**Communications Architecture
for Wireless Services**

| *Boldfaced elements are described individually later in this document* | Audiences | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | Internal | | | External | | Customers | | |
| | Mgmt | Sales | General | Analysts | Partners | Large | SMB | Individual |
| **Face to Face**<br>Direct presentations have the highest communication value. Each of the presentation opportunities mentioned in this section should be supported by a PowerPoint deck, and the similarity of message means there's a high re-use potential across the different decks. | | | | | | | | |
| Analyst Briefing(s) | | | | X | | | | |
| Customer Briefing(s) | | | | | | X | X | |
| Industry Forum(s) | | | | X | X | X | X | |
| Trade Show Presentation(s) | | | | X | X | X | X | |
| Direct Sales Calls | | | | | | X | X | |
| **Print**<br>Some of these elements might be distributed electronically (or downloaded from a website), but they would be designed and laid out for local printing. The trade show piece should be printed professionally. | | | | | | | | |
| **Position/Vision Paper** | X | X | X | X | X | X | X | |
| **Articles and White Papers** | X | X | | X | X | X | X | |
| Case Studies | X | X | | X | X | X | X | |
| **Expert Q&A** | X | X | | X | X | X | X | |
| **Trade Show Leave Behind** | X | X | | X | X | X | X | |
| Wireless Vision Posters/Banners (Internal) | X | X | X | | | | | |
| Display Advertising (External) | | | | X | X | X | X | X |

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| **Web-Based / Virtual**<br>These elements offer the broadest reach, covering both internal and external audiences. They are also relatively inexpensive in terms of production and distribution costs. | | | | | | | | |
| Basic Website Copy | X | X | X | X | X | X | X | X |
| Expert Interview Video | X | X | X | X | X | X | X | X |
| Expert Interview Podcast | X | X | X | X | X | X | X | X |
| Internal Newsletter Article | X | X | X | | | | | |
| Trade Show Kiosk Presentation | | | | X | X | X | X | |
| "Water Cooler" Event | | | | | | | X | |
| **Interactive**<br>These elements all involve some kind of audience interaction, and have collateral communication opportunities. For example, the results of the Mobility Impact Survey could be used as the basis for a follow-up report or press release. | | | | | | | | |
| **Mobility for Me Questionnaire** | | | | | | X | X | X |
| **Mobility Impact Survey (External)** | | | | X | X | X | X | |
| **Mobility Awareness Test (Internal)** | X | X | X | | | | | |

## Suggested Print Pieces

### Position/Vision Paper

Acme's vision of the Mobile Enterprise could be the basis for a high-level paper, with a relatively formal tone and some illustrative graphics. Establishes the thematic foundation for all other elements.

### Articles and White Papers

*Balancing Costs and Expectations*

A basic "ways to reduce costs" article around computer–assisted scheduling for field workers, the benefits and advantages of efficient scheduling made possible by mobile field service automation. Saves gas, time and money.

*A Paperless Approach to Sales*

There are new efficiencies to be gained through sales force automation: increased customer satisfaction, improved communications on the back-end, better force management, faster product delivery and better use of resources.

*Your Fleet at Your Fingertips*

A briefing on wireless fleet management, with real-time data on locations, routes, dispatching, re-routing and maintenance tracking. A possible sidebar could provide a theoretical "day in the life" description of a fleet manager enabled by remote access.

*Taking Advantage of Wireless Location-Based Services*

A basic primer on this topic, covering its history, the kinds of services involved, the supporting technology, and the interaction with mobile devices through the use of GPS awareness.

*Video Sharing for Your Business*

A discussion of the various ways live video can support information sharing, collaboration and knowledge transfer, for training, remote meetings, seminars, and sales presentations.

*Wireless Workflow*

A discussion of the concepts of wireless workflow and how it can replace paper-based systems and processes. Use industry examples to tell the story: insurance auditors, car rental management, help desks, logistics companies, etc.

### Expert Q&A

An "Ask the Expert" one-pager in a Question and Answer format. The same material could be designed for multiple forms of output. With the right prep work, this Q&A could be spun into a video or a podcast. Demonstrates thought leadership and enhances credibility.

### Trade Show Leave Behind

From a content perspective, this would be very similar to the Position/Vision Paper. However, it would be laid out for color printing in a two-sided format, making good use of illustrations and taking a more conversational style in the prose. More of a marketing spin and less of a white paper. Establishes the basics of the vision in a clear, high-impact form.

## Suggested Interactive Pieces

### Mobility for Me Questionnaire

The idea is to develop a set of questions and multiple choice answers that will lead to a user-specific conclusion. It could be oriented toward large companies, small companies, individuals or all of the above, and provide some sort of pay-off in the conclusion by telling the responders how changes in wireless technology are likely to affect them. It could be reverse-engineered from the Vision information. The point is not to deliver different content, but to deliver it in an interactive way.

### Mobility Impact Survey (External)

This would be Web-based survey with a set of questions designed for external audiences, asking their opinions or otherwise collecting information on topics related to mobility and wireless. It could be delivered formally to a pre-defined survey group, or informally to any Web visitor who cares to take it. The point is not to deliver different content, but to deliver it in an interactive way.

### Mobility Awareness Test (Internal)

This is similar to the questionnaire as far as the basic ideas, but it would be designed more like a game. The goal is to let employees test themselves on their own knowledge of mobility trends, issues and Acme's portfolio of products and services. Generates internal interest and awareness for the wireless portfolio.