

C PORT Solutions

Strategic Marketing Plan

Draft 3 – 9/12/10

Business Goals

The primary goal of the 2011 SMP is to define a sales and marketing framework for supporting the company's strategic business goals, including:

- Achieve \$10,524,748 in total sales, composed of the following:
 - Enterprise channel - \$7,177,865
 - Service and Support - \$459,383
 - Wholesale Distribution - \$2,887,500
- Achieve direct/channel sales split 73% to 27%
- Derive 25% of revenue from each of C PORT's four target markets – Atlanta, New York, Chicago and Dallas.
- Sign up 2 channel partners per quarter
- Generate sales momentum to drive strong capital raise
- Provide solid platform to launch Project "Argo".

Sales and Marketing Goals

The following are the sales and marketing goals that will allow us to achieve our business goals.

- Achieve company wide consensus around marketing and messaging strategy.
- Establish sales pipeline of 5 times targeted revenue.
- Develop marketing communications campaign to generate 33% awareness among C Suite in target verticals in Atlanta Metro area
- Establish base level of awareness of 10% in New York, Chicago and Dallas markets.
- Define and develop complete list of target of C level executives, both SMB and enterprise class, in the four designated ADIs.
- Develop lead generation campaign utilizing email, telemarketing and opportunistic direct initiatives to generate 8 to 10 face-to-face meetings with key decision makers per month.
- Develop full line of collateral to support direct and channel sales efforts.

Scope

The 2011 C PORT Solutions strategic marketing plan will cover the aspects of market assessment, target market selection, and product/service offering and messaging for selected target markets. It is intended to provide a marketing strategy for a **12-month** time horizon, beginning January of 2011. For marketing planning purposes, we are assuming a \$400,000 budget.

Organization

Marketing Roles and Responsibilities

The marketing team will be comprised of the following roles:

| Marketing Staff Role | Number | Responsibilities | Inside/ Outside |
|-------------------------|--------|--|--------------------|
| Chief Marketing Officer | 1 | Develop and execute marketing strategy | Inside |
| Website Designer | 1 | Design and execute all website content | Outside |
| Public relations | 1 | Develop and execute PR strategy | Outside |
| Marcom Manager | 1 | In bound marketing research, writing collateral, email marketing, create presentations, vertical market templates. | Inside |

Market Analysis

Market Size

- Cisco indicates the total collaboration technology market is a **\$34 billion market**. This presumably includes hardware, software, services and web based solutions like WebEx which was acquired by Cisco in May 2007 for \$3.2 billion. Cisco's Telepresence unit is estimated to be **\$500 million** in sales.
- In addition to \$300,000 conference rooms for senior management, the market is beginning to encompass lower price video conferencing products penetrating middle management. *Gartner Research* reports that revenue from video conferencing continued to grow during the recession.
- Driven by aging population, increased requirements in remote locations, the need to cut costs and technology advancements, the world market for **telemedicine** is growing at 7 to 8% per year and is expected to exceed \$18 billion by 2015 according to *Global Industry Analysts*. Growth in the US market (**currently \$9.5 billion**) has been further stimulated by federal grants to encourage telemedicine and develop telecommunications infrastructure. Major areas of telemedicine application include radiology, cardiology, dermatology, psychiatry and pathology. Telemedicine in BRIC countries is growing at more than 10% per year.
- A variety of reports predict strong growth for the telepresence and video conferencing markets.
 - *ABI Research* predicts that the high end telepresence market to grow to almost **\$2.5 billion in 2013**
 - *Frost & Sullivan* estimates the market is expected to reach **\$4.7 billion by 2014**, with one third of that figure being accounted for by the Pacific Rim.
 - *Gartner Research* forecasts that videoconferencing will account for **\$8.6 billion in revenue worldwide in 2013**, more than double what it is now.
 - Most bullish of all is a prediction by *Bernstein Research* which states that **"70% of internal travel and 10% of external travel** could be replaced in the next 10 to 15 years, resulting in an aggregate reduction of **21% in corporate travel spending."**
 - *Bernstein Research* also said that **30% of the 6 to 8 million conference rooms in the US will be telepresence enabled over the next 5 years**. In fact travel agents and corporate travel offices will be able to book telepresence suites next year through a collaboration of Sabre and Cisco.
 - *Forrester Research* reports that **17% of US business travelers have used videoconferencing** in the past year to reduce business travel and 48% say their employers will have videoconferencing policies in place by the end of 2010 to reduce travel.
 - A March 2010 report by *Bernstein Research* says that "technical advances in video conferencing have moved the capability to an entirely new level over the last 18 months, so that it now has the potential to fundamentally impact business travel".
- Many of the world's largest vendor corporations have entered the unified communications market to position themselves for future revenue growth. The

entire unified communications products and services market is predicted to grow at a **CAGR of 13.7% to \$48.7 billion by 2012.**

Source of Business – Travel Providers

- C PORT's success will depend on our ability to replace as much corporate travel as possible with remote collaboration. Our objective is to claim our fair share of the travel, meetings and technology budgets of large corporations, government entities and higher learning institutions. Our research indicates that the corporate travel market represents around **\$300 billion in 2010**. If just replacing 10% of corporate travel could be replaced by an effective collaboration solution, this would represent a **\$30 billion opportunity**.
- We believe that, especially in the current economic environment, large enterprises in the US would increase collaboration budgets **10 to 30%** if there was an effective solution which could reduce the need for travel and related expenses without reducing efficiency and creativity. Specifically, we believe that large corporations will follow the example of C PORT's strategic partner, Newell Rubbermaid. Management reduced the company's corporate travel budget by **28% and cut employee headcount by 30% but still mandated 20% growth**. In order to help achieve this objective, the company has implemented 20 C PORT collaboration devices globally.
- *Gartner Research* predicts that high definition meeting products will replace **2.1 million airline seats annually** costing the travel and hospitality business **\$3.5 billion per year by 2012**.

Market Need

Following the Great Recession, organizations of all kinds are looking to:

- Cut travel costs, *Business Travel News* reports that some 300,000 US Companies have significant travel costs between 1 and 3% of total revenue. Deloitte & Touche, the highest corporate travel spender on a per capita basis spends more than 4% of its annual revenue on travel related expenses.
- Increase productivity with a smaller head count; having made drastic cuts, companies are loath to hire.
- Maintain morale and enhance work/life balance of increasingly stressed employees.
- Maintain competitiveness in the face of global competition.
- Participate in the more distant high growth markets of the Pacific Rim.
- Maintain quality relations with increasingly dispersed global work force, customers and suppliers. Number of mobile workers is 1.2 billion in 2010 globally
- Reduce carbon footprint – carbon offset credits cost companies doing business in Europe \$145 billion in 2009 according to the *World Bank Report on Carbon Trading*. Over 7% of the carbon market is accounted by the travel industry - over \$10 billion
- Maintain productivity in the event of natural disasters – ash clouds, pandemics (SARS), tsunamis and terrorist incidents.

“Middle Solution”

It is our view, supported by prospect response to our solution, that there is a gap between high end telepresence-like offerings and the desktop solutions which serve smaller groups working in dispersed teams developing content. However, in order to leverage this market, solutions must be:

- *Simple to use*, existing collaboration devices and services are complicated to use. If solutions cannot be operated by users of all technical ability, they will not result in positive behavior change and ROI will be forfeited.
- *Affordable*, post Great Recession focus on costs means many organizations cannot afford expensive telepresence-like solutions. Solutions must be affordable enough to be put into the hands of all their knowledge workers thereby enabling organizations to harvest their intellectual capital
- *Versatile*, collaboration devices need to be *mobile* and go to where the work gets done,
- *Fully equipped*, in the absence of meeting face-to-face, users need a full set of collaboration tools for a productive meeting experience
- *Work with existing technology investments*, legacy issues must not be a barrier
- *Easy to implement and maintain*: organizations need solutions to come on line quickly and easily and not suffer maintenance issues.

Market Trends

- *Increasing corporate demand* for video conferencing to cut travel costs,
 - See *Market Size* for bullish estimates of market growth
 - leading technology companies are investing in high definition video conferencing equipment – Cisco bought Tandberg in 2008 for \$3.3 billion, Logitech bought LifeSize for \$405 million.
 - Marriott and Starwood invested \$42 million in Cisco Telepresence rooms for their conference centers to try to replace falling room revenue from lack of corporate travelers.
 - Bank of America commits to spending \$100 million a year on Cisco Telepresence every year for 10 years.
- *Increasing consumer demand for video communications*, popularity of Skype, OoVoo, iPhone 4
- *Increasing cost of air travel*, ticket costs rose 4% in the first 6 months of 2010 according to American Express Travel Services in addition to the proliferation of checked bag fees
 - *Increasing inconvenience of air travel*, delays, lost luggage, crowded planes and security lines on the upswing. Airline Passenger Bill of Rights introduced into Congress.

- *Inconvenience of land travel*, cities becoming choke points – 18 kilometer trip from Bangalore airport into city takes 90 mins minimum, 70 mile/7 day traffic jams in China, smog.
- *Outsourcing continues to grow*, Obama care and financial uncertainty cuts permanent hiring
- *Concern for environment remains prevalent*, always strong in Europe, Chinese now focused on reducing carbon footprint.
- Post iPhone popularity of touch enabled devices. According to *New York Times* “Everything’s touch”.
- *Techno-fatigue*, popularity of intuitive devices like iPhone

Company Identity

Brand Positioning

The positioning of our company is as follows:

25-Word Description

The world's first and only mobile collaboration platform, C PORT enables organizations to work more effectively by greatly simplifying the use of all communication technologies.

50-Word Description

The world's first and only mobile collaboration platform, C PORT greatly simplifies the use of all communication technologies enabling organizations to better harvest the intellectual capital of internal and external knowledge workers. C PORT's value is reflected in greater innovation, faster time to market and dramatically reduced travel costs.

100-Word Description

The world's first and only collaboration platform, C PORT greatly simplifies the use of all communication technologies allowing organizations to better harvest the intellectual capital of internal and external knowledge workers. Our seven mobile platforms roll anywhere where meetings need to take place and are enabled by a user interface which greatly simplifies the user experience of not just ours but all communication technology. C PORT's value is reflected in greater innovation, faster time to market and better delivery of products and services. And by reducing the need to travel, organizations save costs, curbs their carbon footprint and enhance worker work/life balance.

Brand Promise

We believe that in the short term, our most communications strategy is to focus on our solutions ability to immediately save on travel. Accordingly, our brand promise in 2011 is that C PORT enables organizations of all sizes to dramatically cut travel costs. This promise is exhibited in the following ways:

- We enable customers to collaborate remotely thereby allowing them to save money by traveling less
- We make users more productive by providing them with all the most important collaboration tools.
- Our devices enable users to meet anywhere allowing more collaboration to occur.
- Our solutions are very affordable which allows workers lower down the organization to participate and contribute.
- Our solutions are simple-to-use thereby ensuring they *will* be used

- Our comprehensive set of support and service offerings demonstrate our commitment to making sure our solutions effect positive behavior change allowing organizations to achieve ROI.

Brand Traits

Our brand traits are:

- Customer solution driven – our platform will go wherever the customer needs it to.
- Practical (“can do”) – our plug and play platform will work with any existing technology investment.
- Trusted advisor.
- Friendly – our platform is simple to use.

Products/Services

Products/Services Overview

C PORT Solutions offers a comprehensive set of remote collaboration solutions:

- Seven very affordable platforms which can go anywhere meetings need to take place. Each device is simple to use and is enabled with the most important collaboration tools.
- A support and services plan committed to ensuring ROI through solution adoption and positive behavior change.
- A software package that simplifies the operation of all collaboration devices and services - including competitive ones.

Product/Service Descriptions

OMNI PORT

Description

An easy-to-use mobile platform with a large display converging high definition video and audio conferencing and web conferencing with interactive white board technology making meeting more engaging and productive.

Features

- Large (42" to 65") touch enabled high definition flat screen.
- Plug and play, one touch to turn on, intuitive user interface.
- Roll anywhere mobility.

Benefits

- High definition resolution and complete set of collaboration tools give remote participants same great experience as in-room attendees.
- Ideal solution for meetings of up to 10 participants wherever they occur.
- Fraction of the cost of fixed in-room systems.
- Easy-to-use.

DUO PORT

Description

An easy-to-use mobile collaboration platform with twin displays which converges high definition audio and video conferencing and web conferencing with interactive white board technology for use in smaller work places and dispersed teams.

Features

- Two 32" high definition flat screens.
- Plug and play functionality
- Touch screen overlay
- Roll anywhere mobility

Benefits

- Simple premise: see the person you're meeting with on one screen, while sharing content on the other.
- The work horse of the C PORT line, designed for smaller teams (up to 6 people) who actually *do* the work
- Easy-to-use
- More personal, intimate meeting experience.

TELE PORT

Description

An easy-to-use, mobile lifesize HD videoconferencing solution which creates the feeling that you're sitting across the table in from other participants in up to six locations around the world. Includes lap top enabling interactive work during sessions.

Features

- High definition multi point camera mounted at table level
- Roll anywhere mobility
- Fraction of the cost to buy and maintain of other telepresence solutions.

Benefits

- Feels like all meeting participants are in the same room
- Mobility feature provides much greater user access to telepresence meeting experience
- A telepresence solution many companies couldn't previously afford.
- Easy-to-use

TRI PORT

Description

An easy-to-use desktop collaboration platform integrating HD video conferencing, web conferencing and interactive white boarding. Utilizing three fully independent screens with 3G/4G wireless capability, TRI PORT is the ultimate workstation for out-of-the-office-field use.

Features

- High durability, light-weight construction
- Take anywhere mobility.
- 3 screens which can run three different applications simultaneously.
- Powerful server, capable of running a data center.

Benefits

- Three screens perfect for field use in complex military and disaster response operations.
- Powerful and capable enough to run an organization or relief effort remotely.
- Ruggedized construction and wireless capability enables TRI PORT in the most adverse conditions.

MY PORT

Description

An easy-to-use personal collaboration laptop integrating high resolution video conferencing, audio conferencing, web conferencing and interactive white boarding for use in the office at work or at home.

Features

- High resolution video.
- 17" touch sensitive flat screen.
- Enhanced voice and video.

Benefits

- The portable collaboration solution which empowers all knowledge workers.
- Simple to use.
- Affordable.
- Brings rich collaboration experience to the desktop.

MEDI PORT***Description***

Designed for use in healthcare, MEDI PORT is an easy-to-use mobile computing platform bringing high definition video conferencing, medical data and internet access to where the patient is being treated. MEDI PORT can be wheeled into the surgery center, OR, ER, hospital ward or doctors office.

Features

- High definition point to point video
- 23" touch enabled computer
- Over 2 hours of battery back-up
- Roll anywhere in the hospital mobility
- Height adjustable
- Display and camera rotate

Benefits

- Better patient outcome via access to outside surgical specialists through video conferencing capability
- Better and faster diagnoses via bedside access to patient data and internet.
- Enables remote and rural medical centers with outside expertise.
- Versatile, capable in all areas of the hospital.
- Easy-to-use.

TRAVEL PORT

Description

The complete collaboration package for use on the road.

Features

- Fully equipped, touch enabled HP tablet.
- High definition web camera.
- Casio Ultra-Slim projector.
- Mimio interactive white boarding kit with digital ink pen.
- Custom carry-all roller bag.

Benefits

- Participate in fully collaborative on line meeting experience from anywhere.
- Ideal for outside consultants.
- Perfect field sales force management tool.
- Go anywhere portability.
- Easy-to-use.

SUPPORT AND SERVICES

Description

A services centric approach assuring a longer term, results oriented commitment to customer success at all phases of product ownership.

Features

- Expert training
- Follow up engagement to ensure usage is maximized
- Own problem until it is resolved
- Multi-tiered, flexible support options
- 24/7 help desk
- Optional on-line support

Benefits

- Maximizes return on investments made in C PORT devices
- Maximizes customer use and productivity
- Faster time to value
- Commitment to positive behavior change post sale

ARGO***Description***

A collaboration management software platform which utilizes an intuitive, graphical user interface to simplify the configuration, initiation and management of any collaboration technology

Features

- Seamless integration for “plug & play” experience across hardware and software solutions from many different collaboration suppliers.
- Provides software development kit to encourage integration into the management platform.
- Enables content sharing across multiple points of engagement.

Benefits

- Increased usability for all collaboration devices.
- Provides access to collaboration to all knowledge workers.
- By making collaboration easier across all platforms, helps achieve goals of lowering carbon footprint and enhancing work/life balance on a *macro* level.

Target Markets

Market 1: Brand Marketing Companies

Examples:

1. Manufacturers and marketers of branded consumer and commercial products such as Newell Rubbermaid, Georgia Pacific and Proctor & Gamble.
2. Marketing driven branded retailers such as Home Depot, Publix and Target

Characteristics

- Large, complex, dispersed, often global operations requiring multiple business disciplines working in teams to manufacture and market product.
- Currently dependent on heavy executive internal travel to bring product to market.
- Also incur heavy external travel as part of sales process.
- Manufacturing and supply chain increasingly dispersed and outsourced
- Premium on cutting costs and maximizing quality/efficiency.
- Running operations with significantly downsized executive work force.
- Speed to market critical in highly competitive environment
- Heavy consumers of professional services – designers, consultants, marketing services providers, financial and legal.
- Established base of in-room video conferencing which could be extended by C PORT Solutions.

Market 2: Healthcare

(Note: For this vertical, C PORT's value proposition is less about cutting travel costs and more about bringing multiple tools together at the point of care, quicker more accurate diagnoses, patient safety and establishing physician preference. Also, C PORT's has special relevance to research and training.

Examples:

1. Training hospitals like Emory and Grady
2. Hospital systems like St. Joseph's and Children's Healthcare of Atlanta
3. Diversified healthcare providers like HealthSouth and HCA
4. IDNs and GPOs – Northside/Forsyth, Tenet,

5. Medical research institutions like SJTRI
6. Medical Device companies
7. Rural and remote clinics
8. Doctor's offices

Characteristics:

- Overall healthcare need to reduce expenses, stream line back office systems and address understaffing.
- Disconnect between procedure room, patient data and access to outside expertise.
- US market for "telemedicine" growing by 8% a year
- Need to share latest information regarding medical procedures, medical implements, diseases/viruses
- Hospital systems typically poorly networked.
- Rural clinics and field hospitals need access to outside surgical and diagnostic expertise.
- Selling process unique to hospitals. Need to target physicians as well as targeting healthcare executives.

Overall Marketing Penetration Strategy

1. Fast follow Cisco/Tandberg, allowing *Clinical Presence* to develop the market and then leveraging MEDI PORT value proposition in head-to-head comparison of four times the capabilities for half the price.
2. Build case study around MEDI PORT utilization at SJTRI, both as a conference tool with clients and sponsors, and as a high definition video conferencing link to the procedure room.
3. Disseminate case study to SJTRI partners and sponsors, copy emphasis on price/value equation versus medical cart competition.
4. Develop and enable channel partnerships with leading healthcare supply chain solutions providers such as GE Medical, McKesson , Siemens and Cardinal Health.
5. Leverage strategic partnership with Polycom
6. Educate broader medical marketplace via editorial coverage in medical journals.

Market 3: Hospitality

Examples:

1. Hotel chains catering to mid level business market – Marriott Courtyard, Crowne Plaza, Hilton Garden Inn, Hyatt Place.
2. Hotel Chains catering to senior level business market – Westin, Hyatt/Grand Hyatt, Ritz, Four Seasons, Waldorf Astoria

Characteristics

- Highest profit margin contribution in the hotel space derived from attracting business meetings.
- Looking to replace lost income from reduced room pricing and occupancy following the Great Recession – average revenue was down 21% across US business oriented hotel properties in 2009.
- Pipeline challenge - committed to bringing new properties to market which were planned assuming pre-recession pricing and occupancy.
- Recognize that business travel will not achieve pre-recession levels for foreseeable future
- Recognize that developing meeting capabilities could source local business traffic which would have previously flown to central destination.
- In fact, business hotel chains recognize that meeting spaces now *have* to be enabled by high definition video conferencing capabilities.
- Collaboration solutions have to be easy to use, given flow of different guests through meeting rooms, must support all collaboration solutions.
- Must also be easy on the network.
- Hotel brands seeking differentiating features and benefits.
- More upscale properties would welcome high definition, web enabled collaboration solutions in guest rooms and suites..
- For C PORT, market best accessed through channels specializing in hospitality industry such as Bridge One.
- Otherwise, C PORT direct sales efforts would focus on centrally run chains with high percentage of company owned and operated properties, or franchisees with multi property footprint.

Overall Market Penetration Strategy

1. Develop model to demonstrate how much incremental revenue could be generated by hosting meetings involving collaboration.
2. Underscore additional value of using OMNI PORTS for internal operations when not in use by guests.

3. Target more upscale properties utilizing HOTEL PORT as a value added premium brand differentiator'
4. Access hospitality market via channel partners specializing in category

Market 4: Professional/Financial Services Providers

Examples:

1. Consulting companies like BCG and McKinsey
2. Media services holding companies like Omnicom, Publicis and WPP Group
3. Insurances brokers such as Marsh, Willis and Aon.
4. Regional, national and international banks.
5. Law firms, Morris Manning & Martin.

Characteristics:

- International, national or super regional organizations with multiple offices and dispersed client base
- Client facing organizations in which maintaining good client relationships is paramount.
- Often play "middle man" role – insurance broker interfaces between client and insurance provider, advertising agency between client and media/research/production providers, thereby requiring collaboration with multiple parties
- Services are knowledge content heavy.
- Knowledge content increasingly comes from dispersed teams/sources.
- Important to be perceived by clients as cutting edge.
- Critical to recruit the best and the brightest who demand state of the art technology solutions, work/life balance important for retention.

Overall Market Penetration Strategy

- Professional services market actively looking to remote collaboration solutions to cut travel costs (see Market Trends section)
- Either going heavily out-of-pocket on expensive telepresence solutions or settling for web and audio conference providers and low quality video solutions.
- Using OMNI PORT and DUO PORT, C PORT will *educate* consumers that with C PORT Solutions quality need not be sacrificed for lower cost. Copy will compare how much prospects will actually save using our solution versus the

competition. Disseminate case studies via prominent placement on website, targeted direct mail and events at existing C PORT client locations.

- Opportunity to build cases where C PORT has promising pipeline – insurance (Marsh), law (Morris Manning), media services (Active, Zenith, Omnicom).

Market 5: Opportunistic

Given the breadth of C PORT's intrinsic appeal, strong public relations program and business relationships of the executive team, we anticipate sales opportunities outside the four designated target groups, most significantly in higher education and government.

Overall Target Profile

Primary: C-Suite Executives, especially CFOs, at organizations (both SMB and enterprise) which entail heavy collaboration both internally and externally (heavy executive travel). Our solutions set enables SMBs with enterprise class capabilities and enables enterprise companies to be as nimble as SMBs. The key personality trait of this audience is the ability to recognize and embrace technology as a driver of behavior change. Their common pain points are the need to cut costs, foster innovation, increase the productivity of their workforce, upgrade the quality of their product/service and accelerate time to market.

- C Suite Executives – CEOs, COOs, CFOs, CTOs, CIOs
- Healthcare Executives – senior executives in hospital administration, top level physicians

Secondary: People who *do* the work, specifically knowledge workers 25 to 45 and students 18 to 34.

- People who work in teams to generate the organization's product or service on a day-to-day basis – professional services content providers, operations managers, relationship managers.
- The single owner LLCs, displaced executives who can now be empowered with a full suite of collaboration tools.
- Higher education students researching and producing academic content often in teams, especially those involved in distance learning.

Competition

Top Competitors

As mentioned earlier, C PORT has no direct competitors – no other collaboration solution offers the four key collaboration tools on a mobile platform which is simple to use and easy to afford. Moreover since the company's devices will work with any combination of collaboration applications, C PORT actually empowers ostensibly competitive providers. However, since these providers are in the considered set of our target prospects, C PORT's "competition" broadly falls into 3 categories:

Competitor #1 – High Definition Video Conferencing Providers

- **Competitors:** Cisco Telepresence, Hewlett Packard "Halo", IBM, PolyCom
- **Pricing:** \$100,000 to \$300,000
- **Competitive Strengths.** Rich immersive virtual meeting experience, scale, deep financial resources, name recognition, installed base
- **Competitive Weaknesses.** High cost to buy and install, lengthy implementation period, high monthly support costs, limited availability of collaboration tools, immobility, IT support required for set-up and operation
- **Our Competitive Strategy.** Key competitive advantages: 10% of the cost for 90% of the experience, roll anywhere mobility, simple to use, full spectrum of collaboration tools, no design/build/integration cost, minimal support cost expenditure, rapid implementation

Competitor #2 – Web and Audio Conferencing Providers

- **Competitive Products/Services:** Webex, Citrix GoTo Meeting, Live Meeting, Adobe Connect Pro
- **Pricing:** Around \$50 per month
- **Competitive Strengths:** Solid web conferencing offerings, decent value, robust marketing budgets
- **Competitive Weaknesses:** poor quality video conferencing offering, limited interactive white boarding, little competitive differentiation, weak collaboration capabilities – essentially one-to-many offering.
- **Our Competitive Strategy:** Communicate that C PORT offers HD audio and video conferencing, a full range of collaboration tools and that web conferencing services are greatly enhanced when embedded in our platform.

Competitor #3 – Web Streaming Video Providers

- **Competitive Products/Services:** Skype, OoVoo, Vivu, IoCom
- **Pricing:** \$25 to \$45 per month
- **Competitive Strengths:** Inexpensive, easy to access, easy-to-use, Skype has high awareness – “skyping” is now a consumer term.
- **Competitive Weaknesses:** poor quality video resolution, dropped connections, video only, essentially a one-to-one solution, not true collaboration.
- **Our Competitive Strategy:** demonstrate value of upgrading to C PORT – true collaboration platform, full suite of collaboration tools, mobile platform provides great access, easy to use as Skype, upgrade company brand perception both internally and externally.

Comparative Matrix

C PORT Comparative Matrix 8 25 2010 vs 3.pdf - Adobe Reader

File Edit View Document Tools Window Help

1 / 1 88% Find

Collaboration Technology Providers Comparative Analysis

| PLATFORM CAPABILITIES | | PROVIDERS | | | | | | | | | | | | | | | |
|-------------------------|--|------------------|----------|---------|------------------|-------|--------------|--------------|---------------|-----|-----|-----------|-------|-------|--------------------|------------|------------|
| Collaboration Platform | Features | C PORT Solutions | LifeSize | Polycom | Cisco / Tandberg | WebEx | GoTo Meeting | Live Meeting | Adobe Connect | Pro | PGI | Intercall | Skype | Mimio | SMART Technologies | Promethean | Polyvision |
| Mobile | Touch Enabled | ✓ | | ✓ | ✓ | | | | | | | | | ✓ | ✓ | ✓ | ✓ |
| | Cross Platform Software User Interface | ✓ | | ✓ | ✓ | | | | | | | | | | | ✓ | ✓ |
| Video Conferencing | High Definition | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | |
| | 1080p / 30p | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | |
| | 720p/60p | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | |
| | H.323 | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | |
| | HD Camera PTZ | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | |
| | HD Audio | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | |
| | PT to PT HD | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | |
| | MultiPoint HD | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | |
| | Multi Display | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | |
| | Embedded MCU | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | |
| | Streaming | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | |
| | Recording | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | |
| | Presentation of Content | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | |
| | Telepresence | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | |
| | Mobile Telepresence | ✓ | | | ✓ | | | | | | | | | | | | |
| Web Conferencing | Desktop Sharing | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | | |
| | Application Sharing | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | | |
| | Audio (Phone / Computer) | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | | |
| | Recording | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | | |
| | Drawing Tools | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | | |
| | Mac Compatible | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | | |
| | PC Compatible | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | | |
| | Chat / IM | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | | |
| | Integrated Toll Free | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | | |
| | Web Video | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | | |
| | Desktop Integration | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | | |
| | IPAD | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | |
| | IPHONE | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | |
| | Smart Phone | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | |
| | Encryption | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | | |
| | UC Integration (i.e. OCS) | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | |
| | Interactive Whiteboard | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | | |
| | Annotation Tools | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | | |
| | Event Class Registration | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | | |
| | Personal Address Books | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | |
| Audio Conferencing | Toll Free | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | |
| | Reservationless | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | |
| | Managed / Hosted | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | |
| | 24 / 7 Operated Assistance | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | |
| | Recording and Replay | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | |
| | Web Access Features | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | |
| Interactive White Board | Operated Assisted | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | |
| | Multi Page View | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Single Page View | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Document Import | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Pen | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Highlighter | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Shapes | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Text | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Transparency | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Screen Clipping | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Applications Access | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Recording | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Web Access | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Ink Capture | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Zoom (In Out Full) | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Gallery | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Character Recognition | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Spotlight | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Reveal | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Display: Flat Panel | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Display: Projector | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Touch Enabled | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Single Touch | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Multi Touch | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Multi Display | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Keyboard: OnScreen | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Keyboard: Wireless | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Wireless Interface | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |
| | Save: Multi File Format | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ |

Additional Competitors

- **Integrators** whose margins are in the design and build aspects of installation and warn C PORT prospects that mobile solutions are inherently unreliable.
- **Internal IT staffs** who think they could build a similar mobile solution for less.
- **Cart Products** which lack a full suite of collaboration tools, are complicated to use (requiring IT set up) and are not really mobile due to poor cable management.

Marketing Plan

Brand Goals

- Recognition of C PORT Solutions as the world's leading CaaS platform for the Integrated Collaboration Environment.
- Capture 25 to 30% of global market share over the next 3 to 5 years.

Marketing Communications Goals

- Generate awareness of C PORT Solutions as the *most effective and best value* provider of collaboration solutions among C Suite executives, especially CFOs, looking to significantly cut travel costs.
- Achieve 25% top of mind brand awareness among key C Suite decision makers in targeted verticals in Atlanta Metro area, 10% in regional markets of New York, Chicago and Dallas
- Utilize the website to tell the *story* of C PORT Solutions, the genesis of the company's products and services and value proposition. As the primary source of information about the company, the website will be the hub of the communications plan containing all the key information and messaging about our solutions. However, it must also be a powerful selling tool, leaving visitors with a powerful call-to-action.
- Support channel and direct sales efforts with product collateral which addresses both the C Suite and IT.
- Utilize strong on-line campaign to generate leads among key SMB and enterprise decision makers.

Public Relations Goals

- A sustained PR campaign will be the main driver of overall unaided awareness goals among senior executives in the four targeted verticals.
- Establish close relationships with writers and editors at the key weekly business publications and the business section writers in the Atlanta Metro Area. Aim for an article a month.
- Opportunistically, pitch national and regional magazines and newspaper publications on the more general interest aspects of the C PORT story – founding a start-up in a down economy, providing employment for Georgians, ways to reduce carbon footprint etc.
- Event marketing will play a key role in providing demonstration opportunities to a broader audience.
- Use digital influence/social media to impact all phases of the marketing funnel from awareness through conversion and loyalty.

Promotions Goals

Develop lead generation campaign to drive 8 to 10 qualified leads per month.

Marketing Communications Plan

The marketing communications infrastructure to help support building market awareness, presence, credibility, and sales within the targeted markets includes:

Website

Overall, the website will contain all key information about our company, products and services and value proposition. The messaging structure of the site will be a *narrative* covering:

- The marketing opportunity which led to the formation of the company
- The features and functions supported by our platform and a comparison to the competition
- A detailed description of each of the 7 offerings and the support and services plan via one minute videos targeted at each vertical as well as descriptive copy.
- The strategic partnerships we have formed to provide better access to the solution set.
- The news we have generated in the media.
- The clients we have won - their case studies and testimonials
- A call-to-action to site visitors via a worksheet which would calculate hard costs saved by eliminating business trips using our collaboration solution.
- All collateral will reside on the site in digital form – one page descriptions, technical data, brochures, case studies, testimonials, white papers etc.
- Website will be designed to drive prospects to take action – download a brochure, schedule an appointment etc.
- Site will search engine optimized.

Importantly, the site will seed the messaging throughout the narrative that C PORT:

- represents an outstanding value, an affordable and effective way to drastically cut costs

- Is friendly technology, simple to understand and use. This will be accomplished subliminally by a clean graphic approach and ease of navigation.
- Is a solutions company, not a product company
- Is relevant to organizations of all sizes – our affordable and versatile solutions will add bandwidth to SMBs while at the same time make large enterprises more nimble.

Public Relations

Retain PR resource (to be determined) to build awareness of C PORT among the 50 plus segment of the C level target audience who remain heavy consumers of conventional print media. Seed messaging which delivers a strong call to action by communicating C PORT's key benefit of enabling significant savings in travel costs.

PR resource will develop the following:

- Media articulation of the C PORT value proposition for press releases, FAQs, bios, blogs, e-newsletters and bylined articles. All media releases will be search engine optimized.
- Relationships with writers at key business journals and newspapers in Atlanta Metro area. Also, foster C PORT ties to collaboration industry bloggers and commentators.
- Comprehensive media list, this should include business travel publications.
- Editorial calendars – objective: any article in the regional or national press involving collaboration initiatives to cut down travel costs on a national basis should reference C PORT.
- Industry/competition/media monitoring
- Assist in developing speaking engagements. Develop and foster profile of Lee Hicks as the leading expert on the topic of advanced collaboration.

Event Marketing.

Event marketing will be a key driver in providing opportunities to demonstrate our solutions in action, thereby communicating core messages of mobility, capability and simplicity. Above all, C PORT must be seen as a vehicle for bringing people together.

- The PR resource will help in identifying and coordinating events in key markets – CFO/CIO forums, Chamber of Commerce events, roundtables, lunch and learns at clients and C PORT offices – in which C PORT executives not only contribute, but the events are enabled by our collaboration solutions.
- Launch events opportunistically like the "Corporate Atlanta" event built around the hotelmarketing.com article on how "telepresence" is impacting business travel. Use the "Corporate Atlanta" event learnings to refine template.

- Utilize Metro Atlanta Chamber connections to track – and enable – business gatherings with heavy C-Suite attendance.
- We do not at this time anticipate attending technology trade shows unless they are restricted invitation-only events such as the Lockheed event in Orlando or the NASA event in Huntsville.
- Philanthropy: where possible, we should enable CP and MS events.

Digital Influence

Fact: Among business decision makers 91% read blogs, on-line forums, customer reviews, listen to podcasts, 55% maintain profile on and visit social networking sites and 58% actively contribute to on-line forums or comment on blogs.

C PORT will engage our target audience where they consume information with the following on line initiatives:

- Paid Search Marketing
 - Google – Keyword Search
 - Yahoo & MSN Search
 - AOL Search, Ask.com and others
- Display Advertising
 - Google Display Ads
 - Behavioral Ad Networks
- Social Media Marketing
 - Facebook – targeted ads
 - LinkedIn – targeted ads
- On-line Advertising
 - Video/YouTube ads
 - Mobile Advertising

Lead Generation

- Database: identify, compile, qualify and store and client/prospect contact information in salesforce.com
- Direct Marketing:
 - develop quarterly paper direct mail efforts to CFOs around the reduction in travel costs through collaboration, ideally prompted by relevant media article.
 - Include worksheet so that target could quickly calculate travel cost savings by using our solution.

- For key high value prospects – Home Depot, Georgia Pacific, Coca-Cola - develop a travel savings estimate based on our knowledge of the organization.
- Monthly email blasts, subject matter to include relevant articles around travel cost reduction and C PORT news and case studies relevant to the target verticals.

- Channel Partners:

Leverage our relationship with PGI, Bridge One, DataComm and ARC to identify prospects and support selling efforts with direct marketing and collateral. Also, maximize opportunities with Polycom.

- Existing Client Base:

Drive business through existing clients.

- compile lists of key influencers throughout client organization and convert them to C PORT advocates.
- make sure they are constantly updated on C PORT case studies and developments – copy them on all PR articles.