	COMPANY MARKETING
	PROJECT CODE NAME **LAUNCH PLAN (TIER 1)** **FOR** **PRODUCT INTRODUCTION**

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REVISION RECORD

Version	Issue Date	Initiator	Pages	Nature of Change
2.2	July 18, 2013	Justin Panzer	All	Update Appendix C from Target Customers to Market Segmentation. Updated regional tactics
2.3	August 2, 2013	Justin Panzer	All	Inclusion of AMR and Japan regional plans
2.**3.1** 2.3.2 2.3.3	August 1, 2013 August 5, 2013 August 12, 2013	Justin Panzer	All	Updates to key dates
2.**4** **2.4.1**	August 13, 2013 August 14, 2013	Justin Panzer	All	• Updates to key dates for final submission • Completed deliverables list based on regional requests. • Added technical content related to 802.11 standards as provided by D. Gurney • Launch Bowler updated in Appendix A
2.**5** **2.5.1**	August 16, 2013	Justin Panzer	All	• Final review with launch team • Update and alignment of all deliverables dates • Cross-reference to appropriate strat slides

1. EXECUTIVE SUMMARY

1.1. Introduction

The Project Code Name program is a combination of product and feature introductions in the MDO and RSA product families that enables COMPANY to address targeted needs within the commercial wireless development and troubleshooting market. The primary target market for Project Code Name is electrical engineers who are now confronted with adding WLAN connectivity into their product designs (enhancing the connectivity of their product from LAN to WLAN for example) and have to verify that the digital switching frequencies or noise of the rest of the design does not affect the WLAN module they purchased. The secondary target for Project Code Name is RF engineers who have to integrate multiple chips into an RF module and need to debug the digital interface relative to the WLAN behavior.

Project Code Name is a key part of the COMPANY RF strategy. This new set of capabilities and product features extends our RF/spectrum analysis capability on MDO and expands our addressable market to engineers testing commercial wireless standards. Specific applications and customer profiles are discussed in the Launch Strategy and Marketing Strategy sections of this document. At a high level, Project Code Name targets engineers performing system integration of RF modules or integrating RF chips and digital functionality (such as baseband) inside an RF module. This includes customers at various stages of the product lifecycle (R&D, QA, test and application engineering) including those that are looking at characterizing their system (RSA customers) and/or debugging it (MDO customers).

The Project Code Name launch as a whole will generate ~$22M revenue in the first year after launch (does not include stocking orders). Of this, $20.1M comes from the MDO4000B which replaces the original MDO4000 Series. It is assumed that the availability of SignalVu-PC and 802.11 solutions will drive ~15% incremental business to the MDO4000 Series. Another $1.2M is expected from incremental RSA units due to the availability of 802.11 solutions. Finally, an incremental $0.7M is expected from SignalVu-PC sales enabled by the ability to use the MDO4000B as an acquisition engine.

Non risk-adjusted PSR for Project Code Name is October 28, 2013. This PSR includes:
1. New "B" model for MDO4000B with improved RF performance
2. New SignalVu-PC options to provide:
   a. A live link to MDO4000B (used as the acquisition engine)
   b. 802.11a/b/g, 802.11n and 802.11ac compliance transmitter measurements
3. New RSA5000/6000/Specmon options that add 802.11a/b/g, 802.11n and 802.11ac compliance transmitter measurements

Additional phases of Project Code Name include:
1. SignalVu options for WLAN support on Performance Scopes (downloadable November 22, 2013 and on Scope HDD with next available Performance Scope program)
2. RSA5000B Series release which will provide 165 MHz real-time capture bandwidth and category-leading probability of intercept (Q1 2014 – Angry Birds)

Note: RSA 165 MHz extension is a separate NPI called Angry Birds. The RSA5000B Series is an important component of the WLAN portfolio solution and will, therefore, be included in the press activities and all discussions about Project Code Name. A separate PIB, Launch Plan and Content materials will be provided for Angry Birds since the functionality is not exclusive to WLAN.

## 1.2. Risk and Contingencies with Introduction Plan

As of v2.3.3 of this document, ER is scheduled for end October 2013. PA is scheduled for November 2013. These dates are based on the latest risk assessments by the Project Code Name engineering project manager.

1.3. Product Overview

Project Code Name represents a combined launch of several products and a phased release of supporting capabilities that provide a portfolio approach to 802.11 test solutions. In its entirety, Project Code Name includes:

- New MDO4000B Series with improved RF performance that completely replaces the original MDO4000 Series
- New SignalVu-PC options to provide:
  - A live link to MDO4000B (used as the acquisition engine)
  - 802.11a/b/g, 802.11n and 802.11ac spectrum and modulation transmitter measurements
- New RSA5000/6000/Specmon options that add 802.11a/b/g, 802.11n and 802.11ac transmitter compliance measurements
- SignalVu options for same level of WLAN support on Performance Scopes (PSR2)
- B Series release for RSA product family will replace RSA5000 Series and SPECMON 3/6. Provides 165 MHz real-time capture bandwidth and category-leading probability of intercept (PSR3)
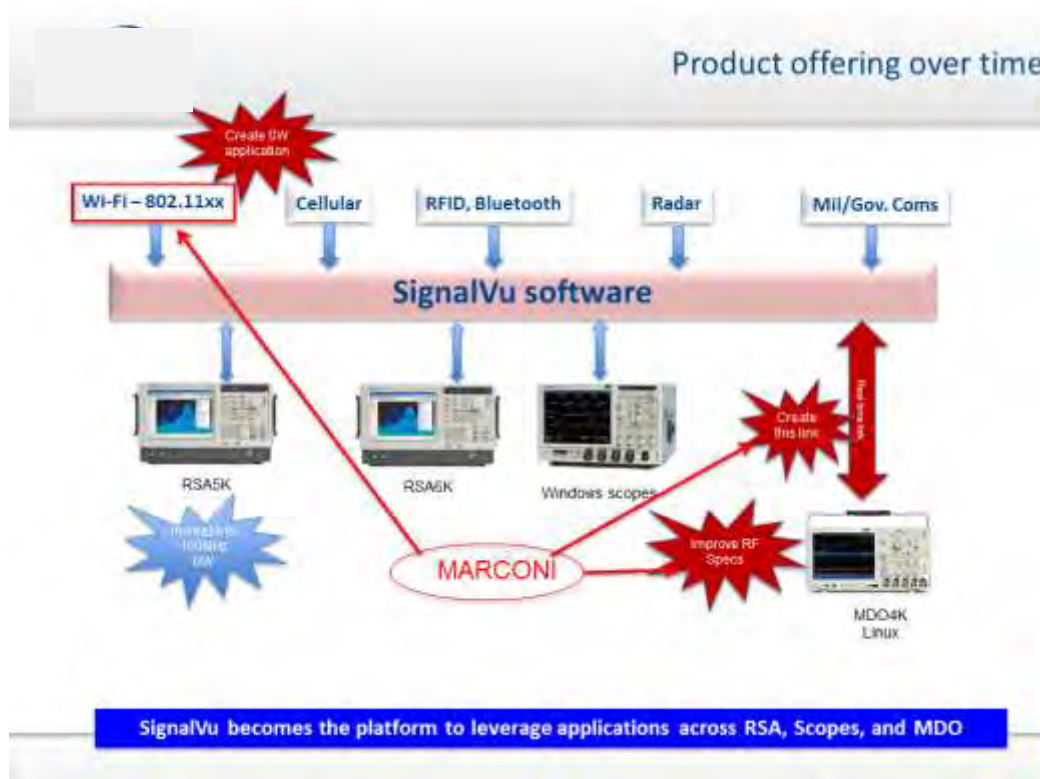
2. INTRODUCTION PLAN

2.1. Launch Schedule

Event	Dates
CAA	July 16, 2013
PAA	August 23, 2013
MSR – Limited Release	August 23, 2013
MSR – Full Release	November 15, 2013
OOQ – VIP (Project Code Name)	August 25, 2013
OOQ – VIP (Angry Birds)	December 2013
OOQ – General	November 17, 2013

Event	Dates
OOQ – General (Adjacent Project)	Q1 2014
PSR1 (MDO and SignalVu-PC)	October 28, 2013
PSR2 (SignalVu for Performance Scopes)	November 2013
PSR3 (Adjacent Project 165MHz on RSA)	Q1 2014
PA	November 19, 2013

2.2. Launch Strategy

Project Code Name is an important part in realizing the COMPANY RF strategy. Specifically, the Project Code Name launch will:

- Enter COMPANY as a player in the commercial wireless T&M market
- Extend capabilities of MDO for RF and spectrum analysis measurements
- Introduce the applications required to differentiate COMPANY in the RF test space

We will achieve these objectives with Project Code Name through:
- Greatly improved spectrum analyzer performance on the MDO4000 Series enabling:
    - Better overall performance for embedded design / debug customers
    - More opportunities for displacement of stand-alone spectrum analyzers
    - MDO's ability to be used as a data acquisition engine for SignalVu-PC

- Providing a full complement of solutions to address commercial wireless markets including:
    - SignalVu 802.11 analysis options
    - 802.11 support for RSAs and Windows Scopes platforms
    - Leveraging improved real-time bandwidth and next-generation DPX on RSA family

This launch will coincide wih the Angry Birds public announcement (PA) in order to provide a complete WLAN soution. The combination of MDO4000B, SignalVu-PC, RSA B Series hardware and WLAN software options will give WLAN designers the ability to test products employing signals that occupy more than the current 110MHz bandwidth of the instrument. While 802.11a/c/b/g/n standards can be supported with the current RSA bandwidth, 802.11ac signals require the added bandwidth. It is our intention to communicate to the market that we can support all of those WLAN standards.

Though Angry Birds PA will coincide with the Project Code Name PA, it should be understood that PSR for Angry Birds is not scheduled until Q1 2014. Some product collateral and other supporting materials may not be available until that PSR timeframe. A list below of marketing deliverables includes all Angry Birds materials that will be provided for the Project Code Name NPI.

2.3. Launch Objectives and KPIs

All KPIs are consolidated and measured in a Project Code Name launch bowler available in Appendix B of the Launch Plan. A summary of KPIs is as follows:
- Achieve first 12-month order plan as given in launch bowler (MDO4000B, SignalVu-PC, RSA5000 options 23, 24 or 25)
- Demand Generation metrics including lead counts and POS+Direct dollar value for the above-mentioned products and options
- Initial (not all units) shipments of MDO4000B for partners on shelves at PA
- No excess MDO4000 stock returns during Q1 rotations
- All key deliverables developed and deployed by PA
- Phase 1 demo shipments (first 50 units) complete prior to PA and Phase 2 by end CY13 as outlined below

2.4. Channel Strategy

The Project Code Name launch will affect both the direct and indirect sales channels.

The direct channel and full portfolio partners are expected to play a key role since Project Code Name includes the RSA5000/6000/SPECMON Series, and SignalVu option on Windows-based Scopes. The direct channel has also played a leading role in creating demand for MDO4000 and is expected to continue in this MDO4000 category-building role going forward. In fact the role of the direct sales force will likely be more important since Project Code Name adds more technical applications like 802.11 and general digital demodulation.

The indirect channel has been providing transactional selling and inventory support for MDO4000, and is expected to continue serving these functions. SignalVu-PC has been available for resale by channel partners since it was launched in August 2012, however the functionality with MDO4000 was limited. With the live-link connectivity option for the MDO4000B, SignalVu-PC functionality is expanded with the modulation and spectrum measurements discussed above. In order to provide "one-stop shopping" for customers, SignalVu-PC will be set up for sale in the indirect channel, and sales tools designed for distributors will be updated or developed.

A new, unique product family designation will be assigned to SignalVu-PC and the product will be moved out of the RSA product family. This will make SignalVu-PC easier to include in price lists and contracts for the partner channel in support of the above-mentioned indirect sales initiatives.

Since the MDO4000B will replace the exisiting MDO4000 models it is imperative that the indirect channel sell off existing MDO4000 inventory in the months leading up to MDO4000B launch.

2.4.1 Sales Channel Summary

Channel details in the table below are only high-level to reflect the distribution strategy for Project Code Name. Due to the regional differences in channel activity, specifics for each geographical area are provided in the appendices to the Project Code Name Launch Plan.

Region	Channel Structure
Americas	Direct and indirect. Channel partners are key to MDO4000B sales.
Asia-Pacific	Direct and Indirect. Channel partner activity in all APAC regions will include training, executive-level introduction and sales tools.
EMEA	Direct and Indirect. Key partners include Giakova (IT), CN Rood (Benelux), AFC (Spain), Nortelco (Nordics), Tespol (Poland), Netes (Turkey), Eastronics (Israel). All will receive Project Code Name launch toolkits and will be included in CAA activity.
India	Direct and indirect. Partners to help identify Top 3+ wireless customers.
Japan	
Latin America	

2.4.2 Demo Summary

- SignalVu-PC available to COMPANY, and authorized partner salespeople through a demo key program. SignalVu-PC will be the latest version that includes the Project Code Name functionality. The DDU option will include all of the new SignaVu-PC features.
- SignalVu-PC is available for free, 30-day customer evaluations from COMPANY.com. An evaluation copy of SignalVu-PC will also be included as a standard accessory with the MDO4000B Series.
- Because of COMPANY's large demo inventory of MDO4000's the COMPANY demo inventory will be transitioned in 50-unit blocks. The conversion will take place over 4 quarters, starting just prior to PA and ending after the last MDO4000 has been replaced by an MDO4000B.
- It is expected that channel partners will sell their MDO4000 demo units and replace them with MDO4000B demo units.
- There are no changes to option DDU on the MDO4000B Series
- The RTSA V3 demo board will include a 10 MHz wide 802.11 signal on the board by Q4 2013. Saved waveforms for SignalVu-PC will also be utilized for demo purposes.
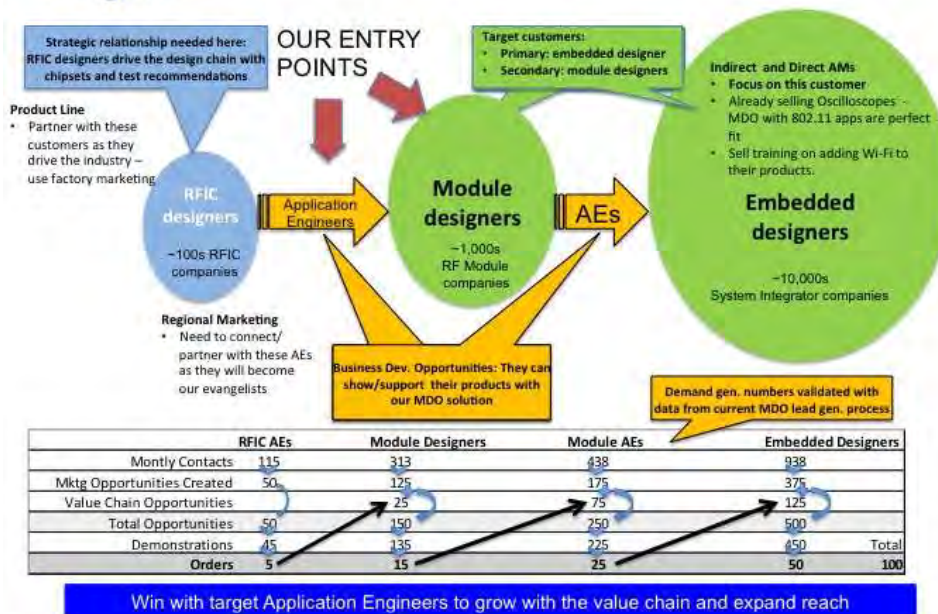
3. WW MARKETING PLAN

3.1. Marketing Strategy

Marketing strategy for Project Code Name has several key objectives with the primary target being to extend our brand into new application segments. The ability to provide solutions for a commercial wireless standard such as 802.11xx is a key step in the evolution of our RF portfolio.

We will focus all launch-supporting marketing efforts on digital designers who are likely familiar with COMPANY and who now have a need to work in both the digital and RF domains. Our value proposition to our primary target segments will be built around the mixed-domain and price/performance aspects of the Project Code Name solutions. We will differentiate our 802.11xx capabilities against other spectrum analyzers and call-boxes (one box testers) using these two aspects.

3.1.1 Messaging

	Primary Target = Embedded Design Engineer	**Secondary Target = RF Module Designers**
Customer Description (named company list provided in Appendix C)	▪ Focused on meeting cost, performance and time targets. ▪ Counts on his/her test equipment to help him get his job done. ▪ Extensive experience with analog and digital in embedded design, limited to no experience with WLAN ▪ Oscilloscope is his tool of choice ▪ Limited to no experience with RF test equipment	▪ Experienced RF designer ▪ Experienced using RF test equipment ▪ Focused on getting designs to work in all sorts of conditions ▪ Likes to push the limits of his test equipment ▪ Spectrum Analyzer is his test equipment of choice
Job Title	▪ Embedded design engineer ▪ Hardware engineer ▪ Electronic engineer ▪ Electronic technician ▪ Test engineer	▪ RF Design Engineer ▪ RF Engineer ▪ RF Test engineer
Responsibilities	▪ Troubleshoot, validate and debug complex component and system level issues in embedded designs that include analog, digital signaling connected to a WLAN module.	▪ Needs to pass modular compliance testing first round ▪ Meets yield targets
Product Produced or Value Added	▪ Variety of products with embedded designs, from water softeners to hands free communication systems in automobiles.	▪ RF modules that contains WLAN radios and other proprietary RF/analog/digital design
Job Challenges	▪ Integrate WLAN into next generation products with little to no experience in RF or traditional RF test equipment. ▪ Debug challenging embedded design issues. ▪ Stay on schedule. ▪ Utilize fewer test products to do their job, thereby reducing the development cost of their product.	▪ Stay on schedule ▪ Debug complex RF issues ▪ Debug complex system issues that show in WLAN transmissions ▪ Be thorough (lots of characterization) ▪ Antenna characterization
Use Cases	▪ Integration of off-the-shelf (OTS) WLAN modules or simple, internally developed WLAN chip into existing designs ▪ Verify WLAN link is operating correctly (measuring the EVM and the SEM) ▪ Characterize latency from control signal commands to output of WLAN module and from receiving a WLAN signal to additional system activity. ▪ Monitor multiple different system components at once, viewing traffic on parallel and/or serial buses, tracing HW/SW interaction, diagnosing layout issues, determining noise sources to debug. ▪ Often stops the scope or triggers on a single event and then spends a significant amount of time looking through the captured data to diagnose a problem. ▪ Pass FCC compliance for multiple geographies	▪ Integration of a baseband chip and an RF radio ▪ Integrating multiple radios ▪ Validate that module is working in multiple conditions, not only characterization, but multiple conditions on the inputs (SPI interface, I/Q interface, other type of interface). Measuring EVM and SEM. ▪ Analyze clocks for emission, power ramp-up/ramp-down, other switching logics for interference ▪ Pass Wi-Fi Compliance ▪ Pass FCC compliance for multiple geographies

	▪ Pass Wi-Fi compliance	
Use Case Environment	▪ Primarily laboratory bench and desktop environment. ▪ Single user typically but test equipment frequently shared amongst a group.	▪ Same environment
Products Used	▪ Mid-range oscilloscopes COMPANY, AT, R&S, Yokogawa, LeCroy ▪ Wireless connectivity Test set Agilent N4010A or R&S CMW500 ▪ Low-end spectrum analyzers Primarily Agilent, R&S, and Anritsu up to 6 GHz	▪ Spectrum Analyzers with adequate performance (at least 6GHz and 40MHz) and debug capability ▪ Vector Signal Analyzers with large bandwidth (at least 40MHz)
PROJECT CODE NAME	▪ **These designers are more likely to be interested in MDO + SignalVu-PC**	▪ **These designers are more likely to be interested in RSA fmaily of products for characterization and MDO + SignalVu-PC for system level debugging**

3.1.2   Value Propositions, Key Messages and Support points

There will be distinct, but related messages for this launch: one that describes the new benefits of the new MDO4000**B**, and one that describes the benefits of the new version of SignalVu.

Value Proposition for MDO4000B
COMPANY introduces the next generation of its already stellar Mixed Domain Oscilloscope, the MD04000B Series; It improves its RF performance, and augments its functionality with a complete vector signal analysis capability running on a PC; thus creating the industry-leading cost / performance solution for analysis and debug of wireless communication signals such as 160MHz WLAN802.11ac.

Key Messages and Support Points for MDO4000B
Significantly enhances the spectrum analyzer performance of the first multi domain oscilloscope (COMPANY continues to innovate)
- SFDR specs improved from 55dBc (guar) / 60dBc (typ) to 60dBc (guar) / 65 dBc (typ)
- Phase Noise specs significantly improved (final spec TBD based on testing – will be fully known prior to press)
- Vector Calibration in mfg makes amplitude and phase corrected I&Q data available to SignalVu-PC
- Maximum RF acquisition time extended from 79ms to 158ms
- Lower Frequency Limit dropped from 50kHz to 9kHz

This new MDO4K addresses hot wireless applications (WLAN, HetNet, wireless backhaul) enabled by a live link with SignalVu PC
- WLAN is ubiquitous
- Our "ac" solution will be half the cost of competitive solutions on the market today
- From general purpose system level debug to application specific solution

With SignalVu-PC, this new MDO4000B is now the widest bandwidth signal analyzer in the industry
- Widest VSA (captue bandwidth ≥1 GHz)
- Modulation analysis of wideband signals in advanced development
- Capture and analysis of wideband radar IF signals

Value Proposition for SignalVu

COMPANY announces support for WLAN802.11a/b/g/n/ac across many of its products, including MSO/DPO/DSA70000, DPO7000, RSA5000, RSA6000, Specmon, MDO4000B and SignalVu-PC. The options provide the complete set of standards-based transmitter measurements.

Key Messages and Support Points for SignalVu
- We extended the functionality to address WLAN (802.11a/b/g/n/ac)
- Improve MDO VSA performance to address needs of Embedded and RF Module Designers
  - Accelerate RF module integration in embedded applications
  - Our "ac" solution will be half the cost of competitive solutions available on the market today
  - Help identify root cause of SEM violation and reduce failure analysis - SEM and modulation measurements at the same time
- Strengthen current SignalVu and RSA offering
  - Leveraging your investment - same capability available across all platforms
  - You can work off line
  - Many people can analyze the same file across multiple platforms
  - Unlike competitive offering, we can correlate spectral and other RF domains

Key Messages and Support Points for Angry Birds
Angry Birds positions us for WLAN development at two price/performance points. The MDO release is targeted at embedded developers who need to get their WLAN-enabled device working, and Angry Birds will allow high-margin, high-accuracy measurements to be made by any WLAN developer of chipsets, reference designs, or final products. The 802.11ac signal in specific is up to 160 MHz wide, and is the driver for Angry Birds on the commercial side.

3.2. Worldwide Marketing Plan Summary

Given the nature of this new product launch and its importance in our portfolio, tactical marketing plans will be aggressive and continue for several months. There is a comprehensive plan for new product and application content that will be referenced throughout the marketing plan summary. Content details will follow below.

The Project Code Name program is unique in that it crosses product lines. Therefore, it is important to identify who will be involved in the launch and marketing programs. The Project Code Name launch and WW Marketing team is:

ROLE	NAME	PRODUCT LINE RESPONSIBILITY
Product Planner	Dorine Gurney	SAPL
	Gary Waldo	Scopes
Launch Manager	Justin Panzer	SAPL
	David Pereles	Scopes
Product Manager	Lisa Bieker	Scopes
	Matt Maxwell	SAPL
Engineering Project Manager	Brandon Greenley	Scopes
	Nicholas Schmidt	SAPL
WW Marketing	Sara Rogers	Scopes
	Sophie Fauveau	SAPL
AMR Technical Marketing Mgr	Faride Akretch	Both
ASEAN Technical Marketing Mgr	Evan Sun	Both
China Technical Marketing Mgr	Ronald Dung	Both
EMEA Technical Marketing Mgr	Dave Mehta	Both
	Hailey Murdock	Scopes
	Dean Miles	SAPL
Japan Technical Marketing Mgr	Takeru Kishimoto	Both
LAR Technical Marketing Mgr	Danielle Richeti (Brazil)	Both
	Monica Gonzalez (Mexico)	
Press Relations	Amy Higgins	Both

It should be noted that Project Code Name represents an aggressive move into new technology and new customer segments for COMPANY. While much effort will be placed on training and sales tools development, it is expected that new terminology, a need to reach outside of the COMPANY installed base and similar considerations will make for a relatively long ramp-up period for COMPANY Sales. Therefore, the team identified above will be very active in the field to support lead generation, prospecting, pre-sales and other marketing activity.

Given the importance of the launch, all regional plans will be reviewed in live meetings leading up to the PA date. Those meetings will be based around a presentation by the regional TMM and a sync between the regions and product line teams on KPI metrics. Review meetings agenda is:
- Review PL launch plans (Panzer/Pereles)
- Presentation of regional marketing plans (Regional TMM)
- Sync on bowler KPIs (PL/Regional TMM/Regional Sales Leader)
- Issues/Roadblocks (All)
- Actions (Panzer/Pereles/All)

3.2.1   Worldwide Advertising
Banner ads will be prepared by WW Field Marketing as part of the launch deliverables. The Product Line teams will develop messaging for the banner ads to roll out at launch and at all major PSR stages. Deployment of these ads will be at the discretion of the Regional TMMs.

No print advertising is planned on a worldwide basis. All print or digital ad placements will be at the discretion of the Regions.
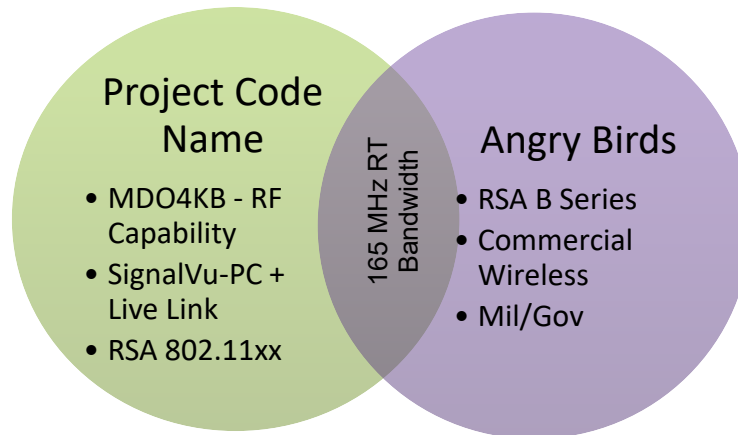
3.3.   Worldwide PR

Press materials, including three press releases, for worldwide distribution will be provided to all regional teams, and posted on COMPANY.com. An in-person press tour in the Americas will take place in Q3 (target week October 14-18, 2013) with key editors. Further press activities in Americas and other regions will be detailed in Appendices D through I.

Final press materials will be provided worldwide by Amy Higgins no later than September 6, 2013. Regional in-person and virtual press activities (outside of Americas) are to be managed by supported as Regional TMMs and will be supported as necessary by, David Pereles, Justin Panzer, Li Cui and Saliou Dieye. All press activity will be coordinated with Amy Higgins and target editors. Details are provided in appendices for regional Launch Plans.

Expanded details on press activity for Angry Birds will be provided in a separate launch plan document. However, is should be noted that due to the importance of Angry Birds in support of the 802.11xx solutions strategy its announcement to the press will coincide with Project Code Name. There will be **two** separate press releases supporting the Project Code Name/Angry Birds launch. The first will be oriented toward 802.11xx solutions and will reference the 165 MHz RSA bandwidth as a necessary component of the COMPANY offering. The second press release will be more focused on Angry Birds only and will position the 165 MHz bandwidth capability as a value to multiple market segments and applications (i.e. Mil/Gov, Spectrum Management, R&D, etc.).

3.3.1 Worldwide Web and Digital Marketing

SAPL and Maintstream Scopes Marketing will provide content to WW Marketing for the necessary updates to COMPANY.com. This will then be sent to the Web team to be completed and to go live.

GLOBAL DIGITAL MARKETING
A COMPANY.com update of the Scope and RTSA category page and MDO4K, RSA5K and SignalVu product sub-pages will be part of the our launch marketing. We will also work with the Web Team to add a new applications page for 802.11 or "commercial wireless" testing in general. We will populate the product and application pages libraries with extensive technical content at launch and throughout the post-launch period.

Other digital marketing initiatives include:
- Center Stage banner – NEW. High profile placement on COMPANY.com homepage needs to be ready at PA and coincide with our initial launch activities.
- E-comm with poster as giveaway
- A series of targeted videos to be shared via multiple marketing channels
- Partner Microsite contents for MDO4000B will be updated
- SalesNet/Partner Extranet assets will be updated and augmented
- SEO. Keywords will be identified and SEO will evaluate all new content for optimization

3.4. Content Creation

Project Code Name represents extensions to existing products which will require significant updates to current collateral materials. Those materials and updates will be tracked in separate maintenance lists by each product line Marketing team (see Appendix J for TDBU and SAPL maintenance lists). For the purposes of this Launch Plan only new content and items deemed to be "launch-critical" are listed. Launch-critical designation is given to any collateral pieces, marketing content or sales enablement tools that are expected by regional teams in order to effectively introduce Project Code Name to customers. The following deliverables will be available in support of the launch and posted to COMPANY.com and/or SalesNet.

DELIVERABLES	Owner	Activity Type	Content Review	Final File Date
MSR Limited Release for CAA Broadcast MSR at PA		MSR	COMPLETE	7/15/13 (out on 8/23/13) 10/15/13
Data Sheet(s) either new or updated SignalVu-PC MDO (~12 data sheets identified)		Data Sheet	9/24/13	10/8/13
RSA5K Data Sheet(s) updated (updates to 5KA and SPECMON DataSheets)		Data Sheet	9/24/13	10/8/13
WLAN Solutions Fact Sheet		Other Collateral	10/4/13	10/8/13
Product Photography (New MDO4KB, application screen and set-up shots)		Photography	COMPLETE	6/1/13
Press Worksheet Press Release		PR	COMPLETE	5/20/13 9/6/13
Press Presentation		Presentation	COMPLETE	9/6/13
Distributor Executive Presentation		Presentation	COMPLETE	8/23/13
Early Customer Presentation (CAA) - Updates to existing MDO, SVu, RSA - Project Code Name total solution PPT		Presentation	COMPLETE	7/15/13
Customer Presentation - Updates to existing MDO, SVu, RSA - Project Code Name total solution PPT		Presentation	9/20/13	9/27/13
Training Presentation – Products Training Presentation – AM-level 802.11 Technology, Terminology and Markets		Training		AE U – 6/30/2013 General – 9/15/2013
Demo guide(s) – MDO + RSA WLAN measurements as available for Project Code Name (NOT Angry Birds)		Demo Guide	9/24/13	10/1/13
Competitive videos (x2) vs. Agilent Spectrum Analyzers - focus on Basic and Economy class analyzers		Video	10/25/13	11/19/13
Competitive fact sheets (x5) vs. Agilent Spectrum Analyzers o Agilent Basic Spectrum Analyzers (**N9320B** and **N9322C**) o Agilent Economy Spectrum Analyzers (**ESA-E Series**) o Agilent **CXA** & **EXA** Signal Analyzers (3 GHz and 7.5 GHz, non-cellular applications).		Sales Tool	9/20/13	10/15/13
Web Page Text for current MDO, RSA and SignalVu pages		Web	9/17/13	9/24/13

DELIVERABLES	Owner	Activity Type	Content Review	Final File Date
New application page for commercial wireless or 802.11		Web	9/17/13	9/24/13
Demand Generation Project Code Name Deliverables				
App Note – Characterizing IQ Modulators for WiFi and other commercial wireless transmitters		App Note	9/17/13	10/1/13
802.11 AC/AD Primer		Primer	9/17/13	10/1/13
RTSA Primer Update		Primer	11/19/13	12/6/13
WLAN Poster for e-comm giveaway		Giveaway	9/24/13	10/1/13
Center Stage banner		Digital	9/24/13	10/1/13
MDO Banner ad		Digital	9/24/13	10/1/13
WLAN Banner ad		Digital	9/24/13	10/1/13
E-comm		Digital	9/24/13	10/1/13
Target-Develop-Close Toolkit (Fact Sheet, How to Win Against…, Video, Case Study, POD, possible white paper)		Sales Tool	9/24/13	10/22/13
Video – MDO4000B as a Spectrum Analyzer Highlighting RF capabilities of the Mixed Domain scope		Video	9/6/13	10/11/13
Video – **General De-Modulation** of Digital Signals and Spectrum Analyzer capabilties on MDO4000B + SignalVu		Video	9/6/13	10/11/13
Video – MDO4000 **802.11 analysis** with MDO4000B + SignalVu-PC		Video	9/6/13	10/11/13
WLAN Webinar - covering the MDO for the embedded designer, all the way to the RSA for the RF-Module designer		Video/ Webinar	9/24/13	10/22/13
Contributed article #1 – Topic TBD		Article		Q1 2014
Contributed article #2 – Topic TBD		Article		Q2 2014

The above list of content is product line driven and will be provided either at launch or as soon as possible after launch. Anything provided after launch will be prioritized to coincide with regional marketing initiatives outlined in the tactical plans above and in the detailed appendices to this Launch Plan.

Other regionally-developed content will be available throughout the marketing launch cycle. This currently includes regionally-translated datasheets, value selling tools targeting specific vertical market segments and several sales enablement tools. In all cases, the product line teams will support regional activity as much as possible.

Ongoing project tracking for all collateral materials is being maintained on the Project Code Name Sharepoint Site.

3.4.1   Updated Content

The list embedded spreadsheet below gives the list of materials that will be updated. They are existing materials associated with MDO4000, RSA5000, SignalVu, and SignalVu-PC. The list also notes those items that are

related to these products, but will not be updated as part of this launch. Since the list is long, it is embedded as a workbook.

Marconi MDO4K
Literature Update 4-1

3.5.   Training Plan Summary

A series of worldwide WebEx trainings will be held in October and November 2013 to announce the new capabilities. WebEx trainings are expected to be approximately 90 minutes in length. All direct sales teams and technical trainers will be invited. WebEx scheduling will be coordinated with Tom Fete and with Regional teams by Dorine Gurney.

A live introduction of Project Code Name capabilities on the MDO4000B and RSA5000 Series (including new SignalVu capabilities) was given to field Application Engineers at the AE University held the week of July 22, 2013. This training course was delivered by Dorine Gurney and David Haworth. A summary of the Project Code Name-related courses follows:

RF102 modulation basics	Basics of modulation	A class and demonstration of the basic modulation methods used to send information over an RF carrier. AM, FM PM QPSK and basic OFDM will be covered.
RF200 OFDM BASICS	Principles behind OFDM	A class and demonstration of OFDM and its basic variations. OFDM is the modulation method used in wireless LAN, LTE and many other emerging communications standards.
RF300 WLAN primer	WLAN primer	An explanation and demonstration of the various wireless LAN standards, including 802.11a, b, n, g, ac and ad.
RF402 WLAN AND MDO	NPI preview: measuring WLAN signals with MDO4000 and RSA5/6000	Hands on labs showing you how to set up the MDO4000 with SignalVu-PC and do the transmitter measurements required by the different WLAN802.11 standards with both RSA and MDO. A review of the competition offering will also be provided.

The primary traning vehicle for partner salespeople who are charged with selling the MDO4000B, will be updated CDT modules, including Level 0, Level 1 and Level 2 modules. All AM-level materials and training programs will also be available to these partners.
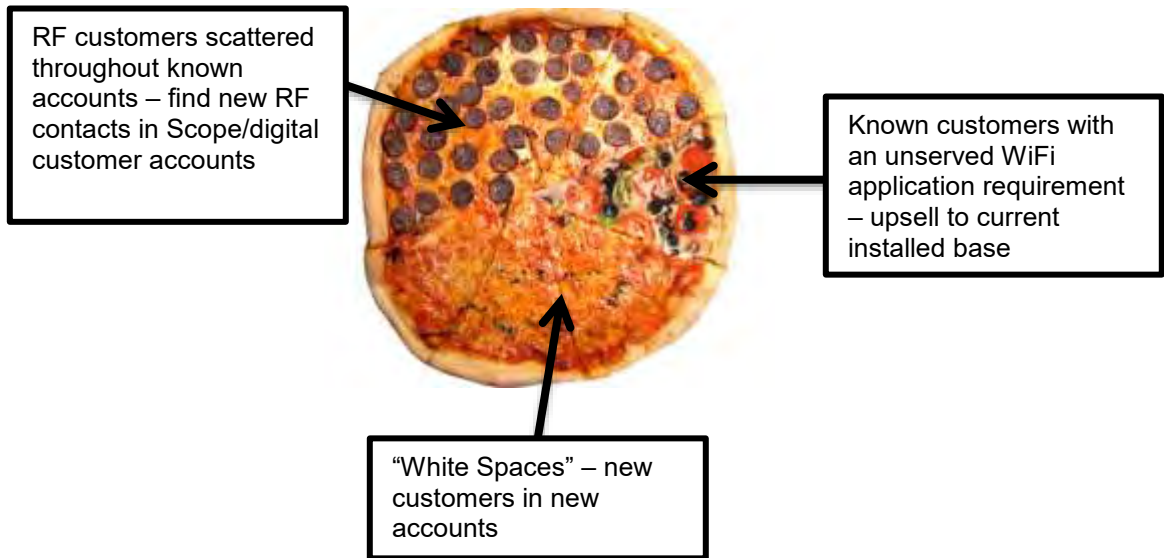
In addtion to the product and solutions training activities described above, there will be a series of training materials made available to Account Managers to serve as a primer on 802.11 technology, vocabulary and markets. Several field application engineers are expected to support their regional teams with this kind of insight to the 802.11 market. In particular, Robin Jackman (field AE for the Americas East Region) will be providing a number of tools to Sales. Robin's development of training tools will be coordinated with the Project Code Name launch team and the resulting materials will be rolled out worldwide.

3.6.   Early Customer Engagement

Project Code Name is under the CAA process. CAA will be handled by the regional Technical Marketing Managers and SAPL Business Development Managers in conjunction with the SAPL and Mainstream Scopes Launch Managers. Some tactical details of the regional CAA activities are included in the Launch Plan appendices. However, the nature of this move into new technology and market segments has been deemed by a majority of regions to require additional product line support. The following Project Code Name Launch Team members will be available to join CAA meetings in any or all regions: Dorine Gurney, Gary Waldo, Matt Maxwell, Lisa Bieker, Justin Panzer and Steve Stanton.

CAA (and subsequent targeting activity) for Project Code Name will require three distinct approaches to reaching customers:

RF customers scattered throughout known accounts – find new RF contacts in Scope/digital customer accounts

Known customers with an unserved WiFi application requirement – upsell to current installed base

"White Spaces" – new customers in new accounts

Due to the timing of the Project Code Name program to extend over the summer months, the CAA period was opened relatively early in order to accommodate for scheduling flexibility. We opened CAA to the field in July 2013. Some prototypes may be available for demonstration purposes. The availability of the prototypes is expected to be very limited and most CAA presentations will be PowerPoint only

4. APPENDICES

4.1. Appendix A: Project Code Name KPI Bowler

Marconi Launch Bowler
1_0.xlsx

4.2. Appendix B: COMPANY RF Strategy Summary
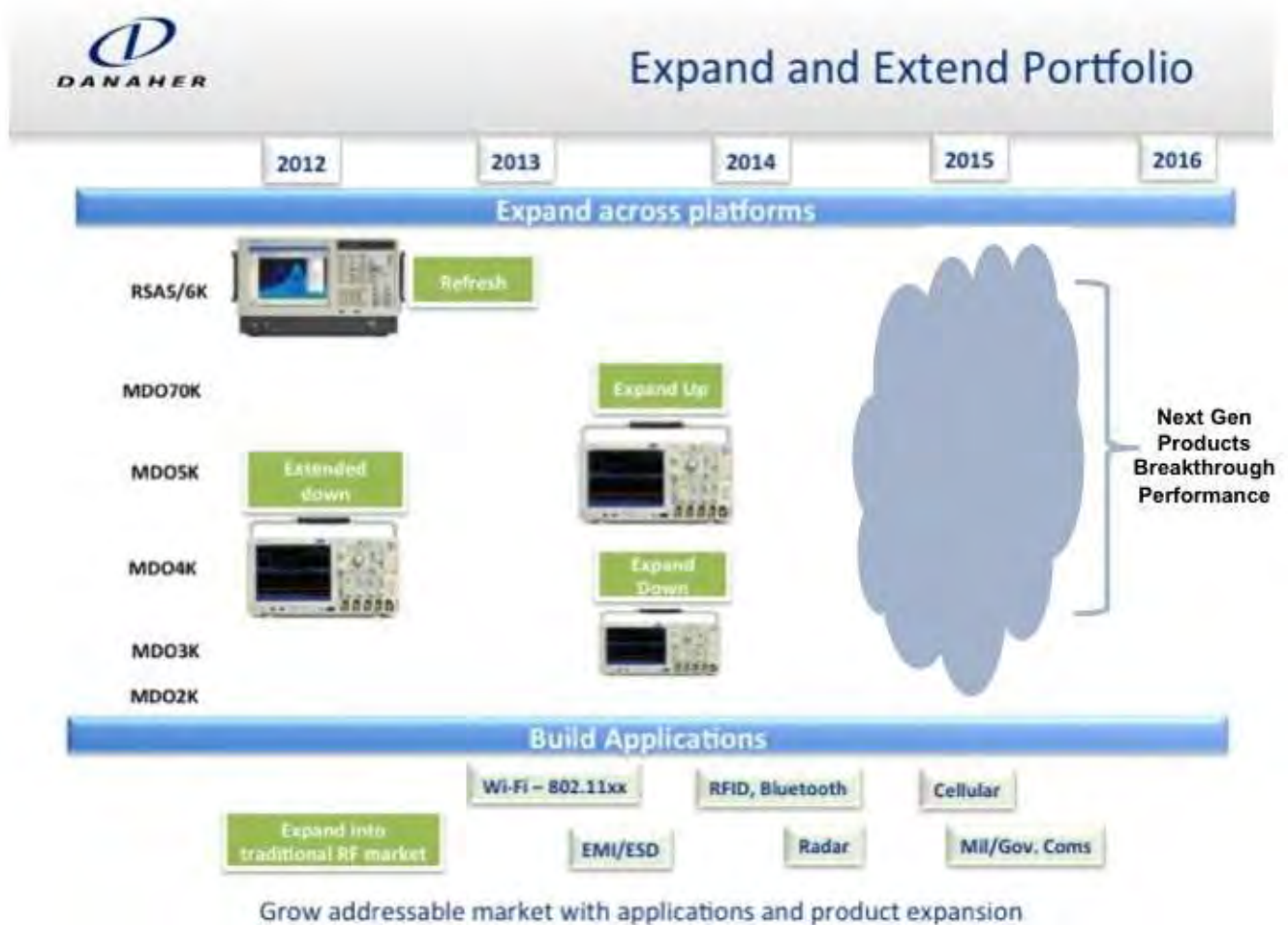
4.3. Appendix C: Market Segmentation and Targeting

Due to the orientation of Project Code Name toward WLAN technology – a historically unaddressed market for COMPANY - it is important to spend some time discussing customer segmentation and targeting parameters. The appropriate applications within the WLAN space are outlined in the table below. Note that there are sub-segments of the market that clearly do NOT present an opportunity for our solution – either due to market timing or functionality.

Target Applications

Legend:
- Not the main target (avoid) — red
- Secondary Target (Lead with RSA or MDO for cost & system debug) — blue
- Secondary Target (Lead with RSA or MDO for cost & system debug) — light green
- Primary Target (Lead with MDO for cost and multi-domain) — green

Marconi Segments	Semiconductors	Radar/Mil/Gov	Computer	Telecom/Handsets	Networking	Consumer	Industrial
1) Developing products with off-the-shelf WLAN modules	N/A	RSA	HP, Steep, AsusTek, Google, Microsoft	ZTE, TCT Mobile, AcatelOneTouch, Cellon Communications Tech, Chi Mey Comm Systems, HTC, Huawei, Nokie, NEC, Panasonic, Pantech, Samsung	Cisco Systems, Linksys, Netgear, Buffalo	Garmin, Trimble, Philips, Dreager Medical Systems	Datalogic Mobile, Honeywell Scanning and Mobility, M-System Co, Motorola, Optoelectronics Co, Sagem
2) Developing products with their own WLAN circuitry.	Samsung Electronics, ST Ericsson	RSA	LexMark, Acer, Casio computer, Intel	Apple, Fujitsu, RIM, Samsung	Loewe Opta GmbH, Gemtek		
3) Developing WLAN modules	Microchip Technology, RealTek, AzureWave, Fujitsu, Murata, Samsung Electro Mechanics, Sony Computer Entertainment, Hon Hai Precision, LITE-ON technology Systems	RSA	N/A	N/A	N/A	N/A	N/A
5) Developing WLAN chips	Broadcom, Qualcomm, Ralink, Samsung, Celeno	RSA	N/A	N/A	N/A	N/A	N/A

5

Marconi Overview - Tektronix Confidential

Tektronix

The above presents some applications for Project Code Name and a brief listing of companies in each. A more detailed view into the target markets – for the purposes of prospecting and qualifying new customers - includes several different key search terms, product areas, industries and customers. This is not meant to be comprehensive but rather a sampling to assist our regional Marketing and Sales organizations to better identify opportunities in their local markets.

Buzzwords and search terms	802.11ac Internet of Things Internet of Everything Connected Home Smart Car M2M Mobile to Mobile Mobile 2 Mobile Medical technology Accident avoidance Smart Grid Smart Appliances Medical connectivity Module integration Embedded
Industries/Technologies	Medical Railway Technology Consumer Electronics

	Smart Grid
	Connected Vehicles and Transportation Systems
	Electronic (intelligent) Toll Systems/Surface Transportation
	Homeland Security
Companies (misc)	3M ADLINK Philips Siemens HP Cisco Sierra Wireless GE Toshiba Cerner Hitachi Delphi Visteon IBM Baxter Becton Dickinson Medtronic CR Bard Biomet Zimmer Holdings Care Fusion Boston Scientific AICOMPANY Freescale Fujitsu Panasonic TI Honeywell Johnson Controls Harman International Tyco Itron Transcore Whirlpool LG Acer Lenovo Google Microsoft
Companies based on search terms (Bluetooth, GPS, RF, WiFi, Zigbee modules)	ABRACON ADLINK Anaren Antenova Atmel B&B Electronics Bluegiga CEL Connect One Cypress Semiconductor Digi International DLP EPCOS

	Fasttrax
	FlexiPanel
	Freescale
	Helicomm
	Honeywell
	Infineon
	Intel
	Laird Technologies
	Lantronix
	Linx Technologies
	LS Resources
	M/A COM
	Maestro Wireless
	Microchip
	mikroElektronika
	Multi-Tech Systems
	Murata
	NEC
	Nordic Semiconductor
	Nutaq
	NXP
	Omron
	Panasonic
	Parallax
	Phoenix Contact
	Powercast
	Rabbit Semiconductor
	Redpine Signals
	RF Digital
	RFM
	Roving Networks
	Sagrad
	Schneider Electric
	Silex Technology
	Silicon Laboratories
	SkyeCOMPANY
	ST Micro
	Taiyo Yuden
	COMPANY Industries
	Texas Instruments
	TriQuint
	Wi2Wi
	WIZnet
Industry groups/consortia/publications/list sources	Univ of Michigan Transportation Research Institute Intelligent Transportation Society of America Mouser.com Electronic Design

4.4. Appendix D: WLAN Standards Coverage by Product

Product	802.11a 5GHz	802.11b 2.4GHz	802.11g 2.4GHz	802.11p 2.4GHz	802.11j 2.4GHz	802.11n 2.4GHz	802.11n 5GHz	802.11ac 5GHz
RSA5103A	NO	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	NO	NO
SPECMON3	NO	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	NO	NO
RSA5106A	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13
SPECMON6	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13
RSA5115A	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13
RSA5126A	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13
RSA6106B	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13
RSA6114B	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13
RSA6120B	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13
SIGNALVU-PC-SVE	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13	>Oct '13
DPO73304DX	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
MSO73304DX	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
DPO72504DX	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
MSO72504DX	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
DPO72304DX	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
MSO72304DX	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
DPO73304D	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
DSA73304D	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
DPO72504D	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
DSA72504D	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
DPO70404C	NO	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	NO	NO
DPO70604C	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
DPO70804C	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
DPO71254C	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
DPO71604C	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
DPO72004C	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13

Product	802.11a 5GHz	802.11b 2.4GHz	802.11g 2.4GHz	802.11p 2.4GHz	802.11j 2.4GHz	802.11n 2.4GHz	802.11n 5GHz	802.11ac 5GHz
DSA70404C	NO	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	NO	NO
DSA70604C	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
DSA70804C	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
DSA71254C	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
DSA71604C	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
DSA72004C	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
MSO70404C	NO	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	NO	NO
MSO70604C	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
MSO70804C	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
MSO71254C	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
MSO71604C	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
MSO72004C	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13
DPO7254C	NO	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	NO	NO
DPO7354C	NO	>Nov '13	>Nov '13	>Nov '13	>Nov '13	>Nov '13	NO	NO

4.5.   Appendix E: Americas Regional Launch Plan

4.5.1   Launch Strategy

Project Code Name introduction consists of the following product elements:
- Improved MDO RF specifications
- Signal-Vu-PC Software with Live-Link that allows direct control of the MDO and to use it as an acquisition engine
- Signal-Vu-PC that now has options for 802.11 a/b/g/n/ac measurements
- (Angry birds) Improved Spectrum Analyzer now going up to 165MHz (PSR in Feb. 2014)
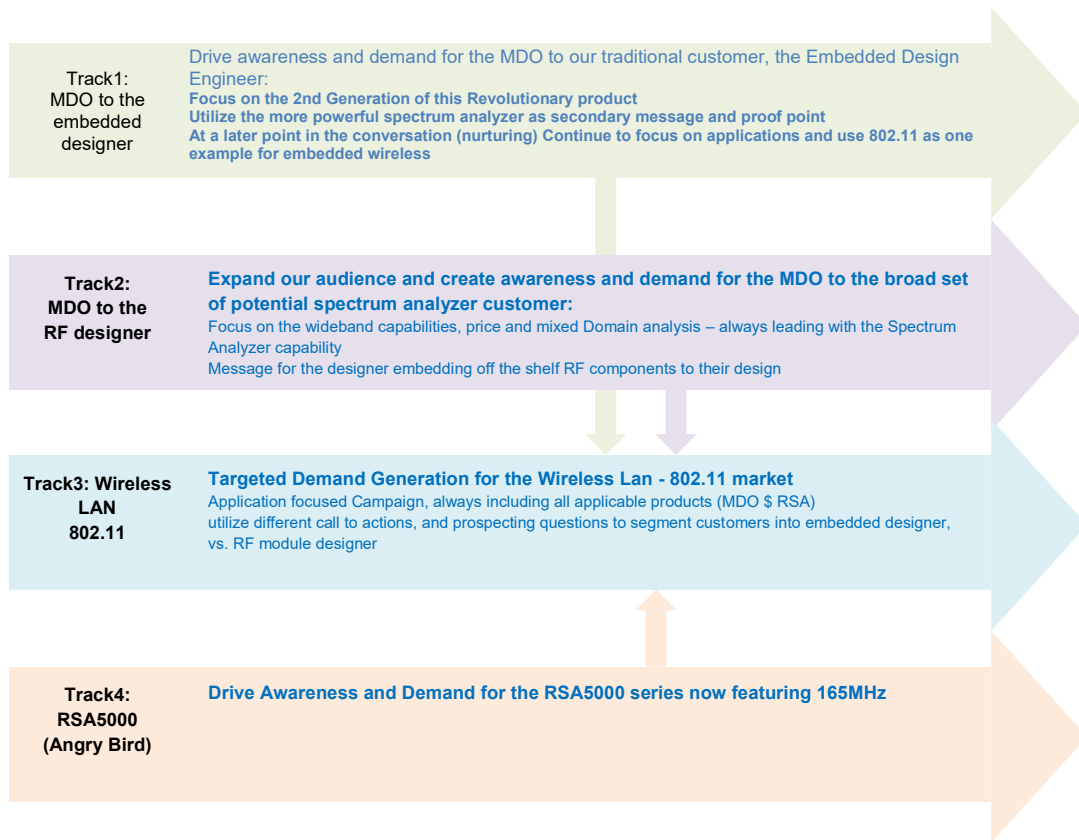- RSA5000/6000/Specmon options for 802.11 a/b/g/n/ac

In order to address all these different products, there will be multiple promotional tracks addressing this launch.

Two tracks (1,2) will start with a focus on the MDO as a product and then move to an application focus, feeding into the 802.11 track. The two tracks differ in tone and content by addressing the embedded designer and the RF designer separately

One track (4) will focus on the RSA as a product, featuring the higher capture bandwidth of 165MHz to the broad RF audience before then also moving into an application message, also feeding into the 802.11 track.

One track (3) will be application focused on 802.11, highlighting all products, as well as the broad spectrum of variants a/b/g/n and ac

Track1:
MDO to the embedded designer

Drive awareness and demand for the MDO to our traditional customer, the Embedded Design Engineer:
Focus on the 2nd Generation of this Revolutionary product
Utilize the more powerful spectrum analyzer as secondary message and proof point
At a later point in the conversation (nurturing) Continue to focus on applications and use 802.11 as one example for embedded wireless

Track2:
MDO to the RF designer

Expand our audience and create awareness and demand for the MDO to the broad set of potential spectrum analyzer customer:
Focus on the wideband capabilities, price and mixed Domain analysis – always leading with the Spectrum Analyzer capability
Message for the designer embedding off the shelf RF components to their design

Track3: Wireless LAN 802.11

Targeted Demand Generation for the Wireless Lan - 802.11 market
Application focused Campaign, always including all applicable products (MDO $ RSA)
utilize different call to actions, and prospecting questions to segment customers into embedded designer, vs. RF module designer

Track4:
RSA5000 (Angry Bird)

Drive Awareness and Demand for the RSA5000 series now featuring 165MHz

4.5.2   Awareness

(a) Online Advertising (track1; track2)

It is the expectation that the WW media plan will drive the product advertising for the MDO4000 in the Americas. For full details and goals, see WW Online advertising section.

In the Americas, we will augment the WW advertising plan. As the MDO4000 is still in its infancy, a little over 2-years since market launch, at the product announcement of Project Code Name launch it is important to continue to drive awareness for this product.

Advertising Message
For the Embedded Designer, we plan to continue the MDO product advertising that will be updated with new creative in late Q3CY13. The message is about "design nightmares" and will focus on three applications: embedded wireless, EMI, and power distribution. Although the advertisements don't necessitate an update for the new product capabilities being introduced for this launch, the landing page will be updated to include the spectrum analyzer product enhancements and new WLAN capabilities.

New Creative for the RF Designer
For the RF Designer, we recommend a new creative that focuses more on the spectrum analyzer which is the RF Designers primary instrument. We also recommend placing these creative on RF focused publications, although within specific sections of the site which would be more appropriate with our product offering. We also recommend a different landing page that supports the creative, and focuses on the spectrum analyzer features along with the unique test challenges for an RF designer. The RF publications we recommend:

- Microwave Journal (Commercial section)
- Microwaves & RF (T&M section)

<u>New Approach to Advertising</u>
Online advertising has really progressed in the last one to two years. Now, in addition to traditional online advertising on industry publications, we have options to target and retarget our customers.

Targeted Advertising
We will identify companies that develop WLAN modules through industry publications, market reports and search engines. Once we have these companies we'll target them specifically with advertising. This allows us to hone in on customers that are working in applications that could use and need the Mixed Domain Oscilloscope and our Real-time Spectrum Analyzers. This optimizes our advertising dollars by targeting the right customers with the right message.

Retargeted Advertising
We plan to retarget visitors to specific product and application pages on COMPANY.com. This allows us to keep our product solutions, the MDO and RSAs, in front of potential customers after they leave our site and likely during their buying cycle. The ads will highlight the product capabilities, however, we will also test a new approach, in which we'll retarget ads that feature customer use-cases to underscore market acceptance for both products. Customer use-cases are ideal for both the MDO and the RSA: the MDO because of its new technology and capabilities, and the RSA which is relatively unknown in the commercial market which we are trying to penetrate with the WLAN application.

Impression Retargeting
We will serve ads to customers that see the original advertisement on industry publications with additional, less-expensive impression retargeting after they leave the industry publication. Our goal is for our target audience to see our ads on average 7 times, the industry standard for a message to resonate before sticking. The impression retargeting is an inexpensive way for us to reach our frequency threshold (on average impression retargeting is 5% the cost of advertising on an industry publication).

Industry / Publication Advertising
In addition to the WW advertising, we're planning to advertise to the RF Design Engineer on Microwaves & RF, Microwave Journal.

METRICS (planned for Q4, Q1)
− 500,000 publication impressions (contextual)
   o CTR = .30%
   o Landing page visits = 1,500
− 2,500,000 retargeted impressions from COMPANY.com and from Industry Publications (non-contextual)
   o CTR = .15%
   o Landing page visits = 3,750
   − 1,000,000 targeted impressions (non-contextual)
   o CTR = .08%
   o Landing page visits = 800

TOTAL ADVERTISING IMPRESSIONS
Cost = $50,000
Impressions = 4,000,000
Landing Pages Visits = 6,050

4.5.3 Public Relations

Public relations will focus on 3 different messages with the exact story line still TBD

    (i) The introduction of measurement solutions for 802.11 ac/ad

    (ii) The introduction of the MDO4000B with better RF specifications

    (iii) The introduction of the wider Bandwidth RSA5000 series

3 press releases for above 3 topics will support the messages

(b) Traditional Press

- **Conduct in-person press tour to our core scope and RF publications**
  - Conduct at least 3-4 weeks prior to PA
  - Faride Akretch & Matt Maxwell to act as spokesperson

4.5.4 Demand Generation (track1; track2; track3; track4)

Concept: run four (4) separate promotional tracks,

Goal: Get people to engage with the launch materials (i.e. kits, whitepapers, videos, webinars, demos, articles, etc.) to increase awareness and generate demand.
To build on that, facilitate a drip/nurture program to move leads from an education stage to product focus stage and direct hand-raiser to the appropriate channel.

(a) E-mail

- **Target Audiences:**
  - Spectrum Analyzer or Scope interest (55K)
  - Engineers Testing or Integrating 802.11 Modules
  - Keithley RF segment (Approx. 20K)
  - Retarget / Remarket: responders from any MDO activity since the product's inception

- **MONTH ONE**: Awareness E-mails (track1; track2; track4)
  - Next Generation MDO: Scope Focused
    - Audience: Embedded Design Engineers with oscilloscope interest
    - List Source: COMPANY ~100,000
  - MDO Spectrum Analyzer Focused
    - Audience: Engineers with RF, spectrum analyzer interest
    - List Source: COMPANY ~50,000

  - WLAN 802.11 App Note / Primer
    - Objective: focus on the application, highlighting both MDO & RSA, the product uses cases; MDO for the embedded designer, and the RSA for the engineer integrating 802.11 modules.
    - Audience: Engineers with RF, Spectrum Analyzer product interest

      List Source: COMPANY ~50,000, Microwaves & RF ~20,000

- **MONTH TWO**: Demand Generation E-mail (track4)
  - WLAN, 802.11ac Webinar
    - Audience: Engineers with RF, spectrum analyzer interest

      List Source: COMPANY ~50,000 + Third Party Promotion

- **MONTH THREE & BEYOND: Drip/Nurture Campaign**

Lead Routing

Metrics **(Month 1-3)**
- Leads: 45

(b) Online demand generation / Content Syndication / New name acquisition

Target these media resource sites to syndicate out our top assets so that the audience can view our product and application info through their individual media preferences and we can maximize our new name acquisition opportunities

- Target EETimes Education & Training section to promote 10 application notes, videos each month
- Recycle the most compelling assets through media syndication.
- Target these media resource sites to syndicate out, our top assets so that the audience can collect our product and application info through their unique and individual media preferences and we can maximize our new name acquisition opportunities
- Include our latest assets on EMI, WLAN

Metrics

- 650 views or downloads of our videos or application notes
- 40% new names

(c) Industry Newsletter Promotion

Promote our new products and WLAN support in industry publication newsletter where Engineers are reading daily to find the latest information and news.
Metrics

- 450 clicks to landing pages

(d) Technical Course

Technical Courses through UBM are a good opportunity for an outside, expert to create WLAN content what is very educational. For the WLAN application, this will help us get names of Engineers doing this application. It will also allow us to have the experts create content using our MDO and RSA products. This will highlight COMPANY products as ideal solutions for testing WLAN.
Metric

- 1,000 views and registrants

(e) Teleprospecting

- Internal call down targeting all responders to Trinity, Niobe that haven't ordered to inform them of new and improved MDO and starting price of $12,200 (still a very key message) with "Free Test Drive" as CTA.

- A Call down using outside Teleprospecting Vendor COMPANY database and rented lists with customers doing Wireless LAN. Key product message: MDO & RSA.
- A Call down using outside Teleprospecting Vendor to COMPANY database targeting potential MDO customers and offering "Free Test Drive" as CTA.

4.5.5 Events

(a) Seminars

<u>Inclusion is existing Seminar Tour</u>
The New MDO capability will be included to the later stops of the 2013 MDO Seminar Tour. Inclusion will be 1-2 slides focusing on the "New Product Announcement" highlighting the improved RF functionality and their use cases, as well as SignalVu-PC with liveLink

<u>2014 MDO Seminar Tour (t.b.d.)</u>
US/Canada Seminar Tour with 15+ stops, focusing on the MDO (3K and 4K) as the next generation oscilloscope.
Hands-on training, as currently performed with the following additions:
- one lab focusing on EMI troubleshooting (hands-on or Instructor-led (tbd))
- one lab focusing on 802.11 and SignalVu-PC (hands-on or Instructor led (tbd) ?
- 1 slide covering the MDO3000 series, with a unit available to show throughout the breaks

<u>2014 Wireless LAN Seminar Series</u>
US/Canada ½ day Seminar series, focusing on Hands exercise for Wireless LAN at the example of 802.11, tested with the MDO (non-B?) and SignalVU-PC.
This class will also contain general debugging labs highlighting cross domain debug functionality of the MDO – all at the example of an 802.11 DUT
Five (5) stops (tbd): Toronto, NorCal, SoCal, Dallas, Boston

(b) Tradeshows
The MDO4000B will be featured at all relevant trade shows. 802.11 with SignalVu-PC will be one of the Demos running on that unit.

The RSA5000 with 802.11 will be featured at relevant shows with RF focus (e.g. NCSI)

4.5.6 COMPANY Training Plan Summary

For partner training plans, see Partner Marketing Section below
The Direct Organization will be trained as follows:
- AE University July 2013
  All AE's will have hands-on training under non-disclosure during AE university:
  - MDO4000B
  - RSA5000B (Angry Birds)
  - SignalVu, SignalVu-PC and 802.11 option on both, the MDO and RSA5000 series
- Sales University Jan 2014
  All AM's will receive hands-on training of the complete solution during Sales University in January 2014
- WebEx training
  2 weeks prior to PA, we will conduct a 1 hour WebEx training introducing Project Code Name and Angry Birds

4.5.7 Demo Plan Summary

For partner demo plans, see Partner Marketing Section below

MDO4000B units and RSA5000B units will replace all existing Demo units.
Demos will be deployed over an extended period post PA, and current inventory shall be used to show all key functionality.
SignalVu-PC and 802.11 can also be shown with the current MDO and RSA's.

4.5.8   **Partner Marketing**

Project Code Name provides a unique opportunity to engage our technical partners in replacing Agilent spectrum analyzer sales. Recently, Agilent has restricted partner access to their RF line, preventing sales into key accounts. As a result, our partners are looking to replace the business they have now lost.

With Project Code Name's improved RF performance on the spectrum analyzer port and live support with SignalVu-PC, we can position the MDO4000B as a potential replacement for Agilent's Basic Spectrum Analyzers (N9320B and N9322C, ESA-L Series), Economy Spectrum Analyzers (ESA-E Series) and CXA & EXA Signal Analyzers (3 GHz and 7.5 GHz, non-cellular applications). With it's unique price point and wide capture bandwidth, the MDO is a viable upsell. *To enable our distributors to transition their customers, we will need to provide comprehensive training and sales tools on our unique selling proposition, and potential objections.*

Project Code Name also provides another engagement point for the MDO launch with our partner marketing teams and their sales teams. We will utilize the Project Code Name launch to push our technical partners for another MDO promotional wave, and will provide additional MDO training specific to WLAN and troubleshooting embedded RF module.

Below is a graphical display of the planned partner marketing activities:
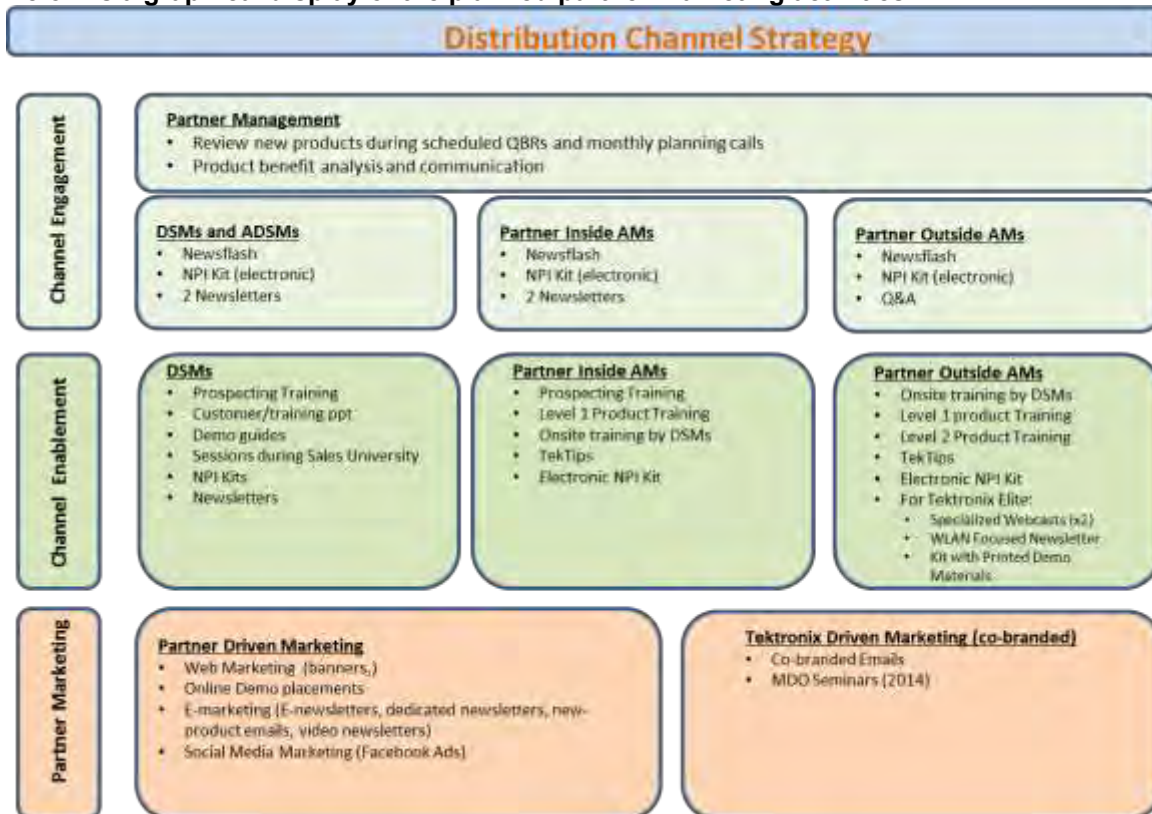
(a) Partner Marketing Tactics

- Develop marketing plans with each key technical partner prior to launch
- Prominent Web presence on technical partner sites with web-hero spots, feature spots and home page banner ads.
- Email sent to partner database announcing the new MDO4000B Series
- ***Target Partners: TestEquity, MetricTest, Entest, TestForce, Instrument Engineers, Continental Resources***

(b) "Free Test Drive" Program

- Continue the "Free Test Drive" program with our technical partners, and leverage this program as a call-to-action for COMPANY marketing activities.
- Update the "Free Test Drive" kit to include a SignalVu-PC demo with a test WLAN waveform. The SignalVu-PC software will be available on COMPANY.com. The MDO4000B Self-Demo Guide will need to be updated by the WW launch team to include the SignalVu-PC demo, and instruction on how to download the software from COMPANY.com. We also request that the EMI demo be added to the booklet as well.
- **Program Description:** The MDO is still considered a new product category that has to be sold, and it is fully expected that most customers will need to see the instrument (at least), receive a demo or may even like to try the instrument before making a purchase decision. To accommodate and drive the awareness, demand and the ramp of the product, a "Free Test Drive" program is underway, where the customer can receive a 1 week free rental. The intent is that the rental will be funded by the partner, and in return, those partners will receive all leads and business driven from the promotion of the "Free Test Drive" program.

  COMPANY' responsibilities:
- Heavily promote the MDO with an offer to receive a "Free Test Drive" period of 1 weeks or the customer can schedule a Demo.
- All Test Drive leads will exclusively be funneled to participating partners. This assures those partners receive a disproportionate amount of leads for MDO customers

  Partner responsibilities:
- Fulfills the Test Drive requests from their rental or demo pool (at their expense)
- Customer buys, extends their rental under a normal rental agreement or returns the unit to the Partner after two weeks.

4.5.9 Promotions and Incentives

No sales promotions are currently planned during the launch window. Reviving the 15% off an MDO4000 Series is being discussed as a way of clearing partner shelves of the non-B MDO4000 prior to the launch.

4.5.10 Sales Tools and Channel Enablement

(a) Executive Partner Rollout

- The MDO4000B and new SignalVu-PC capability will be disclosed to TestEquity and MetricTest during their Quarterly Business Review in mid-August.
- The other top 10 Partners will learn about the capability during our regularly scheduled conference calls in late-August (Entest, Newark and Allied) and early-September (others), as well as through the Channel Bulletin from sales.

(b) Partner Training

- **COMPANY Elite**
    - o This year, a specialized training program for the top 30 partner salespeople in our channel was created – COMPANY Elite. During the live training event in June, a half-day of training was focused on Wireless, and specifically, EMI testing with the MDO and using SignalVu-PC with an MDO.
    - o The COMPANY Elite will receive special "virtual" Project Code Name training, as they are seen as our most capable partner salespeople to help us reach new customers.
        - ▪ **WebEx #1: WLAN Market and Sneak Peek at Project Code Name**
          The first training will happen in mid-October. We'll cover the ecosystem and food chain for WLAN, key standards and their market acceptance, followed by customer test challenges. Then, we'll hit on Project Code Name at a high level and task the Elite with identifying accounts to contact on launch day including previous purchasers of competitive spectrum analyzers. A high level sneak peek will reinforce their Elite status and allow them to hit the ground running on launch date. Please note, all Elite have signed an NDA with us which will be reinforced in the training.

        - ▪ **WebEx #2: Review of the MDO4000B and the new SignalVu-PC Solution**
          The second training will happen in mid-November, about two weeks after launch. In this training, one of our product champions will cover the new specification of the MDO4000B and how this compares to basic and economy spectrum analyzers. The goal is to train the Elite on positioning the MDO as a spectrum analyzer replacement.

          The second part of the training will focus on SignalVu-PC, and the functionality of the new solution. The need for demodulation, and other transmitter tests will be reviewed.

        - ▪ **Hands-On Training**
          Demo materials will be provided to all Elite, allowing them to practice the demos and experience the functionality themselves. DSMs will follow up with key individuals to ensure they understood the procedures.

        - ▪ **COMPANY Elite Newsletter**
          The November newsletter will focus on the MDO4000B and specifically, the WLAN application. Target-Prospect-Qualify tools will be provided through this medium.

- **Certified Distributor Training in the Learning Management System**
  We expect the WW marketing team and PL will provide an updated MDO4000 presentation in the LMS for both Level 1 and Level 2 Training.

- **COMPANYTips**
  The October COMPANYTips will focus on the MDO4000B and SignalVu-PC.

(c) NPI Kit for Sales

- **Electronic NPI Kit:** A Channel Newsflash will be sent on launch day, highlighting the new models and capabilities, and providing links to key assets on PartnerNet.
- **Channel Newsletter:** The MDO4000B will be featured in 2 channel newsletters, beyond the Newsflash, over the launch period.

4.5.11 Partner Demo Plan Summary

(a) DSM and Partner Demo Plan: DSM MDO4000 demo units will be replaced for MDO4000B units as the entire AMR demo stock is transitioned. Partners will be encouraged to replace their MDO4000 units for MDO4000B units at a pace that allows them to sell off their demo units without unnatural measures.

4.6. Appendix F: Asia-Pacific Regional Launch Plan

4.6.1 <u>CHINA & TWN</u>

(1) Advertising
    (a) Search AD (PPC) & Display AD (Remarketing) on Baidu for 802.11 & MDO related key words
    (b) Update COMPANY Mini-site on 21ic.com

(2) PR
    (a) Press Conference (Beijing) in week of Oct 14
    (b) Social Media
        ▪ China COMPANY Sina Weibo postings & Facebook in TWN
        ▪ Top 5 Engineers Forums
            1. www.21ic.com
            2. www.52rd.com
            3. www.gongkong.com
            4. www.dianyuan.com
            5. www.eeworld.com.cn

(3) Demand Generation
    (a) EDMs
        1. NPI EDM – Promote MDO "B" Version with better SA, w/offer of Product Virtual Demo, Video & Datasheet
        2. 802.11x EDM – Promote 802.11 solution featuring with MOD+SignalVu & RSA, offering 802.11ac/ad Primer & 802.11 video
        3. IQ Characterization EDM - Promote MDO as Widest BW VSA with Live-Link, offering characterizing IQ app note, video (with COMPANY logo wireless router as luck draw – TBD)
        4. Consolidated MDO Videos & 802.11 Webinar Promotion EDM
        5. Insertion to COMPANY Monthly Newsletter
    (b) Webinars
        1. 802.11ac solution webinar (2 Media)
        2. Characterizing IQ, Widest VSA w/Live-Link webinar (2 Media)
    (c) Call Down
        1. 10,000+ MDO Marketing Responses: Enhanced MDO (update Wireless Solution Catalog)
        2. 802.11 OEM Manufacturers list: 802.11ac solution
        3. RSA customers (installed base): Enhanced RSA
        4. Gov R&D Accounts (VSA & Wide-Band RF Capture): SignalVu-PC, Live-Link
        5. EDU customers (Tier 1 985/211 & National Labs): SignalVu-PC EDU w/Live-Link (VSA)

(4) Events
    (i) TIF Fall Seminars
    (ii) Virtual TIF on COMPANY.com (AP1311)

(5) Promotions & Incentives
    (i) Continue to run MDO Sales Program with selected Partners till end CY13 (CHN only)

    (6) Training Plan
        (i) Follow session 3.5 with special emphasis on Direct AM/AE certification for Level 1 & 2 for 80% passing rate in PA+3AP

    (7) Channel Partners Engagement
        (i) Partner Executive Webex 3 weeks before OOQ
    (8) Sales Tools
        (i) Update & Print Wireless Solution Catalog
        (ii) Update 200+ Page MOD Sales Tool Booklet
        (iii) Print Target-Develop-Close Toolkit

4.6.2 ASEAN

PR

Press Related Activities
Key objectives include:
- Obtain press coverage for the new MDO4000B/RSA5000B/802.11 products
- Showcase our commitment to broaden our portfolio of RF solutions

The press deliverables will include:
- A press release.
- Press Presentation.
- Q&A document relating to the new product.

Deliverable Schedule:
- Press release – October 22, 2013

Social Media
- Tweets and Facebook.

Demand Generation
- COMPANY Initiated
  - Email–
    - *Demand Generation* MDO4000B/RSA5000B/802.11 announcement with offer of appnote/primer
  - Article in monthly D&M newsletter.
- Partner Activities
  - Co-Branded Email for MDO4000B/RSA5000B/802.11
  - Inclusion in partner Newsletters and e-mail campaigns.
  - Partner Promotional Package for MDO4000B/RSA5000B/802.11, including banner ad for their website and email copy for partner-generated emails.
  - Online ad placement on partner websites, as appropriate.

Events
- NPI Days
- TIFs

Promotions and Incentives
- TBD

Training Plan Summary
See section 3.5, 'Worldwide Field Training Strategy' for a description of planned training

Sales Tools

See section 3.4, 'Content Creation' for reference to sales tools created for this launch.

Channel Enablement and Engagement

- Direct Channel Communication
    - Article in D&M internal Sales & Marketing Newsletter.
    - MSR
- Partner Communication
    - July COMPANYTips Partner Executive Briefings
    - Channel Newsletter to all Partner Sales
- Events
    - TBD
- Promotions and Incentives
    - None planned at this time.
- Training Plan Summary
    - All training will be completed in conjunction with the WW training plan described in section 3.5 above.
- Sales University
    - TBD
- Train channel partner sales teams
    - Channel partner outside sales team members (70%) are required to complete level 1 training and product knowledge review by PA + 3.

Direct Sales Tools and Enablement

- Sales will be provided with the following new/updated items:
    - Data sheets
    - Product Fact Sheets
    - Competitive fact sheets
    - Value Selling Tools
    - Customer Presentation
    - App note, primer, poster, video clipping
- Project Code Name will be added to the COMPANY Product Catalog in the next update cycle

4.6.3   KOREA

- **Advertising**

Plan to have on-line and printed Advertising at ETNEWS

- **PR**

No plan to have press event.

The following will be deliverable.
- On-line press release.
- 1:1 Press interview with selected media

- **Social Media**
- Leverage COMPANY Korea blog www.tscope.co.kr
- **Demand Generation**
- COMPANY Initiated
    - Email– *Demand Generation*
    - Localized website
    - Call down to RSA Installed base
- Partner Activities

- o Email
- o Key customer visits
  - Events
    - o COMPANY Innovation Forum
    - o Showcase at Wirelss LAN academic conference
    - o Key acocunts on-site seminar. Samsung mobile Gr. LG mobile Gr.

  - Train channel partner sales teams
    - o Patner Training
  - **Sales Tools and Channel Enablement**
    - Sales will be provided with the following new/updated translated items:
      - o Data sheets
      - o Product Fact Sheets
      - o Competitive fact sheets
      - o Value Selling Tools
      - o Customer Presentation

4.7. Appendix G: EMEA Regional Launch Plan

4.7.1 Awareness:

We will use a combination of PR, advertising, web and email to generate awareness. Main, but not exclusive, focus on Big4, both via COMPANY efforts and by enabling partners.

PR (combine Project Code Name launch with Angry Birds pre-announcement)

- Target Big 4 countries (UK, France, Germany, Russia) with press conferences for all Tier 1 publications (include specialist wireless/comms magazines not normally covered). We will use translated application notes to produce supporting application article, target one placement per country.
- We will focus on other selected key countries by working with our partners to target the press – send them press materials ahead of PA and offer presenter (either sales or marketing) support and demo unit if required.
- All other countries will be forwarded the press releases and press presentation. Additional support will be on request only.

Action Plan:

Date	Action	Collateral	Comments
8 Oct	Press conference in Moscow	Presentation Press releases x 3	Marketing: Dave/Natalia Sales: Andrey/Stefano
17 Sept	Press conference in Paris – editor lunch meeting	Demo units (will need 2 in parallel)	Marketing:Dean/Hailey Sales: Bruno PL: TBC
18 Sept	Press conference in London – central hotel	English materials required by 6 Sept for translation (RU, FR, DE)	Marketing: Dean/Hailey/Barbara Sales: Nigel PL: TBC
19 Sept	Press conference in Munich – central hotel		Marketing: Dean/Hailey/Sandra Sales: Hans PL: TBC
23 Sept onwards	Send press materials to key partners – offer support with presenters and demo units	Article placements: Target 1 placement per country (UK, FR, DE, RU) Use translated app note: Characterizing IQ	Key partners: Giakova (IT), CN Rood (Benelux), AFC (Spain), Nortelco (Nordics), Tespol (Poland), Netes (Turkey), Eastronics (Israel)
25 Oct	Send press materials to all	Modulators	

	other partners		

Advertising

1. Online
- We will continue our focus on online media in the Big 4 (Germany, Russia, UK, France) and repeat the current Q2 plan. This will start in November and run through until the end of Q2 2014 (alternating the MDO ad with the W/LAN ad). The campaign will be reviewed for effectiveness, and adjusted if necessary, on a quarterly basis.
- All partners will be provided with both banner ads. All key partners will be expected to feature these banners on their homepages.

2. Print
- Print advertising will be on an adhoc basis only with focus on supporting the major shows and taking advantage of any special PR/front cover/article package opportunities.
- We will provide all partners with a set of templates (A4, half-page and quarter-page versions). For key partners we will offer a free-of-charge customization service ie adding their translated text, logo and contact details and providing print-ready artwork in return for their commitment to place in print publications. Co-op budget may be applied for in addition, up to 50% of placement cost.

Web

1. PPC/SEO
- EMEA digital marketing team will work with WW to add keywords to the current campaign and monitor regularly (current campaign already prioritises MDO and this will continue to be the main focus).

2. Local websites
- Russian, French, German and European website will be updated with local content, including translated collateral, local press coverage, events and promotions.
- WW Centre Stage placements will be replicated on local websites, with placements to promote events specified below.
- We will run a countdown/teaser campaign on the local sites events pages.

Email
We will use promote the online demo and scope revolution landing page during the launch phase. Promoting the "broad" collateral (poster and primer) will also help to generate awareness.

4.7.2 Demand Generation

In order to meet our sales target, (COMPANY) marketing will need to generate an average of 208 raw leads per month. This will be done through a combination of targeted email campaigns, telemarketing and events (both sales and marketing driven). We will also provide partners with toolkits to enable them to drive demand.

Order Target Oct 13-Sept 14	ASP	Units	Conv	Raw leads	Average units / transaction	No. of transactions	% COMPANY generated (vs partner generated)	Raw Lead Target
$3,000,000	$20,000	150	4%	3,750	1.2	3,125	0.8	2,500

Telemarketing
We are conducting an MDO telemarketing campaign during July – this will result in a number of leads for Project Code Name. Depending on results, we may extend this for a further 6-week telemarketing campaign from beginning of November until mid December, and possibly repeat in 2014.

Email Campaigns
- We will run a series of emails, one per month October-February, then modify and repeat the most successful ones for further months up until September 2014. First focus will be on broad awareness, then using application-specific collateral to drive more targeted communication and more quality leads.
- All email templates will be provided to channel partners
- In addition to the COMPANY database with relevant CCPs, we are investigating external databases inc wireless/LAN/comms magazines and any professional bodies and events

Provisional plan:

Date	Topic
September	COMPANYBytes newsletter (UK) will include a "coming soon" teaser
October	Video – MDO4000B as a Spectrum Analyzer Highlighting RF capabilities of the Mixed Domain scope – link to updated revolution page
November	Use WLAN poster copy/content to create a 2014 year planner
December	Primer and video – drive to new application page for commercial wireless or 802.11
January	Video – General De-Modulation of Digital Signals and Spectrum Analyzer capabilties on MDO4000B + SignalVu
February	802.11 webinar – English version from PL, FR (Saliou), DE and RU (AE team) – also promote via scope revolution and new app page
March	App Note – Characterizing IQ Modulators for WiFi and other commercial wireless transmitters

Events

1. **Regional events**
   We will use all trade shows, seminars etc. to promote Project Code Name between October 2013 and September 2014. Major trade shows are still being negotiated/investigated, but currently include:
- Mobile World Congress (Barcelona) – 24-27 February 2014 *(investigating with COMPANY Comms)*
- Embedded World (Munich) – 25-27 February 2014
- RTS Embedded Systems (Paris) – 19-20 March 2014 (investigating)
- National Electronics Week (Birmingham) – 8-10 April 2014 *(investigating)*
- Electronica (Munich) – 11-14 November *2014 (outside timescale of plan but included as this is Europe's biggest show and preparation/promotion will start earlier)*
- Simtec Test & Measurement Days (France, various locations/dates *(investigating)*

2. **Partner and sales events**
- We will provide sales teams and channel partners with an MDO Toolkit. Each country sales team (UK/FR/DE/RU) will get one kit, and will be expected to conduct a minimum of one "Lunch & Learn" event per month.
- If the key partners – as defined in PR section above – commit to running one Lunch & Learn event per month they will be given an MDO Toolkit.
- (COMPANY sales teams and partners may work together to jointly host these events)
- Partners can also apply for and receive, at Marketing discretion, co-op budget up to 50% of event cost and promotion, in return for providing lead info to COMPANY.
- Each toolkit comprises:
  - o Pop-up banner featuring MDO
  - o COMPANY-branded tablecloth
  - o Seminar-in-a-box tools – invitation template (email and flyer), agenda, presentation with notes, USB stick with all available supporting collateral and videos
  - o 50x COMPANY-branded pens or other giveaways ("bobbleheads"?) tbc

4.7.3   Collateral

We will keep printed collateral to a minimum, make digital content interactive where possible, and use saved print costs to produce more translated content.
We assume any updates to current collateral will be funded and administered by WW team at the time of update.
The following collateral will be translated into core languages (FR, DE, RU)
- W/LAN poster
- Press releases
- Technical article (from app note)
- New application page
- Videos x3
- 802.11 webinar (FR, DE, RU – will be done in-house)

4.7.4   Channel Communication

Direct and Indirect Sales Teams
- Identify CAA opportunities with sales teams (Hailey, Dean, Dave) – by end of July
- CAA tour with identified customers (Hailey, Dean, PL rep?) – during 1st week of September
- Webex to direct and indirect sales teams prior to OOQ for partners – w/c 15 July, date tbc (Dean, Hailey, Dave)

Internal Office events
- TMM and marcom to host internal events on PA date in UK, FR, DE (Cologne and Munich), RU, IT. Nibbles or pizza, short presentation, quiz and giveaways

Channel Partners
- 1-2 weeks prior to OOQ – webex to partner executives with MSR and ordering info, follow up with MSR and local pricing. At this time we will announce a demo unit purchasing incentive and a sell-out promo for the non-B stock (Hailey, Dean, Dave)
- 4-6 weeks prior to PA – webex training sessions x2 to channel partner sales teams. We will include link to all collateral and an incentive to complete the L1 training module prior to PA (Barbara/Sandra)
- 2-4 weeks prior to PA – AE team to conduct in-person training sessions with identified key partner sales teams (Hailey to co-ordinate with Joern)
- 4-6 weeks prior to PA – email to all partner marketing teams with details of all collateral and demand generation activities
- At PA – email to all partner contacts reminding them of launch date and a link to COMPANY.com
- Following AE training in July, we will set up webex sessions for partner technical teams for AEs to train them.

4.7.5   Partner Demo Strategy

We are asking all partners to transition their inventory so as to deliver a strong message that this is the best COMPANY has to offer.
- Partners will transition their inventory to the B versions of the MDO within the first month of the launch. They will place their orders for the new demo equipment after OOQ for demonstrations after PS.
- There are no changes to option DDU on the MDO4000B Series
- Demo sell off marketing programs may be necessary to support this strategy, being investigated by Hailey

4.7.6 Budget Estimates

(NOTE: Items in italics are not yet committed and still being investigated/subject to confirmation)

Project Code Name-specific		
PR	Press events – RU, UK, DE, FR	$9,800
	Press release translation	$6,250
	Article translation/placement	$3,050
Collateral	(New) data sheet translations	$5,400
	Video translation/localization	$3,255
	Poster/year planner print x 1,000	$750
	Poster/year planner fulfilment	$1,500
MDO seminar toolkits	Pop-up banners, tablecloths, USB/collateral, giveaways (x15 pcs)	$4,800
Advertising	*8-month campaign – based on current schedule – UK/FR/DE/RU/pan-EMEA - $11k/month*	*$88,000*
Telemarketing	*6-week project Nov/Dec – placeholder pending results of current campaign*	*$11,000*
Sustaining/pan-portfolio – supporting Project Code Name		
Electronica	Covered under separate ROI – in preparation, budget not available	tbc
Embedded Show	Covered under separate ROI – assume co-funded by partners and same budget as 2013	$25,000
RTS Embedded	*Covered under separate ROI – in preparation, budget not available*	*tbc*
National Electronics Week	*ROI in preparation – need input from UK sales team – assume 12m² stand plus presentation opportunity*	*$4,850*

4.8. Appendix H: India Regional Launch Plan

4.8.1 Order Plans :

- PL Proposed plan for India for CY13 : $97k / 8 units
  - 5 units from Industrial (Direct accounts)
  - 2 units from Industrial (Indirect accounts)
  - 1 unit from Education Research (position this as a lab solution to learn wireless)

4.8.2 Awareness :

Advertising

Existing MDO advertising will be updated with this launch.

PR (combine Project Code Name launch with Angry Birds pre-announcement)

Press Related Activities

Key objectives include:
- Obtain online and print press coverage for the new Project Code Name product in T&M and vertical publications as appropriate
- Showcase our "disruptive entry " into the RF wireless space with the MDO storyboard

The press deliverables will include:
- "Series" online press release every month

Deliverable Schedule:
- Starting on PA date
- Try a pre PA "teaser" campaign instead of waiting till PA.

Social Media

- Try linked in paid services access selectively as wireless is a "hot" topic of discussion

Demand Generation and local VoC

- COMPANY Initiated
  - Email– *Demand Generation* MDO and Project Code Name product expansion announcement with offer of product virtual demo and datasheet (or application note TBD).
  - Target Top 8 wireless customers :"Go to Gemba" seeking VoC starting second week of July with direct sales team to see the actual test scenario. Position and present Project Code Name as appropriate to get early momentum.
  - By July leverage Partners to seek at least Top 3 accounts working on Wireless
    - Automotive customers
    - Embedded Wireless customers
  - Need to get a standard checklist on what questions to ask from PL
  - Generate at least 25 qualified leads
- Partner Activities
  - Co-Branded Email for Project Code Name
    .

Events

- Continue seminars and participation in technical shows . Showcase Project Code Name as a dedicated presentation to relevant customers

4.8.3 Training Plan Summary

- To be aligned with WW calendar

- Local hands on training for partners

Channel Enablement and Engagement
- Direct Channel Communication
  - Regular product update with a primer on wireless (Leverage AE sales univ training)
  - AE are planned to attend the Project Code Name training at AE university
- Partner Communication
  - Partner Executive Briefings
  - Channel Newsletter to all Partner Sales
  - COMPANYTips on selling to Wireless customer's
  - Local ver of XYZ of Wireless Testing

4.8.4 Demo Plan Summary

- Distribution Channel Demo Units
  - Top 5 Partners to replace existing MDO demo unit with new MDO "B" version.Local Exchange program needed
- COMPANY Planned Demo Units
  - 4 units (replace existing units in phases)

4.9.   Appendix I: Japan Regional Launch Plan

Awareness:

Combination of PR, Digital Marketing (web and E-news-letter), and exhibition events (including wireless communication related category) is going to be used to generate awareness. Also, because MDO sales is via distributor more than 80%, training of distributor (awareness among distributor's sales) is one of the key action item.

PR (combine Project Code Name launch with Angry Birds pre-announcement)

- Target RF-embedded designer customers with press conferences for all Tier 1 publications and wireless/comms relative magazines. Demo unit with live SignalVu-PC link is to be used.
- Target designers who needs 9kHz to 50kHz EMI/Noise debugging.
  - Make good use of CAA feedback from 802.11xx designing customers (Inkjet Printer, PC, Tablet, Touch panel LCD, RF module vendors, Wireless LAN Router, etc.) and 9-50kHz EMI (noise, automotive, motor, etc.)

Action Plan:

Date	Action	Collateral	Comments
23 Oct	Press conference in Tokyo	Presentation Press releases (need Demo unit) English materials required by Sept 30 (need translation time) Article placements: Characterizing IQ Modulators	PR Manager: Seto Technical Marketing Manager: Kishimoto Marcom expert: Chiba AE: Katori and Okada Distributor Manager: Hatori
23 Sept onwards	Send press materials to key partners – offer training schedule		Key partners: Nihon Denkei, Nishikawa Keisoku, Takayama Rika, Hamamatsu Denshi, Hodaka Denshi, Araki Denki, Nihon Sokki, Kokka Denki, ME, Endo Kagaku

Advertising

3. **Online and Printed media**
   - Advertisement on the media is to be focused to Wireless LAN and 9kHz EMI for the awareness purpose. Purpose of online ad is to motivate viewer to visit our website and printed ad is to reach to these two categories with customers who tend to use less time for the web browsing because of many reasons. Another merit of advertisement is that we can reach non-COMPANY user because E-newsletters are targeting mainly COMPANY royal customers.
   - Product page and application note are to be design to create a brand image of MDO as the solution for Wireless LAN 802.11xx, and to increase the awareness of MDO as "Noise Debug" solution (EMI noise debugger including 9kHz to 50kHz range). On-line advertisement (typically banner ad) is to be set to bring potential customers to these product page and application note.
     o Using 802.11ac IQ demodulation application note, we need to increase the awareness of SignalVu-PC, emphasizing Live-Link capability to MDO
   - Download of application note solicit potential customers to submit their contact information, and sales and/or channel distributors are going to follow those leads up.

Web

3. **PPC/SEO**
   - Japan Marketing group would work with WW digital marketing team to add appropriate keywords to appeal to the category of 802.11xx Wireless LAN and EMI noise debugging including 9kHz to 50kHz to the current list and motivate potential customers to updated web page.
     o Need to decide which word to utilize (Japan want to emphasize NOISE)

4. **Local websites**
   - Japanese website will be updated with local content, including translated collateral, local press coverage, events and promotions.
   - Central Banner for new 802.11xx application page
     o WLAN Solutions Fact Sheet
     o Appllication Note: Characterizing IQ Modulation for WiFi and other…
   - 802.11.xx fact sheet is to be posted and promoted

Email
   - Email ad would targets two categories. One category is RF designers who have been using normal (or real-time) spectrum analyzer. Another category is EMI noise debugging engineers and designers who didn't purchased MDO yet because of 9kHz to 50kHz frequency range.
   - PL launches the online demo and MDO revolution landing page during the launch phase. Japan would modify those with NOISE topics as localizing activity.
   - E-news letter for new application note, video, and other materials
     o "give-away WLAN poster"
     o Video
       ▪ MDO4000B Spectrum Analyzer spec drastic improvement
       ▪ General De-Modulation by MDO4000B + SignalVu-PC live
       ▪ MDO4000B 802.11 analysis with SignalVu-PC

Demand Generation

In order to meet our sales target, Japan sales and marketing need to generate an opportunity of $4,886k (44% win rate). Marketing leads generation is to be done through a combination of targeted email campaigns, telemarketing and events (both sales and marketing driven). Sales and AE is to start the activity from CAA, then, promote new Project Code Name solution to Wireless LAN and EMI Noise debugging market.
We will also provide partners with toolkits to enable them to drive demand.

Telemarketing

MDO telemarketing is to be done after PA. Depending on results, the activity is to be repeated to reach to more potential customers who can be motivated by direct communication.

- − Targetting 802.11xx and 9kHz to 50kHz potential customers
    - − List of lost opportunity because of 9kHz before
    - − 2013 TIF, Noise Exhibition, Amazon application,
    - − Early November 2013
- − Also, targeting 802.11xx customers who already has COMPANY RSA
    - − Promote RSA new 802.11xx option (release in October)

Email Campaigns

- A series of emails is to be sent to potential customers for broader awareness and lead generation. This activity is to be continued all year around and the database is to be enriched continuously by download of the material from the web and event booth lead generation continuously.
- Partener news-letter is to be sent to all the key channel distributor to motivate sales activity to each region of Japan.
- Japan would set up text ad to various media

Events

3. Regional events

We will use all trade shows, seminars etc. to promote Project Code Name between October 2013 and September 2014. Major trade shows are still being negotiated/investigated, but currently include:
- CEATEC in Oct, 2013 (to be follow-up by Tele-Marketing)
- Executive Forum in Oct, 2013
- Press conference (optional)
- Osaka COMPANY Innovation Forum (for western Japan) in November
- Technical seminar in December and Wireless & Noise Fair in Q1 of 2014
- COMPANY Innovation Forum in June, 2014
- Techno-Frontier in July, 2014

4. Partner and sales events

- We will provide sales teams and channel partners with an MDO training opportunity.
    - o As a part of Technical Certificate Training for key channel disty
- Learning of SignalVu-PC capability and new function (Live-Link) is a key feature to promote the awareness first among channel distributor

Sales Campaign

- Considering that almost no awareness of SignalVu-PC exists in the market, website promote the capability of Live-Link of the SignalVu to MDO4000B
    - o Promote the SignalVu-PC live-link bundle campaign (to be discussed MSR) for free if customer purchase option SV23 ($6k), SV24 ($6k), SV25 ($6k), which needs SignalVu-PC SVE ($2k))
- Pre-amp and Near-field probe are promoted on the web to emphasize the capability of MDO4000B 9kHz to 50kHz enhanced RF frequency range for EMI noise debugging.
    - o Promote the Pre-Amp or Near Field Probe bundle (to be discussed MSR) for EMI/Noise debugging engineers
- RF, EMI, and Pw Troubleshooting videos are posted and to be promoted to show the MDO4000 capability
    - o 802.11xx de-modulation video must be translated and posted together (to be discussed)

Collateral

We will keep printed collateral to a minimum, make digital content interactive where possible, and use saved print costs to produce more translated content.
We assume any updates to current collateral will be funded and administered by WW team at the time of update.

The following collateral will be translated into Japanese
- W/LAN poster
- Press releases
- Technical article (from app note)
- New application page
- Videos
- 802.11 webinar

Sales and AE training

- FAE training at FAE university
- Sales training especially for Product Champion for CAA
- Sales training presentation for PA
- Demo guide
    - 10/22 is due for English version, but please let us have the draft in September
- WW Webex internal training

Channel Communication

Direct and Indirect Sales Teams
- Identify CAA opportunities with CAA presentation (July to August)
    o Sales (candidate) and Target customers (Temporal)
        ▪ Tomoyuki Sakurada: Konica Minoruta
        ▪ Munenori Yamashita: customers in Kanagawa
        ▪ Yoshihiro Hatakeyama: Murata, and Panasonic
        ▪ Osamu Sato: Brother, IO Data, Buffalo
- Demo with CAA qualify unit (September to October)
    o AE:
        ▪ Nobutaka Oakada: SignalVu-PC, AngryBirds
        ▪ Shunsuke Katori: MDO
        ▪ Susumu Shiga: SignalVu-PC and MDO
- Webex to direct and indirect sales teams prior to OOQ for partners (August and September)

Internal Office events
- TMM host internal communication regularly

Channel Partners
- 1-2 weeks prior to OOQ – webex to partner executives with MSR and ordering info, follow up with MSR and local pricing.
    o Demo unit purchasing incentive and a sell-out promo for the non-B stock is to be examine
    o Distributor Executive Presentation
        ▪ As the kick-off of CAA
        ▪ 7/15 is due for English version
            • The draft has arrived in July
- 2-4 weeks prior to PA – webex training session to channel partner sales teams.
- 1-3 weeks prior to PA – AE team to conduct in-person training sessions with identified key partner sales teams
- At PA
    o Partner newsletter to all the key channel partners
- Following AE training in July, we will set up webex sessions for partner technical
- 802.11 AC/AD primer
    o Need to create the brochure to let our channel partner successfully reach to the wireless designing customers (RF module, RF embedded design, etc.)

- Target-Develop-Close Toolkit
  - o We need to update our VST, so, please send the draft to us enough before PA

4.10. Appendix J: Latin America Regional Launch Plan

4.10.1 Advertising

No funding for printed advertising . Electronic banners will be translated and posted in main vehicles, if no funding is requested for that.

4.10.2 PR

Translate WW Press Release into Portuguese and Spanish and send this to main vehicles in the Region.

4.10.3 Landing Page

Creation of local landing pages (for Latin) using PPC to drive traffic and generate leads, in which content will be offered to help customers learn more about COMPANY MDO.

Microsites
- o Create content and update it for local microsites

Search Engine Marketing
- o PPC – Update paid search to include new models and price points.

4.10.4 Demand Generation

(a) MKDW Email Campaign in Spanish to Mexico and OLA and in Portuguese to Brazil to generate leads

(b) Telemarketing campaign to all Latin (Mexico, OLA and Brazil) new databases created.

Co-branded activities with partners in order to generate leads

4.10.5 Events

(a) None planned specifically for this launch, but include product demos planned tradeshows and seminars in Latin, including COBEP and SIGA in Brazil.

4.10.6 Promotions and Incentives

(a) None planned at this time for this launch

4.10.7 Training Plan

(a) To be conducted after launch for DSMs and Marketing team to distributors in Latin

4.10.8 Sales Tools and Channel Enablement

(a) Translation of materials to be sent to partners