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

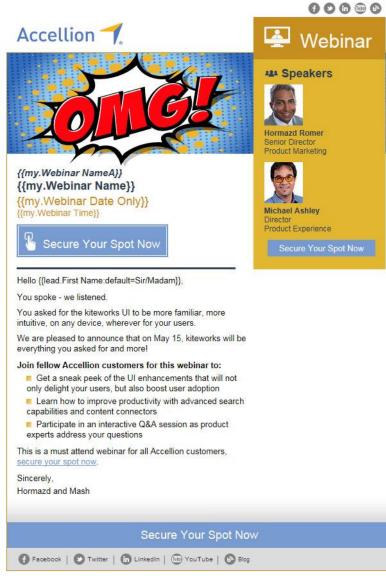
The benefits of the standalone route are that the three templates will be built for you (with modular you'll have to assemble them yourself). If you know that these three templates cover all your use cases, then there's not as much need – beyond adding some variation between sends – for modular.

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.

 Forward to a Friend
 View in Browser



Email 2 – newsletter



Konica Minolta Techno Summit

Gartner Catalyst Conference

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

Subscribe to Our Blog via Email Subscribe to the Accellion Blog and receive notifications of new posts by email. kiteworks User Toolkits Microsite ALL Customer Support \mathbf{x} Get reliable timely responses from highly trained support engineers 24x7 as well as online solutions and videos. Help users collaborate and be more productive with short videos on the most commonly used features in kiteworks. Subscribe Today Contact Us Today View Now

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Email 3 – Announcement

Hello {{lead.First Name:default=Sir/Madam}}, check out the <u>ER App for Google Glass</u> built using the secure kiteworks mobile SDK.



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 <u>developer.kiteworks.com</u>.

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?

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