

SOLUTION BRIEF

<TITLE>

<Tag line> *Example: <Solution name> targeted to the <market segment> to address to issue of <problem description>.*

TARGET CUSTOMER	
What market or industry is this solution for?	Examples: mobile device manufacturers, chipset developers, network operators
What sub-segment of the market is this applicable to?	Examples: WiMAX operators, smartphone developers, antenna designers
Who within the target company would benefit from this solution?	Examples: field technician, PA designer, production engineer

CUSTOMER ISSUE	
What customer issue(s) are being addressed by this solution?	Example: Production engineers across the industry are currently struggling with finding a solution to their throughput delays when manufacturing WiMAX mobile devices.
What are the customers' motivators or "hot-buttons" related to this problem?	Example: Increased throughput = lower cost per unit for manufacturing, thus allowing for a higher profit level of sales of the product.
How does our solution help the customer resolve this issue?	Example: Smart Alignment eliminates the need for the test equipment to continually talk to a PC and wait for feedback before continuing with measurement tasks.

SOLUTION DESCRIPTION	
What is the solution that we are offering?	Examples: Smart Alignment, Group Delay, Phase Noise Analysis

How does the solution work?	Not overly technical here. Try to describe the solution in practical terms that will allow the AM to easily tie to the customer issue description above
What products or options are required to make this solution work?	Example: FSV30, FSV-Kxx, FSVB-xx
Are there any recommended options that the customer may be interested in?	Example:

BENEFITS SUMMARY

What are the unique selling points (USPs) of the solution to the identified customer segment?	Bullet list based on all of the above.
How is this R&S solution different from that of a competitor?	Example: There is no comparable solution from a competitor. We are the only vendor that can provide this capability.

COMPETITIVE ANALYSIS

How is this R&S solution different from that of a competitor?	Example: There is no comparable solution from a competitor. We are the only vendor that can provide this capability.
What products, configuration or accessories will competitors offer for this application?	Example: Agilent provides a solution that uses IQ capture SW from company X and HW accessories from company Y. It requires an external PC which ours does not.

SOLUTION SUPPORT

Who should I contact with questions or support requests?	List RSA PM, PLE and maybe somebody in the Support Center
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