

Company	Business Type		Services Provided				
	Channel	Distribution	Strategy	Branding	Product Dev	Marketing	Optimization
Ace Learning	B2B	SAAS	x	x	x		
Alterian	B2B	SAAS + Services	x	x	x	x	
Apple	B2C	SAAS + Goods	x			x	x
Applied Materials	B2B	Components	x	x			
Autodesk	B2C	Software	x			x	x
Avila Pier	Non-profit	Community	x				
Baby Buggy	Non-profit	Community	x			x	
Beam Wine Estates	B2C	Goods	x			x	x
BluMarble	B2C	Goods	x	x		x	x
BlackBerry	B2C	Goods	x			x	x
BonTriage	B2C	SAAS	x	x	x	x	
Broadcom	B2B	Components	x			x	x
Cadence	B2B	Software	x	x		x	x
California Closets	B2C	Goods	x			x	x
Cal Poly	B2C	Education	x	x		x	x
Canon	B2B + B2C	Goods	x	x		x	x
Cisco	B2B + B2C	Goods	x			x	x
City of SLO	B2B + B2C	Destination	x	x	x	x	x
Collaborative Brain Trust	B2B + B2C	Services	x	x			
Conteneo	B2B + B2C	Services	x	x			
Disney Digital Books	B2C	SAAS	x	x	x	x	x
Dockers	B2C	Goods				x	x
Downtown Grand (Las Vegas)	B2C	Destination	x	x		x	x
Eat Smart	B2B + B2C	Goods	x	x		x	
Ebay	B2B + B2C	Services	x	x	x	x	x
EPS Ovens	B2B	Equipment	x				x
ESPNZone	B2C	Destination	x			x	x
First American Step Transition	Non-profit	Services	x	x		x	
First Service Residential	B2C	Services				x	x
Flip Video Live	B2C	Goods		x		x	
Fresh Buzz Media	B2B	Services	x				
GoTo	B2B + B2C	SAAS	x		x		
Hathway	B2B	Services	x	x			
Herbalife	B2C	Services		x		x	
Hewlett Packard Innovation Lab	B2B	Services	x	x	x		
InGear Lights	B2C	Goods	x	x		x	
Intelemedia	B2B	Services	x	x		x	x
Jarden Consumer Solutions	B2C	Goods	x	x		x	x
Jewelry TV	B2C	Goods		x		x	
Joico	B2C	Goods		x		x	x
Kaleidescape	B2C	Goods	x	x		x	x
Kyocera	B2C	Goods	x			x	x
LA Gear	B2C	Goods	x	x		x	x
LinkBee	B2C	Goods	x	x	x	x	
Linear Technology	B2B	Components	x			x	x
Mandalay Bay Convention Center	B2B	Services	x	x	x	x	
Mars	B2C	Goods	x				
Marvell	B2B	Goods	x	x		x	x
McAfee	B2B	Software	x	x	x	x	
Meathead Movers	B2B + B2C	Services	x	x		x	x
Medical Data Electronics	B2B	Equipment	x	x	x	x	x
Memorex	B2C	Goods	x		x	x	x
Meru Networks	B2B	Goods	x			x	
Micron	B2B	Components	x			x	x
Microsoft Games	B2C	Software	x		x	x	
MSC Software	B2B	SAAS + Software	x	x		x	x
Muscular Dystrophy Association	Non-profit	Community	x	x		x	x
Namco Bandai	B2C	Software	x			x	x
NetApp	B2B	Goods + Services	x	x			

Paul Davis Restoration	B2C	Services	x			x	x
PCI Global	Non-profit	Community	x	x		x	
Pioneer Electronics	B2B + B2C	Goods	x	x		x	x
Princess Cruises	B2C	Services	x	x		x	x
Rambus	B2B	Goods	x			x	
Qualcomm	B2B + B2C	Goods + Services	x	x	x	x	x
Quiksilver	B2C	Goods	x	x		x	x
Revtrax	B2B	Services	x			x	
Rosetta	B2B	Goods + Services	x	x	x	x	x
Saban Entertainment	B2C	Services	x				
Samsung	B2C	Goods	x			x	x
Semtech	B2B	Goods + Services	x	x		x	x
SIO Beauty	B2C	Goods	x			x	x
Sprint	B2C	Goods	x			x	
Teach.org	Non-profit	Community	x	x	x	x	x
Teleflora	B2B + B2C	Goods + Services	x	x	x	x	x
True Religion	B2C	Goods	x			x	x
Teespring	B2C	SAAS + Goods + Services	x			x	
United Nations Development Program	Non-profit	Community	x	x		x	
Veeco	B2B	Equipment	x	x		x	x
Verisign	B2B	SAAS + Services	x	x	x	x	x
Viewsonic	B2C	Goods				x	x
Viking Office Products	B2C	Goods	x	x		x	x
Visa	B2B	Services	x		x	x	
Webex	B2B + B2C	SAAS	x	x	x	x	x
Xilinx	B2B	Components	x	x		x	
Yahoo	B2B	SAAS	x	x	x		