

TECHNOLOGY & TELECOM WRITING SAMPLES

Includes Samples of:

- Website Copy
- Email Copywriting
- Printed Material Writing
- Design Direction



Cyber Crime Threats

Build your cyber breach response plan

Download White Paper



Understanding cyber crime is imperative to running a successful business today, no matter what type of organization you run. To breach you, hackers only have to get their attack right once.

Experts advise breaches are inevitable. Download this white paper to know how to prepare. You'll learn:

1. The right breach mindset
2. Response team composition
3. Communication needs with employees and customers
4. Legal notification requirements
5. The technologies that can help

Download White Paper



Still thinking your organization is safe?

The threat and costs associated with cyber crime continues to rise.

This 2015 Cost of Cyber Crime Global Study will help you draw important conclusions and necessary tips to help you protect your organization.

Download Report





Consistent headlines about large-scale cyber breaches teach us that no one is safe.

How does your ability to detect cyber attacks stack up against the rest?



Headlines consistently feature large-scale cyber breaches at Target, Home Depot, Sony Pictures, and many more. Who are these hackers, and how do they pull off such huge attacks? Your ability to detect and stop cyber attacks depends on the effectiveness of your security operations team.

State of Security on Cyber Defense White Paper

This updated 2015 report brings you the latest information from Hewlett Packard Enterprise Security Intelligence and Operations Consulting. This report assessed the capabilities of 87 security operations centers worldwide. Download now to learn:

- The latest trends in security defenses and operations
- The attributes of the most effective organizations
- The point at which enhanced process maturity actually degrades effectiveness
- How companies featured in case studies have improved—or degraded—their capabilities

DOWNLOAD WHITE PAPER 

Report About How Hackers Work

DOWNLOAD REPORT



This new report will help you learn more about hackers and how they work, which will help you better plan and deploy your own defenses against them. Download this report to further understand:

- 1 The attack methods that hackers use
- 2 Why simple approaches like phishing still work
- 3 How HP Security Research provides actionable security intelligence that can help make your organization safer



Forward to a
friend





MODERNIZE YOUR BUSINESS

Modernize your ERP Systems with OASIS ERP Cloud

Moving ERP Systems to the cloud allows you to simplify your technology requirements and more quickly see a return on your investment.

DOWNLOAD REPORT 

This Intellitek Systems report will show you the components of the OASIS ERP Cloud, which is a perfect example of a suite of integrated applications that gives organizations the functionality, analytics, and collaboration tools needed to run the business and modernize Financials, Procurement, and Project Portfolio Management.

Download this report to learn how to :



MODERNIZE YOUR FINANCE SYSTEMS



REALIZE MORE COST SAVINGS



PROCURE CLOUD SOLUTIONS



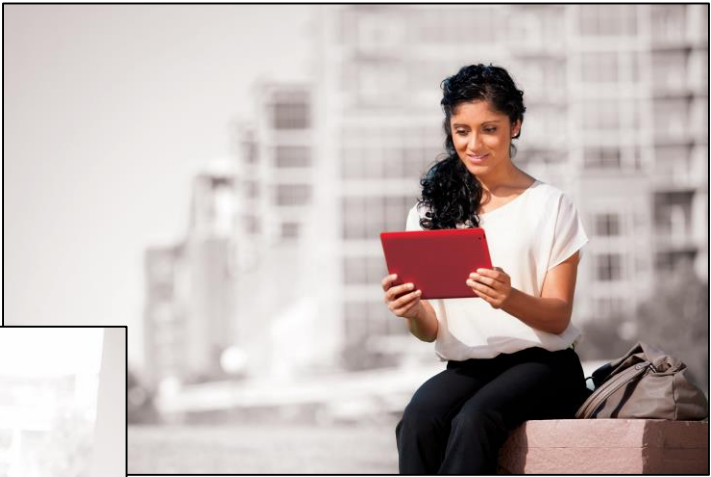
EMPOWER A PROJECT DRIVEN BUSINESS

DOWNLOAD REPORT 

Shift Your Business to the Cloud & Make it Rain



Let's Move To the Cloud



**Unified Communications and
Collaboration (UCC)
IS NOW**

**Unified Cloud Communications
and Collaboration (UCCC)**

Hello [First Name],



When it comes to the technology solutions that are mission critical for your business, you're being asked to deliver more than ever...with less. Employees, management, and customers need access to capabilities and applications that are constantly improving and changing, but don't hurt bottom line.

**Learn how your business
can soar in the cloud →**

AVAYA, STRONG NOW. STRONGER IN THE FUTURE.

Unlocking the next phase of our growth

We are taking decisive action to address our capital structure by initiating a restructuring through chapter 11. Our operations remain strong and healthy, and this path will provide us with enhanced flexibility to invest even more in innovation and growth.

Read more here: [CFA, VP, Corporate Treasurer John Sullivan shares his thoughts on Avaya's growth strategy.](#)

Solidifying our position

We will leverage the strength of our solutions and services to create even more value for those that rely on Avaya every day. We are proud of our position as a global leader in superior communication experiences, reflected by the following:

90% of Fortune 100 companies are Avaya customers	5,419 patents and pending patent applications	10 of the world's top passenger airlines are running Avaya solutions
58 best-in-class Net Promoter Score	47 awards and recognition in 2016 from leading industry organizations and analyst firms	300k+ customers worldwide

ABOUT AVAYA Avaya enables the mission critical, real-time communication applications of the world's most important operations. As the global leader in delivering superior communications experiences, Avaya provides the most complete portfolio of software and services for contact center and unified communications with integrated, secure networking— offered on premises, in the cloud, or a hybrid. Today's digital world requires some form of communications enablement, and no other company is better positioned to do this than Avaya.

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Moving to the Cloud Means

Performance, Protection

AND

Profitability



Dear [First Name],

Besides improved efficiencies and operations, a main business driver for technology leaders considering the move to the cloud is the benefit of transitioning from a capital expenditures (capex) financial model to an operating expenditures (opex) model.

Explore Cloud ROI Now →

“Business leaders prefer opex—and, therefore, SaaS—because the predictable pricing makes forecasting much easier,” — Gerry Pearce,
Vice President of Services Development at ConvergeOne

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GET YOUR HEAD IN THE CLOUD



WLAN BOOMING



4M TO 2B WiFi units in 14 years



8M WiFi-enabled devices shipped daily



WiFi will carry **OVER 1/2** of internet traffic by 2019

88%

OF CONSUMERS
USE WIFI AT
WORK

84%

SAY FAULTY
WIFI HAS
DAMAGED THEIR
PRODUCTIVITY

CLOUD WLAN GROWING EVEN FASTER

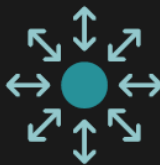


Cloud is growing at **NEARLY 2X** the rate of the enterprise market

WHY CLOUD WLAN?



REMOTE
MANAGEMENT



SIMPLER
DEPLOYMENT



AUTOMATED
SOFTWARE
UPGRADES



IMPROVED
OPERATIONAL
AGILITY



CAPEX → OPEX

LINK TO VIEW FULL
INFOGRAPHIC →

EXPLORE CLOUD SOLUTIONS →

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See Why Our Customer Retention Rate is So High



Avaya Private Cloud Services



Global standards
based, ITIL® aligned
offers, tools and processes

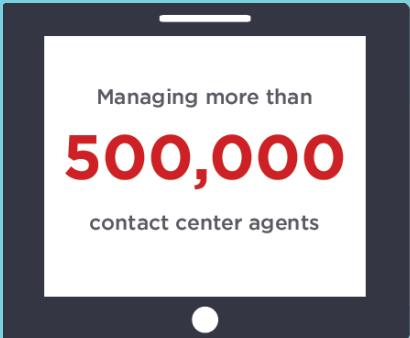


1,000+
industry certifications



SLA compliance

>98%



Managing more than
3.1 million UC and
telephony ports,
1.2 million Ethernet ports
and 1,000 video rooms
and endpoints



VIEW FULL INFOGRAPHIC →

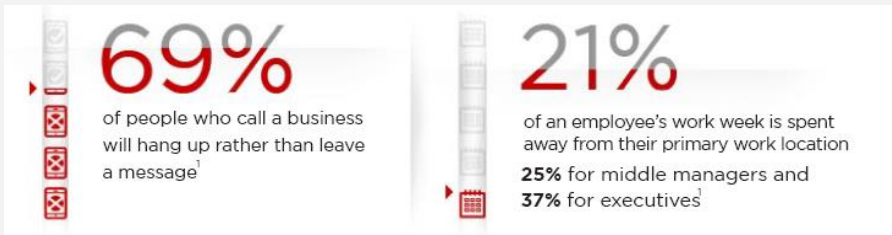
**EXPLORE OUR
CLOUD SOLUTIONS →**

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Does anyone on your team routinely miss calls from key clients while out of the office?

Is your team's real-time collaboration limited by a lack of rich video communication options?



Are growing enterprise mobile phone and data costs hurting your bottom line?

Do your "road warriors" consistently conduct non-secure communications putting you and your clients at risk?



FULL INFOGRAPHIC →

SEE OUR IP OFFICE SOLUTIONS →

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Anywhere, Anytime, Any Device

Competing in Today's Hyper-Digital World



Dear [First Name],

The time is now; time to find better ways for your employees to work and better ways to engage with your customers. In this always-on, digital environment, your teams need to communicate and collaborate, anywhere in the world. AND they need to communicate reliably and securely with each other and your customers.

The best business value and return on investment is derived from business application and process integration.

Explore How to Improve Engagement →



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5 WAYS TO GET WORK DONE FASTER

Avaya Equinox™ redefines UC to make it a natural part of how we connect, communicate and collaborate.

1 MAKE IT MOBILE

Unmatched simplicity and ease of use, optimized for each device type and customer configuration.



76%

identify smartphones as a device used for business communications.¹

2 SKIP THE DOWNLOAD

Full browser support, including WebRTC, for all communications needs including HD video, IM and voice.



47%

had used WebRTC or planned to use it within 12 months.²

3 EMBED IT

Collaborate inside the apps you work in day to day – Salesforce, Office 365, Google Apps, and more.



69%

believe "Integration with Business Applications" is a critical UC capability.¹

4 DELIVER IT IN CONTEXT

Only Avaya provides a complete toolkit to developers – Avaya Breeze™ Client SDK, and Avaya Vantage™, an all-in-one customizable desktop device.



96%

of business leaders believe that personalization is key for increasing revenue flow and improving long-term customer relationships.³

5 GET IT DONE WITH ONE

Avaya Equinox™ redefines UC by making it simple, transparent, in context and user-defined, using the devices people use everyday.



79%

identify "improving employee productivity" as the top reason for adopting UC.¹

**VIEW
FULL INFOGRAPHIC →**

Get Your Business, Mobile, Dynamic, and Integrated →

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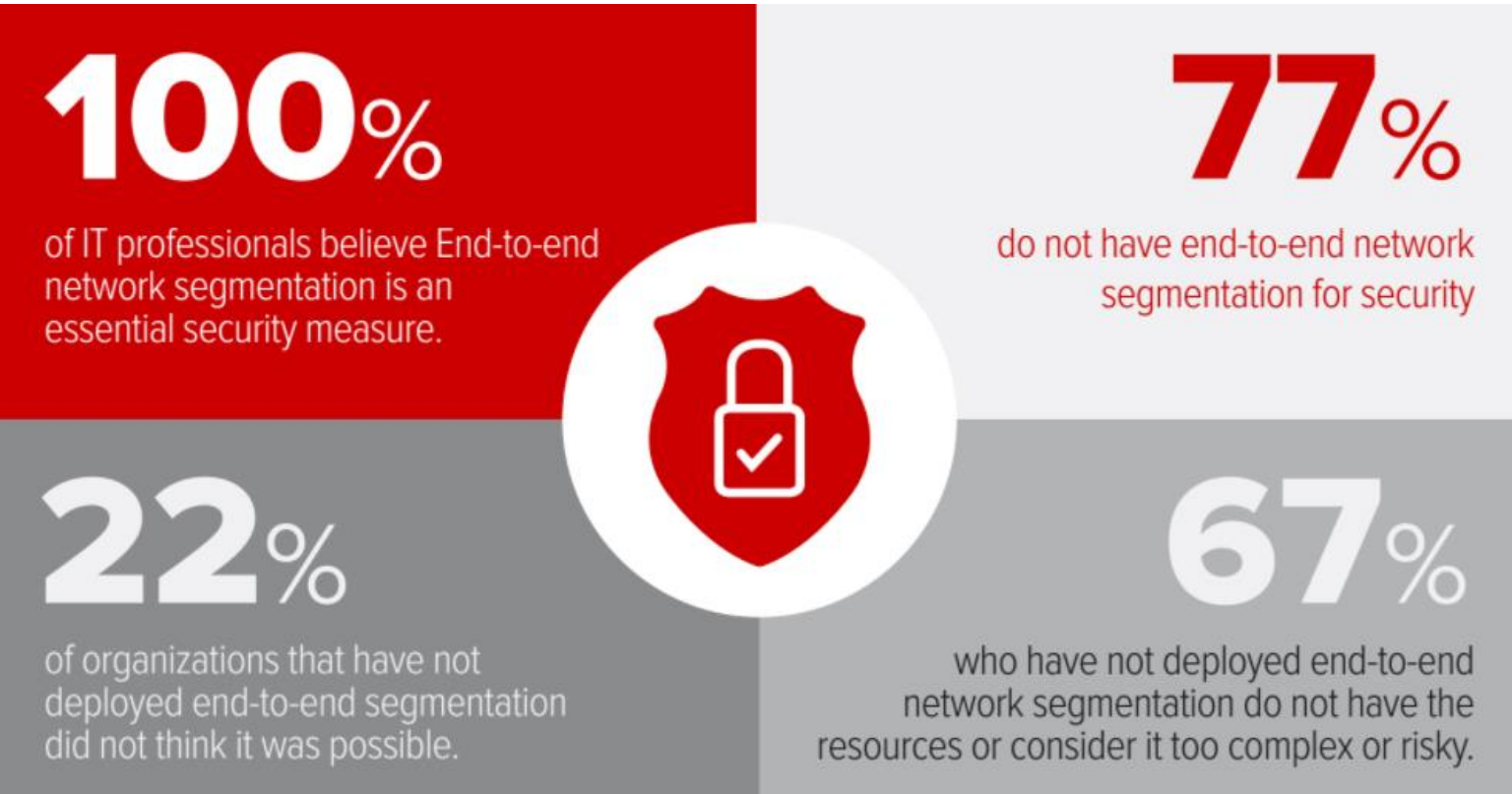
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Is Your Business Ready to Secure the “Everywhere Perimeter”?



ARE YOU PREPARED FOR THE
“EVERYWHERE PERIMETER”

Technology trends such as digital transformation, cloud computing and IoT now make it nearly impossible to determine where an organization’s secure perimeter lies. Here is a view into the perceptions and use of end-to-end network segmentation as a baseline security approach to the new everywhere perimeter.



VIEW FULL INFOGRAPHIC →

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
AVAYA LANDING PAGES

Design direction finalized, images to be pulled by your branding team.




**Learn how our
IP Office
Solutions
allowed these
organizations to
connect,
communicate
and collaborate.**

- 1** NY-Byram Healthcare transforms their customer contact center from an operational expense into a revenue-driving asset.
Transform your customer experience →
- 2** SFJazz now utilizes video conferencing to blow out the wall and virtually reach more people than ever before.
Learn how to go virtual →
- 3** A Michigan city mayor implements his citizen-centric Smart City vision by enabling real-time data exchanges between city government and their residents.
Explore Michigan’s Smart City →
- 4** Downtown Grand Hotel & Casino improves their guest experience, enhances security systems and increases employee productivity.
Revitalize your systems →
- 5** Madison County School revolutionizes their technology infrastructure to advance growth to support a 21st century education.
Explore a 21st century education model →




CONNECT

Innovate your company’s remote network connections, provide a secure data environment, and dramatically decrease annual telecom fraud losses to positively impact your bottom line.



COMMUNICATE

Enable enterprise-grade telephony capabilities when employees are away from their desks, and stop missed calls that can negatively impact your company’s revenue and your customer’s experience.



COLLABORATE

Enhance your company’s rich video communication capabilities to allow your team’s to conduct remote meetings, innovate real-time collaboration, and improve efficiency and overall productivity.

Turning to the cloud brings flexibility, agility and utility pricing

Discover how much money you can save by turning to the cloud and what your return on investment could be.

Use our free ROI Calculator now →

IMAGE # 00004001701

IMAGE # 000026243966

IMAGE # 000025927337

Explore how Capita uses our Cloud Solutions to continuously improve profitability, enhance customer experiences, and evolve operations.

LEARN ALL ABOUT CAPITA'S TRANSFORMATION JOURNEY

CLOUD SOLUTIONS THAT ARE CUSTOMIZED FOR YOUR BUSINESS

PUBLIC • PRIVATE • HYBRID

IMAGE # 49024886

IMAGE # 018352-RT

IMAGE # 016304-RT

Image # 000023074084
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SECURING THE EVERYWHERE PERIMETER

Optimize your network now to support the lightning fast, hyper-digital environment that exists today while readying your systems for the growth of tomorrow.

Your network needs...

NATIVE STEALTH | HYPERSEGMENTATION | AUTOMATIC ELASTICITY

An outdated network infrastructure won't accommodate enterprise growth. Are you tired of unplanned outages, down time and network inefficiencies?

Learn how an auto maker increased efficiency and stopped down time with Avaya's robust, cost efficient, scalable network solutions.

EXPLORE NOW →

See how Dubai's Financial Market invests in the power of virtualization and scalability using Avaya's latest networking technology solutions.

LEARN MORE →

Investing in networking solutions will transform your network capabilities making them mobile ready without impacting your current operations.

LOW COST • STABILITY • GROWTH
INCREASED SECURITY • REDUCE NETWORK DOWN TIME

IMAGE # 015312-R

[AVAYA NEWS](#)

SIGN UP FOR OUR NEWSLETTER HERE

CONNECT ON SOCIAL





Image #
21128147 or
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for
background in
this area

School District's are learning what it takes to provide a 21st century learning experience

Accommodating a modernized curriculum and supporting the growing number of student-owned mobile devices means implementing state-of-the-art systems.

**DISCOUNTS
UP TO 90%**

The E-rate program helps eligible schools and libraries obtain affordable telecommunications and internet access.

SEE AVAYA'S E-RATE ELIGIBLE PRODUCTS

1

Intelligent Communications

To meet its ambitious technology strategy, Holland Hall needed a new, powerful network that could run robust academic applications and an advanced video surveillance system at the same time.

**See Holland Hall's
Technology Strategy**

2

Smart Choices

Pearland's upgraded network gave them a foundation for the future; a high performing network for always-on applications, enabling the mobile BYOD environment, and the ability to implement a Virtual Desktop Infrastructure to optimize their ROI.

**Get Pearland's
ROI Strategy**

3

Educated Decisions

To provide York Region District's School Board with a resilient, flexible network solution, Avaya provided a scalable, dynamic, feature-rich solution utilizing private Ethernet Cloud computing services.

**Explore York Region's
Cloud Solutions**

4

Academic Excellence

A Kentucky School District chooses Avaya to become a leader in educational excellence. Upgrading their network systems to meet exponential growth with improved Wi-Fi network capacity, enhanced educational technologies, and increased operational effectiveness.

**Become a Leader in
Educational Excellence**

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AVAYA NEWS

SIGN UP FOR OUR NEWSLETTER HERE

CONNECT ON SOCIAL



Acquiro's LeadFUSION Suite guarantees +90% accuracy for sales and marketing data.



Every company needs a steady flow of high *quality* leads to help build sales pipeline. Problem is, your email database, CRM and marketing automation systems are chock full of bad “leads” that are missing vital information or have invalid fields and ranges, making the target revenue numbers harder to hit. These leads also need constant monitoring, maintenance, and fine-tuning, but you don't have the right solution to refine the data properly. Acquiro now has the technology and solution suite to deliver the highest quality, actionable data in the industry.

**\$611
BILLION**

Poor data quality costs U.S. businesses \$611 BILLION a year
Data Quality Report 2013, Data Warehousing Institute

**70%
DATA DECAY
PER YEAR**

Rate at which data in existing contact databases decays each year due to changes in person or company profiles
Biznology

**4-5x
ADDITIONAL
LEADS**

Acquiro clients typically see a 4 to 5 time increase in actionable leads thereby adding more ‘top-of-funnel’ leads for sales to pursue which results in increased revenue

THE SILENT KILLER: Dirty Data

Traditional data cleansing approaches only go so far and can't fix continuous revenue loss problems. Nor can they eliminate the missed opportunity costs associated with poor data quality required by sales and marketing teams to effectively do their jobs and become a revenue-generating machine.

If you're experiencing sleepless nights due to your teams missing their revenue targets, you're not alone. The top concerns plaguing the minds of a majority of top executives all over the globe is worrying about lead quality, missed sales opportunities and improving conversion rates. All of the necessary elements to drive revenue growth year over year.

There is a silent killer lurking in your business. The very simple answer is “dirty” data.

It's an issue that most executives just deal with, but not for lack of budget nor trying. The fact of the matter is that there simply hasn't been a technology that has been able to swoop in, clean, refine, and sustain data of high quality for long periods of time.

That is, until now. Acquiro's LeadFusion Suite is your data validation superhero ready for the big save.

“Organizations experiencing revenue growth are almost three times more likely to have clean data than organizations with flat or declining revenue growth.”

Sales & Marketing Data Quality Benchmark Report, Nov. 2013, Demand Metric Research Corp.

Acquiro's unique approach offers SaaS solutions engineered using the most advanced event-driven data-matching technologies available.

Our Data Refining Solutions can help companies solve the age-old data quality problems that exist today. We don't just clean your leads— we enrich them to a level that no other competitor can today. And, we give you insight into your contacts and companies with a dashboard that is unmatched in the lead management field.. We enable sales and marketing teams to eliminate the many missed opportunity costs associated with poor data quality, helping them dramatically increase your company's revenue.

Acquiro is the *only* marketing technology provider to offer a guaranteed service level of +90% data accuracy by validating, enriching and correcting contact data immediately upon capturing the lead – and then keeping contact data records up to date, automatically and continuously.

Acquiro's LeadFUSION Suite of Sales Data Quality Solutions:



LeadMATCH evaluates and enriches leads that are typically generated in a marketing automation system or web registration application



LeadCARE complements LeadMATCH by keeping contact data records current, automatically and continuously, with a guaranteed service level of +90% accuracy



LeadMANAGER demand vendor management platform *automatically* manages the entire value chain for demand generation campaigns

BENEFITS

FEATURES

The LeadFUSION Suite uses innovative data cleansing technology to provide your marketing and sales teams with an average +90% sales data accuracy.

Our unique Software-as-a-Service (SaaS) approach uses the most advanced event-driven, data-matching technology in the industry to forensically reconstruct bad or incomplete contact records. A data refining superhero at your rescue.

DRIVES REVENUE GROWTH

- LeadFUSION enables sales and marketing teams to acquire all the (right) data needed to make all of the data actionable, including company and contact data outside of the U.S. and Canada.
- Higher retention rates: customers ultimately benefit because they are less likely to be annoyed by misguided sales calls, or irrelevant email promotions, which in turn improves customer satisfaction and upselling potential.

AIDS SALES AND MARKETING TEAMS

- Helps sales and marketing leaders in the strategic planning process (e.g., accurate and in-depth analysis of the Total Addressable Market) allowing teams to prospect more effectively, and improves sales efficiency and win rates.
- Provides help in Account Based Marketing (ABM) strategies through execution of a highly focused approach to campaigns that target high value prospects resulting in a faster path to engagement with strategic customers, and facilitating a crucial collaboration between sales and marketing departments.

HIGHLY EFFECTIVE SEGMENTATION AND TARGETING CAPABILITIES

- Segmentation of email and other prospect lists to allow marketing and sales teams to accurately target specific industries, roles/titles to bring more relevance to buyers' needs.
- Campaign message delivery becomes so accurate it will actually enable you to deliver the "right message, to the right buyer, at the right time" resulting in higher conversion rates

EVENT-DRIVEN DATA MATCHING TECHNOLOGY

- Third-party data providers—as well as other data cleansing technologies in the industry—lack the advanced event-driven data-matching technology that was used to engineer the LeadFUSION product suite. Consequently, a significant portion of the contact lists purchased from third-party data providers are out-of-date and inaccurate.
- The LeadMATCH product can validate and enrich up to 25 data fields from as little as 3 initial data points – all within a few seconds to a few hours after the leads are first entered.

UPDATES YOUR DATA AUTOMATICALLY

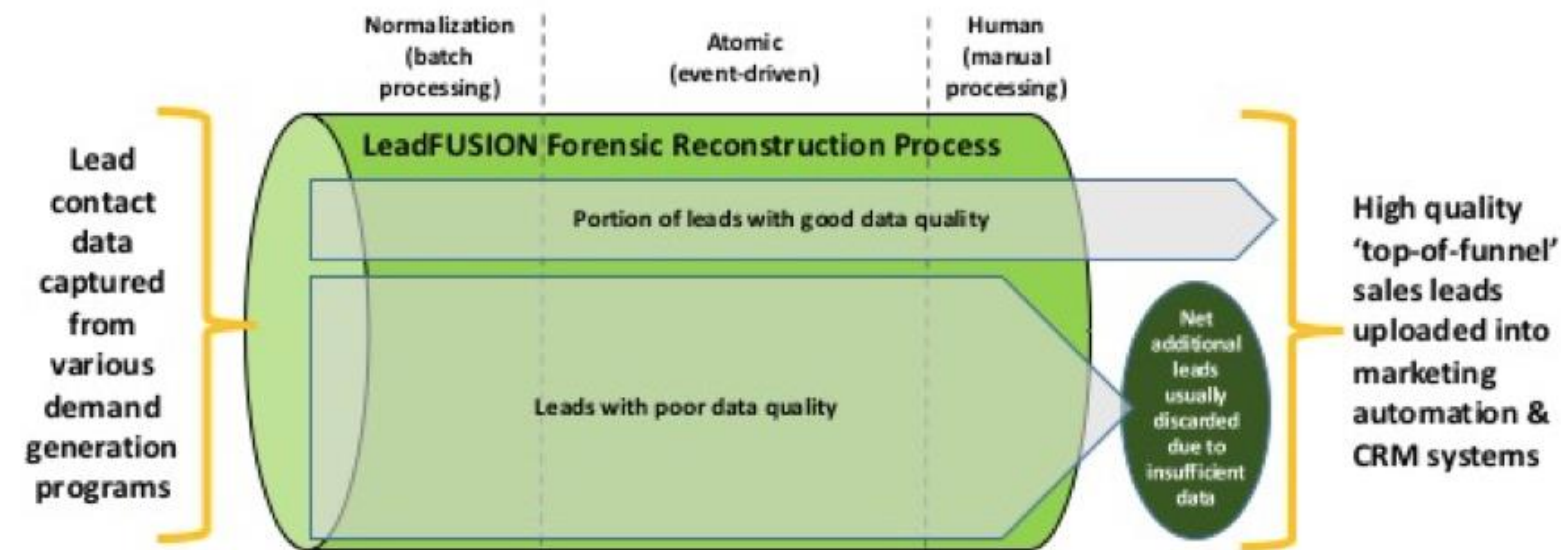
- The LeadCARE product keeps the data in marketing automation and CRM systems up to date automatically and continuously, taking this off of your internal team's to-do list.
- Accuracy of data is maintained at a guaranteed service level of +90% on average, and eliminates duplicate records in your CRM system.

SaaS-BASED, NON-INTRUSIVE APPROACH MEANS FAST TIME TO VALUE

- No software to install, no set-up fee or static databases required, no extensive user training
- Subscription-based pricing means you only pay for the volume of actionable leads processed by LeadFUSION products.

LeadFUSION is a SaaS-based, managed service offering, so there is no software to install, no set-up fees or static databases required, and there is no extensive training needed. Only pay for the volume of actionable contacts processed by LeadFUSION.

HOW IT WORKS



How our LeadFUSION Suite works as a team:

- The LeadMATCH solution receives raw lead data coming in from any source (online registration forms, tradeshow records, etc.) and starts the forensic reconstruction process by first normalizing the data and matching lead records against Acqiro's global master database. Data corrections are made instantaneously.
- The Atomic phase can also match records by pulling information from 16 different data services, accessing thousands of data sources across public and private domains. Any remaining records are researched and validated by a team of data specialists.
- The first two steps in the reconstruction process is done within a few seconds to a few hours' time. The result is HIGH quality, actionable leads that are then automatically uploaded into your chosen business systems (CRM, marketing automation, etc.)
- When LeadMATCH is done, then the LeadCARE solution steps in. LeadCARE has been engineered to ensure lead contact data is maintained and up to date **AT ALL TIMES!**
- To ensure Acqiro's guaranteed service level of +90% accuracy, on average, records are scored and verified to be either complete and updated, or deleted from the system.

The key difference of the LeadFUSION Suite from other products currently on the market is that the data reconstruction process is event-driven so that changes to a person or company profile can be detected and their records immediately updated in the client's system – automatically and continuously!