

April 27, 2016

pinpointpal

Razor's Edge Communications
and
Kroner Design

AGENDA

- Who we are
- What we do
- The value we bring
- Examples of our work

“I thank you for your professional approach to the job, the collaborative manner that you work, your dedication to making it right, your flexibility in the job and for providing excellent strategic counsel and direction.

“You guys have played a large role in helping us get to market, and have become an instrumental part of the team.

“Thank you.”

– *John Rueter, Marketing Vice President, FAST*

Who We Are

- We are the core of an alliance of accomplished professionals who cover the spectrum of marketing communications.
- Our alliance's independent businesses come together as needed to help you.

What We Do

We help companies succeed through:

- Distinctive positioning;
- Communications strategies and tactics; and
- Quality execution.

The Value We Bring

We create the foundation that genuinely reflects your personality, and the tools that enable you to persuasively communicate your value to your target markets.

Examples of Our Work

- **FAST**
- **ECON**
- **ZEO**

FAST Search and Transfer

- Branding
- Positioning
- Marketing Collateral
- Direct Mail
- Advertising
- Trade Show

We helped FAST create and then own the enterprise search market category.

In four years, the company grew from \$32 million (while losing \$8 million) to a very profitable \$100+ million using communications strategies and tools that we helped them create.

Microsoft then purchased FAST for \$1B.

Branding



Positioning for FAST ESP

Tagline:

- ***Now you know.***

Campaign theme:

- ***See the past. Know the present. Shape the future.***

ESP Brochure



Collateral



Direct Mail

DID YOU KNOW?

Until FAST came along, only the
company p
Now ever

fast
Now You Know™

1

DID YOU KNOW?

orm
ph

DID YOU KNOW?

Enterprise information:
20% structured. 80% unstructured.
100% searchable.
In real-time.

fast
Now You Know™

2

DID YOU KNOW?

know™

4

Advertising

fast The World Leader In Enterprise Search

Internal Search, Site Search, On-Line Directories, Market Intelligence, Compliance, Internet Marketing

How would you use FAST ESP?

- Knowledge Discovery
- E- Business
- Governance
- Application Enablement

See the Past. Know the Present. Shape the Future.

The only enterprise search platform that gives companies a single point of access to all their enterprise information in real time, regardless of data format, structure or location.

FAST ESP is able to:

- Active generate operational efficiencies: get the right information, to the right people, at the right time
- Increase online revenues: help connect buyers with what they are looking for
- Comply with policies and laws: adhere to an increasingly complex regulatory environment
- Strengthen your software application: extend existing functionality and achieve competitive advantage

What is enabling the world's best known companies to elevate their business to another level?

fastsearch.com

FAST ESP the world's best

componio

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fast

ESP の活用 } ITの可能性を最大限に引き出す

過去を振り返り、現在を知り、そして将来が見えてくる。

FAST ESPは企業内のあらゆるデータ（メール、ドキュメント、ウェブページ、データベース）を統合的に検索可能にする唯一のエンタープライズ検索プラットフォームです。これにより、企業は膨大な量のデータの中から必要な情報を迅速に発見でき、業務効率を向上させることができます。また、コンプライアンスやセキュリティの観点から、重要なデータを保護することもできます。

FAST ESPの利点:

- リアルタイムの検索機能により、最新の情報を常に入手可能
- 多岐にわたるデータソースからの検索が可能
- 高度なセキュリティとアクセス制御により、重要なデータを保護
- ユーザーフレンドリーなインターフェースにより、誰でも簡単に検索可能
- 高度なレポート機能により、検索結果を効果的に分析可能

FAST ESP the world's best

www.get15Phone.com

fast

How would you like to use FAST ESP?

- eCommerce
- Intranet
- Site Search
- Compliance
- Marketing Intelligence
- Threat Detection
- Content Monitoring

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fastsearch.com

FAST ESP the world's best

Event Branding

FAST FORWARD '06
Business & Technology Conference



Trade Show Graphics



ECON

- Branding
- Positioning
- Messaging
- Website
- Marketing Collateral
- Signage
- Vehicle Graphics

ECON developed first-mover technology that bridges the gap between environmental performance and the bottom line for commercial buildings and real estate portfolios.

They came to our alliance for help in upgrading their brand, and articulating their value to influential audiences.

We polished their brand identity, conceived the corporate positioning tagline and the launch campaign theme, and then executed on-brand marketing communications for them.



ECON
Building Lifecycle Profitability

The image shows the logo for ECON, featuring the word "ECON" in a bold, sans-serif font. The letter "O" is a thick orange ring, while the other letters are white. Below the word "ECON" is the tagline "Building Lifecycle Profitability" in a smaller, white, sans-serif font. The entire logo is centered on a dark blue rectangular background.

Positioning for ECON

Tagline:

- ***Building Lifecycle Profitability***

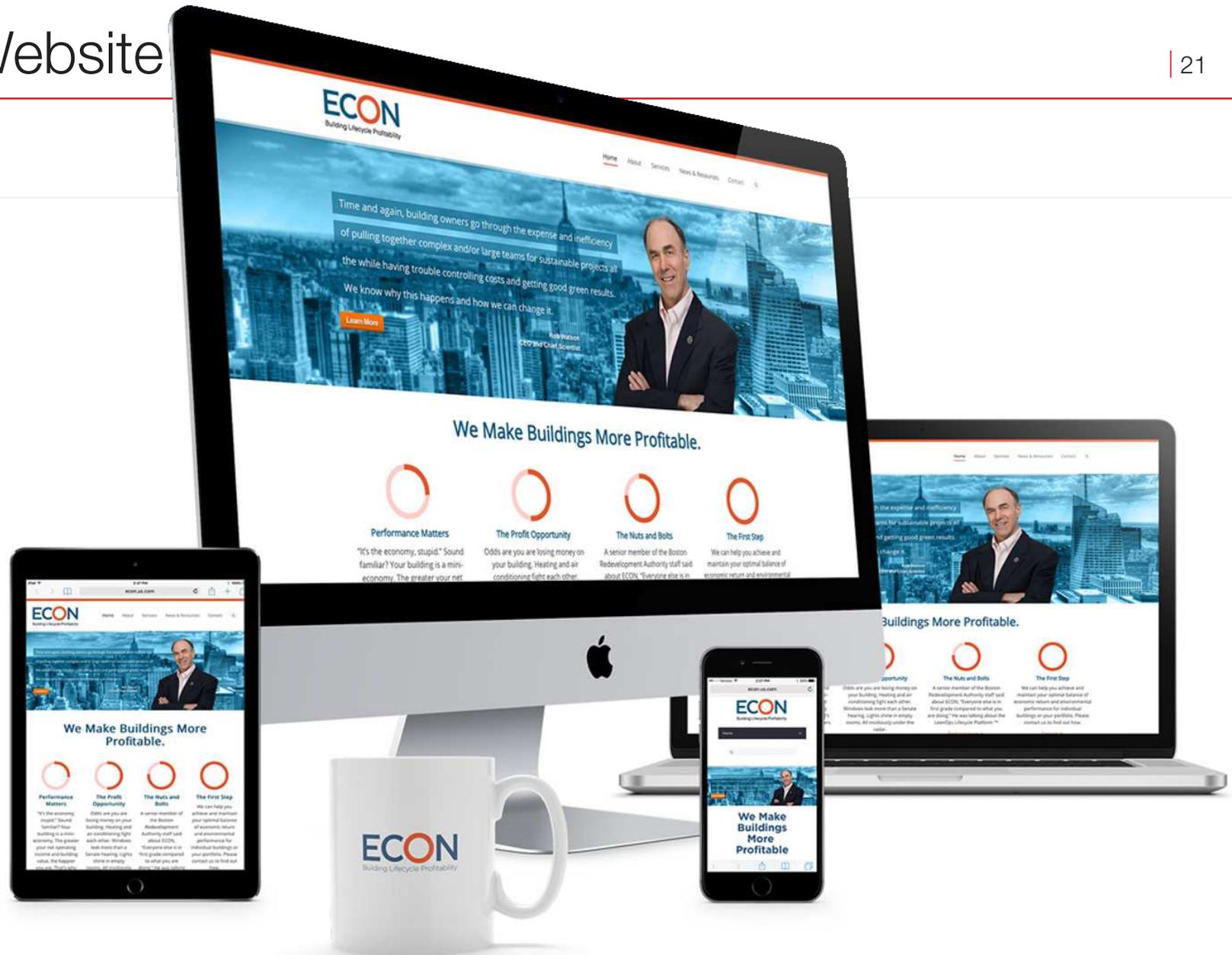
Campaign theme:

- ***Moneyball for Building Owners***

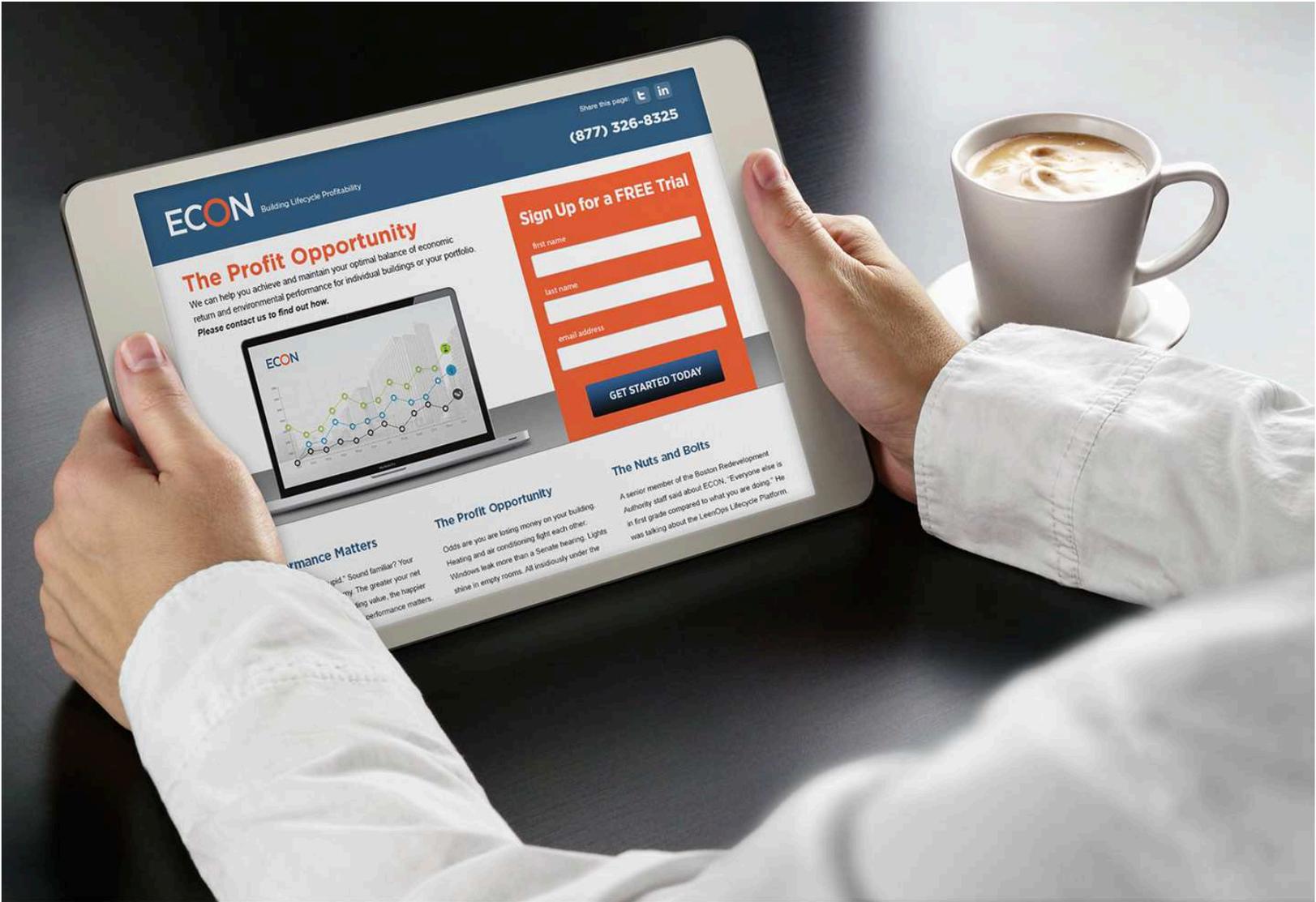
Branding



Website



Website



Fleet Signage



ZEO Personal Sleep Coach

- Branding
- Packaging
- Marketing Collateral
- Website

Our work with Zeo, a wireless sleep management system and sleep coaching program, started early on in their evolution and included a comprehensive brand-identity campaign.

Over the course of the project, we worked with Zeo to develop their visual brand identity, product packaging, marketing and product collateral, and the design of their interactive online coaching program.



Packaging



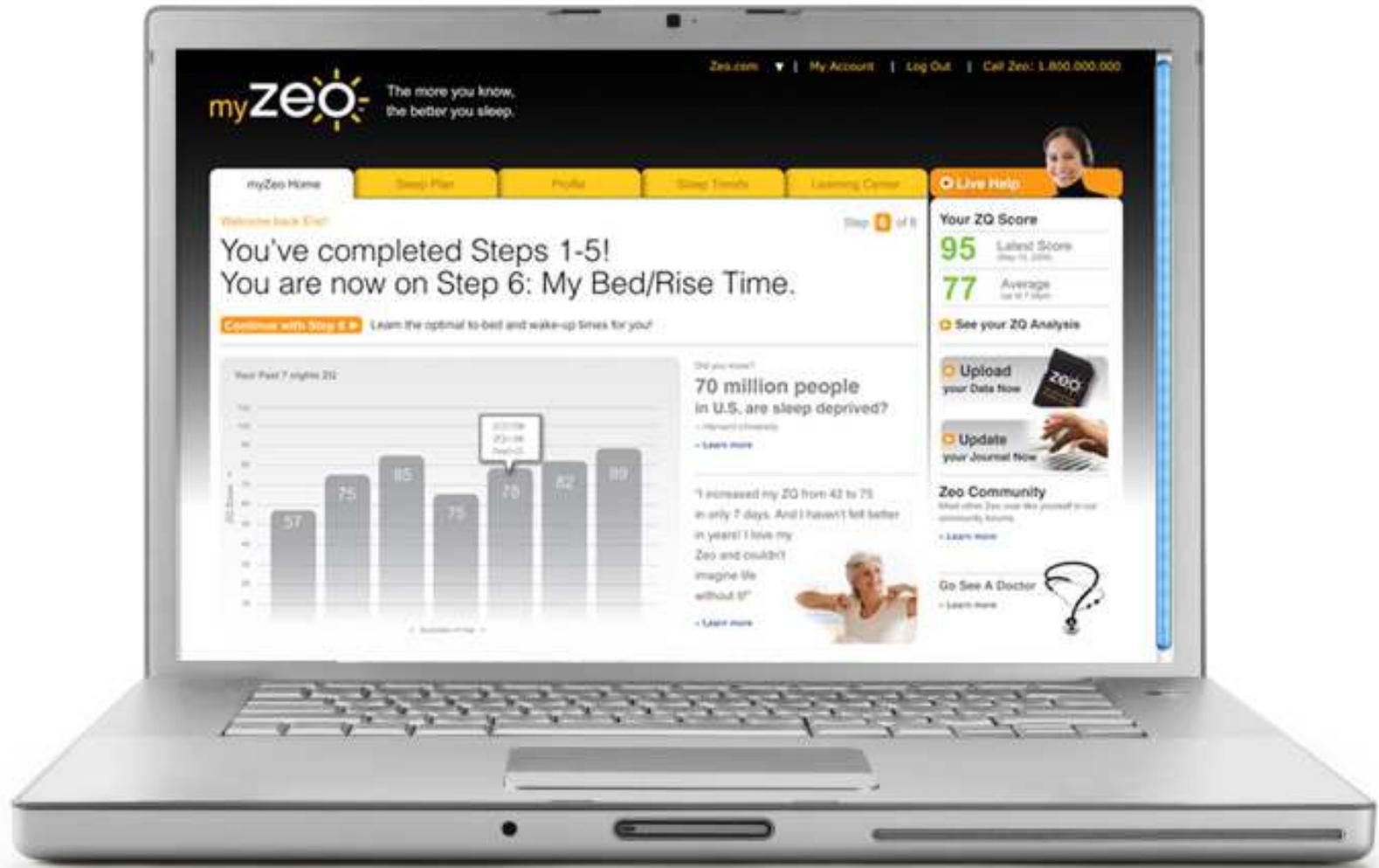
Packaging



Packaging



Website



Collateral



Collateral



Thank you!

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