

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](http://fastsearch.com)

**FAST ESP** *fast search*

componio

\*Search now available through the provider of available connectivity with implementation partners. Some search is provided through the FAST search platform, eg. like: productpage.com, business.com, productpage.com, etc. See list of available providers at [fastsearch.com](http://fastsearch.com). See also page 10 of our latest presentation at [fastsearch.com](http://fastsearch.com).

**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は企業内のすべてのエンタープライズ・データ、アプリケーションのデータ、およびウェブ・アプリケーションのデータを統合して検索することができます。FAST ESPを使用することによって、企業は組織内のすべてのデータ、アプリケーション、ウェブサイトから迅速にアクセスできるようになります。FAST ESPは企業内検索、企業メール、ウェブサイトに、Webから検索可能なように検索することも可能です。

FAST ESPの利点:
 

- アプリケーションの検索パフォーマンスの向上
- データ管理の効率の向上
- 検索結果の信頼性の向上
- 顧客が、インターネットの検索、検索性の向上
- 検索結果の信頼性の向上
- 検索結果の信頼性の向上

FAST ESP *fast search*

[www.getitSPOW.com](http://www.getitSPOW.com)

**fast**

**How would you like to use FAST ESP?**

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

*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](http://fastsearch.com)

**FAST ESP** *fast search*

# 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.



# Positioning for ECON

---

Tagline:

- ***Building Lifecycle Profitability***

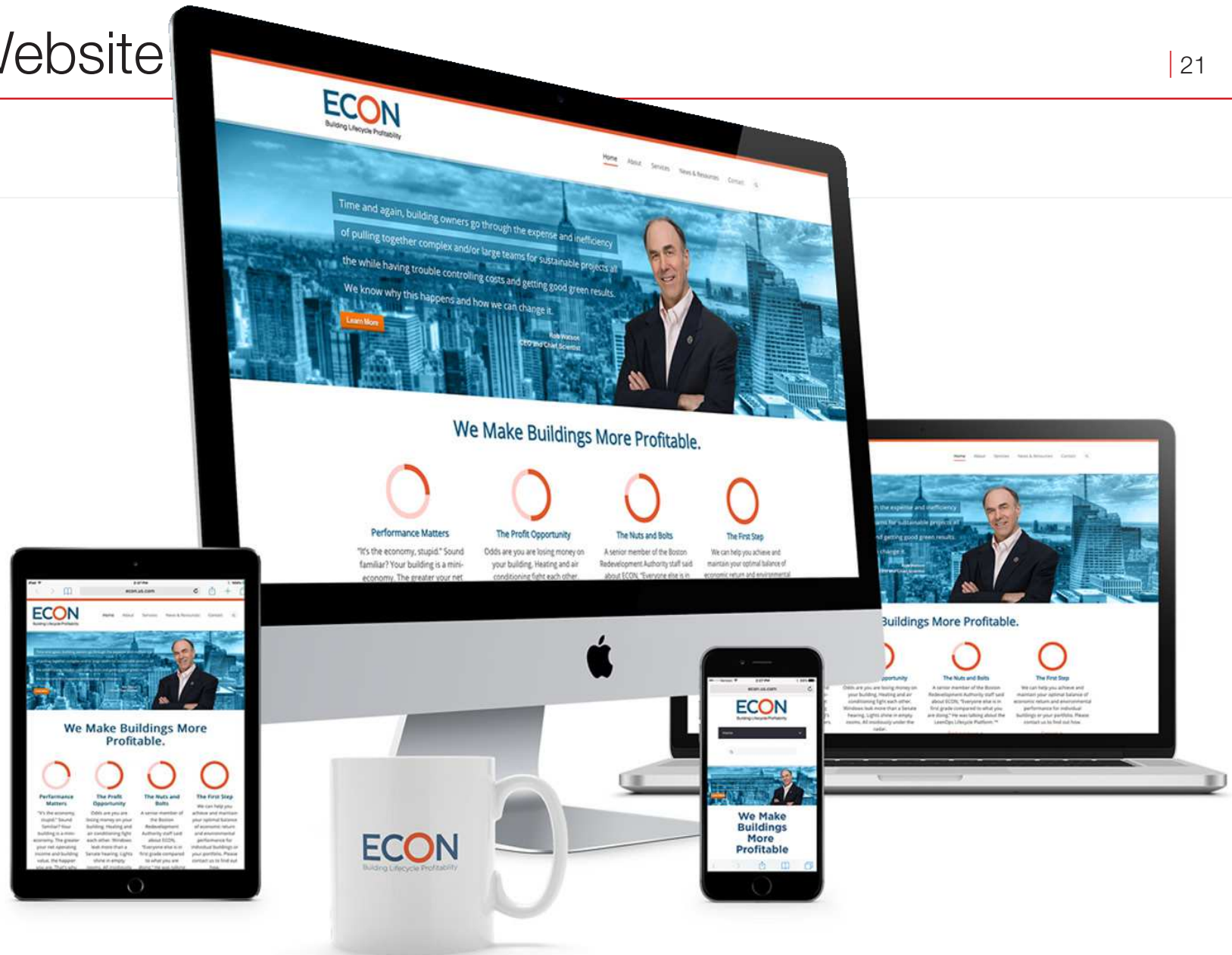
Campaign theme:

- ***Moneyball for Building Owners***

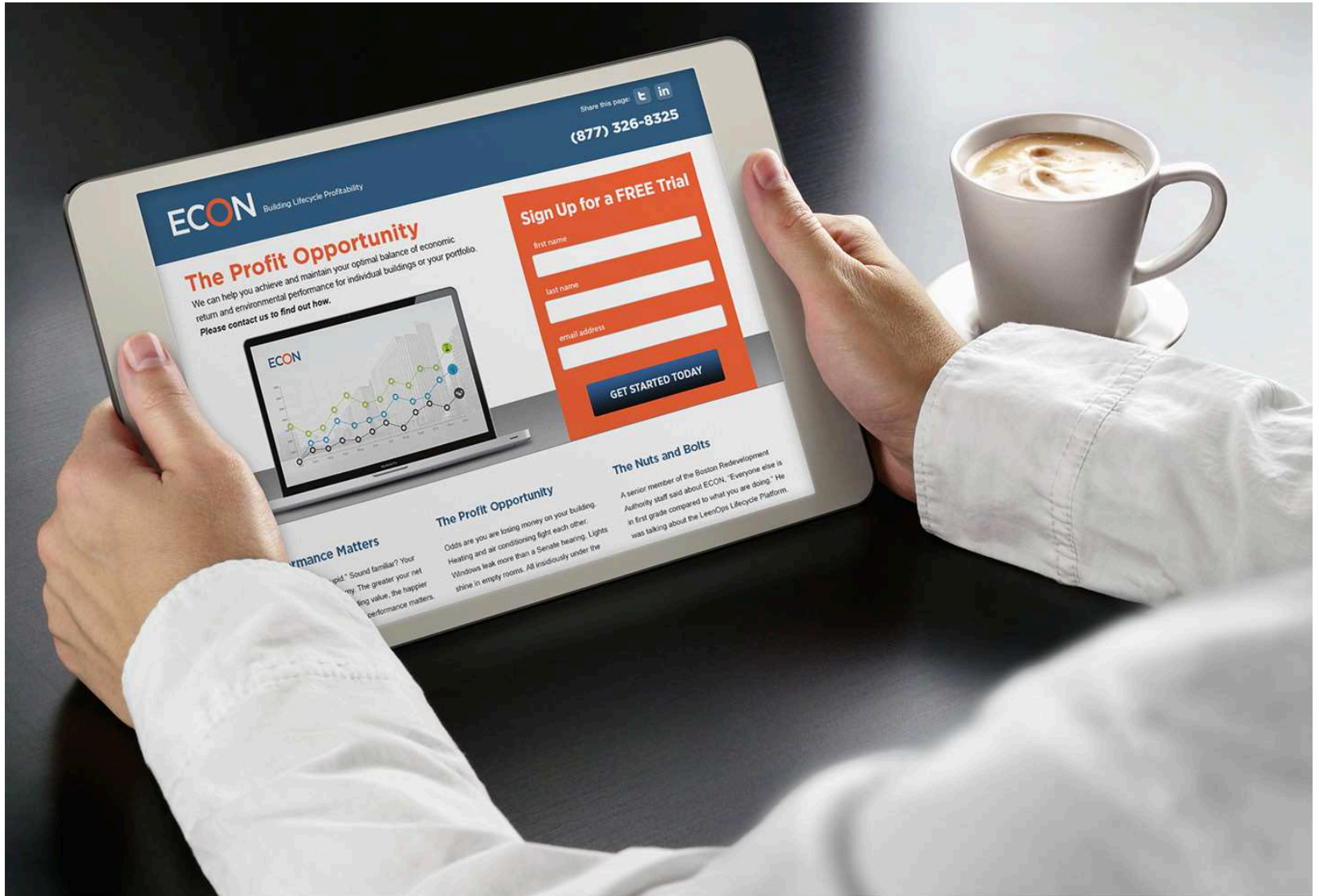
# Branding



# 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



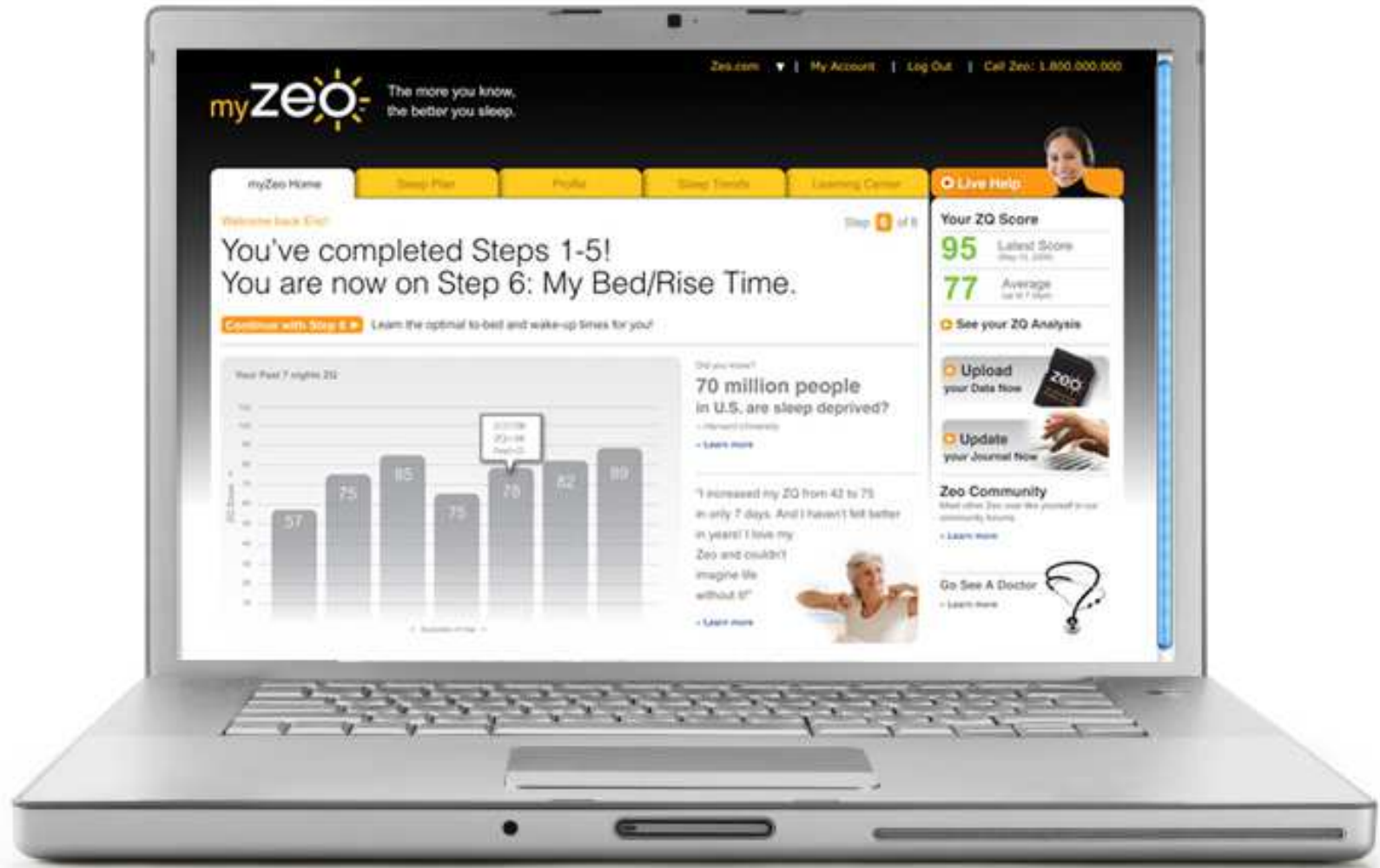
# Packaging



# Packaging



# Website



# Collateral



# Collateral



Thank you!

---

**James Mahoney**

[jmahoney@razorsedge.com](mailto:jmahoney@razorsedge.com)

978.807.6507

**Paul Kroner**

[paul@kronerdesign.com](mailto:paul@kronerdesign.com)

617.688.0139