Engagement Overview: Intrinsyc Software, Inc.

Company Profile

As a services company looking to move into a more product-based business model, Intrinsyc Software was looking for both strategic and tactical marketing expertise in support of a major product launch.

Project Description

Initially, Mobile Centric's engagement with the company focused on developing a strategic marketing plan for the introduction of their flagship offering, an event that would signal a major strategy shift for the company. The objective was to develop a successful product launch and awareness building program that aligned with the overall corporate goals. After a successful first phase, the client retained Mobile Centric to manage the execution of the strategic plan. During this phase, Mobile Centric acted as the program manager for the execution of a complete set of marketing assets to support the product launch at 3GSM World Congress. The project was completed on time and under budget, and resulted in an extremely successful launch at 3GSM.

"We are delighted with the combination of strategic thinking and quality execution that Mobile Centric has brought to our product launch. The marketing plan and key messages they developed are right on target for our customers and speak to the entire value chain in a compelling manner. We couldn't be happier with the product identity and marketing materials that Mobile Centric has created for us."
Randy Kath, Vice President, Mobile Software Products
Intrinsyc Software

Project Deliverables

Strategic Marketing Plan
- Analysis of industry trends, customer needs, and competitive landscape
- Segmentation and prioritization of all audiences
- Identify key product and company attributes; develop brand identity cornerstones
- Identification of key messages and required positioning
- Development of appropriate marketing mix and associated budget for 2006

Messaging Framework
- High-level messaging across all audiences
- Segment specific messaging for each audience
- Proof points and benefit statements to support each message by audience
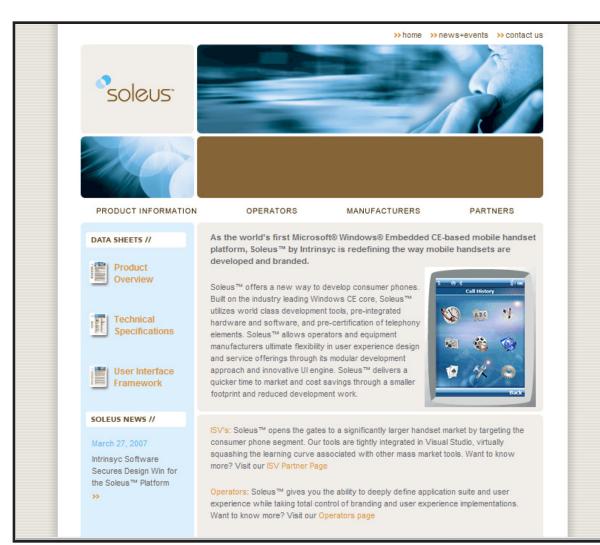
Marketing Asset Creation
- Creative agency selection and management
- Act as primary interface to creative agency to develop a full visual identity, including logo, color palette, imagery, font, and applications.
- Development of five collateral pieces to support tradeshow presence and sales force
- Launch product website, including extranet for partners (see www.intrinsyc.com/soleus)
- Revise sales presentations and documentation, develop powerpoint and whitepaper templates
- Overall tradeshow booth planning, including staffing, posters, demos, and giveaways
- Creation of looping flash demo for use in tradeshow booth and on the web
- Develop print and HTML invitations for 3GSM launch party
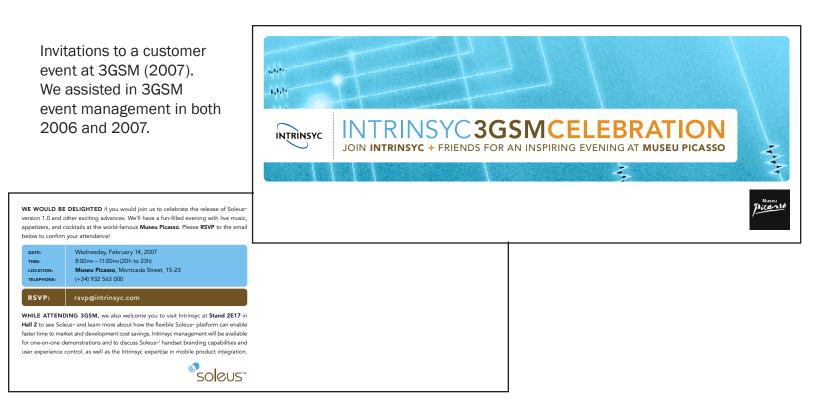
Client Contact

Randy Kath, Vice President, Mobile Software Products, Intrinsyc Software, Inc.
by phone: +1 425 732.4950   by e-mail: rkath@intrinsyc.com

FOR MORE INFORMATION, PLEASE CONTACT US AT INFO@MOBILECENTRIC.COM

This is a view of the Intrinsyc company landing page in **original** brand identity (Soleus logo and background image at top of page below nav bar done in new, Mobile-Centric driven identity).

This shows the **new** product micro-site that Mobile Centric deployed as part of our engagement. It utilizes our new messaging, brand identity, and offers links to the supporting marketing materials we developed. To see more, visit www.intrinsyc.com/soleus.

Invitations to a customer event at 3GSM (2007). We assisted in 3GSM event management in both 2006 and 2007.

INTRINSYC 3GSM CELEBRATION
JOIN **INTRINSYC** + FRIENDS FOR AN INSPIRING EVENING AT **MUSEU PICASSO**

Museu Picasso

WE WOULD BE DELIGHTED if you would join us to celebrate the release of Soleus™ version 1.0 and other exciting advances. We'll have a fun-filled evening with live music, appetizers, and cocktails at the world-famous **Museu Picasso**. Please **RSVP** to the email below to confirm your attendance!

DATE:	Wednesday, February 14, 2007
TIME:	8:00PM – 11:00PM (20h to 23h)
LOCATION:	**Museu Picasso**, Montcada Street, 15-23
TELEPHONE:	(+34) 932 563 000
RSVP:	rsvp@intrinsyc.com

WHILE ATTENDING 3GSM, we also welcome you to visit Intrinsyc at **Stand 2E17** in **Hall 2** to see Soleus™ and learn more about how the flexible Soleus™ platform can enable faster time to market and development cost savings. Intrinsyc management will be available for one-on-one demonstrations and to discuss Soleus™' handset branding capabilities and user experience control, as well as the Intrinsyc expertise in mobile product integration.

soleus™

Sample datasheet developed for product launch in 2006 (part of a set including a product overview sheet, a partner program overview, and a technical spec sheet).

soleus™

Soleus™ UI Framework

With a rich, extensible UI Framework, Soleus™ powers a truly differentiating experience for handheld device users while promoting the unique offerings of your wireless brand.

As a fully-customizable offering, Soleus by Intrinsyc® includes the Soleus UI Framework and the Soleus UX Designer plug-in for Microsoft® Visual Studio®. Optimized to provide common communication device controls and delineation between the application and UI layers, the framework supports the efficient delivery of differentiated user interfaces.

This powerful UI engine gives wireless operators and manufacturers unique control over the customization and branding of the mobile handset experience. With a limited investment, the Soleus UI Framework can support unlimited customer experiences from one platform while simultaneously expanding your portfolio.

RICH TOOLS TO STREAMLINE DEVELOPMENT

The Soleus UX Designer plug-in for Microsoft Visual Studio helps developers generate applications and build a unique user interface leveraging easy to use drag-and-drop functionality. A rich set of handheld device controls, along with the Soleus UI engine, sets the stage for productive mobile device application software, source-level debugging, and productive software development.

The result: quick, easy application development, customization, and prototyping.

POWERFUL SUITE OF MOBILE COMMUNICATION CONTROLS

The Soleus UI Framework includes a rich set of mobile device controls for use by application developers to rapidly create their applications. Some examples include: animation, list boxes, buttons, date/time, calendar, and input fields. Also, new controls can be added to support device-based or network-based services and applications such as instant messaging and streaming stock quotes or news

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SOLEUS UI FRAMEWORK BENEFITS //

SUPPORTS MULTIPLE FORM FACTORS
The Soleus UI Framework supports multiple form factors providing a consistent look and feel across multiple classes of devices with different display and input capabilities.
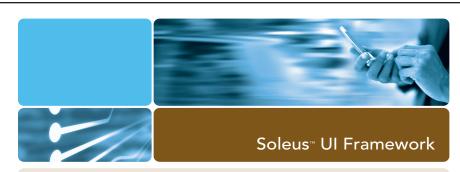
FLEXIBLE DESIGN ENVIRONMENT
Efficient delivery of differentiated user interfaces enables wireless operators and manufacturers to deeply customize mobile handsets.

SAVE DEVELOPMENT TIME AND COST
Enhances software reusability with the ability to customize user interface elements without source code changes. With this framework, applications can be updated, re-branded, localized, and repurposed.

VISUAL UI DESIGN TOOLS
UX Designer, a plug-in for Visual Studio® allows