TIFF.

## Track

Real-time data feeds link to market potential data, sales history, personnel, and account information.