# VISUAL SOLUTIONS FOR THE TECHNOLOGY INDUSTRY



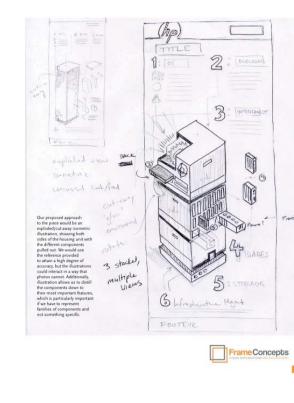
### TRANSLATING INNOVATION AND DEMONSTRATING DIFFERENTIATED VALUE

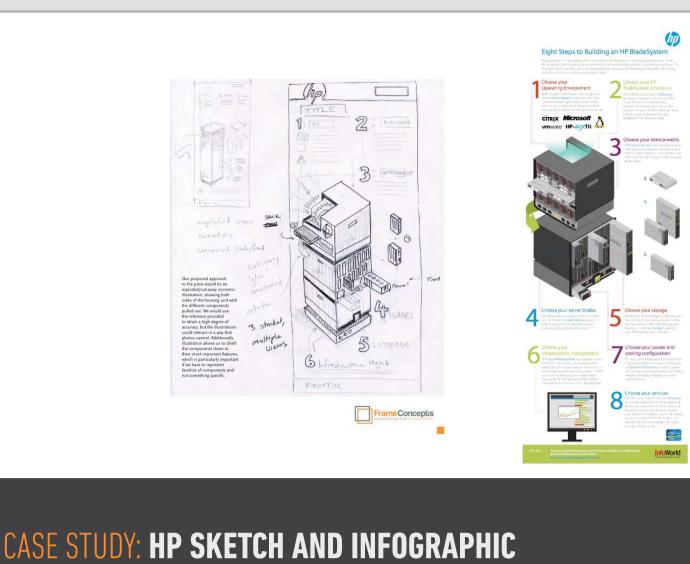
The technology innovation cycle often occurs yearly, and in some case by season. The challenge lies in convincing your marketplace—and the analysts—that the next round of innovation will translate into real differentiated business value. This challenge

is experienced by many—from tech startups to Fortune 500 enterprises...and everyone in between.

Your significant investment in money and time spent in getting your innovation to market requires you to be able to demonstrate your offering to a potentially paying client in a truly illuminating way. This is where Frame Concepts can help visually marketing your technology.







## 5 VISUAL SOLUTIONS

### FOR THE TECHNOLOGY INDUSTRY

A true innovation that delivers differentiated value requires your audience to re-conceptualize the possibilities with your solution in play. Frame Concepts places your audience into the proper conceptual frame of reference.

Technology innovation comes with inherent communication hurdles.



**BRINGING** 

While the kernels of innovation may come from an engineer, the business person must clearly

translate that innovation into business value.

Bring your innovation to Main Street by showing them the value within their business practice

context.





TECH-TO-BUSINESS

**GET BUY-IN** 

**SATISFACTION** 

Sell the innovation internally through strong

visuals that overcome any objections.





Increase renewal rates by enabling your team

to reinforce your offering's value with the same

visuals used within the sales cycle.

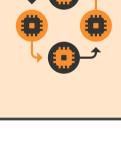




**OF TECHNOLOGY** 

Use a pictogram to demonstrate the benefits of a Debian kernel in a Linux Operating system...or

any innovation that may not be so obvious.





Stephen Gamble is the Founder and CEO of Frame Concepts, a

tion to enable understanding and engagement. Mr. Gamble has

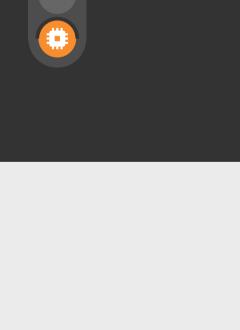
visual solutions company that provides business-driven visual solu-

spent over 20 years on the client side, including IBM, Bear Stearns, Exxon and a host of innovative start-ups trying to engage the marketplace, its employees and management, as well as stakeholders.

TRANSLATE THE VALUE OF INNOVATION

IS YOUR ORGANIZATION READY TO

THROUGH VISUAL SOLUTIONS?



Frame Concepts

### He formed Frame Concepts to provide visual-centric solutions for every business function and application.

ABOUT THE **AUTHOR** 

**ARE YOU UNLOCKING THE** POTENTIAL OF TODAY'S TABLETS? According to a new survey from IDG Research, a significant majority of IT leaders say boosting employee productivity is the clear motivator for putting these devices in the hands of users. But as the survey demonstrates, many businesses are just skimming the surface in leveraging the full capabilities of For IT Leaders, Tablets





# **CASE STUDY: SAMSUNG TABLET INFOGRAPHIC**

Mean One Thing Above All: Improving Productivity. What are the reasons for provid

> Speed, Cost, and Operating System Are Key Purchasing Considerations. How important are the following attributes when making tablet purchasing decisions?

### CAN DO FOR YOUR BUSINESS? **REQUEST A DEMO TODAY!**

WANT TO KNOW WHAT FRAME CONCEPTS

Your one-on-one demo comes with a free, personalized consultation. We'll brainstorm with you and show you examples relevant to your specific business. You'll leave the consultation armed with ideas and strategies to begin engaging your audience immediately!

