



## The Process

We've designed the process to be both easy and quick for you. Just supply the information in its simplified format and we'll do the rest.

### STEP 1: SELECT DOCUMENT(S)

The size and complexity of our projects varies between customers, as does the extent of our involvement. So it makes sense to match the article to the circumstances. Accordingly we define two different article types: press release and mini case study. We start our dialogue with you by discussing these options and agreeing on the approach that would be the most rewarding in your particular circumstances.

### STEP 2: CONTENT DEVELOPMENT

Based upon the questionnaire on the following page and a telephone interview, we obtain information from you and write it up and submit a draft for your approval. Then we add pictures to the approved copy and layout the pages.

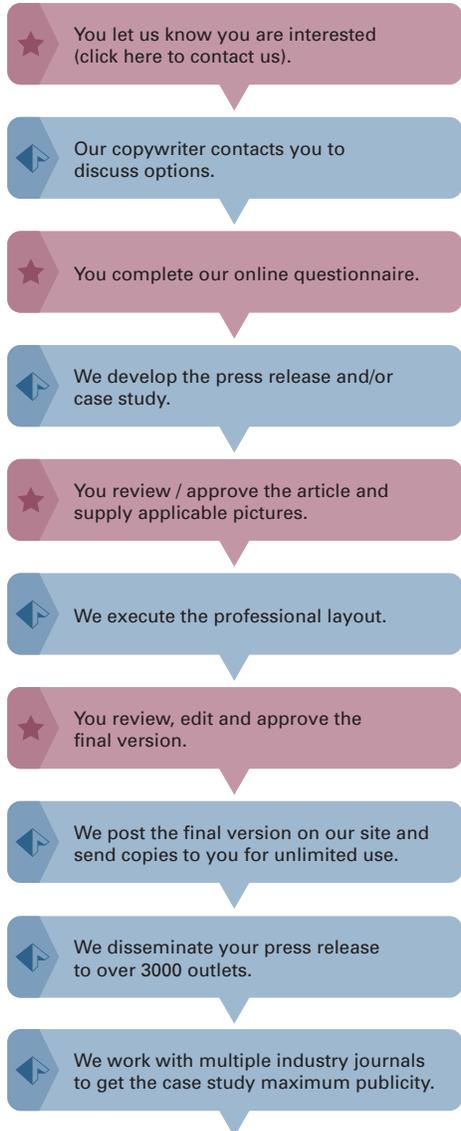
As you'll see, the process has been designed to minimize demand on your time; your input mainly comprises filling the questionnaire, participating in a telephone interview and reviewing the drafts that we prepare.

### STEP 3: DISTRIBUTION

Finally, with our resources and expertise, we drive the distribution process to industry publications and media outlets. This step is designed to promote your company as much as Aegis. And since this is a mutually beneficial effort, you can be assured of the highest level of integrity. Additionally, we provide you with digital copies of the Press Release and/or Case Study for your own use.

*The process has been designed to minimize demand on your time.*

Aegis tasks =  Customer input = 



## The Questionnaire

Below is a checklist of the essential information points we need from you. This is followed by a list of highly desirable points that we'd also like to cover if relevant or possible. Once this Questionnaire is returned to us, you will then be contacted by an Aegis copywriter who will invite you to expand on your answers.

### ESSENTIAL POINTS

- EMS, OEM:
- Size – Revenue, number of employees etc:
- Number of Lines; size of Aegis installation:
- Markets:
- Products:
- Application
  - What problems needed to be solved:
  - What Aegis products did you buy:
  - How are you using the product — how did it solve the problems, what improvements have you seen:
  - Why did you choose Aegis:
  - Comments on your operating experience with Aegis:
  - Support received from Aegis:
- Benefits: With your experience so far, how would you summarize how your enterprise has benefited from your Aegis MOS installation?
- Are you or a colleague willing to provide a testimonial?

### METRICS

If you have agreed to work on a case study, we will need a set of metrics, providing specific examples of the benefits achieved from installing Aegis software. These will vary, depending on the products you purchased and how you're applying them, but will comprise Before and After comparisons.

#### Metrics Examples:

Report Generation – 15 hours/week (before Aegis): 0 hours/week (after Aegis)

Route Enforcement – paper based system (before Aegis): 100% online (after Aegis)

### HIGHLY DESIRABLE POINTS

- When did you purchase the Aegis product?
- What system did the Aegis product replace? Was the previous system entirely paper-based?
- What hardware (AOI etc) will the Aegis software be interfaced to?
- What software (ERP etc) will the Aegis software be interfaced to?
- Which personnel are responsible for configuring the Aegis software?
- What are your future expansion plans?

### ANY OTHER POINTS

All projects are different; maybe yours has some interesting aspects not covered in the questions above. If so, please mention these so that we can add another dimension to the story.

**COMPLETE THIS QUESTIONNAIRE ONLINE NOW >**

If you've already arranged program participation, [click this link](#) to complete this Questionnaire online.