

“With 40-plus shows a year, including international events, the Kaon v-OSK was able to save us 85% in recurring annual shipping costs, more than 800 labor hours associated with product assembly and a significant reduction in travel and accommodations due to the reduced labor staff needed. Saving us \$30,000 per show, the Kaon v-OSK paid for itself after one event.”

- VP of Global Marketing,
Telecom Equipment Company

WITHOUT KAON

Shipping	\$6,379.30	(5 products, 2,000 lbs, coast-to-coast per Shipping Global Saver)
Drayage	\$1,420.60	(5 products, 2,000 lbs @ \$71.03 per 100lbs)
Electric	\$2,825.00	220 v (5 products, 24 amps each @ \$565)
Staffing	\$12,000.00	(8 people, travel, lodging, consumables @ \$1,500 per day)
Internet	\$1,938.81	(3 days @ \$646.27 per day)
Collateral	\$5,000.00	(printing, shipping)
Booth Space	\$8,928.00	20x20 @ \$22.32 per Sq Ft
TOTAL	\$38,491.71	

WITH KAON

Shipping	\$400.00	(37" Kaon v-OSK and stand, 425lbs, coast-to-coast per Shipping Global Saver)
Drayage	\$461.69	(37" Kaon v-OSK and stand, 425lbs @ \$71.03 per 100lbs)
Electric	\$184.00	110 v (1 Kaon v-OSK @ \$258)
Staffing	\$6,000.00	(4 people, travel, lodging, consumables @ \$1,500 per day)
Internet	\$0	N/A - Offline solution not dependant on Internet connectivity
Collateral	\$0	N/A - Collateral showcased & downloaded off of Kaon v-OSK
Booth Space	\$4,464.00	20x10 @ \$22.32 per Sq Ft
TOTAL	\$11,509.69	

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SAVINGS

Savings/Event	\$26,982.02
Number of Events/Year	15
Total Annual Savings	\$404,730.30
Total Investment in Kaon (over 2 yrs)	\$152,000.00
2 year ROI (\$ Saved/ \$ Spent)	5.33
Return Period (Months)	4.51

“In addition to trade show savings, we’ve seen an 88% reduction in the costs associated with offsite demonstrations as we’re bringing fewer physical products to offsite meetings. By utilizing the Kaon v-OSK, we’ve dropped our costs from \$2,067 to \$290, delivering a savings of \$1,777 each time a virtual product demo replaces a physical one at a meeting.”

- Manager of Advertising and Promotions, Industrial Products Company

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WITHOUT KAON

ON-SITE (144 ON-SITE SALES MTGS/YR)

Transportation	\$77	(654 miles)
Truck	\$360	(6 trucks for set-up @ \$60 each for fuel)
Staffing	\$1,380	(2 persons, 5 days @ \$230)
Consumables	\$250	(2 persons, 5 days @ \$25)
TOTAL	\$2067	

OFF-SITE (12 OFF-SITE SALES MTGS/YR)

Transportation	\$2,289	(654 miles)
Per Diem	\$500	(2 persons, 5 days, @ \$50)
Hotel	\$1,000	(2 persons, 5 days, @ \$100)
Staffing	\$2,300	(2 persons, 5 days @ \$230)
Consumables	\$250	(2 persons, 5 days @ \$25)
TOTAL	\$6339	

WITH KAON

ON-SITE (144 ON-SITE SALES MTGS/YR)

Transportation	\$0	(37" Kaon v-OSK and stand onsite for product demos)
Truck	\$60	(1 truck @ \$60 each for fuel)
Staffing	\$230	(1 person, 1 day @ \$230)
Consumables	\$0	N/A
TOTAL	\$290	

OFF-SITE (12 OFF-SITE SALES MTGS/YR)

Transportation	\$0	(37" Kaon v-OSK and stand onsite for product demos)
Per Diem	\$100	(1 person, 2 days @ \$50)
Hotel	\$200	(1 person, 2 days @ \$100)
Staffing	\$460	(1 person, 2 days @ \$230)
Consumables	\$0	N/A
TOTAL	\$760	

SAVINGS

Total Annual Savings

\$339,573

Total Investment in Kaon

\$93,432

2 year ROI (\$ Saved/ \$ Spent)

7.27

Return Period (Months)

3.30

“On average, our order size is \$5M and our infrastructure sales process is very sophisticated. One of the key steps in our sales process is showing customers a physical product demonstration within our briefing centers. By repurposing the virtual product models Kaon created for our trade shows within our briefing center, we are able to save an incremental \$328,400 annually, as we no longer have to set-up, power and configure the products for demonstration. Not only are we able to move through our Proof-of-Concept phase more quickly, but we’re also greatly reducing our sales costs”.

- Vice President of Sales,
Storage Systems Company

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WITHOUT KAON

Product Setup	\$180,000	(Product setup, power, and configuration)
Personnel Time	\$20,000	(Lab/SE Team - Set up and demonstration preparation)
Solutions demonstration	\$130,000	(Team, facility, power, and equipment costs)
TOTAL	\$330,000	

WITH KAON

Product Setup	\$0	(v-OSK already set up in EBC)
Personnel Time	\$800	(Limited pre-demo review)
Solutions demonstration	\$800	(Sales and SE Team demonstration)
TOTAL	\$1,600	

SAVINGS

Total Demo Savings	\$328,400
Total Incremental Investment in Kaon	\$0*
Return Period (Months)	Immediate

*Solution was created for tradeshow and repurposed for briefing center demos. No incremental cost.



“The virtual product demonstration has been enormously successful. Kaon’s virtual models have changed the way we’re presenting our products profoundly, and the cost savings are dramatic. The sales team gave a standing ovation when we first showed them the models, and our customers are now engaging far more with our products. We’ve attributed 25 product sales directly to Kaon’s virtual model on our microsite which contributed to \$3.1M in new sales.”

- Marcomm Manager,
Medical Device Company

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WITHOUT KAON

Product Shipping	\$31,000	(annual product shipping costs to sales meetings)
Annual Product Sales	50	
Product Demo Visibility	Onsite and Trade Shows ONLY	
TOTAL	\$31,050	

WITH KAON

Product Shipping	\$9,750	(annual product shipping costs to sales meetings)
Incremental Sales	25	(attributed directly to Microsite)
Product Demo Visibility	Anytime	(sales team access to virtual product demos)
TOTAL	\$9,775	

SAVINGS

Total Incremental Product Sales	\$3,125,000
Total Investment in Kaon	\$63,450
Direct sales ROI (\$ Revenue/ \$ Spent)	49.25
Return Period (Months)	1.1