

IS THIS



**YOUR PRODUCT
MARKETING CONTENT?**



BETTER PRODUCT MARKETING CONTENT

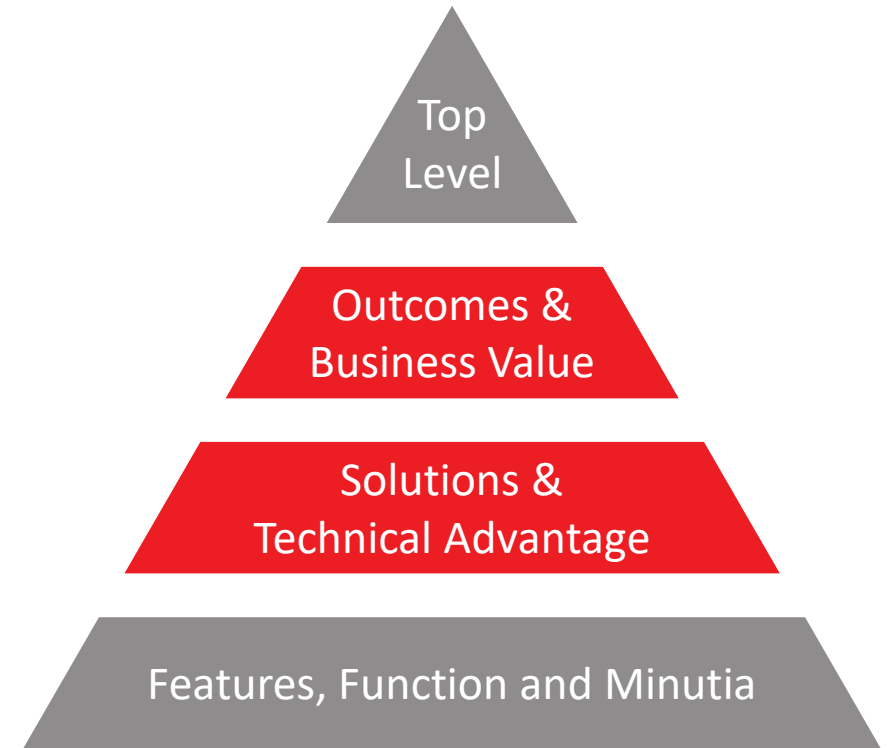
Our thing is useful content, not fluff. Communicate value without sounding like everyotherproduct or getting lost in the nerdy weeds.

We create content. Thought leadership, enablement, messaging and segmentation delivered as video, blogs, copy, whitepapers, webinars, product demonstrations and more.

WE LIVE HERE

We work with existing marketing and public relations firms you are already using, adding product marketing depth.

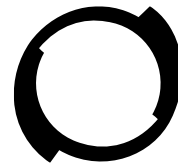
We create the everyday product marketing deliverables and technical assets loved by customers and sales alike.



YOU ALREADY KNOW OUR WORK



If you are familiar with the systems management, SAP or Business Process Management markets, you've probably read or watched something we created.



EASY TO USE



Simple work-for-hire model with time-and-materials or month-to-month options.

No long-term retainers or content licensing.

MARKET ANALYSIS

Competitive, Segmentation and Market Sizing Analysis

Key finding: Spending on solutions in the [redacted] space is a tiny, regardless of bank size. Given there are roughly 150 banks in the U.S. with employees, it seems highly unlikely there is insufficient addressable market with a considerable amount of competition. There's simply put... a lot of competition.

Bank Positioning in the Market

A messaging matrix of the Large Regionals and Midsize banks selected for these companies. The Mega banks were skipped due to the "too big to fail" everything". The mega banks do tend to have larger retail operations.

Ranking (0=worst, 5=best)					
Addressable Market	Is the market addressable to the company?				
Whole Product	Does the company offer a whole product? Or is it a collection of products?				
Competitive Barrier to Entry	Is competition in place? Does the company have a competitive advantage? Is it expensive or impossible to imitate?				
Target Customer	Is there an economic case, accessible and funded (or co-funded) for the whole product?				
Compelling Reason to Buy	Are the economic benefits enough to mandate an economic buyer called out in the market?				
Positioning and Messaging	How much effort is required to change the solution today? Are there any overlaps in existing message (good), or is an entirely new message?				
Tier 2 - Large Regionals					
	SunTrust Bank (now Truist Bank)	2		3	4
	PNC Financial Services Group, Inc.	2			
	Capital One Financial Corporation	2	1	3	
	State Street Bank				1
Tier 3 - Midsize					
	Fifth Third Bancorp	1			
	Key Bank	1	3	4	2
	TD Bank, N.A.	1	3	4	5
	Regions Financial Corporation	1	2	3	4
Tier 4 - Local					
	Eastern Bank	2			5
	Zions Bancorporation	1			4
	Synovus Financial Corp	1			4
	First Hawaiian Bank	1	2	2	4

THOUGHT LEADERSHIP

Webinars, Speaking, Blogs & Copy



Why So Many SAP Development Teams Still Schedule Innovation Prevention



Jim Dugger

Product Marketing and Management, Technical Sales

4 articles

December 12, 2018

Open Immersive Reader

In many organizations, critical business periods are identified well ahead of time. End-of-quarter, end-of-year, seasonal events with high transaction volumes, and so on. During these periods, IT systems and the business in general may be in a



WHITE PAPER

A New Standard for SAP and Packaged Application Testing

packaged applications including Salesforce, Oracle, Manhattan, remain a critical challenge for large enterprises. While testing solutions have recently single-vendor solutions comprehensively addressing the range of supporting technologies managing system dependencies and test data were assembled solutions to address these challenges, but this left companies and integrations with inconsistent vendor licensing and support.

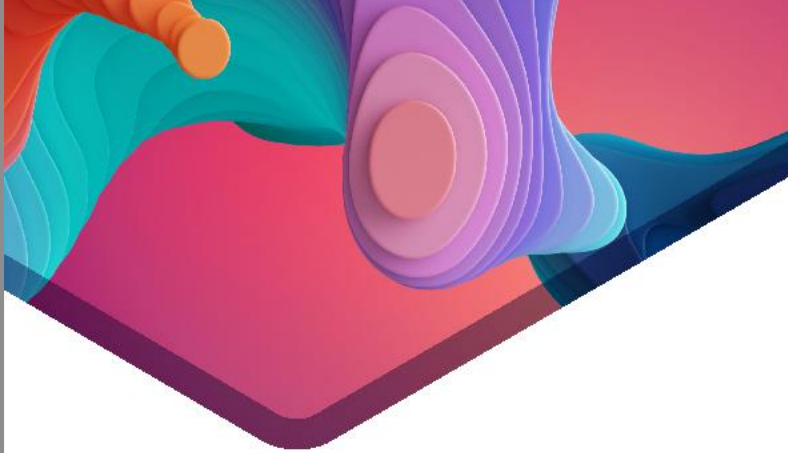
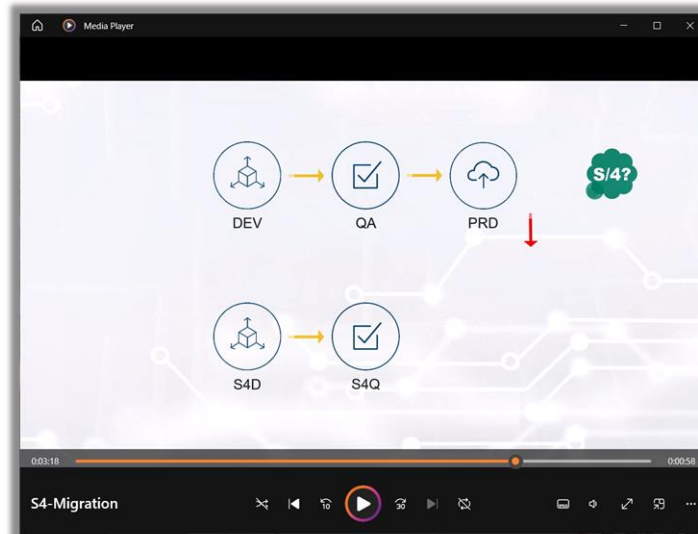
experience of testing applications such as SAP from an enterprise testing technologies typical of different project phases, and underlying the testing practical and efficient at enterprise scale.

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Customers! Extend the Value of iGrafx Process Design with Process Mining

PRODUCT ASSETS

Video, Datasheets & Demonstrations



Automating System Copy & Refresh

A fresh approach to a staple of SAP operations

WHAT CAN YOU DO WITH WORKSOFT ANALYZE?

- Generate detailed process documentation as business users simply do their job—no disruptive training or programming
- Create and maintain accurate documentation of actual business processes quickly
- Identify the most business critical business processes

Experience End-to-End Automated Process Discovery, Documentation and Test Capabilities

HOW DOES IT WORK?

Analyze includes two core components: a simple tool for discovering and documenting business processes, and a cloud-based analytics engine. Once a process has been discovered, it is uploaded to Analyze. Processes are stored in standard BPMN diagrams showing the business activities or steps. Data is captured. Similar processes are grouped and then data can be exported to Excel files to determine variations in data and number of mandatory fields exist. This makes it easy to identify the "happy path" and to see how many times a process was used (capture count) and the time it took for each step in the process (think time)..

STEP 1: ANALYZE

With Analyze, capturing business process knowledge is no longer cumbersome or inefficient. Business process discovery is performed automatically and unobtrusively as part of everyday user activities – no charting, no modeling, and no manual process modeling.

Worksoft Analyze® automatically captures and converts current user activities into a comprehensive view of business process variation and practice—across departments, and even partnerships—discovery can be as broad as the enterprise needs.

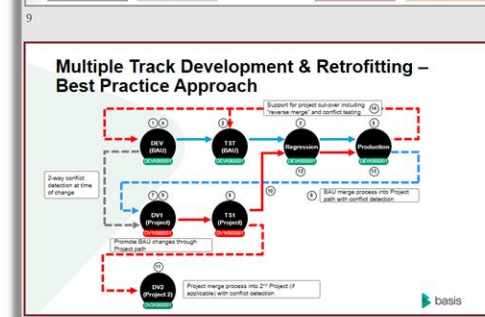
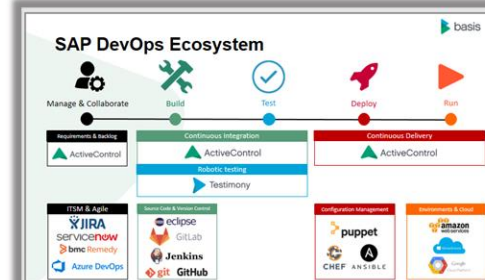
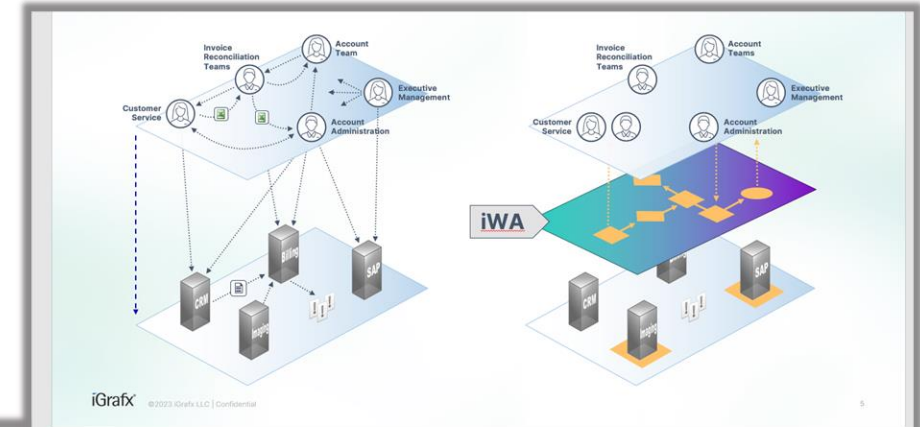
STEP 2: VISUALIZE

After discovery, Analyze automatically generates a Business Process Notation (BPMN) diagram to display variations in a business process. This helps identify unknown variants and anomalies.



SALES ENABLEMENT & TRAINING

Sales Decks & Messaging; Sales & Channel Enablement; Sales Product Training; Presentation and Customer Facing Assets.



Active So what is automation?

At iGrafX, we don't see automation as mindless robots repeating keystrokes and mouse clicks. Automation should support business outcomes, not create additional technical debt and maintenance for IT.

The basic idea is simple: What if each participant had exactly what they needed when it was time to do the job: the right data, routed to the right person, at the right time. And, what if the experience for that user was natural: A web application with just the right screens and options, or an interface built on text, email or other conversational interaction?

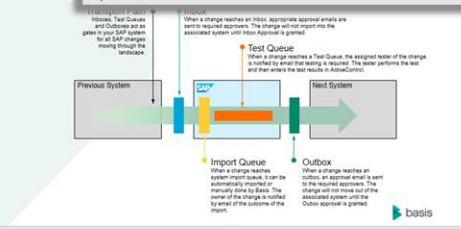
Have you ever noticed how the work in an enterprise is scattered across multiple systems of record and applications? Any one step in a business process might be a scatter shot of people, data and applications. This requires training, it's error prone... and even some vendors (cough, SAP) go so far as to recommend you eliminate your unique way of working – your advantage! – in favor of industry standard process that's probably not best for you.

iGrafX workflow automation fixes that. The idea is simple: give me an experience that's perfect for the task at hand. Isolate the end user from the minutia of multiple systems and manual data sifting to get work done. Even provide a layer above these systems making underlying systems-of-record replicable and flexible! IWA exists as a custodian of process – a layer between systems of record and users of process, taking advantage of the best of both.

We measure the benefits from this approach in the benefits of opportunity cost and efficiency: what if your workers didn't have to perform non-value-add activity to get work done? What if process execution were efficient? What if time-and-motion were an automatic, intrinsic understanding? It happens with iGrafX Workflow Automation.

Active

What's equally fascinating to watch is the build of business process using these solutions. In an hour, we can go from a blank page to a working process. In a day, we can build something unique to your business. In less than a month, your team owns their own destiny, with business analysts optimizing automation without dependence on IT.



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<https://www.linkedin.com/in/jdugger/>

Work examples available by request