



“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

**To Email a Kaon Representative**

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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 |   |
| <b>TOTAL</b>            | <b>\$31,050</b>             |   |

**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)      |
| <b>TOTAL</b>            | <b>\$9,775</b> |   |

**SAVINGS**

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