

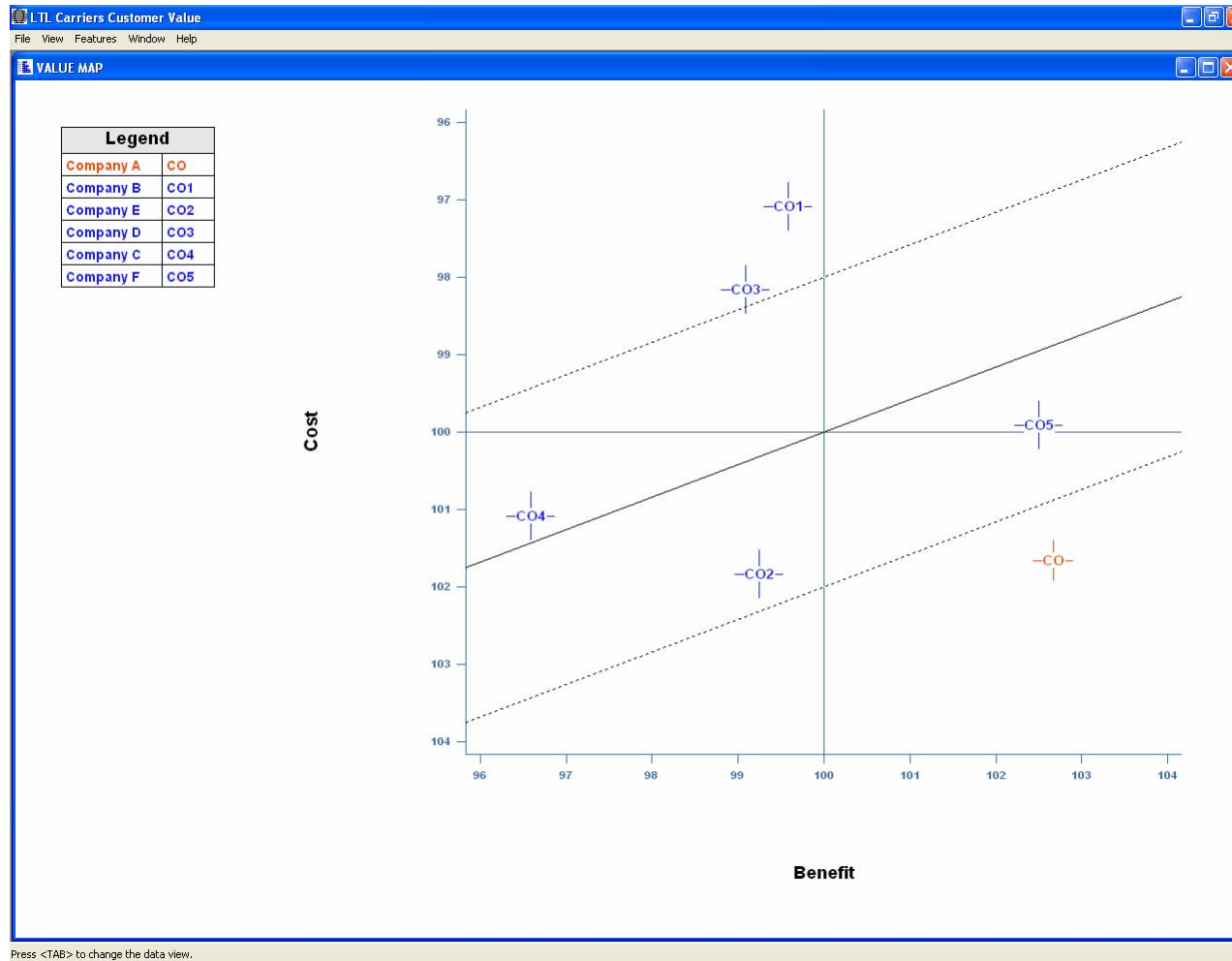
Selected Exhibits from Mastio's Toolset Software

Customer Value Benefit Profile

COST-BENEFIT PROFILE										
Category	Attribute	Performance Ratios						Weights		
		Company A	Company B	Company E	Company D	Company C	Company F	Benefit Attribute	Benefit vs. Cost	
Benefits	Service Offering	Shipments picked up when promised.	105.32	99.27	98.94	97.98	96.93	101.56	7.7%	30.3%
		Shipments delivered when promised.	106.38	96.75	97.64	100.37	95.52	103.34	8.2%	
		Shipments delivered with no shortages or damage.	107.09	99.50	97.95	98.42	96.05	100.99	8.9%	
		Speed of transit.	105.47	92.89	99.49	101.73	95.67	104.75	4.7%	
	Customer Service	Broad range of services.	98.93	100.90	98.08	101.55	95.34	105.20	2.4%	
		Timely and accurate invoices and statements.	101.36	99.95	100.67	99.03	96.84	102.16	5.3%	
		Proactive communications.	106.81	100.26	97.25	98.30	94.86	102.52	6.8%	
		Effective problem resolution.	105.92	100.93	97.36	98.51	95.99	101.29	7.2%	
		Customer service personnel are courteous and professional.	102.93	99.82	99.37	98.45	98.12	101.31	5.8%	
		Effective technology and tracking systems.	100.90	100.77	98.10	99.67	95.16	105.40	5.1%	
		Knowledgeable and helpful sales representatives.	98.77	102.84	100.96	98.78	96.24	102.42	5.1%	
		Willing to be flexible when needed.	101.32	101.04	101.54	97.67	97.77	100.66	4.8%	
		Drivers are courteous and professional.	100.09	101.30	99.85	99.07	98.18	101.52	4.9%	
		Pricing terms are easy to understand.	100.67	99.81	99.61	98.84	99.88	101.19	6.2%	
	Company Image	Trucks and facilities look clean and safe.	98.11	98.20	103.37	100.10	96.90	103.31	3.8%	
		Financial strength and stability	99.07	100.31	99.36	99.83	97.01	104.41	3.9%	
		Strong positive corporate image and reputation.	95.88	100.27	100.41	100.54	96.82	106.08	3.0%	
		Highly trusted carrier.	98.30	100.66	101.71	99.35	96.85	103.13	6.3%	
		Weighted Benefit Scores	102.67	99.66	99.32	99.15	96.66	102.54		
Costs	Competitive pricing.	101.73	97.11	101.84	98.19	101.14	100.00	100.0%		
	Weighted Cost Scores	101.73	97.11	101.84	98.19	101.14	100.00	69.7%		
All	CVA Index	102.01	97.89	101.07	98.48	99.78	100.77			

Press <TAB> to change the data view.

Customer Value Map



Head-to-Head Exhibit

