

Above All Software Creative Brief

Agency/Graphic Designer: _____

Agency Phone: _____ Fax: _____ Email: _____

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Street City State Zip Code

Project Summary: *Clear, concise description of project – keep brief.*

To create a short, professional demonstration of the value delivered by integrated composite applications created using Above All Composite Application Platform. This demo will be packaged for invocation and execution from the external Above All web site. It will be in Macromedia Flash format.

Target Audience: *Whom are you trying to attract? Be specific.*

The target audience for this demo is business managers who are interested in understanding the scope of solutions available to meet their requirements. This demonstration is meant to help these business managers envision or dream about potential integration solutions that can improve their business efficiency and effectiveness.

Key Messages: *One or two key “thrusts” – those most important to the project’s success.*

Solutions to your business challenges are achievable today.
These solutions can be created and deployed quickly.
These solutions are cost effective.

Key Benefits: *What’s in it for the audience?*

See scenario for benefits details.

Background/Competitive Positioning: *Briefly discuss the competition, market realities, obstacles, etc.*

Traditional methods of addressing business integration problems have been expensive in both time and resources. IT has over promised and under delivered leaving business managers shy of investing in the integration solutions they need to remain competitive. Business has stopped dreaming. Unless the business need is critical, many business integration solutions aren’t even visited because of past experiences with tools and technologies and internal IT capabilities. Business has forgotten that the things that they need are indeed possible.

Businesses need to see that with the latest technologies, they have significantly improved options for addressing their business challenges with integrated solutions. These integrated solutions are achievable in much shorter time frames with significantly less resource investment. And these solutions are flexible to support future change.

Communication Strategy: *Indicate any specific elements to be included (logos, key visual images, key words and phrases, key contact information, specific internet links etc.)*

We want the focus of the scenario to be on the new realm of possibility available to the business. Thus, other than the source application (the one in which the composite application user interface is embedded), we don't want to logo things specifically (SAP, Oracle, etc.). Instead, we will talk more about the capabilities – showing inclusion for whatever the business has in place.

Visually, we want simple, clear diagrams leading into the demonstration. We don't want to start with our identity but rather get the business person caught up in the scenario.

However, we do want our identity to be present throughout the demo. A small version of our logo located in a consistent manner throughout should be sufficient.

We want to end with the key messages, the call to action, and the Above All Software logo.

Desired Message Tone: *How do you want the message perceived -- creative, fun, warm, active?*

The message tone is open and direct. We want the voice over to be conversational. We would like the demonstration to be delivered in the first person rather than narrated.

Project Timeline: *Indicate major milestones.*

We plan on handing off the scenario in the beginning to middle of December. Once Above All has provided the deliverables, we would like a schedule developed for the completion of that scenario. This way we can ensure that appropriate time is set aside for reviews.

Anticipated Budget:

We have allotted \$\$ for the creation of the scenario. To help keep costs in line, Above All marketing will provide the script, demo captures (in Camtasia), and key slides as source for the demo scenario.

Scenario: *Add any key information not covered under the above items.*

Target: VP of Sales, Sales Manager

Narrator (first person): Sales Manager, Sue

Business Problem: In sales it is all about driving profits for the company. The trouble is that the company has a comprehensive and complex set of product lines. In addition, it takes an excruciating amount of digging to understand what has been sold to the customer. Finally, other areas of the company participate in the relationship with the customer and often have additional insight into what is going on with the customer. For all of these reasons, it is difficult to understand in what situations a sales rep can take a more aggressive approach with a customer that leads to improved profits for the company.

Slides: Account fragmentation slide – that shows how customer information is fragmented and even redundant across the company.

Scenario Problem: Using a service problem with a product to maximize an opportunity.

Flow:

1. Sue introduces herself – who she is, her role in the company
 - Sue is the manager of a sales team. She reports to the VP of sales. She manages a team of direct sales members.
 - Sue's company is *GenWatt* a manufacturing company that specializes in disaster prevention and recovery products and services
 - GenWatt started out in the electricity generation business and expanded through acquisitions into its broader business of disaster-based products and services (water, communications, fire, sanitation, etc.)
 - The company deals directly with larger enterprises and sells to smaller businesses through resellers and VARs. Over 70% of the business is via direct sales.
 - The company has been in business for over 40 years and has an established customer base, but with the acquisitions picks up new customers (as well as new products)
 - Selling is primarily relationship-based
 - The company business is primarily North America
 - Most of the original product set that built the business has now become a commodity
 - Sales is being asked to try to upgrade customers to higher margin offerings
 - And because of the acquisitions, the company has a broader and deeper product set
 - With more extensive inter product relationships (generators, electric distribution hubs, water sources, water pumping, water distribution hubs, automatic switch-over, etc.)
 - Which brings more opportunity for cross-sell (automatic failure switch-over to generators, generators to water pumping hubs)
 - But the product catalog size makes it difficult for sales to understand and recommend these options to the customer (electric generation, water, communications, fire, sanitation, distribution, recovery, etc.)
2. Sue talks about this year's increased quota and the key factors that the sales team needs to invest in to meet those quotas.
 - Drive more sales of higher margin products
 - There is no information in the product data that shows the margin to sales. And there are so many variants that it is difficult to know which ones present better margin opportunities
 - Improve flagging customer relationships
 - Original customers who are feeling ignored because of the onslaught of new customers via acquisitions
 - Need more time to spend with these customers. Need better intelligence on what is going on in the account with the company.
 - New customers from acquisitions who need have no loyalty to the new company and are concerned whether the bigger company is going to meet their needs
 - Need better intelligence on these "new" customers and their purchases to understand how to approach them and make them feel valued
 - Increase customer spending by product category
 - With the larger product set, it is difficult to understand the relationships between the different products that will help sales in doing this

3. (To save time, the points in this section can be made as part of the demonstration in the following step). Sue was part of the project where enhancements to their sales automation software were developed to help address some of these issues. The project, started a month ago, is about to roll out and Sue describes the key features that will assist in helping sales address the business challenges.
- Improve sales knowledge of customer
 - Real-time access to comprehensive customer information
 - Consolidated order history for the customer regardless of which acquisition it came from
 - Profit analysis of the customer based on the order history
 - High level view of the customer credit history
 - High level view of the customer support history
 - Increase knowledge about product and inter product relationships
 - Margin information added for all products
 - Product prompter which recommends up sell and cross sell opportunities based on products listed in an opportunity
4. Sue walks through the typical sales scenario using the new enhancements that IT delivered.
- Sue's sales rep is currently working on an opportunity with a long standing customer – MVP Suites. The rep last talked with the company prior to the hurricane Amelia hitting an area where two of its hotels are located – both on the Texas coast. The sales rep has a follow-up appointment in a couple of days with the VP of Operations, Southern Region to review the status of the prospective opportunity.
 - Sue brings up the account access screen in her sales force automation application where a summary is shown about the account.
 - Sue notices that there has been a lot of activity in the support arena since the sales rep last visited the account. Apparently, MVP Suites has had some problems with their generators at one of the properties hit by the hurricane.
 - Sue clicks on the latest support case to check the status of the problems and sees that the main issue was the capacity of the generators was not sufficient for the property. Apparently, the property had undergone some expansion and the generator capacity was not increased.
 - Sue goes to the opportunity page to see what activity was being proposed for the account when the sales rep last visited. There was the same size generator for another location. But no activity for the Texas site.
 - Sue uses the upgrade/up sell option to compare and contrast what generator options are available. This table also shows the profit margin of the different options.
 - Sue adds one of the generator options to the opportunity with a note about the potential for this as an upgrade for the generator at the Galveston, Texas. She also adds a distribution hub for the generator that helps make use of its additional power. She notes what the current inventory is for these parts.
 - The meeting with the VP of Operations occurs. The upgrade is recommended with a promised delivery over the weekend. The VP approves the purchase. He also mentions that their recent experience with Amelia is causing them to reevaluate disaster requirements for all of its properties located in the Southern region. Sue generates an order from the updated opportunity with priority to ship immediately.
5. Sue summarizes the benefits the sales organization expects to receive from the composite application.
- Improved customer satisfaction – the right products at the right time
 - More profitable sales – products with higher margin
 - More products sold and higher revenues per opportunity – products with direct relevance to the customer's problem
 - Reduced sales member time to complete opportunity/sale paperwork – automated activity

6. Sue summarizes the value brought to her business with Above All
 - Above All Composite Application Platform delivered the solution that improved sales team effectiveness at many levels, using our existing applications and infrastructure
 - The Above All approach delivers a fully integrated solution in a fraction of the time it would have taken us with traditional approaches
 - With the Above All solution, it is cost effective to build solutions that will pay for themselves in value that spans your business
 - Above All Software
 - Call us today to find out how you can timely and cost effectively improve your ability to exceed your sales goals
 - Contact information

Prepared by Above All Software :

Date: _____

Accepted by:

Agency/Graphic Designer Signature: _____

Title: _____

Date: _____