

# How to Generate Sales Leads by Giving Away Free Information



**Effective Marketing Through System Building**

# Marketing Can and Should Be a Predictable System



**Bob Berry**  
CEO  
DPS Telecom

## The Goal:

- Generate maximum sales leads with minimum effort and expense
- Grow sales AND profits
- Remove dependence on hard to find, hard to manage, hard to keep "Sales Superstars"

**Effective Marketing Through System Building**

# Marketing 101

- You need Sales Superstars and classical sales tools **only if** your marketing **SUCKS!**
- Classical "Hunter" sales reps waste time and money on travel, food and entertainment, while generating few and poor leads
- What's worse, the "Superstar" sales model leaves your business at the mercy of arrogant prima donna salesmen



# ...and then I made two discoveries!

- So I started looking at every aspect of my sales process — how leads were generated, where they come from, which leads produced the most profitable sales ...
- And then I learned something **REALLY** interesting ...
- ***Over 90% of my best sales started with an IN-BOUND CALL***
- ***Almost ALL of them had been to our Website***



# Quick Background on DPS Telecom

- B2B Sales
- Niche Product—We monitor equipment in unmanned locations over a large, geodiverse area
- Product is \$35K to \$300K—no impulse buying
- Budget and operations drive decisions—usually by committee
- Our sales universe is limited but includes: Telecom, Power Utilities, Transport and Public Safety
- Not a typical “Internet Play”



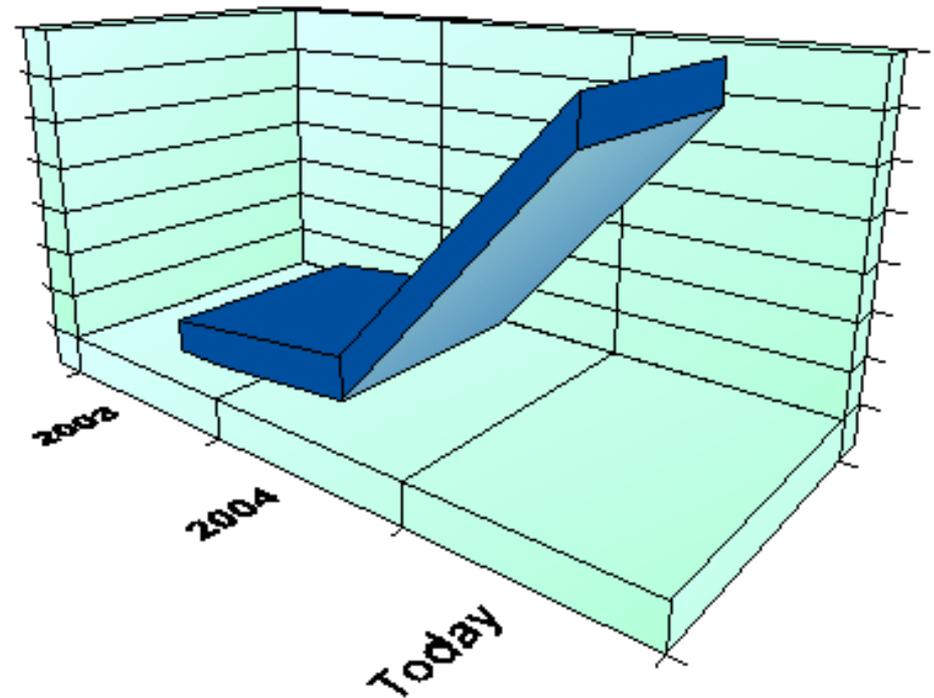
# Let Me Turn the Clock Back 1 Year

- Approximately 4,000 email addresses
- 1 Ezine per month
- Collecting 30 email addresses per week via Website
- To collect email addresses, we had 10 different popups in rotation
- My marketing guy quits after July 4<sup>th</sup> weekend



# And Today ...

- August Ezine sent to 32,000 people: 6,000 opens, over 2,000 clicks
- Weekly unique visits to Website have **tripled** to almost 6,000
- Ezine signups are 600-700 per week. Week after week. (That's 2,200% improvement!)
- 4 national magazines published our White Papers as articles



# Impact on DPS Telecom

- Sales up 20% from last year
- Profits more than doubled
- Sales and marketing staff cut in half
- The use of Webinars have reduced sales travel to zero, allowing 2-3 times as many product demonstrations per week
- The impact of the technology developed for our web-based marketing is now being applied company-wide



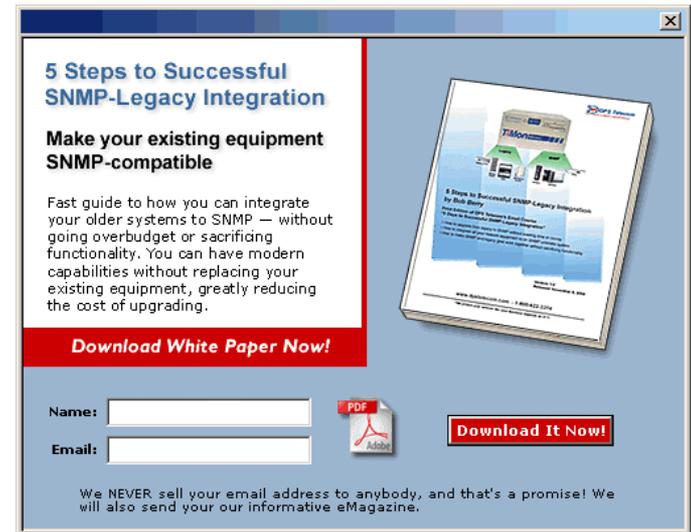
# So How Did We Do It?



# Popups Extract Email Addresses

All web visitors see **popup ads** for White Paper offers

- Promise of immediately useful information
- Ask only for name and email — reduce resistance
- Instant PDF download
- Automatically signs client up for DPS Ezine
- Optimized for best response by statistical testing



## White Paper: Reward for Giving Email Address

- **Downloadable PDF White Papers** are the enticement for clients to give their email address
- Information is the coin of the realm in Internet B2B sales
- White Papers cover technical and business-case info in depth
- White Papers give great validation—dense technical and business case info convinces skeptics
- Helps researchers look good to their boss

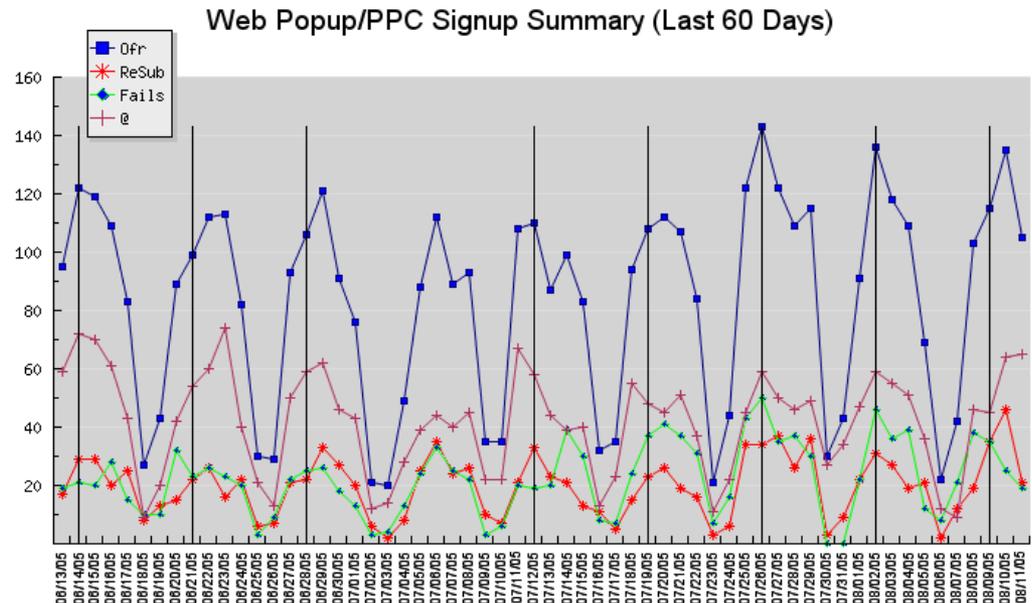


# You Gotta Start by Measuring

- Created a secure web page which reported popup activity
- In the 1<sup>st</sup> week, we turned off the poorly performing popups—and our Ezine signups climbed to 100
- These early phases built skills for our web guys to create more complex reports later

DPS Telecom  
**Web Popup/PPC Signup Summary**  
 From: Jun 13, 2005 -to- Aug 12, 2005

WebStat Reports  
 Proprietary and Confidential  
 Aug 12, 2006, 9:49 am

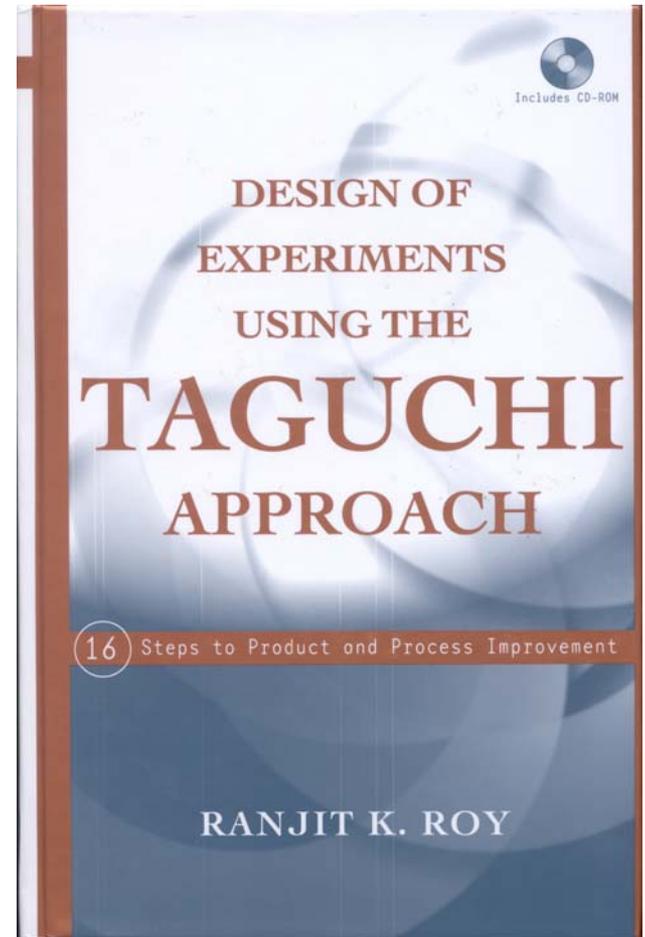
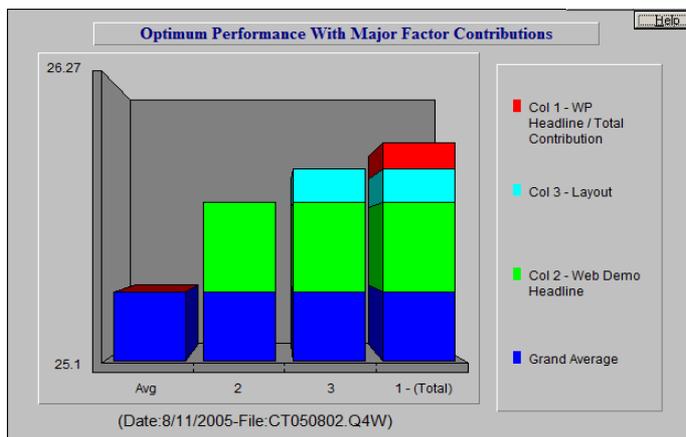
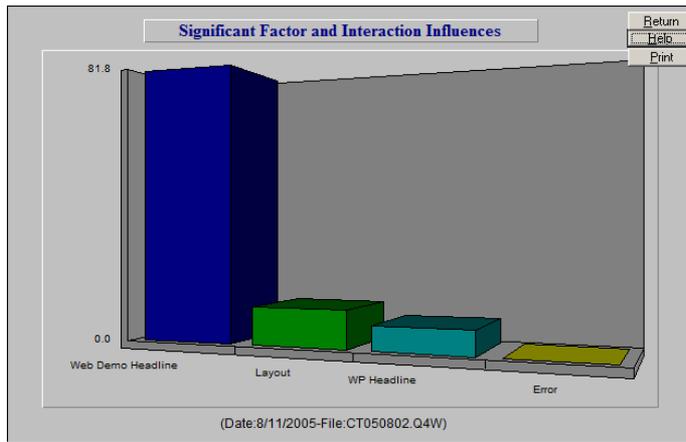


/webstats/summaries/signup\_summary2.php

(c) 2006 DPS Telecom

1 of 1

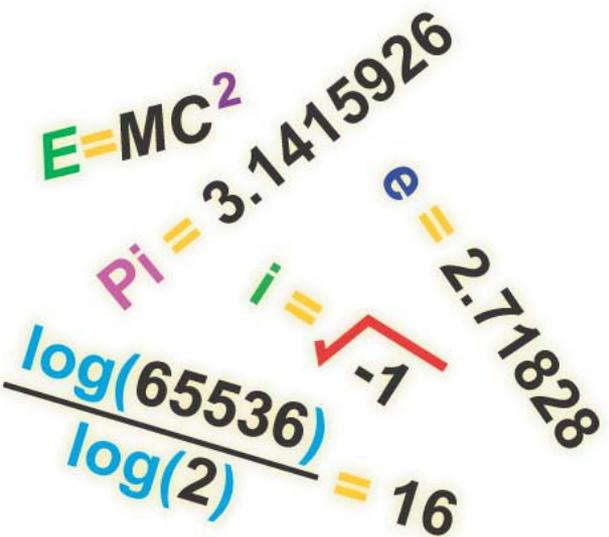
# Multivariable Testing is Easy with the Right Software



## 3 Best Taguchi Models for Marketing Testing

Taguchi models allow us to extract the most information about variables with the smallest number of tests

- 3 Two-Level Variables = 4 Tests
- 7 Two-Level Variables = 8 Tests
- 4 Three-Level Variables = 9 Tests



$E=MC^2$   
 $\pi = 3.1415926$   
 $\frac{\log(65536)}{\log(2)} = 16$   
 $e = 2.71828$

# Pop-Up Rotation + Data Capture = Fast Market Optimization

**SNMP Tutorial**

**An Introduction to Network Alarm Management Using SNMP**

The move to SNMP is the most significant long-term trend in remote telemetry.

This guide will show you how you can use SNMP to effectively monitor your network alarms, including concrete applications and examples.

ANSWERS to SNMP:  
 • SNMP messages  
 • MIB structure  
 • Mediating legacy

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## Variables:

1. Graphic location
2. Subhead text
3. Button color

**Small changes can wildly affect performance!**

# Plug in the Numbers, and the Software Tells You the Optimum

## Analysis Of Variance (ANOVA)

	Factors	DOF	Sums Of Squares	Variance	F-Ratio	Pure Sum	Percent
1	Subhead	1	4.708	4.708	0.000	4.708	7.073
2	Graphic	1	54.464	54.464	0.000	54.464	81.812
3	Button Color	1	7.398	7.398	0.000	7.398	11.113
	Other/Error	0	0.000	0.000			0.000
	Total:	3	66.571				100.000%



### Tutorial on SNMP

**Complete Introduction to SNMP**

The move to SNMP is the most significant long-term trend in remote telemetry.

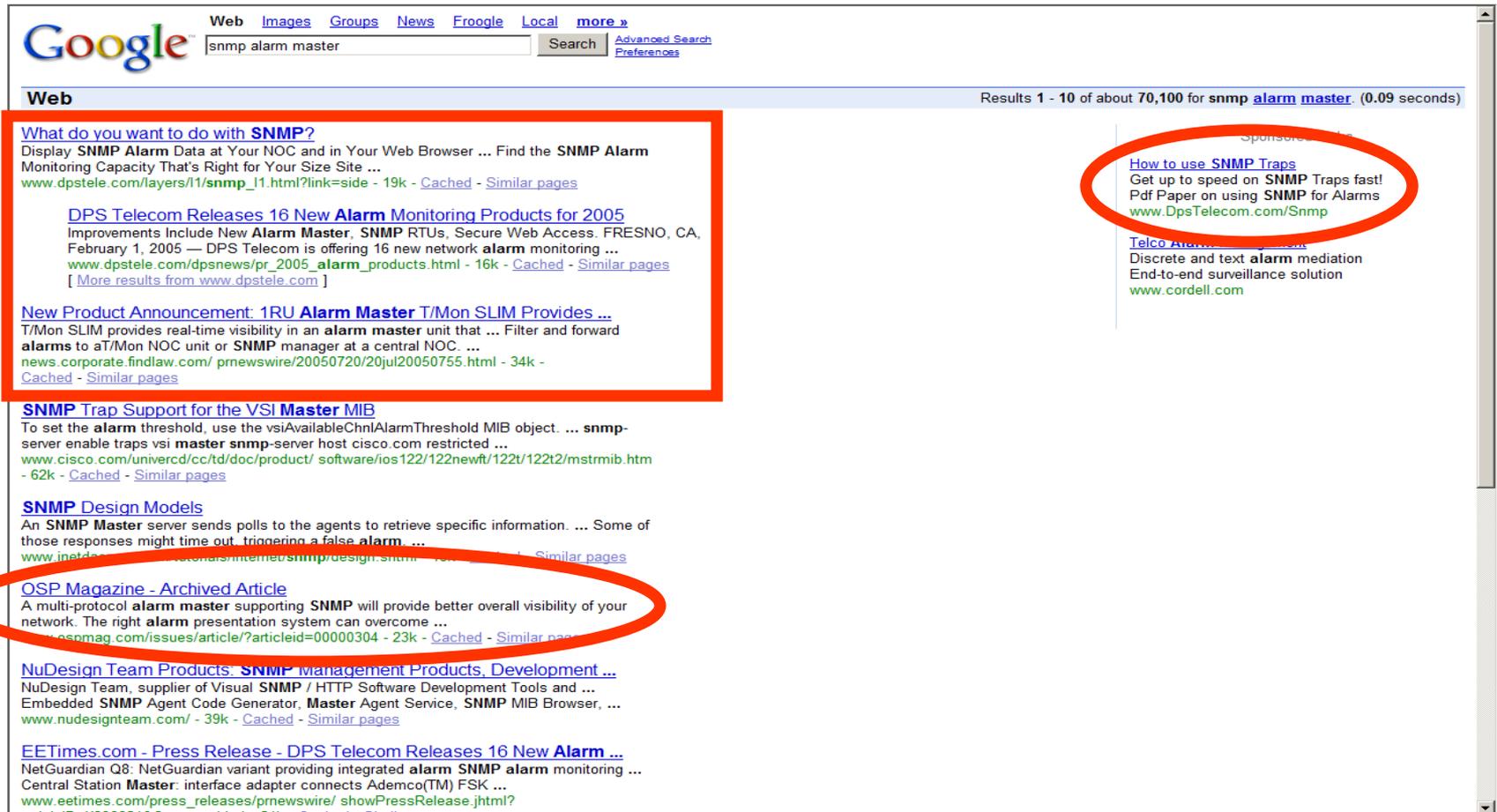
**ANSWERS to SNMP:**  
 SNMP messages  
 MIB structure  
 Mediating legacy

This guide will show you how you can use SNMP to effectively monitor your network alarms, including concrete applications and examples.

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# Google Adwords Based on Optimum Popups



The screenshot shows a Google search for "snmp alarm master". The search bar is at the top with "snmp alarm master" entered. Below the search bar, there are links for "Web", "Images", "Groups", "News", "Froogle", "Local", and "more »". The search results are displayed below, with "Results 1 - 10 of about 70,100 for snmp alarm master. (0.09 seconds)".

Several search results are highlighted with red boxes:

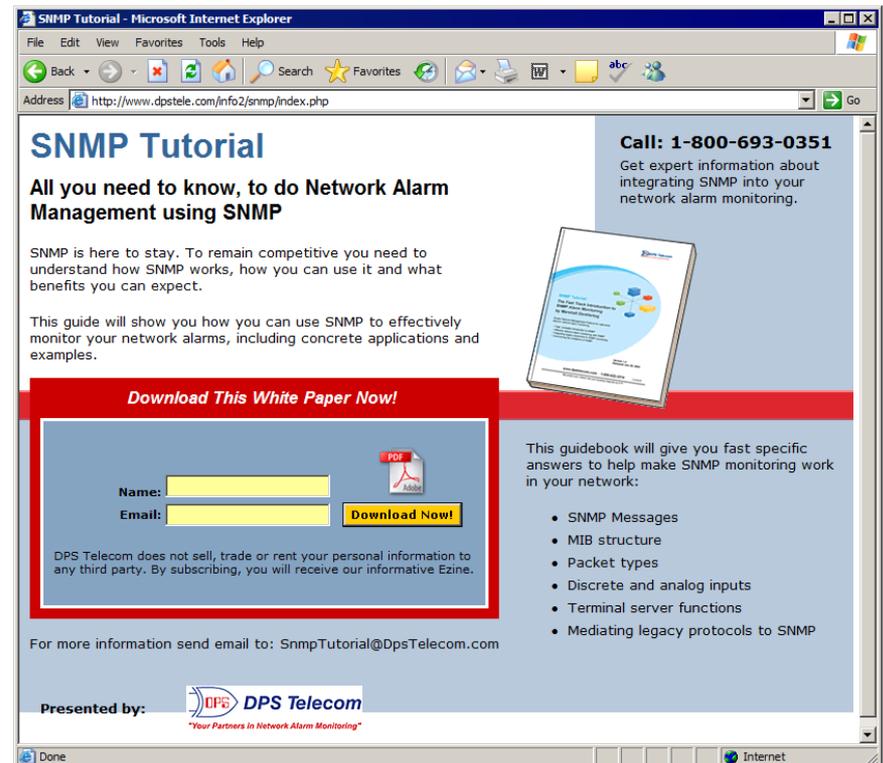
- What do you want to do with SNMP?**  
Display **SNMP Alarm** Data at Your NOC and in Your Web Browser ... Find the **SNMP Alarm** Monitoring Capacity That's Right for Your Size Site ...  
[www.dpstele.com/layers/l1/snmp\\_l1.html?link=side](http://www.dpstele.com/layers/l1/snmp_l1.html?link=side) - 19k - [Cached](#) - [Similar pages](#)
- DPS Telecom Releases 16 New Alarm Monitoring Products for 2005**  
Improvements Include New **Alarm Master**, **SNMP** RTUs, Secure Web Access. FRESNO, CA, February 1, 2005 — DPS Telecom is offering 16 new network **alarm** monitoring ...  
[www.dpstele.com/dpsnews/pr\\_2005\\_alarm\\_products.html](http://www.dpstele.com/dpsnews/pr_2005_alarm_products.html) - 16k - [Cached](#) - [Similar pages](#)  
[ [More results from www.dpstele.com](#) ]
- New Product Announcement: 1RU Alarm Master T/Mon SLIM Provides ...**  
T/Mon SLIM provides real-time visibility in an **alarm master** unit that ... Filter and forward **alarms** to aT/Mon NOC unit or **SNMP** manager at a central NOC. ...  
[news.corporate.findlaw.com/prnewswire/20050720/20jul20050755.html](http://news.corporate.findlaw.com/prnewswire/20050720/20jul20050755.html) - 34k - [Cached](#) - [Similar pages](#)
- SNMP Trap Support for the VSI Master MIB**  
To set the **alarm** threshold, use the vsiAvailableChnlAlarmThreshold MIB object. ... **snmp-server** enable traps vsi **master snmp-server** host cisco.com restricted ...  
[www.cisco.com/univercd/cc/td/doc/product/software/ios122/122newft/122t/122t2/mststmib.htm](http://www.cisco.com/univercd/cc/td/doc/product/software/ios122/122newft/122t/122t2/mststmib.htm) - 62k - [Cached](#) - [Similar pages](#)
- SNMP Design Models**  
An **SNMP Master** server sends polls to the agents to retrieve specific information. ... Some of those responses might time out, triggering a false **alarm**. ...  
[www.inetdesign.com/sections/internet/snmp/design/snmpdesign.shtml](http://www.inetdesign.com/sections/internet/snmp/design/snmpdesign.shtml) - 17k - [Cached](#) - [Similar pages](#)
- OSP Magazine - Archived Article**  
A multi-protocol **alarm master** supporting **SNMP** will provide better overall visibility of your network. The right **alarm** presentation system can overcome ...  
[ospmag.com/issues/article/?articleid=00000304](http://ospmag.com/issues/article/?articleid=00000304) - 23k - [Cached](#) - [Similar pages](#)
- NuDesign Team Products: SNMP management Products, Development ...**  
NuDesign Team, supplier of Visual **SNMP** / HTTP Software Development Tools and ... Embedded **SNMP** Agent Code Generator, **Master** Agent Service, **SNMP** MIB Browser, ...  
[www.nudesignteam.com/](http://www.nudesignteam.com/) - 39k - [Cached](#) - [Similar pages](#)
- EETimes.com - Press Release - DPS Telecom Releases 16 New Alarm ...**  
NetGuardian Q8: NetGuardian variant providing integrated **alarm SNMP alarm** monitoring ... Central Station **Master**: interface adapter connects Ademco(TM) FSK ...  
[www.eetimes.com/press\\_releases/prnewswire/showPressRelease.jhtml?articleID=296551&Conn=ud=1\\_54k](http://www.eetimes.com/press_releases/prnewswire/showPressRelease.jhtml?articleID=296551&Conn=ud=1_54k) - [Cached](#) - [Similar pages](#)

On the right side of the page, there is a sponsored link for "How to use SNMP Traps" which is also circled in red:

**How to use SNMP Traps**  
Get up to speed on **SNMP** Traps fast!  
Pdf Paper on using **SNMP** for Alarms  
[www.DpsTelecom.com/Snmp](http://www.DpsTelecom.com/Snmp)

# Adwords Landing Page Collects Email Addresses

- The Adwords landing page was optimized using Taguchi the same as our popups were
- Remember: that our search engine marketing strategy is to close for the email address—*it's best to optimize for a single action*



SNMP Tutorial - Microsoft Internet Explorer

Address <http://www.dpstele.com/info2/snmp/index.php>

## SNMP Tutorial

All you need to know, to do Network Alarm Management using SNMP

SNMP is here to stay. To remain competitive you need to understand how SNMP works, how you can use it and what benefits you can expect.

This guide will show you how you can use SNMP to effectively monitor your network alarms, including concrete applications and examples.

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Call: 1-800-693-0351  
Get expert information about integrating SNMP into your network alarm monitoring.

This guidebook will give you fast specific answers to help make SNMP monitoring work in your network:

- SNMP Messages
- MIB structure
- Packet types
- Discrete and analog inputs
- Terminal server functions
- Mediating legacy protocols to SNMP

For more information send email to: [SnmpTutorial@DpsTelecom.com](mailto:SnmpTutorial@DpsTelecom.com)

Presented by:  **DPS Telecom**  
"Your Partners in Network Alarm Monitoring"

# Search Engine Optimization (SEO)

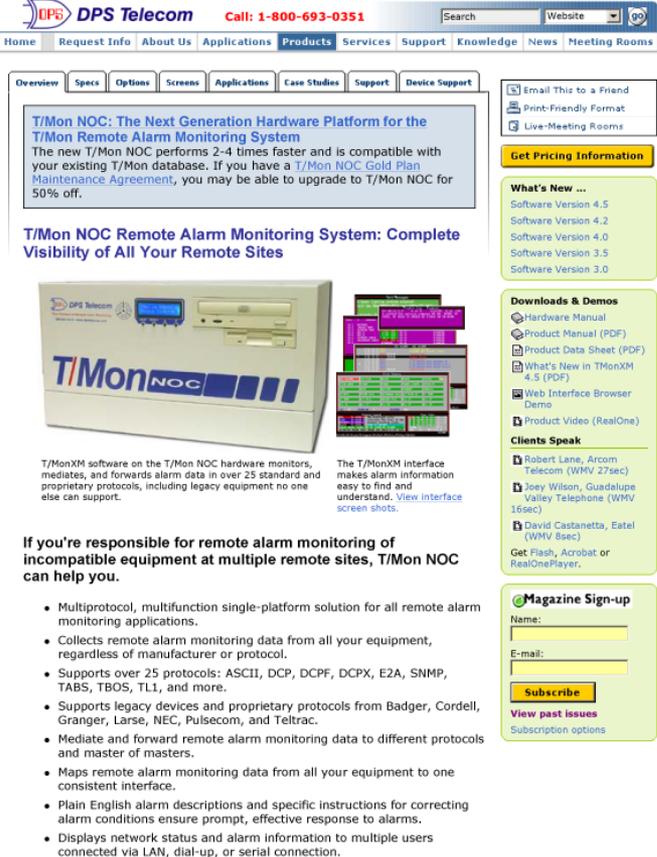
## SEO is the final piece of the email address extraction engine

- Traffic volume drives the engine; at conversion rates of 18-36%, the more eyeballs that go through the machine, the more email addresses you can capture.
- Keyword density, all print materials (White Papers, Ezines user manuals, sales literature) is archived and searchable on Website
- Make **everything** search-engine friendly
- Popups don't care what page they come to, and the Website is designed to close for the email address



# Web Site Virtual Product Catalog

- Links in White Papers and Ezine direct clients to in-depth product pages
- Answer remaining questions about technical specs and capabilities
- Funnel self-electing clients to establish 1-on-1 communication by phone, email, live web demo and Factory Training



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Overview Specs Options Screens Applications Case Studies Support Device Support

**T/Mon NOC: The Next Generation Hardware Platform for the T/Mon Remote Alarm Monitoring System**  
 The new T/Mon NOC performs 2-4 times faster and is compatible with your existing T/Mon database. If you have a [T/Mon NOC Gold Plan Maintenance Agreement](#), you may be able to upgrade to T/Mon NOC for 50% off.

**T/Mon NOC Remote Alarm Monitoring System: Complete Visibility of All Your Remote Sites**



T/MonXM software on the T/Mon NOC hardware monitors, mediates, and forwards alarm data in over 25 standard and proprietary protocols, including legacy equipment no one else can support.

The T/MonXM interface makes alarm information easy to find and understand. [View interface screen shots.](#)

**If you're responsible for remote alarm monitoring of incompatible equipment at multiple remote sites, T/Mon NOC can help you.**

- Multiprotocol, multifunction single-platform solution for all remote alarm monitoring applications.
- Collects remote alarm monitoring data from all your equipment, regardless of manufacturer or protocol.
- Supports over 25 protocols: ASCII, DCP, DCPF, DCPX, E2A, SNMP, TABS, TBOS, TLI, and more.
- Supports legacy devices and proprietary protocols from Badger, Cordell, Granger, Larse, NEC, Pulsecom, and Teltrac.
- Mediate and forward remote alarm monitoring data to different protocols and master of masters.
- Maps remote alarm monitoring data from all your equipment to one consistent interface.
- Plain English alarm descriptions and specific instructions for correcting alarm conditions ensure prompt, effective response to alarms.
- Displays network status and alarm information to multiple users connected via LAN, dial-up, or serial connection.

**Get Pricing Information**

**What's New ...**

- Software Version 4.5
- Software Version 4.2
- Software Version 4.0
- Software Version 3.5
- Software Version 3.0

**Downloads & Demos**

- Hardware Manual
- Product Manual (PDF)
- Product Data Sheet (PDF)
- What's New in TMonXM 4.5 (PDF)
- Web Interface Browser Demo
- Product Video (RealOne)

**Clients Speak**

- Robert Lane, Arcom Telecom (WMV 27Sec)
- Joey Wilson, Guadelupe Valley Telephone (WMV 16Sec)
- David Castanetta, Eatel (WMV 8Sec)

Get Flash, Acrobat or RealOnePlayer.

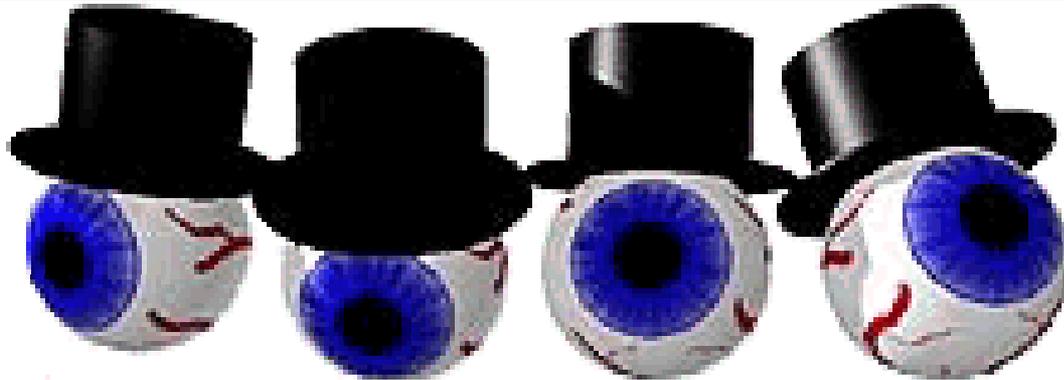
**Magazine Sign-up**

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# We Need Eyeballs for Popups



- All content is archived in web-searchable format on Website:
  - White Papers
  - User Manuals
  - Ezines
  - Product Catalog

# The Email Address Extraction Engine

- Popups
- White Papers
- Webstats
- Taguchi Optimization
- Google Adwords
- Search Engine Optimization



**Now that you have all these email addresses ...**

What do you do with them?



# Ezine: Constant Contact with Client

- New material published monthly
- Features offers for more White Papers, client Success Stories, Product Information
- Constantly reminds clients who you are and that you can solve their problems

## *The Protocol* Alarm Monitoring Ezine

June 14, 2005 **Call: 1-888-393-1060** 



### **New White Paper: How to Fight Network Outages and Win**

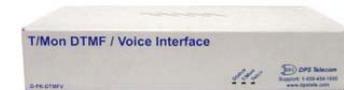
Network outages don't happen because of carelessness — they happen because you don't have the right tools to stop trouble the moment it starts. This essential guide details what alarm monitoring tools you need to fight network outages and win. If you've ever been burned by a network outage — or you suspect you're vulnerable — you need to read this White Paper. [Download White Paper](#)



**Rick Jacobson**  
Network Technician  
3 Rivers Telephone

### **3 Rivers Pounces on Fiber Cuts Using T/Mon ASCII Alarm Processing**

When an overenthusiastic backhoe operator cut a major fiber line, Rick Jacobson of 3 Rivers Telephone knew about the problem almost immediately and was able to fix it fast — thanks to T/Mon's ASCII Alarm Processor. [Read Full Story](#)



### **New Product Announcement: T/Mon DTMF/Voice Interface**

Control your T/Mon NOC from any touch-tone phone! With the new T/Mon DTMF/Voice Interface, you can acknowledge and tag alarms from any phone, anywhere. It's the perfect way for field techs to check in with T/Mon — no extra databasing required. [Read Full Story](#)

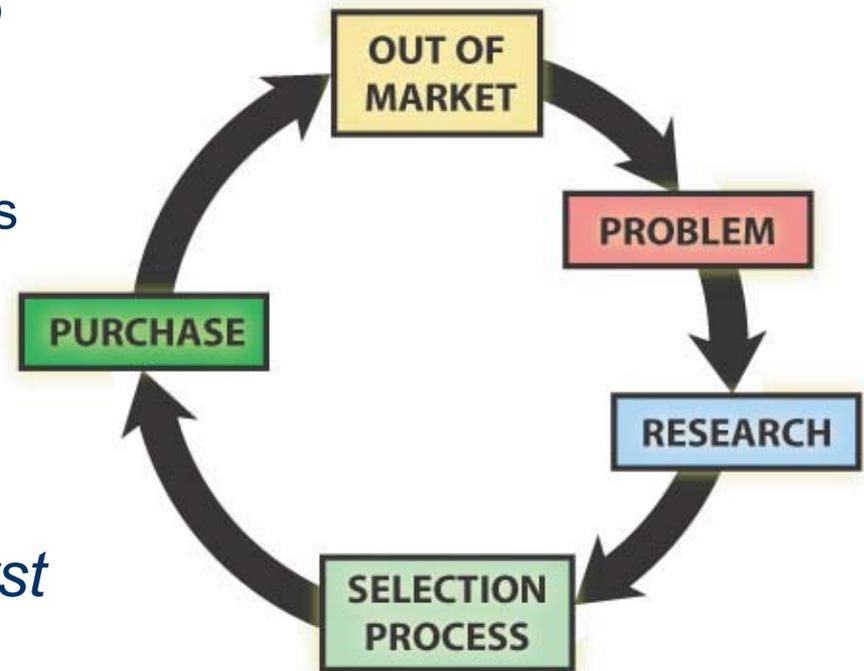


### **T/Mon NOC: Monitoring Made Easy**

T/Mon NOC puts 24/7 network alarm monitoring within the reach of any company, large or small. T/Mon NOC is easy to install, easy to maintain, easy to learn and easy to use, while providing complete visibility of your entire network. [Read Full Story](#)

# Ezines and the Buying Cycle

- The purpose of the Ezine is to be a constant reminder ...
- So that when an event, timing or budget appropriation makes the client ready to buy ...
- The client thinks first of DPS. (Top of mind)
- *"All I ask is a tall ship, a star to sail her by, and first shot at all their wallets, every time they buy" – Bob Berry*



**The Buying Cycle**

# Ezine Articles Inform and Sell

- Ezine article is same format as White Paper, but shorter:
  - Focus tight on one topic: client story, technical/business problem, or product
  - Again, use stories and outside evidence to set buying criteria and present DPS as only logical choice
  - Link Ezine article directly to in-depth product info on Website

## *The Protocol* Alarm Monitoring Ezine

August 9, 2005

Call: 1-888-393-1060



### **White Paper: Master Guide to SNMP Implementation**

Planning your move to SNMP alarm monitoring? Here's what you need to know – a nuts-and-bolts guide to the practical problems of SNMP implementation and how to solve them. [Download White Paper](#)



**Charles Curry**  
Managing Director  
Chronos

### **DPS Telecom and Chronos Technology Join Forces to Market and Support DPS Telecom Products in UK and Europe**

DPS Telecom has formed a strategic partnership with Chronos Technology, Ltd., of Great Britain to market and support DPS alarm monitoring equipment in the United Kingdom and Europe. Chronos will deliver great service to European DPS clients, plus the convenience of working face-to-face with a nearby supplier. [Read Full Story](#)



### **Live Web Demo: How to Save Time, Resources and Money with T/Mon**

The quickest, most effective way to find your alarm solution is to schedule a live Web demo with DPS Telecom. We've condensed a 3-hour presentation into 46 high-impact slides that detail the 17 crucial things you should look for in any NOC system. [Read Full Story](#)



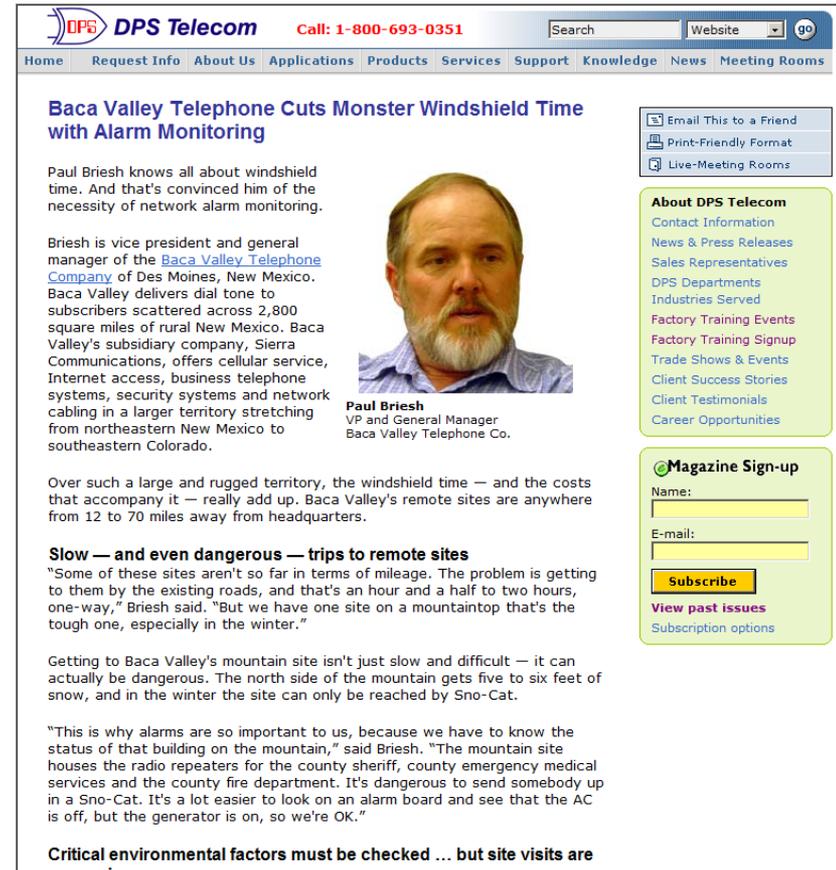
**Derrick Stinnett and Jim Bower**  
EastLink

### **Triple Play Provider EastLink Manages Rapid Growth with T/Mon NOC**

Video, data and voice provider EastLink's rapid growth and diverse mix of new technology was creating a huge network monitoring challenge. Today EastLink is tackling the challenge and winning with T/Mon NOC. [Read Full Story](#)

# Success Stories

- Client case studies describe how DPS products solve real world problems
- Provide 3<sup>rd</sup>-party validation for marketing claims
- Constant source of client testimonials



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### Baca Valley Telephone Cuts Monster Windshield Time with Alarm Monitoring

Paul Briesh knows all about windshield time. And that's convinced him of the necessity of network alarm monitoring.

Briesh is vice president and general manager of the [Baca Valley Telephone Company](#) of Des Moines, New Mexico. Baca Valley delivers dial tone to subscribers scattered across 2,800 square miles of rural New Mexico. Baca Valley's subsidiary company, Sierra Communications, offers cellular service, Internet access, business telephone systems, security systems and network cabling in a larger territory stretching from northeastern New Mexico to southeastern Colorado.



**Paul Briesh**  
VP and General Manager  
Baca Valley Telephone Co.

Over such a large and rugged territory, the windshield time — and the costs that accompany it — really add up. Baca Valley's remote sites are anywhere from 12 to 70 miles away from headquarters.

**Slow — and even dangerous — trips to remote sites**

"Some of these sites aren't so far in terms of mileage. The problem is getting to them by the existing roads, and that's an hour and a half to two hours, one-way," Briesh said. "But we have one site on a mountaintop that's the tough one, especially in the winter."

Getting to Baca Valley's mountain site isn't just slow and difficult — it can actually be dangerous. The north side of the mountain gets five to six feet of snow, and in the winter the site can only be reached by Sno-Cat.

"This is why alarms are so important to us, because we have to know the status of that building on the mountain," said Briesh. "The mountain site houses the radio repeaters for the county sheriff, county emergency medical services and the county fire department. It's dangerous to send somebody up in a Sno-Cat. It's a lot easier to look on an alarm board and see that the AC is off, but the generator is on, so we're OK."

**Critical environmental factors must be checked ... but site visits are expensive.**

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**About DPS Telecom**

- Contact Information
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- DPS Departments
- Industries Served
- Factory Training Events
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- Client Testimonials
- Career Opportunities

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# Success Stories Build Credibility

- Every success story is turned into 2 wall plaques—1 for us, 1 for client
- For the client, it's a nice thank you
- Our plaque goes up at DPS HQ, building our credibility with every visitor



## Client Testimonials Are the Best 3<sup>rd</sup>-Party Validation

- Solicit testimonials from all clients
- More wall trophies to build our image
- Sales reps incented to get testimonials:
  - \$100 for good testimonial with logo
  - \$50 for good testimonial
  - \$20 if it doesn't slam us



# Factory Training at DPS HQ

- Hosted 10 times a year at DPS headquarters
- Promoted on Website, Ezine and White Papers
- Teach clients how to use tech — plus I have clients for 4 days of intensive relationship building and 1-on-1 marketing
- Grassroots market research of issues that really matter to clients



# Press Releases Add Web Presence

- Press releases get posted on numerous websites
- Boost relevance of DPS Website
- Much cheaper and more effective than advertising
  - [www.ereleases.com](http://www.ereleases.com)
  - \$399 for 500 words
  - Released to over 17,500 news outlets



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www.de.sys-con.com **BETA** Deutschlands Nachrichten- und Auskunftsquelle für

<b>Remote Monitoring Systems</b> See all your alarms on one screen Full featured, rack mounted Nc	<b>NetFlow Analyzer</b> Bandwidth monitoring and traffic reporting. Live Demo. Free Trial	<b>Bandwidth Monitoring</b> Monitor your Internet and WAN utilization from a web browser	<b>Trap Console</b> Full SNMP trap management Log, view, forward,
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**LETZTE ARTIKEL**

- ▶ **NetSuite 10.6** durchbricht die Benutzerfreundlichkeitsschranken von browserbasierten Geschäftsanwendungen  
read & respond »
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**Newsires**

## New Product Announcement: 1RU Alarm Master T/Mon SLIM Provides Independent Alarm Monitoring for Local/Regional Network Managers

By: PR Newswire  
July 20, 2005 11:55 AM

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 FRESNO, Calif., July 20 /PRNewswire/ -- DPS Telecom today released T/Mon SLIM, a complete network alarm monitoring system in a 1RU case, designed for monitoring small, local and regional telecom networks. Cost-effective and compact, T/Mon SLIM empowers any small company - or even an individual department - to directly manage its network alarms, without depending on a centralized Network Operations Center (NOC).

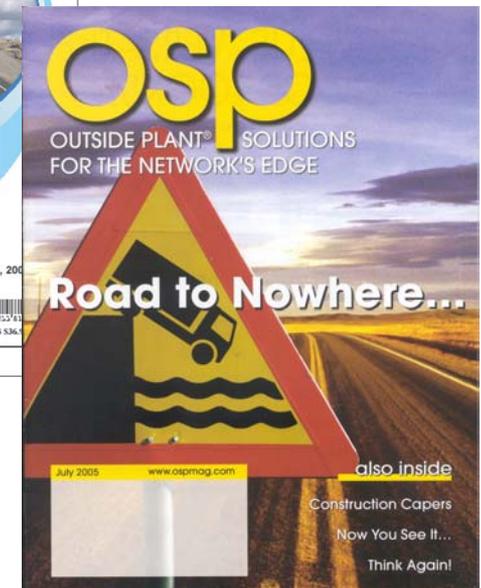
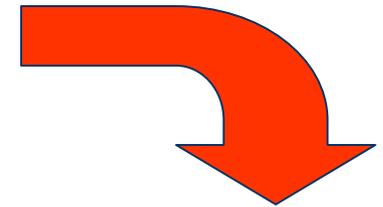
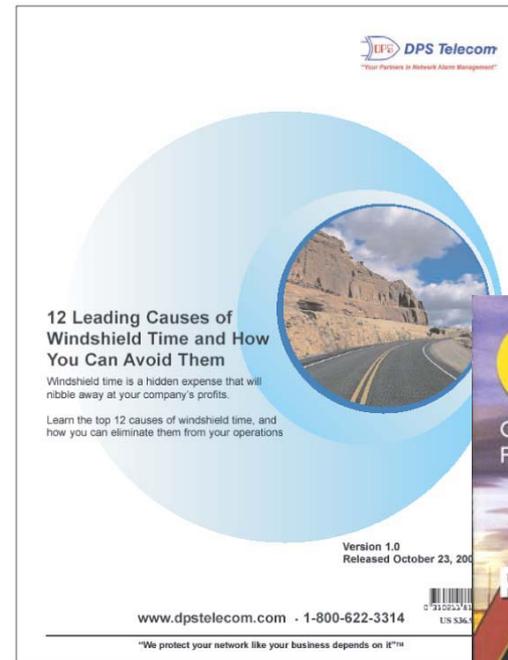
"T/Mon SLIM answers the needs of regional and local network managers, the people who have front-line responsibility for maintaining telecom remote sites," said Eric Storm, President of DPS Telecom.

"These managers usually have to wait for the NOC to notify them of alarms, even when the alarm is from equipment in the next room. That's just unacceptable when you're responsible for a revenue-generating network. T/Mon SLIM provides real-time visibility in an alarm master unit that even small markets can fit into their budget," Storm said.

T/Mon SLIM takes the alarm notification and data-processing capabilities of DPS Telecom's flagship T/Mon NOC Remote Alarm Monitoring System and scales them to the needs of small, local and regional networks.

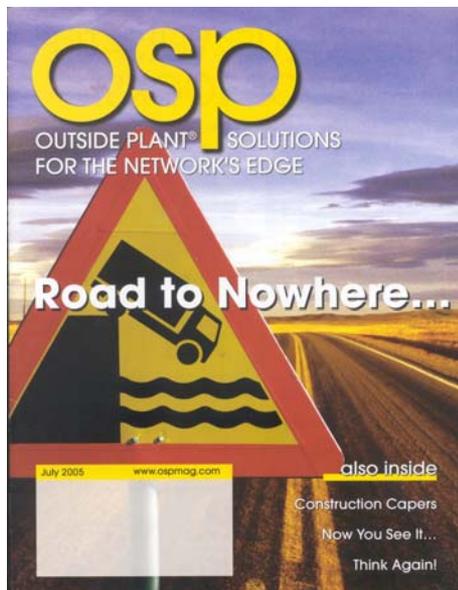
# White Papers Make Excellent PR

- Announce White Paper offers in press releases
- Magazine editors queried **us** to request articles based on our White Paper content



# Industry Magazine Articles

In the past year, we've been published in **four** national industry magazines



Cover Story, Outside Plant Magazine, July 2005



# Manage the Sales Process Electronically, Too

What you learn in  
marketing can  
improve process  
throughout your  
business

# SalesPro: In-House Created CRM

- Created entirely in-house
- Forced us to look at our real sales process
- Allowed tight coupling with marketing, web, support, production and management

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**R. Company** Burlington Northern & Santa Fe **Address** 2400 Western Center Blvd

**Company** BNSF Railway Company **Address2** 2500 Lou Menk Drive zip: 7613

**First Name** Jim **Alt Address**

**Last Name** Gaynor **City** Fort Worth

**Dept** Technology Services **State** TX **Zip** 76131-132

**Title** Senior Systems Engineer 2 **Country** **Mail No**

**Dear** Jim **P. Email** james.gaynor@bnsf.com

**Phone** (817) 352-3302 **Ext.** **S. Email** 8178212635@mmode.com

**Fax** (817) 352-6704 **Web Site**

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**Comments** 5% Discount threshold passed per ESS **Label** **Remove Dups** **Save**

**Creator**  
**Create Date** 12/08/2000 **Time Since** 03:59:36  
**Last Call**  
**Edit Date** 08/12/2005 **Last Attempt** 03/15/2005

**Notes** Revisions:  Notes:  History:  Attach:  Emails:  Mktg:  Calls:  Empls:  Add Note

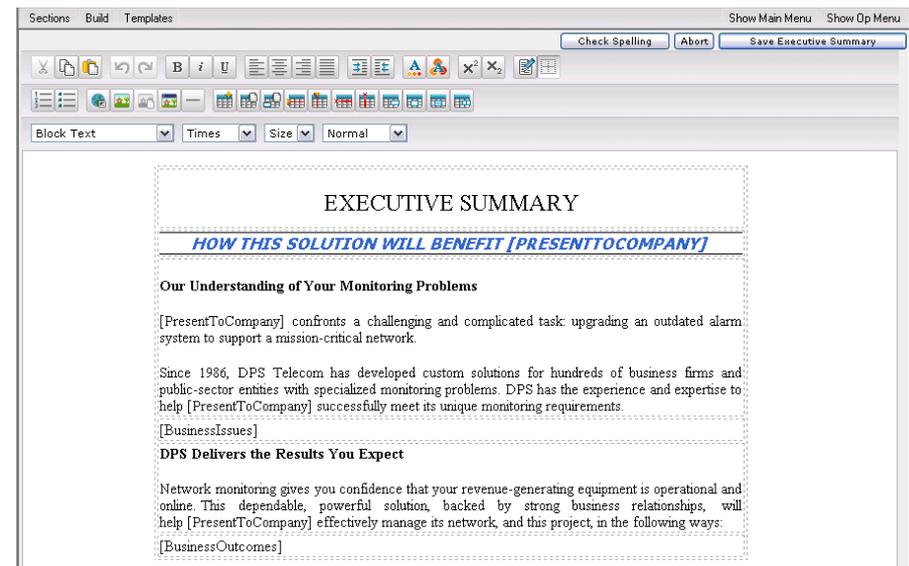
Date	Record MGR	Type	Tracking Type	Lead / OP	Attachment
08/12/2005 11:01:00	SHill	Call			
08/11/2005 10:04:40	JSoto	Note	Contact	T/MonR Replace of TestBed / 08/04/2005	
Spoke to Jim G. - He is doing well. He says he the approval to write up 2 POS one for the T/Mon Slim and one for the engineering project. - He would like ESS to call him back to go over the scope of work for the Larse 1200 eng. project. - I will print out this note and give it to ESS					
08/11/2005 09:46:00	JSoto	Call			
08/09/2005 17:00:39	JSoto	E-mail Sent			Email
DPS Quote for Jim					

Notes Activities Leads **Sales Ops** Quotes Products Purchased Groups Range Locator

# QuotePro Proposal Generator

Easy to generate 30 pages of customized, client-focused sales information:

- Cover page
- Executive summary
- Application drawings
- Business cases
- Success stories
- And, oh yeah, a price quote



# Info Packet Tool

- Creates customized sales White Paper within one minute of speaking to client
- Simple checkboxes target the message
- Generates a PDF that is immediately emailed to client
- ***Blow client's socks off before competitors even know of the opportunity***

InfoPacket - Microsoft Internet Explorer

Client Survey | Document Selection < toggle

<p><b>Client Business Type</b></p> <input type="checkbox"/> Independent Telco (ILEC/CLEC) <input type="checkbox"/> Full Service Provider <input type="checkbox"/> Internet Service Provider (ISP) <input type="checkbox"/> Utility <input type="checkbox"/> Transportation <input type="checkbox"/> Government <input type="checkbox"/> Monitoring Company <input type="checkbox"/> Distributor <input type="checkbox"/> Original Equipment Manufacturer (OEM) <p><b>Client Location</b></p> <input type="checkbox"/> East <input type="checkbox"/> West <input type="checkbox"/> Midwest <input type="checkbox"/> Northwest <input type="checkbox"/> Alaska/Hawaii <input type="checkbox"/> International <input type="checkbox"/> National <p><b>Business Issues</b></p> <input type="checkbox"/> Old Master <input type="checkbox"/> Old Remotes <input type="checkbox"/> Outgrew Old System <input type="checkbox"/> Outages / Equipment Damage / Need Proactive Monitoring <input type="checkbox"/> Need Redundant Monitoring <input type="checkbox"/> Unmanned 24/7 Notification <input type="checkbox"/> Windshield Time/Dispatch Issues <input type="checkbox"/> Monitoring In House <input type="checkbox"/> Alarm Consolidation <input type="checkbox"/> Reliable Monitoring Equipment <input type="checkbox"/> Pre-LAN Deployment	<p><b>Application and Needed Capabilities</b></p> <input type="checkbox"/> SNMP <input type="checkbox"/> ASCII <input type="checkbox"/> Large Deployment <input type="checkbox"/> Mediation <input type="checkbox"/> Building Alarms <input type="checkbox"/> Space Considerations/Form Factor <input type="checkbox"/> Tower Light Monitoring <input type="checkbox"/> NEBS Certification <p><b>Recommended DPS Products</b></p> <input type="checkbox"/> T/Mon NOC <input type="checkbox"/> NetGuardian 832 <input type="checkbox"/> T/Mon and NetGuardian Integrated Package <input type="checkbox"/> NetGuardian 216 <input type="checkbox"/> NetMediator <input type="checkbox"/> Remote Alarm Block 176N <input type="checkbox"/> KDA <input type="checkbox"/> AlphaMax <input type="checkbox"/> T/Grafx <input type="checkbox"/> CAE <input type="checkbox"/> DPM <input type="checkbox"/> NetGuardian 480 <p><b>Recommended DPS Services</b></p> <input type="checkbox"/> Factory Training <input type="checkbox"/> Custom System Design <input type="checkbox"/> Turn Up, Installation and On-Site Training <input type="checkbox"/> Tech Support
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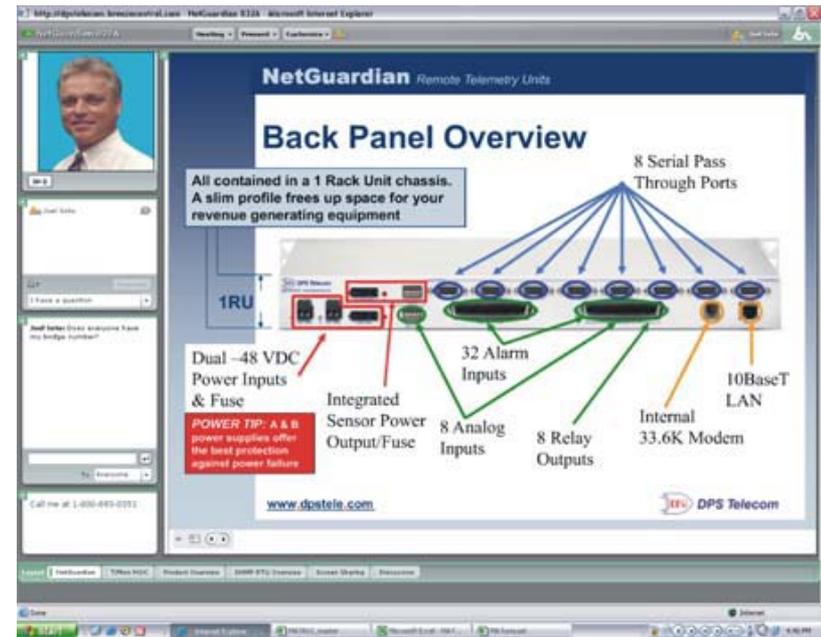
**Packet Information**

Packet Owner (Employee ID):

Packet Name:

# Live Web Demo

- Scripted web slideshow presentation combined with conference call with clients and sales reps
- Effectiveness of a personal sales call without the expense
- Effective closing tool that leads directly to purchase



# How to Write a White Paper

It's faster and easier  
than you think



# White Paper: Unbiased Info and Marketing Tool

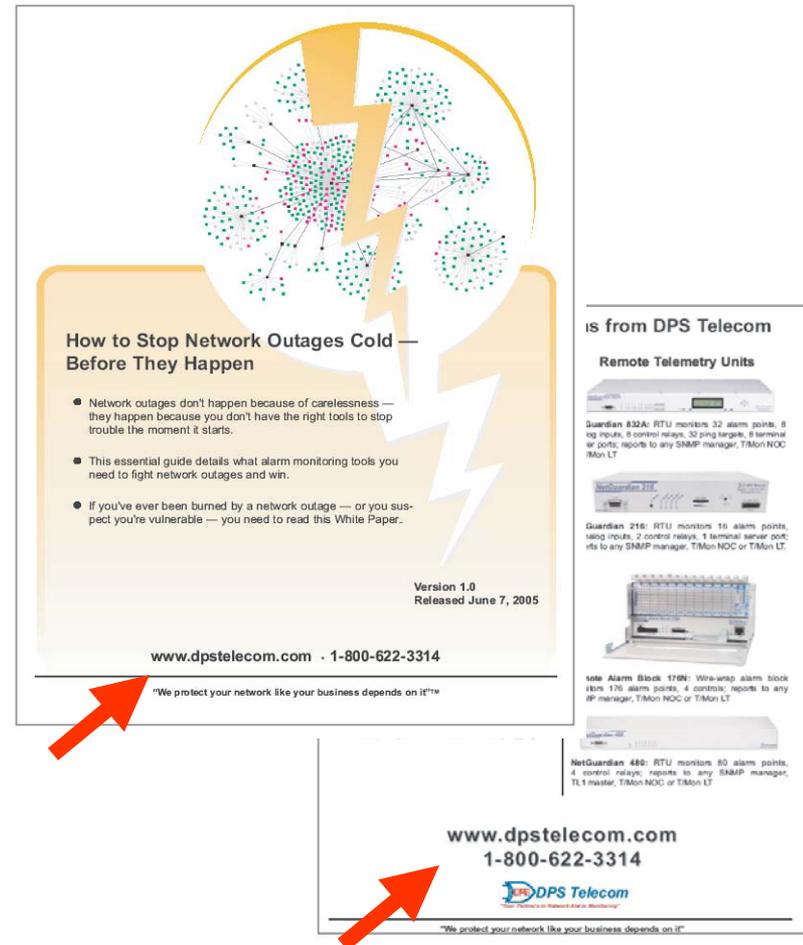
## How to Develop a White Paper:

- Find a problem that affects your clients
- Present the problem in emotional and compelling terms
- Present your product as the solution to the problem
- Prove your solution works
- Credentialize yourself as an expert
- Invite readers to take the next step — call you and ask for a consultation



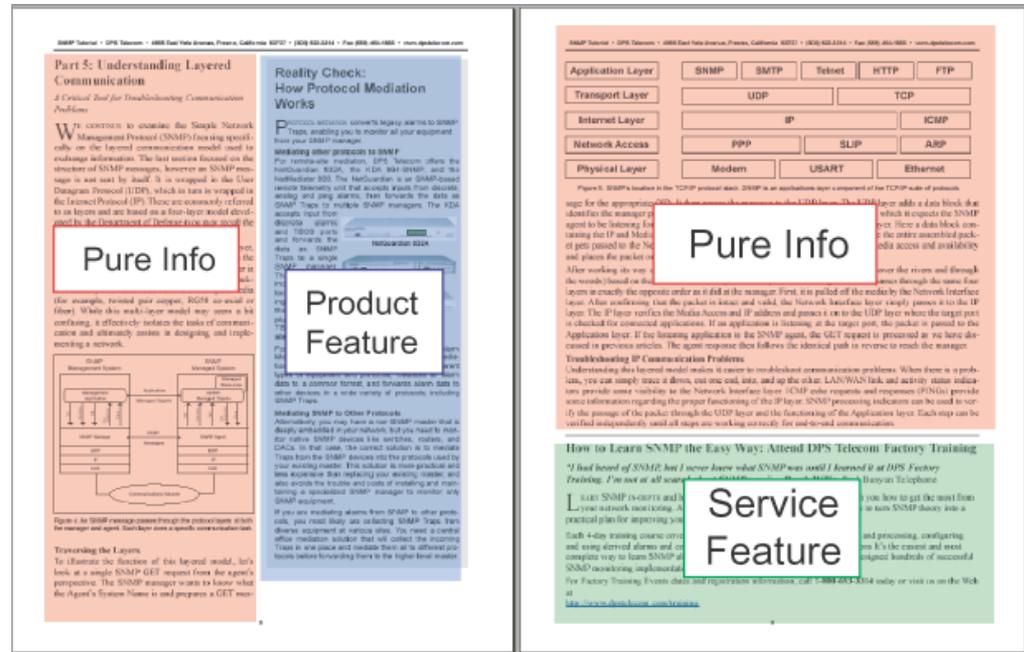
# White Paper Front and Back Covers

- The White Paper is salesmanship in print, as much as it is focused information
- The goal is to get a phone call—so contact info is on the front, back and every inside page
- The cover design and title are tested and optimized via popups



# White Paper Format is Important

- Pure information to answer clients' questions about technology and business issues
- Carefully position your product as the **only** answer to the problem
- Sidebars present mini-articles and outright ads that present products and services directly



# Reuse Success Stories, Testimonials, etc.

- All material created in other phases of your marketing program can be used in White Papers:
  - Client success stories
  - Testimonials
  - Product information features
  - Client advisories, checklists, and "must-dos"

SNMP Tutorial • DPS Telecom • 4955 East Yale Avenue, Fresno, California 93727 • (801) 622-3314 • Fax (559) 454-1688 • www.dpstelecom.com

## Case Study: KMC Telecom saves \$2 million per year through in-house monitoring

WHY PAY someone to do something you can do yourself? That was the question KMC Telecom, a fast-growing integrated provider of voice, data, and Internet services, asked itself in 2001. Until last year KMC relied on an outsource provider to monitor its fiber optic network, which stretches over 30,000 miles across 35 states. KMC decided it could save money by monitoring their network themselves. KMC created a highly successful network operations center in Huntsville, Ala. Since the Huntsville NOC began operation, KMC has saved substantially on operations costs while creating a real-time monitoring capability that proved itself during November's tomado strike.

*“It's really added to our peace of mind to be able to see what's going on real-time ... ”*

KMC's move from outsourced to in-house monitoring was one more milestone in the telecom's growth from start-up to major-league CLEC. KMC had outsourced network monitoring since the foundation of its fiber optic network in the mid-1990s. The growth of the company and its network had by 2001 created a situation where it was both possible and necessary to use economies of scale to cut operational costs.

“We'd outsourced our monitoring since we deployed our facilities network,” says Harold Moses, director of operations for KMC in Huntsville. “For most start-ups,

it's not economical to do these things for yourself. But as the network grew, it became more and more practical for us to take monitoring in house. We're looking at cost savings and how to integrate costs.”

Moses says that operating its own NOC has saved KMC millions. “We've cut the operational expenses significantly. The total project resulted in about \$2 million a year in savings. The NetGuardian equipment was a part of that.” The Huntsville NOC relies on the alarm collection capacity of DPS Telecom's NetGuardian. KMC has NetGuardians in 48 different locations across the United States, where they monitor the integrity of KMC's fiber optic network as well as environmental, power, and security alarms in KMC's numerous remote sites.

KMC has deployed 60 NetGuardians and 120 NetGuardian Expansions. This should give you some idea of the scope of KMC's operations; altogether, the Huntsville NOC monitors approximately 3,000 alarm points. Monitor data from the NetGuardians is sent as SNMP Traps to the Huntsville NOC, where it is displayed using HP OpenView internet usage manager software. Moses says the decision to use the NetGuardian came from knowledge of the quality of older DPS Telecom products and research into current alarm monitoring offerings from a

*“DPS Telecom gives us a reliable way of accessing a variety of equipment, regardless of the brand or provider. We now have a common interface for our existing system. ”*



In reliable hands: KMC Telecom's team now has total control at their finger tips. They no longer have to pay for outsourced monitoring and are finding their response times to network outages have improved now that they can view alarm events in real-time.

# Researching a White Paper

Your White Paper writer will interview:

- **Sales people**—who is the target audience, what are the clients' problems this solution applies to, and what information do clients need to make a decision?
- **Engineers**—how does this product technically solve these problems?
- **Clients**—what problems did this product solve for you, and how did our solution work for you?



# White Papers for Every Problem

- We currently offer **17 different White Papers** on variety of topics
- Broad range of offers catches interest of more people
- White Papers are a great publicity tool
- Source of content for industry magazine articles, Ezine and Website



## Alarm Monitoring Survival Guides



### Network Alarm Monitoring Fundamentals

You've just been put in charge of purchasing, selecting or recommending a new network alarm system for your company. Where do you start? What alarm equipment do you need? What monitoring features are essential, and which can you live without? How can you make sure your network is fully protected, without spending too much on equipment you won't use?



### 2005 Product Showcase and Solutions Guide

This Product Showcase for 2005 presents our featured alarm monitoring solution. This is a guide to tools — the very best network alarm monitoring solutions we offer. These solutions are designed to cut your workload and slash your costs.



### How to Make a Low-Cost, No-Sacrifice Transition to SNMP Alarm Monitoring

This white paper will show you proven, field-tested protocol mediation solutions that will integrate your non-SNMP equipment with your SNMP manager, without you having to spend a fortune on replacement or sacrificing essential alarm capabilities. [View Content List](#)



### 5 Steps to Successful SNMP-Legacy Integration

Learn how to upgrade from legacy to SNMP without wasting time or money, how to integrate all your network equipment to an SNMP umbrella system and how to make SNMP and legacy gear work together without sacrificing functionality. [View Content List](#)



### The Fast Track Introduction to SNMP Alarm Monitoring

This guidebook has been created to give you the information you need to successfully implement SNMP-based alarm monitoring in your network. [View Content List](#)



### How to Implement SNMP Monitoring in Your Network: A Practical, Step-by-Step Guide

This white paper is a step-by-step guide to SNMP alarm monitoring implementation, focusing on the practical problems that can arise and how to solve them. [View Content List](#)

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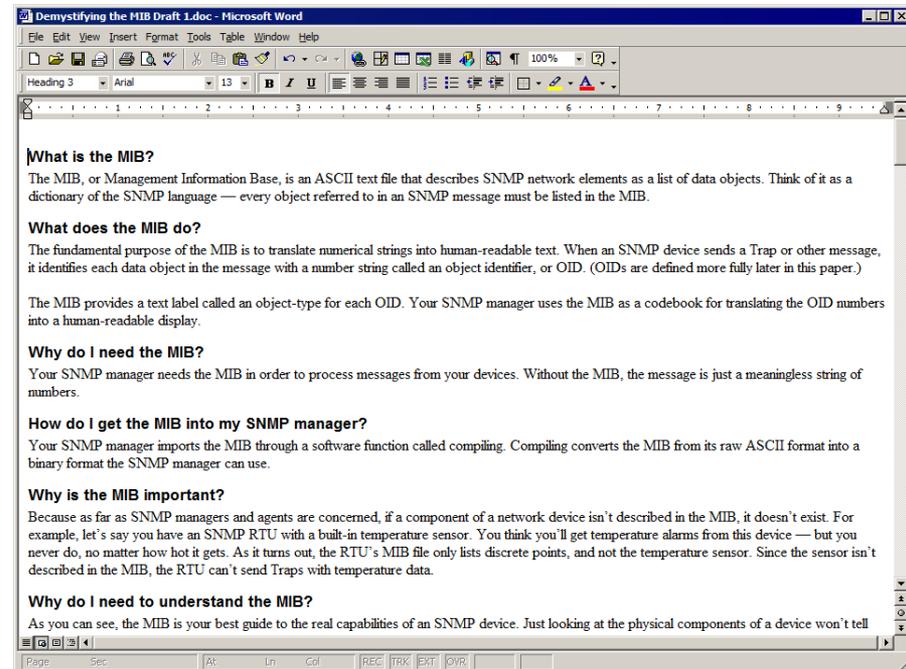
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# InstaGuide to Writing a White Paper

- Define audience and objective of White Paper
- Research the most vital questions/problems of target audience
- Highlight your product's capabilities—focus on problems you can solve
- Keep it short and to the point
- Divide into short, easy-to-write and easy-to-read segments



# Things to keep in mind when you get back to the office

- Marketing is continuous, not single shot
- Most people resist change
- Rome wasn't built in a day – start with plan and stick to it



# What Will I Do Next?



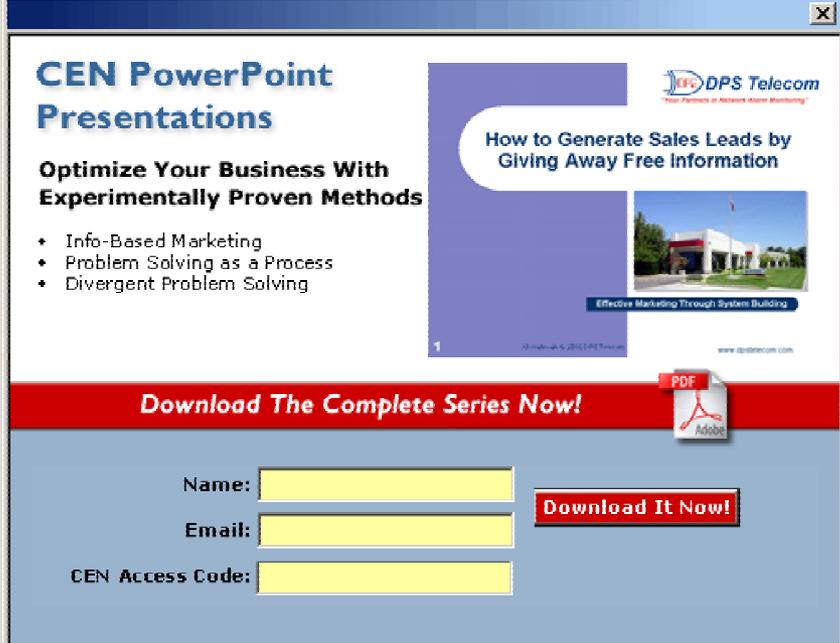
# Questions and Comments

This PowerPoint and my other two are available as PDF ...

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