

Buyers' attention is a precious commodity.

Win it with facts and sell more.

PROVE BENEFITS. >

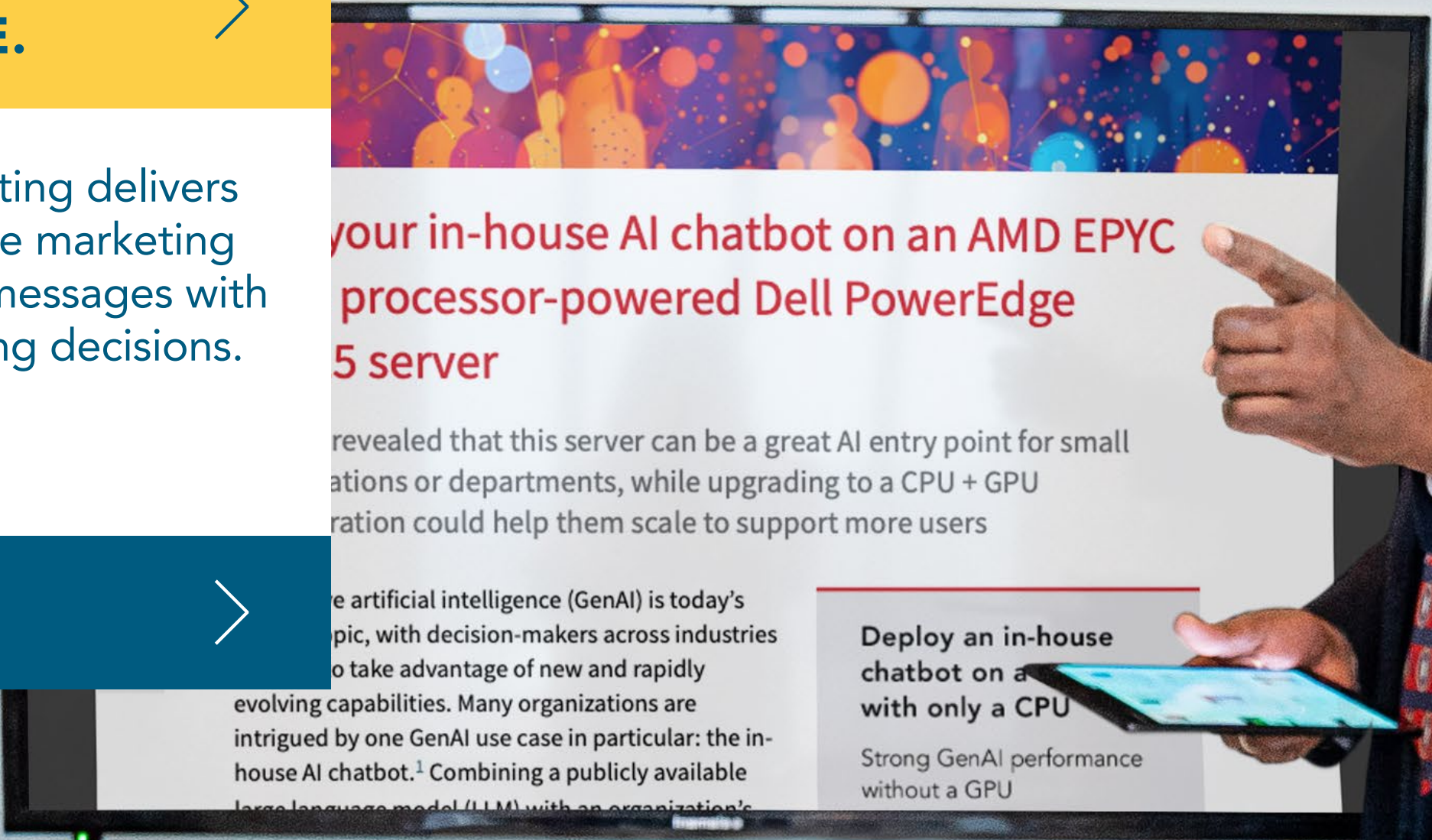
WIN ATTENTION. >

SELL MORE. >

Incorporating cutting-edge AI workloads and tools, our hands-on testing delivers real-world proof points your customers can count on. Our competitive marketing collateral contextualizes those claims and delivers your most critical messages with award-winning creative, empowering buyers to make smart purchasing decisions.

The end results? Higher sales and happier buyers.

CHOOSE PT. >



Buyers want proof before they buy. **We deliver.**

In over 20 years of business, we've earned a reputation as a third party you and your buyers can trust. We prove your products' benefits using rigorous, hands-on testing and research. By targeting your specific audiences and experiencing products the way your buyers will, we produce content that will get their attention. We value transparency, which is why we always cite all our sources and disclose who funded each project, what we tested, and exactly how we ran our tests—anyone can replicate our work and get the same results.

→ How you benefit

In a market saturated with unsubstantiated claims, real-world results from a trusted third party build credibility for your products with the buyers who need them.

44% of B2B buyers trust third-party content more than content from vendors¹

87% of buyers feel independent expert content is crucial to their decision-making³

45% of B2B buyers want more data & research to support claims²



The right facts can help you increase sales. Here's proof.

In projects spanning over 14 months, we ran tests comparing the performance of a major tech company's products to that of a competitor and proved that our client's products performed better in a number of key areas. We used these facts to create engaging, relevant, buyer-friendly reports that told their target audiences how they would win from these products.

→ INVESTMENT WITH PT:

Just under half a million dollars over 14 months.

← RETURN ON INVESTMENT

UP TO
\$3 BILLION

Our client attributed many key sales directly to our work, estimating that they gained approximately \$3 billion in sales that would have otherwise gone to their competitors.



PROVE BENEFITS

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SELL MORE

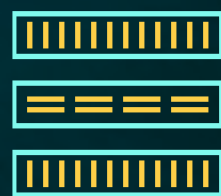
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Prove benefits and AI capabilities across a wide range of products and usage models.

We test every type of tech offering—from AI PCs to cutting-edge servers, cloud instances, hyperconverged infrastructure, software, and services. Whatever the solutions, our hands-on testing helps prove their benefits.



Servers



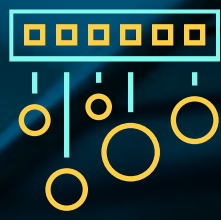
Public, private, and hybrid clouds



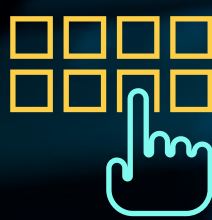
AI PCs, laptops, and desktops



Hyperconverged infrastructure



Networking



Software and applications



Phones and tablets



Storage arrays



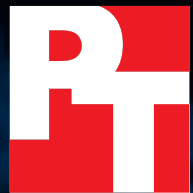
Services

And more...

Real-world test types and analysis.

- Real-world workloads (e.g., AI inference, AI training, LLM performance, ecommerce, data analytics, etc.)
- Competitive research and analysis
- Custom testing and benchmarking
- ROI/TCO studies
- Jury testing
- Quality assurance testing
- Software development
- Product evaluation

And more...





The average adult is exposed to thousands of ads daily⁴

You can't sell if your buyers aren't looking. **We pair facts with content they can't ignore.**

Today's buyers feel bombarded by marketing, even as companies struggle to reach those who could benefit from their products. We make it easy for buyers to find exactly the information they need, when they want it. We illustrate your products' benefits using everything from in-depth reports to snackable content pieces like infographics and videos.

80% of B2B buyers want short-form content⁵

48% of B2B buyers want mobile-friendly content, and **43%** want content with easy-to-share links⁶

→ **How you benefit**

Our collateral catches the attention of the right audiences for your products and educates them about your products' effectiveness, empowering buyers to purchase your offerings.



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Well-equipped sales reps + empowered buyers = more sales

With collateral tailored to the audiences you want to reach, we help buyers and sales reps alike find the data they need. Your sales reps gain independent, reputable, fact-based information that proves benefits and helps them sell. Your buyers learn how your products will meet their requirements.

→ How you benefit

Your sales reps have facts they can use to sell more products more effectively. Your buyers feel empowered to make a purchase that will truly benefit them. Everyone wins!



Tech buyers consume at least **12** pieces of content during research⁷

Educative content makes **92%** of tech buyers more likely to engage with a vendor⁸



PROVE BENEFITS

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Fact-based marketing
can boost sales.
Here's proof.

In a campaign running over 17 months for a large technology client, we tested a range of data center products against those of a major competitor. We then created a marketing campaign that highlighted the winning facts in reports, summaries, infographics, and videos.

→ RETURN ON INVESTMENT

UP
TO
\$2.1 BILLION

→ INVESTMENT WITH PT:

About three and a quarter million
dollars over 17 months.



PROVE BENEFITS

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Grab buyers' attention with compelling marketing collateral.

Reports

A Principled Technologies report: In-depth research. Real-world value.

The case for on-premises AI

Exploring the advantages of on-premises Dell PowerEdge servers with AMD EPYC processors vs. the cloud for small to medium businesses' AI workloads

Rely on predictable costs

Keep critical data fully within your control

Prioritize your performance needs

Give your IT team flexibility and control

As artificial intelligence (AI) continues to dominate headlines and discussions of IT spending, organizations everywhere are considering their AI strategies. This is not a simple area. According to a recent Gartner survey, less than half of AI initiatives make it to production.¹ Ensuring your AI project doesn't fall by the wayside means making strategic, well-informed decisions.

In addition to figuring out what AI models and workloads will bring the most value for your specific use cases, you also need to select the right infrastructure to host your applications. Whether your workloads will run well with only CPUs or they demand plenty of GPUs, a plethora of cloud and on-premises options are available. The same is true for your storage needs: The choices can seem almost limitless. And particularly for small to medium businesses (SMBs) with limited budgets, it's important to make sure you're spending wisely. While purchasing hardware may require an investment up front, monthly cloud costs can add up quickly and often end up costing more over time.

We researched publicly available information to help you make this critical infrastructure decision. We focused on public cloud options generally and one specific on-premises approach: latest-generation Dell[®] PowerEdge[®] servers powered by AMD[®] EPYC[™] processors. We found that compared to the public cloud, Dell PowerEdge servers can offer advantages in security, flexibility, and cost predictability, among other areas.

If your organization is mapping out your AI strategy for the next several years, read on to learn why AMD EPYC processor-powered Dell PowerEdge servers might be a good fit.

Rely on predictable costs

Infographics

Significant AI inference performance advances with the HPE ProLiant DL380 Gen11 server, powered by 4th Generation Intel Xeon Gold processors

In ResNet-50 image-recognition testing, the Gen11 server handled dramatically more samples per second than previous-generation HPE ProLiant server while delivering lower latency

Process 2.86x as many images per second at FP32 precision levels*

Reduce latency by 30.1% at FP32 precision levels*

Images per second
Higher is better

Latency
Seconds | Lower is better

HPE ProLiant DL380 Gen11 server with Intel[®] Xeon[®] Gold 6430 CPUs

HPE ProLiant DL380 Gen10 server with Intel[®] Xeon Gold 6130 CPUs

HPE ProLiant DL380 Gen11 server with Intel[®] Xeon Gold 6430 CPUs

HPE ProLiant DL380 Gen10 server with Intel[®] Xeon Gold 6130 CPUs

2.86x

2.11x

3.02x

Utilize built-in AMX accelerators** in the 4th Generation Intel Xeon Gold 6430 processor to increase throughput at lower precision levels

Images per second the HPE ProLiant DL380 Gen11 server handled at different precision levels

Higher is better

FP32

bf16

int8

877.471

2,819.420

5,027.800

3.2x***

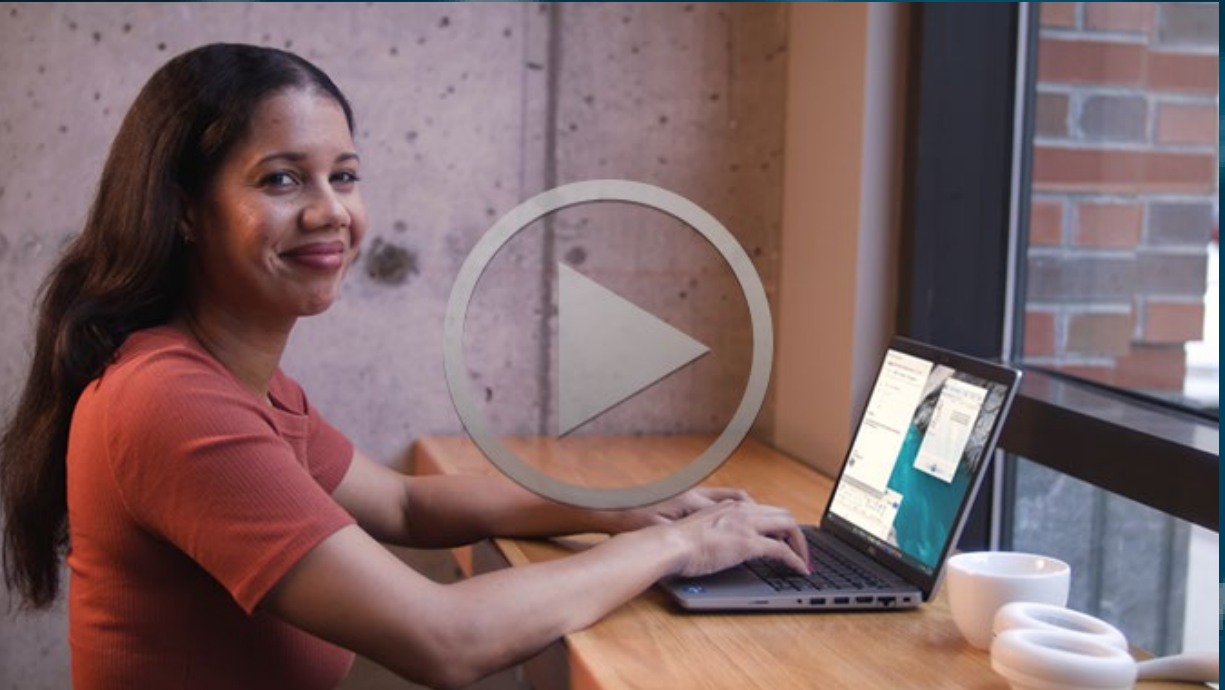
5.7x***

The older HPE ProLiant DL380 Gen10 server doesn't accelerate the bf16 and int8 precision levels.

Learn more at <https://facts.pt/jj5UV9r>

Principled Technologies

Videos



Interactive content

BenchmarkXPRT

Whether you're using, making, or writing about tech products, you need to know how well they'll do what you want them to do.

Adjust the dial to find the testing app for your device

YOU

Shopper

Any

TOPIC

Comparison

OS

Any

Student

Smart TV

Tablet

Web browsing

Windows

macOS

Linux

Performance

Phone

Media

Reviewer

Manufacturer

Desktop

General use

Laptop

Console

Game

Developer

Chromecast

Convertible

2-in-1

Content creator

Get results

Executive summaries | Battle cards | Social media content: organic and sponsored
Marketing under your brand | Research papers | Reference architectures
Deployment guides | PowerPoint decks | Translations | *And more...*

Don't see what you want? No problem. We can work with you to create custom content that fits your unique needs and wins buyers' attention.



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WIN ATTENTION

SELL MORE

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Work with a partner who puts your needs first.



Tap into a wide range of knowledge with a team of both technical and marketing experts—all within one organization



Make sure your project gets the resources it needs with our dynamic, cloud-style staffing model



Gain an experienced partner who helps you anticipate problems and solve them before they affect your project



PROVE BENEFITS

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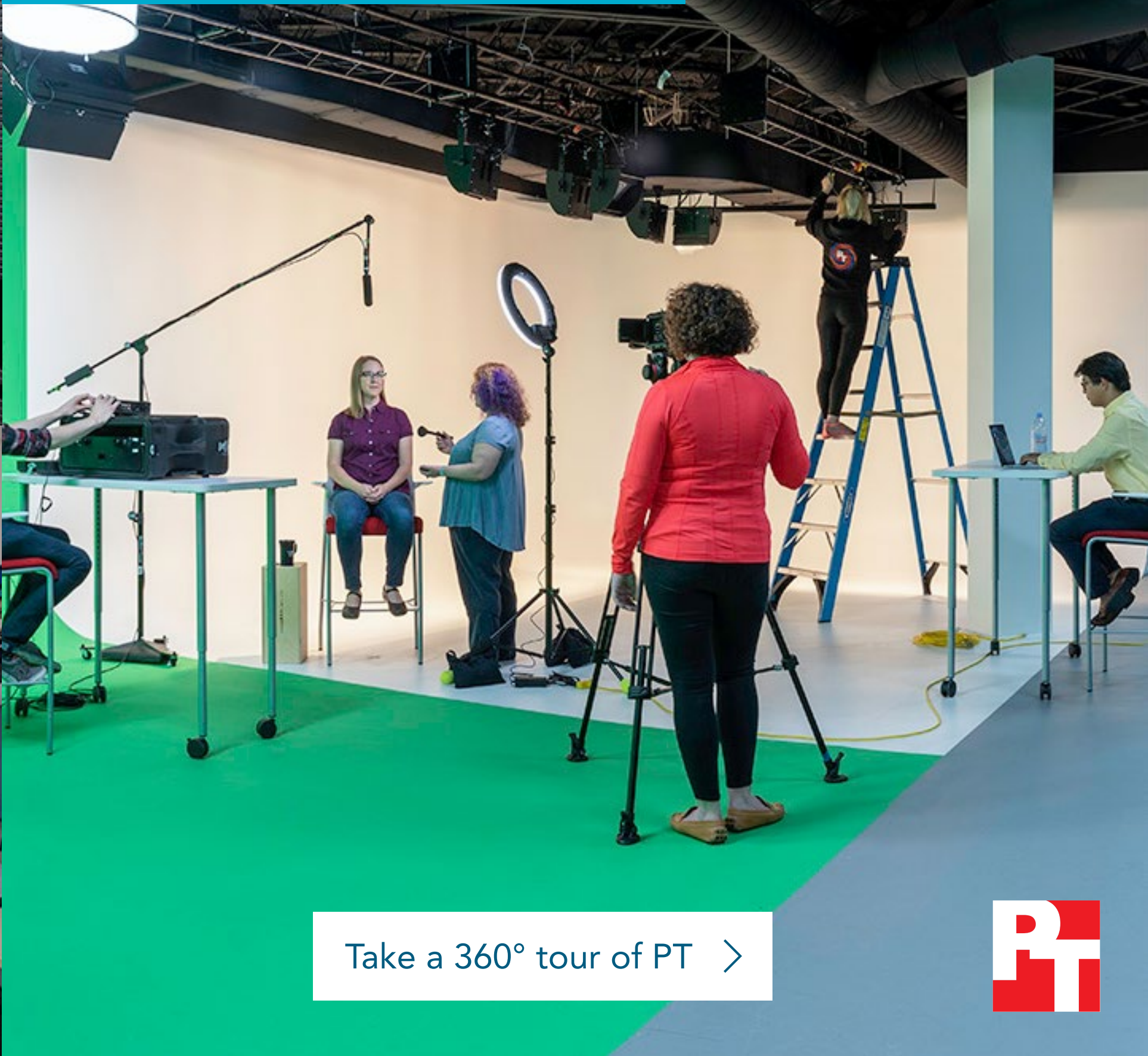
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Get the resources your project needs with top-of-the-line testing and creative facilities.

Modern, on-premises data centers



2,000-square-foot, fully equipped video production studio with green and white cycloramas



Dedicated client test beds



Take a 360° tour of PT >



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We customize project workflows to suit your needs. [Here's what a typical process looks like.](#)



THE END RESULT:

Compelling, fact-based materials that appeal to everyone from buyers to sales reps.

Kick off your project

Create detailed methodologies

Execute the methodologies using hands-on testing

Keep you up to date

Create accompanying collateral that wins in the attention economy

Reach consensus on a final report

Produce a draft report

Present results for your review

Take collateral public on your schedule

Publicize it with our social media program

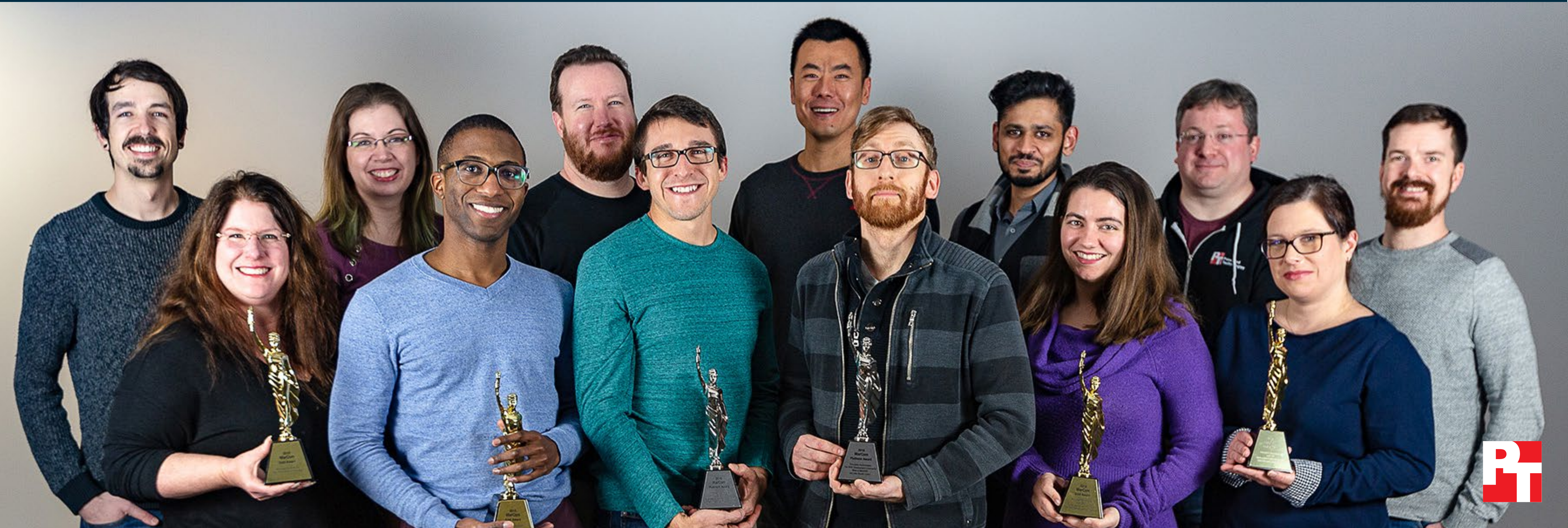


Boost your sales with world-class testing and award-winning marketing from PT.

Our creative, forward-thinking teams use their extensive tech knowledge as well as individual passions and talents to produce engaging and relatable collateral just for you—collateral that people will sit up and take notice of.

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The upside? Higher sales and happier buyers.



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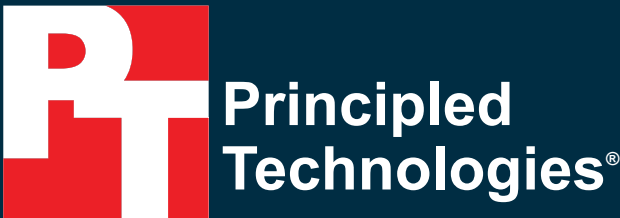
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Resources

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- 2. DemandGen Report, "Navigating The Attention Economy Via Snack-able and Shareable Content," accessed August 14, 2025, <https://www.demandgenreport.com/resources/navigating-the-attention-economy-via-snack-able-shareable-content/47367/>
- 3. TechTarget & Enterprise Strategy Group, "2024 Media Consumption Survey Highlights," accessed August 14, 2025, <https://reg.techtarget.com/rs/dell/images/TechTarget-2024-Media-Consumption-Survey-Highlights.pdf>
- 4. Albert Badalyan, "How Many Ads Do We See a Day — Top Trends & Statistics," accessed August 14, 2025, <https://www.digitalsilk.com/digital-trends/how-many-ads-do-we-see-a-day/>
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- 6. DemandGen Report, "Navigating The Attention Economy Via Snack-able and Shareable Content."
- 7. TechTarget & Enterprise Strategy Group, "2024 Media Consumption Survey Highlights," accessed August 14, 2025, <https://reg.techtarget.com/rs/dell/images/TechTarget-2024-Media-Consumption-Survey-Highlights.pdf>
- 8. TechTarget & Enterprise Strategy Group, "2024 Media Consumption Survey Highlights."



Facts matter.®



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