

Accellion

Modular template system vs. three standalones

StyleCampaign



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Responsive redesign three templates

Redesign three fixed-width desktop templates from the ground up to be responsive. Refresh the branding to match the redesigned website, and implement best practices for the images-off experience. Comment the code so that the in-house team can manage them easily.

Standalone vs. modular

The benefits of the standalone route are that the three templates will be built for you (with modular you'll have to assemble them yourself). If you know that these three templates cover all your use cases, then there's not as much need – beyond adding some variation between sends – for modular.

The main benefit of a modular email system is that you can mix and match a group of modules to create numerous templates. From welcome emails to newsletters to webinar invites. Put simply it saves you money in the long term, as 10-20 modules can create a large number of template variations. If you were to build out numerous standalone templates it would require far more resources.



Email 1 - webinar invite with speakers

Hello {{lead.First Name:default=Sir/Madam}}, [attend](#) the Customer Webinar to check out the most amazing UI enhancements you've ever seen.


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Speakers



Hormazd Romer
Senior Director
Product Marketing



Michael Ashley
Director
Product Experience

[Secure Your Spot Now](#)

Hello {{lead.First Name:default=Sir/Madam}},

You spoke - we listened.

You asked for the kiteworks UI to be more familiar, more intuitive, on any device, wherever for your users.

We are pleased to announce that on May 15, kiteworks will be everything you asked for and more!

Join fellow Accellion customers for this webinar to:

- Get a sneak peek of the UI enhancements that will not only delight your users, but also boost user adoption
- Learn how to improve productivity with advanced search capabilities and content connectors
- Participate in an interactive Q&A session as product experts address your questions

This is a must attend webinar for all Accellion customers, [secure your spot now](#).

Sincerely,
Hormazd and Mash

[Secure Your Spot Now](#)

[Facebook](#) | [Twitter](#) | [LinkedIn](#) | [YouTube](#) | [Blog](#)

Email 2 – newsletter

Hello {{lead First Name default=Valued Customer}}, check out your summer must read list for the latest on secure content sharing.

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June 2015
eNewsletter

Welcome

Summer is here and it is time to get your reading list together! Whether your idea of summer relaxation is a tropical island, long days at the lake, jetting off to an exotic locale, or just taking a little staycation and BBQing in your backyard, be sure to catch up on some of our top summer reading/viewing picks for the latest on secure content sharing. Happy travels!



On-demand Customer Webinar
UI Enhancements So Amazing Your Users Won't Be Able to Keep Their Hands Off kiteworks

You spoke - we listened. You asked for the kiteworks UI to be more familiar and more intuitive for your users. Check out the enhanced UI by viewing this on-demand webinar.
[View Now](#)



SC Magazine Awards 2015 Europe
kiteworks Named Best Mobile Security Solution

kiteworks by Accellion was honored as the best Mobile Security Solution at SC Magazine's Awards 2015 Europe.
[Check Out the 2015 Results](#)



User Guide

Kiteworks UI Enhancement
The kiteworks UI received several enhancements to make the user experience more intuitive and streamlined with improved navigation, new icon text, and easier-to-read fonts and colors.

[Share The User Guide With Your End Users](#)



New Videos
Sample Apps Built Using the kiteworks Secure Content Platform

Oops! Insurance App
The Oops! Insurance app for iOS automates the many interactions and processes that occur between an insurance agent and a policyholder after a car accident. Built using the kiteworks iOS SDK, it showcases the potential of the kiteworks secure content platform with working sample code.
[View The Oops App Video](#)

Google Glass ER App
This kiteworks-powered app for Google Glass helps the ER physician quickly retrieve patient data and consult with specialists while constantly keeping her hands and focus on the patient. The application leverages the kiteworks Android SDK for secure HIPAA compliant collaboration.
[View The Google Glass ER App Video](#)



New White Papers
Key Features and Benefits of Upgrading to kiteworks

With the addition of significant UI enhancements and many new features over the last few months, there has never been a better time to upgrade to kiteworks. Learn the key reasons customers should consider upgrading to the kiteworks solution for secure file sharing and collaboration.
[Read The Whitepaper](#)



Primer on Cloud Content Encryption and Key Management

Learn the strategies you need to protect your enterprise cloud content, including important considerations for the management and ownership of encryption keys.
[Read The Whitepaper](#)

...and last but not least

Kiteworks User Toolkits Microsite
Help users collaborate and be more productive with short videos on the most commonly used features in kiteworks.
[View Now](#)

Customer Support
Get reliable timely responses from highly trained support engineers 24x7 as well as online solutions and videos.
[Contact Us Today](#)

Subscribe to Our Blog via Email
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June 2015
eNewsletter

Chat with Us

As a valued Accellion customer, we are here to answer any questions you may have. Chat with us and let us know how we can help you.
[Start Chatting](#)

Free 14-Day Trial

Ready to Experience kiteworks?
Get your free 14-day Hosted Trial of kiteworks by Accellion.
[Start Today](#)

Tips & Tricks

Request Files from Multiple Uploaders
Do you need to receive files from multiple parties? Open the folder you want the files uploaded to, and from the action menu select "Request Files" and enter the uploaders' email addresses. Your uploaders will receive a secure link to upload files, but won't be able to see other files in the folder.

Upcoming Events

Please stop by and say hello at these upcoming events.
Konica Minolta Techno Summit
July 2, 2015
Stuttgart, Germany
[More Information](#)
RSA Conference Asia-Pacific & Japan
July 22-24, 2015
Singapore
[More Information](#)

Gartner Catalyst Conference
August 10-13, 2015
San Diego, CA
[More Information](#)

Federal Mobile Computing Summit
August 12, 2015
Washington DC
[More Information](#)

[View All Events](#)

Blog Postings

Making Dropbox Safe for Business
[Read More](#)

Dangerous Mobile Apps Are Everywhere, Survey Finds
[Read More](#)

The Popularity of Native Apps Ups the Ante for Mobile Security
[Read More](#)

[View All Postings](#)

Email 3 – Announcement

Hello {{lead.First Name:default=Sir/Madam}}, check out the [ER App for Google Glass](#) built using the secure kiteworks mobile SDK.

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Hello {{lead.First Name:default=Sir/Madam}},

Watch an ER physician quickly and securely retrieve patient data and consult with specialists while keeping her focus on her patient using the ER App for Google Glass.

 [Watch The ER App Video](#)

This secure HIPAA compliant app:

- Notifies the ER physician that a patient has arrived
- Allows the physician to assign herself to the patient and read the patient's chart
- Alerts the physician when an MRI is complete
- Enables the physician to consult with a specialist on the MRI results
- Can be extended to include many more features to meet your needs

Discover how the kiteworks by Accellion secure content platform enables your developers to develop a new generation of enterprise apps to securely mobilize your healthcare content. To learn more, visit us at developer.kiteworks.com.

Sincerely,
The Accellion Team

Estimate

Responsive modular systems are priced at a flat rate of \$500 per module. They start at ten modules, most fall between 10-20 = \$5,000-\$10,000.

You can set a budget upfront e.g. we ideally want to keep around ten modules. We then work with you to identify what those will be. We create a document with wireframes and screenshots, after some back and forth the client signs off on a set of clearly defined modules which gives us a budget.

This estimate includes the planning stage, project management, design, two rounds of revisions, coding and QA. The deliverable is one HTML file containing all the modules stacked, and any supporting image assets.

If you'd like us to build out some templates from the modular system we charge \$600 per template.

Three responsive standalone templates are priced at a project rate:

Email 1 – \$2,000

Email 2 – \$3,300

Email 3 - \$1,700

This includes project management, design, two rounds of revisions, coding and QA. The deliverable is three HTML files, and any supporting image assets.

Next steps

- 1 – Decide whether to go the standalone or modular route
- 2 – If modular we create the first draft proposal of modules
- 3 – If standalone we create a first draft of one template for review
- 4 – Decide the 3 top goals of the newsletter and which content is essential
- 5 – Pull together materials for the branding

Questions?

Email Anna Yeaman at anna@stylecampaign.com

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