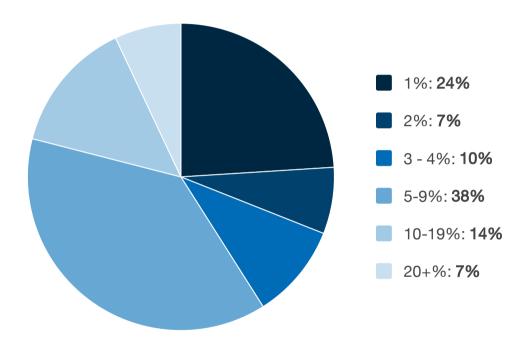
## FROST & SULLIVAN CUSTOMER RESEARCH

## What percentage of your TOTAL REVENUE is allocated to your annual EXTERNAL MARKETING SPEND budget?



Source: TechValidate survey of 42 users of Frost & Sullivan





