Riverbed

Modular email template system v1.

StyleCampaign

Contact

Name: Anna Yeaman, Creative Director

Phone: 1-818-762-8737

E-mail: anna@stylecampaign.com

Content

Modular template use cases

Some existing use cases are newsletter articles, webinars and events. Partner emails also include tables and announcements in a more long-form style.

Email 1

eNewsletter: article list, banner image and various announcements

Email 2

Live Event: Housekeeping such as date and time, agenda and introduction copy

riverbed

SteelCentral Roadshow – Coming to Austin

Event: Assuring App Performance in and out of the Cloud
Date: Wednesday, June 08, 2016
Time: 11:30 am – 01:30 pm
Location: Sullivan's Steakhouse – 300 Colorado Street, Suite 200, Austin, TX 78701

REGISTER NOW

Dear FirstName,

Do you wish your organization managed application performance better? Do you think that cloud services will make this even harder?

You're not alone!

According to Forrester Research, 51% of companies say that application complexity is a primary obstacle to mastering application performance.

Join us for lunch as our industry experts share their best practices on how you can manage complexity and assure 24/7 performance by getting seamless visibility across multi-tiered applications, and distributed networks and environments.

REGISTER NOW

Thank you,
Your Riverbed Team

Agenda

11:30 am	Registration
12:00 pm	Introductions
12:15 pm	Best Practices and Demo
01:15 pm	Discussion and Q&A

Speaker

Branden Roberts
SteelCentral Solutions Architect

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Email 3

Promo, e.g. download report: Copy, image and CTA button.

riverbed

CONTACT US

Visibility, Optimization and Control

Dear Jill,

Today, Riverbed powers the Hybrid Enterprise with the industry-leading SteelHead, a purpose-built solution for:

- Accelerating applications - on premises and cloud
- Enabling application, network and end user visibility
- Controlling apps over hybrid networks - MPLS and public Internet
- Delivering apps to users wherever they work - branch, headquarters, or remotely

SteelHead delivers up to 100x performance improvement for all applications and reduces bandwidth up to 98% while lowering IT costs.

A leader in the Gartner Magic Quadrant for eight years in a row, SteelHead pioneered WAN optimization in 2004. Today, Riverbed is leading the evolution to the Hybrid Enterprise. Read the Gartner Magic Quadrant for WAN Optimization report today.

Gartner

Magic Quadrant for WAN Optimization

READ REPORT

READ REPORT

Thank you,
Your Riverbed Team

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Email [4](#) and [5](#)

Webinar: Title, copy, housekeeping, speakers and CTA button.

Partner emails

Email 6

End of availability: Title, copy, tables

riverbed

riverbed
PERFORMANCE PARTNER PROGRAM

End-of-Availability (EOA) Notice
APP911 Application Performance Troubleshooting Service

Announcement Summary

Riverbed Technology hereby announces the End-of-Availability of the following Professional Services product numbers, listed in Table 1. These products will no longer be available for sale effective August 1, 2016. Customers and partners may continue to order these products from Riverbed through July 31, 2016. However, it is recommended that the replacement part numbers, noted in Table 2, be ordered instead.

Table 1 identifies the relevant dates for end-of-availability:

Part Number	Description	End of Availability (Last Order Date)
SVC-PSD-RPM-APP911-1	App Performance Troubleshooting (App 911 engagement model) - one day to arrive onsite for emergency troubleshooting (excludes T&E)	July 31, 2016
SVC-PSD-RPM-APP911-5	App Performance Troubleshooting (App 911 engagement model) - five days to arrive onsite for emergency troubleshooting (excludes T&E)	July 31, 2016

Migration Plan

The SKUs in Table 1 will be replaced with the Application Performance Diagnostic Service Rapid Response Add-on. Please refer to Professional Services literature for full scope and deliverable information: http://www.riverbed.com/services-training/#Consulting_Services.

Table 2 identifies the relevant product numbers that should be used to replace the EOA products listed above:

Old Part Number	Old Description	Replacement	Part Number	Replacement Description Available
SVC-PSD-RPM-APP911-1	App Performance Troubleshooting (App 911 engagement model) - one day to arrive onsite for emergency troubleshooting (excludes T&E)	SVC-C-0301-PFPK-0402 or SVC-C-0301-PFPK-0403	Application Performance Standard Diagnostic Service or Application Performance Advanced Diagnostic Service	April 2016
		SVC-C-0301-AFPA-0401	Application Performance Diagnostic Rapid Response Add-on	April 2016
SVC-PSD-RPM-APP911-5	App Performance Troubleshooting (App 911 engagement model) - five days to arrive onsite for emergency troubleshooting (excludes T&E)	SVC-C-0301-PFPK-0402 or SVC-C-0301-PFPK-0403	Application Performance Standard Diagnostic Service or Application Performance Advanced Diagnostic Service	April 2016
		SVC-C-0301-AFPA-0401	Application Performance Diagnostic Rapid Response Add-on	April 2016

End-of-Availability Policy

For information on Riverbed's end-of-availability and end-of support policy, please see www.riverbed.com/supportpolicy.

Additional Information

For additional information regarding this change, please contact Michael Matthews at michael.matthews@riverbed.com.

Regards,
Riverbed Channel Team

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Email 7

Partner announcement: Long-form copy

riverbed

riverbed
PERFORMANCE
PARTNER PROGRAM

Riverbed Announces Acquisition of Leading SD-WAN Provider Ocedo

Dear Valued Partners,

As one of our most strategic partners, I wanted to share some exciting confidential news with you in advance of Riverbed's public announcement. Tomorrow morning, Riverbed will announce the acquisition of Germany-based Ocedo, a leading provider of software-defined networking and SD-WAN (software-defined wide-area-network) solutions. This is a compelling acquisition that furthers Riverbed's software-defined networking strategy, accelerates delivery of best-in-class SD-WAN solutions, and creates significant new growth opportunities for Riverbed and our partners. **Please keep the news confidential until the press release crosses the wire which is expected at 5:30 am PST Tuesday, or shortly after.**

Ocedo's innovative software-defined networking solutions perfectly complement Riverbed's own strategic investments in R&D, expanding our opportunity to aggressively compete in the emerging markets for software-defined networks and SD-WAN. The SD-WAN market is expected to grow significantly in the next several years. By the end of 2019, 30% of enterprises will use SD-WAN products in all their branch offices, up from less than 1% today, according to a December 2015 Gartner report titled "Market Guide for Software-Defined WAN."

As a key Riverbed partner, this means you will be able to offer your customers a broader best-in-breed portfolio of next-generation networking and application performance infrastructure solutions to solve a range of customer challenges. Riverbed and our partners are uniquely positioned to help customers as they transform their IT infrastructure and deploy next generation software-defined networks and SD-WAN for superior application performance and greater business agility across hybrid IT environments. Customers looking to replace their aging branch routers, update their application performance infrastructure, leverage hybrid networking and software-defined networking technologies, or ensure they have end-to-end application visibility will be interested in the complete Riverbed solution.

With the acquisition now closed, integration efforts are underway to incorporate Ocedo's products and technology into Riverbed's offerings, and we plan to bring an initial SD-WAN solution to market toward the end of Q1. In the interim there will be opportunities to learn more about Ocedo and our SD-WAN strategy, and how it fits into our broader portfolio. We are planning training and partner enablement sessions prior to the product launch, and you'll hear more about those sessions in the coming weeks.

In closing, this acquisition and Riverbed's emergence in the SD-WAN market represents a significant opportunity for Riverbed and our entire partner community. This is an exciting start to the new year, and we're looking forward to talking with you about how we can create even more value for our customers and drive additional revenue in 2016!

Kind Regards,
Karl Meulema
SVP Worldwide Channel Sales

0898

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Email 8

Partner price list update: Copy and bullet points with more levels of type hierarchy than above announcement.

Email 9

Partner promo: Copy and bullet points with a few levels of type hierarchy

riverbed®

riverbed
PERFORMANCE
PARTNER PROGRAM

SteelFusion's Great Value Gets Even Better with the Starter Bundle Promotion

Open the Door to the Data Center by Leading with the SteelFusion Value Prop

Dear Valued Partner,

Riverbed's SteelFusion Starter Bundle Promotion can help you start conversations and close business: an even greater value now, but the bundle is available only until August 31, 2016.

A price reduction that took effect for the SteelFusion 2100 family of products on April 5, 2016, makes this bundle an even better value than when we launched it last month. Despite the list price reduction we've announced for the SteelFusion 2100 family, we are continuing the bundle's promotional discounts :

- 17.5% off product
- 10% off support
- 10% off professional services

These substantial promo discounts are in addition to any applicable discounts included in the RPPP Guide.* Take advantage of this great—and now, even better— kick-starter for new SteelFusion customers now. All orders must be submitted by August 31, 2016 to qualify for the bundle promotion discounts.

The SteelFusion Starter Promo will open the door to new opportunities, helping Riverbed partners to accelerate their revenue and profitability in a big way:

- **Accelerate income:** additional line discounts on top of standard partner program discounts on a pre-configured 3 ROBO kit—discounts that can accelerate your profits as you increase your SteelFusion business
- **Accelerate overall business:** this promo is a great tool to use as a door opener to sell additional datacenter resources: storage, compute, networking, services and more
- **Accelerate relationships:** the promo can be sold to new customers only, so you can use it make new contacts by introducing SteelFusion, and to give a little nudge to prospects who've been dragging their feet

Click here for the SteelFusion Starter Bundle Promo Content Pack for more information and ordering instructions.

Regards,
The Riverbed Channel Team

*Riverbed is offering RPPP channel partners these promotional discounts for qualifying customer orders for the SteelFusion Bundles purchased directly from Riverbed. Discounts for this promotion apply only to purchases directly from Riverbed. For partners who purchase from a Riverbed authorized distributor, actual pricing will be determined between partner and such distributor.

ID 1229

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Email 10

Partner webinar: Title, details and housekeeping also with a CTA button

Live Webcast

Date and Time:
Wednesday, May 11, 2016
8:00 am Pacific Daylight
Time (San Francisco,
GMT-07:00)

Wednesday, May 11, 2016
11:00 am Eastern Daylight
Time (New York, GMT-04:00)

Wednesday, May 11, 2016
4:00 pm GMT Summer
Time (London,
GMT+01:00)

REGISTER

Date and Time:
Wednesday, May 11, 2016
8:00 pm Pacific Daylight
Time (San Francisco,
GMT-07:00)

Thursday, May 12, 2016
11:00 am Singapore Time
(Singapore, GMT+08:00)

Thursday, May 12, 2016
1:00 pm Australia Eastern
Standard Time (Sydney,
GMT+10:00)

REGISTER

ID 1122

Riverbed® SteelConnect™: Fast & Agile Application Delivery for the Hybrid Enterprise

Your Exclusive Introduction to the Early Access Program, Selling to Your Customers and More

You have been nominated to participate in our exclusive Early Access Program. Become a thought leader and strategic advisor for your customers by being among the first to see and experience Riverbed's innovative SD-WAN solutions, which are changing the status quo of traditional networking, as well as modernizing costly and complex legacy WANs that weren't designed for a hybrid and cloud-centric world.

This program will give you direct access to SteelConnect tools and resources, designed to help you build Embedded Solutions/ Managed Services offering that will grow your pipeline. It's time for a new WAN architecture. Riverbed is reinventing the enterprise WAN to address the needs of your customer's hybrid enterprise. Learn how Riverbed delivers new innovations to help drive revenue today and in the future.

This Rivercast will explore:

- Market Dynamics. Why SD-WAN? Is it enough?
- Introduction to SteelConnect SD WAN solution and how it ties into your Hybrid WAN go to market
- The SteelConnect Early Access Program Objectives & How it works
- Next Steps in the Early Access Program

Be part of the transformation! Don't miss this early opportunity to be a part of the latest disruptive technology driving the future of networking.

Thank you,
Riverbed Team

We hope that you were able to view the live Webcast this week, "Experience the Future of Networking" if you missed it click click here now to view On-Demand.

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Proposed module list v1

Below is our first draft for 21 modules all to be discussed. This list should give you some wiggle room from which to pick your final choices. We can talk through each module on a call when you're ready, and note down which you like (there also may be some I've missed).

The wireframes are not high fidelity, but very rough approximations. The details will be decided when we create the desktop and mobile mockups, which we present to you for feedback. The purpose of this document is to identify the modules and finalize a budget, not design the modules in any detail.

You may want to tweak or add a module once you view the mock ups. Things become a lot easier to visualize at that stage in the process. But the initial module list and what we end with is usually very close.

1. Header with pre-header

2. Footer with social

3. Primary messaging with bullets and CTA

4. Fluid image

5. Background image with live text

6. Hero

7. Notification

8. Two column image top and text bottom

9. Article 50/50 split

10. Uneven spilt

11. Two column list

12. Article thumbnail

13. Three column

14. Four column

15. Secondary article text only

16. Event agenda

17. Upcoming events

18. Quote

19. Two button action bar

20. Social

21. Table

Proposed modules

Below is our first draft for the proposed modules:

1 - Header with pre-header

Descriptive pre-header text and online link
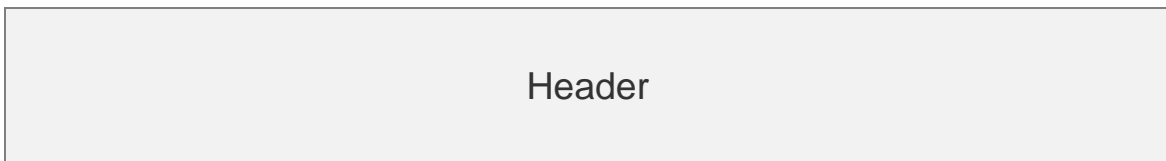
Header

As seen here:

And here:

And here (something slightly different for Partner Program?):

2 – Footer with social
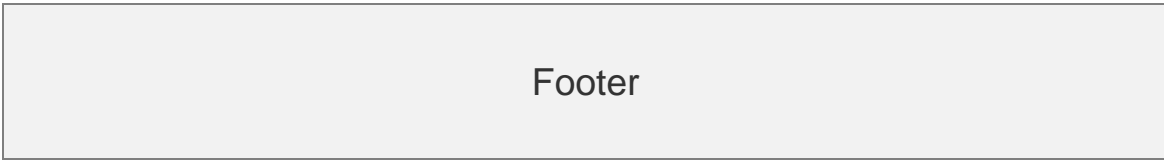
Footer

Currently seen here (want a more subtle footer):

And here:
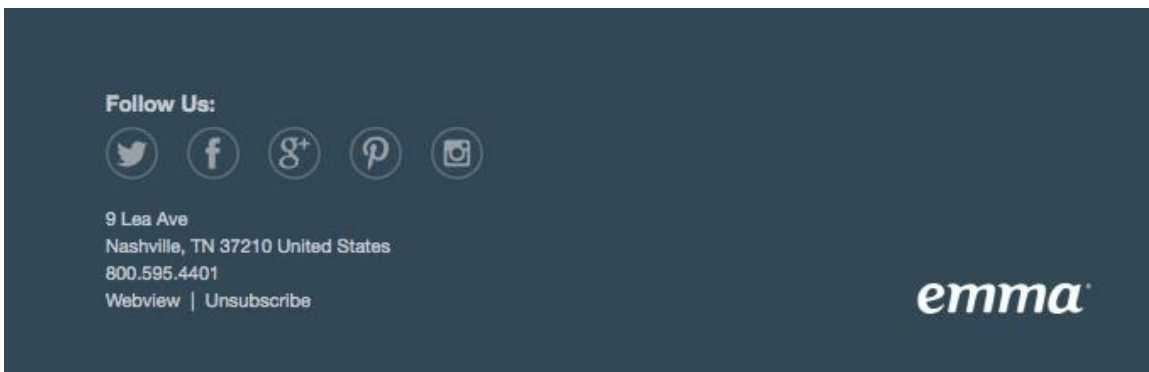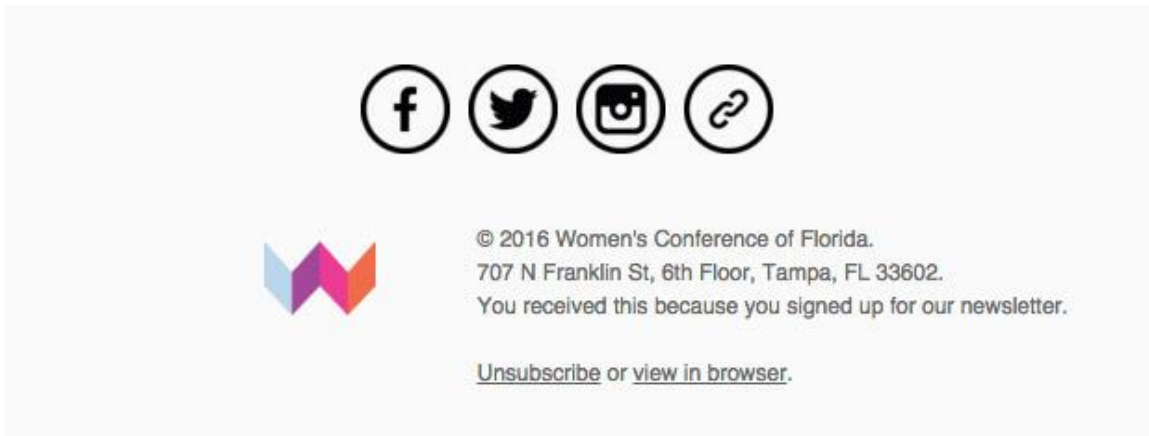
3 – Primary messaging with bullets and CTA (heading, sub-heading, body text, bullets, text links and CTA optional)

Heading, body copy and bullets

CTA
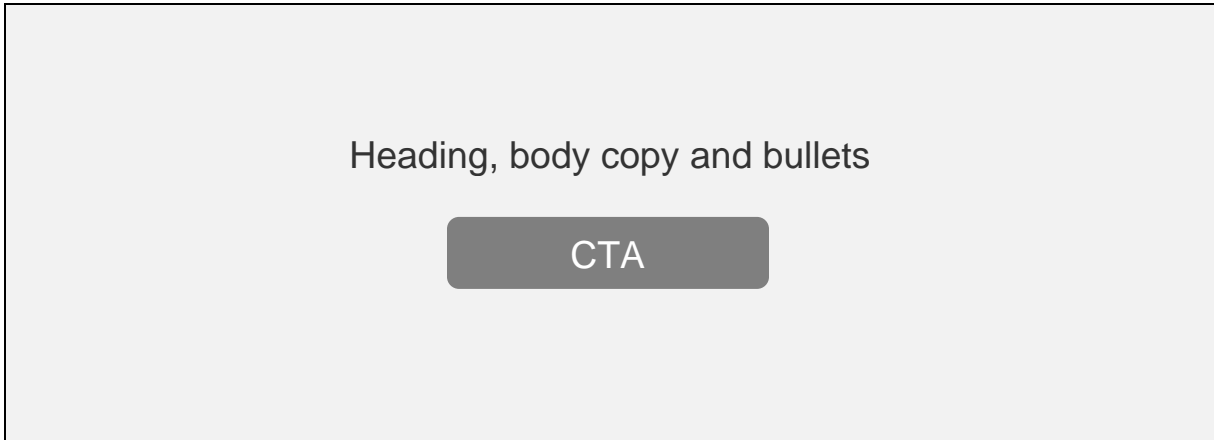
As seen here in webinar invite:

REGISTER NOW

Thursday, May 12, 2016 | 10:00AM PT / 1:00PM ET / 6:00PM GMT

Dear FirstName,

Join **Hansang Bae, Riverbed CTO and packet analysis guru**, on May 12th as he delivers the second of a three-part webinar series entitled "In the Packet Trenches: A Time-Tested Approach to Packet Analysis and Troubleshooting".

With these webcasts and the accompanying online book to be published progressively as the series unfolds, Hansang will share his passion and skill for conveying packet analysis techniques.

Attend these sessions and follow along with the serialized book to learn:

- A systematic approach to troubleshooting for swift, efficient resolution of network and application performance issues.
- Time-tested troubleshooting methodologies based on Wireshark that can be extended to, and enriched by, other technologies.
- Troubleshooting can be fun! It can also be a valuable opportunity to understand how things work and why they break.

REGISTER NOW

Thursday, May 12, 2016 | 10:00AM PT / 1:00PM ET / 6:00PM GMT

Regards,
The Riverbed Packet Center of Excellence Community

As seen here in partner announcement (long-form copy):

Riverbed Announces Acquisition of Leading SD-WAN Provider Ocedo

Dear Valued Partners,

As one of our most strategic partners, I wanted to share some exciting confidential news with you in advance of Riverbed's public announcement. Tomorrow morning, Riverbed will announce the acquisition of Germany-based Ocedo, a leading provider of software-defined networking and SD-WAN (software-defined wide-area-network) solutions. This is a compelling acquisition that furthers Riverbed's software-defined networking strategy, accelerates delivery of best-in-class SD-WAN solutions, and creates significant new growth opportunities for Riverbed and our partners. **Please keep the news confidential until the press release crosses the wire which is expected at 5:30 am PST Tuesday, or shortly after.**

Ocedo's innovative software-defined networking solutions perfectly complement Riverbed's own strategic investments in R&D, expanding our opportunity to aggressively compete in the emerging markets for software-defined networks and SD-WAN. The SD-WAN market is expected to grow significantly in the next several years. By the end of 2019, 30% of enterprises will use SD-WAN products in all their branch offices, up from less than 1% today, according to a December 2015 Gartner report titled "Market Guide for Software-Defined WAN."

As a key Riverbed partner, this means you will be able to offer your customers a broader best-in-breed portfolio of next-generation networking and application performance infrastructure solutions to solve a range of customer challenges. Riverbed and our partners are uniquely positioned to help customers as they transform their IT infrastructure and deploy next generation software-defined networks and SD-WAN for superior application performance and greater business agility across hybrid IT environments. Customers looking to replace their aging branch routers, update their application performance infrastructure, leverage hybrid networking and software-defined networking technologies, or ensure they have end-to-end application visibility will be interested in the complete Riverbed solution.

With the acquisition now closed, integration efforts are underway to incorporate Ocedo's products and technology into Riverbed's offerings, and we plan to bring an initial SD-WAN solution to market toward the end of Q1. In the interim there will be opportunities to learn more about Ocedo and our SD-WAN strategy, and how it fits into our broader portfolio. We are planning training and partner enablement sessions prior to the product launch, and you'll hear more about those sessions in the coming weeks.

In closing, this acquisition and Riverbed's emergence in the SD-WAN market represents a significant opportunity for Riverbed and our entire partner community. This is an exciting start to the new year, and we're looking forward to talking with you about how we can create even more value for our customers and drive additional revenue in 2016!

Kind Regards,
Karl Meulema
SVP Worldwide Channel Sales

Send Better Email

It's a great time to dig in and learn MailChimp. We've collected a few of our favorite resources to help you get started.

Videos

Our library of video tutorials covers everything from working with images to triggering emails from website activity.

- Take a crash course in creating campaigns.
- Learn how to manage your list to get the most from your subscribers.
- Connect your account to Facebook and Google Analytics.

Knowledge Base

Find answers to hundreds of questions in our Knowledge Base.

- Include dynamic content with merge tags.
- Add enterprise-level automation to send emails at just the right time.
- Double check links and customize Social Cards.
- Experiment with different types of content blocks to build the perfect layout.
- Connect your shopping cart with Ecommerce360.

More Resources

- Check out MailChimp Mobile to manage your account anywhere, and use MailChimp Editor to build campaigns on your tablet
- Try MailChimp Snap to send photo-based campaigns right from your iPhone.
- Read through our insights from Send Time Optimization and 7 years of A/B testing.
- Visit our research page to see what we've discovered through data.

If you have a specific topic in mind, it's easy to search all of our resources at once. Or sign up for The MailChimp Digest for a monthly list of our latest updates.

Happy sending!

-The MailChimp Team

4 – Standalone fluid image module

Fluid Image

As seen here:

And here:

5 – Background image with live text overlay

Background image with live text overlay
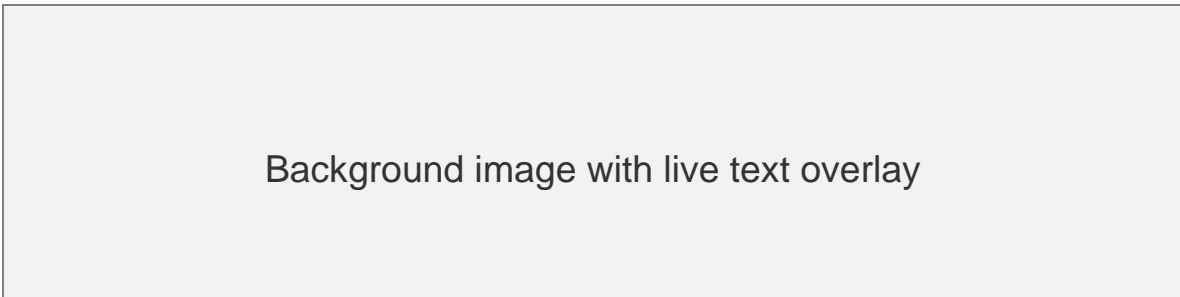
As seen here:

As seen here on the Riverbed website:
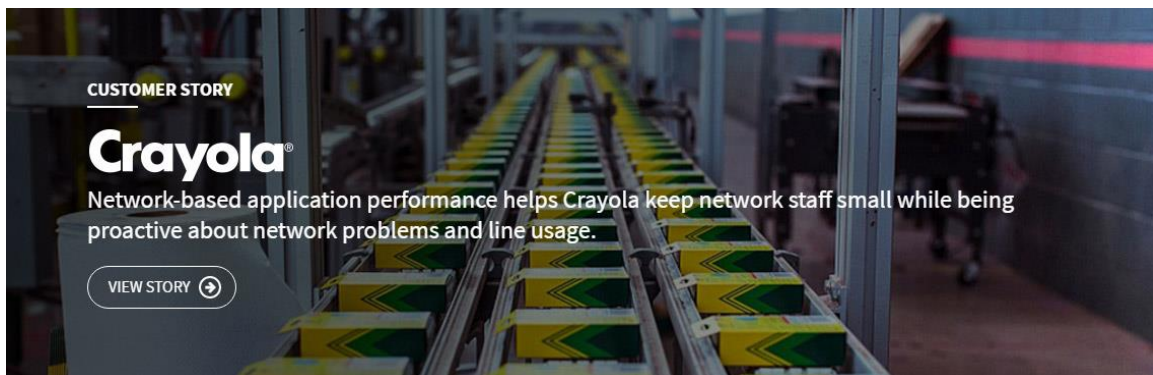
As seen here on the Riverbed website:

Could recreate these banners with live text, though yes you have to be careful to keep the copy legible by the choosing right image (in this case dark):

6 – Hero (Image with text and CTA)
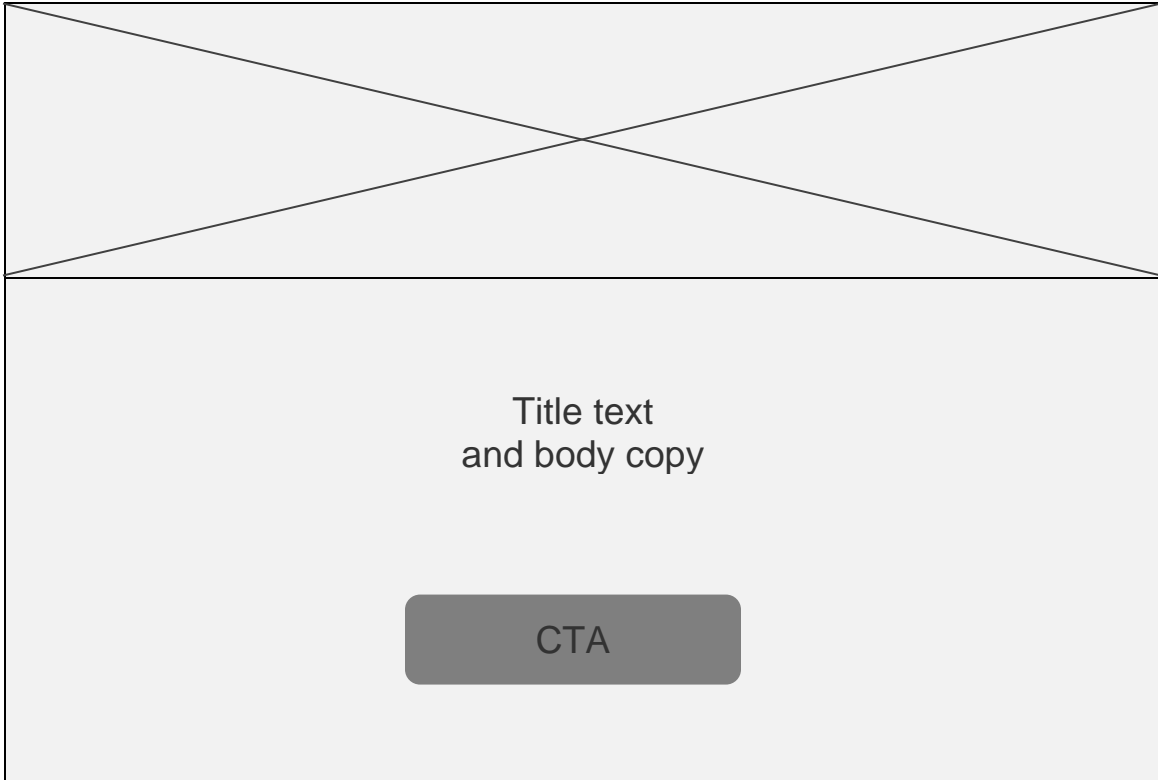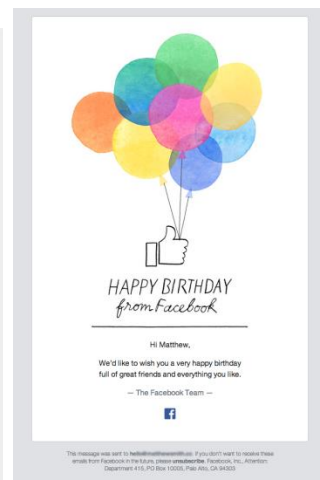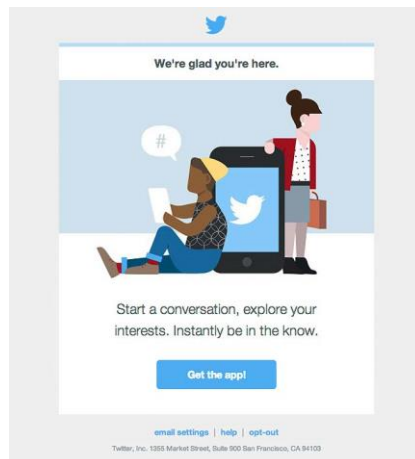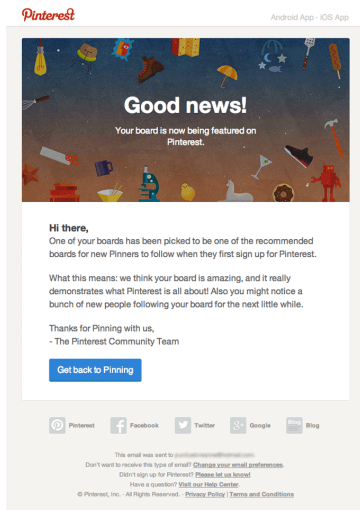
Title text
and body copy

CTA

As seen here:

And here:

Stacked for articles here:
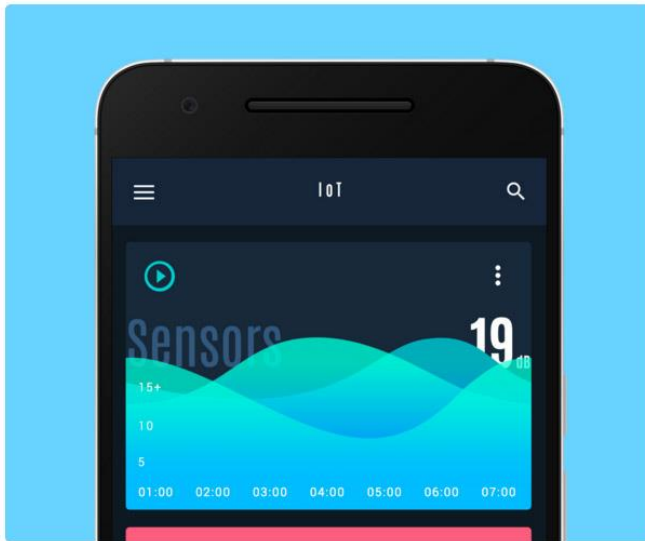
Internet of Things

By Balraj Chana

Scroll, swipe, add, delete. Inspired by Material Design, this incredibly detailed app prototype features a ton of subtle interactions. You can install add-on cards to the home screen and click on a card to display real-time information.

See prototype
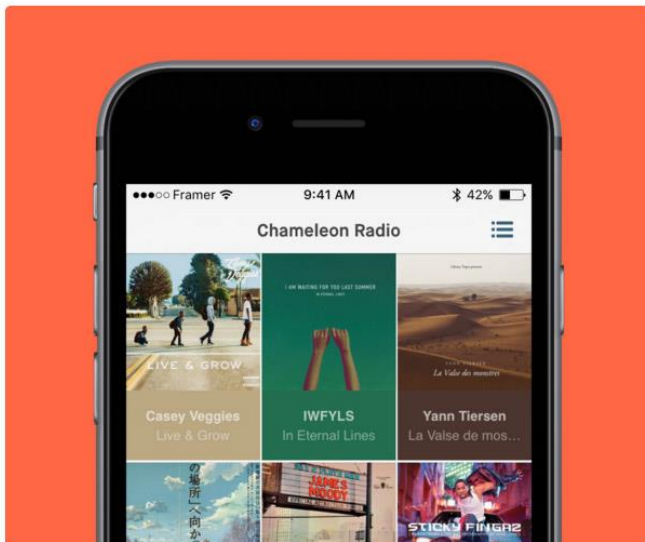
Chameleon Radio

By Anton Kartashov

This gorgeous prototype uses delayed animations to transition between a grid view and a list view. You can even toggle between views while scrolling.

See prototype

7 – Notification
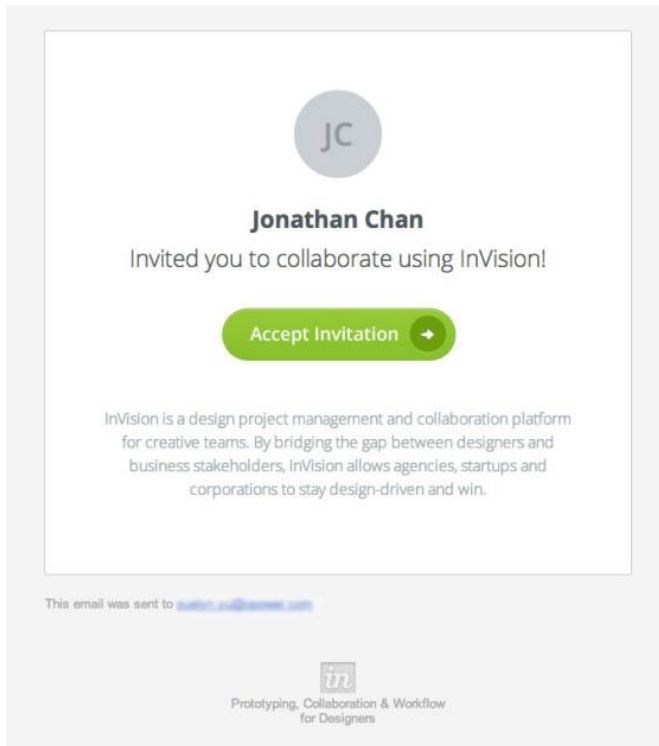
Title text
& body copy (optional button)

Announcement:

Invite or social:

New article:

8 – Two column image & text (articles / speakers/ video / events)

text	text

As seen in:

GET YOUR
TICKETS TODAY!
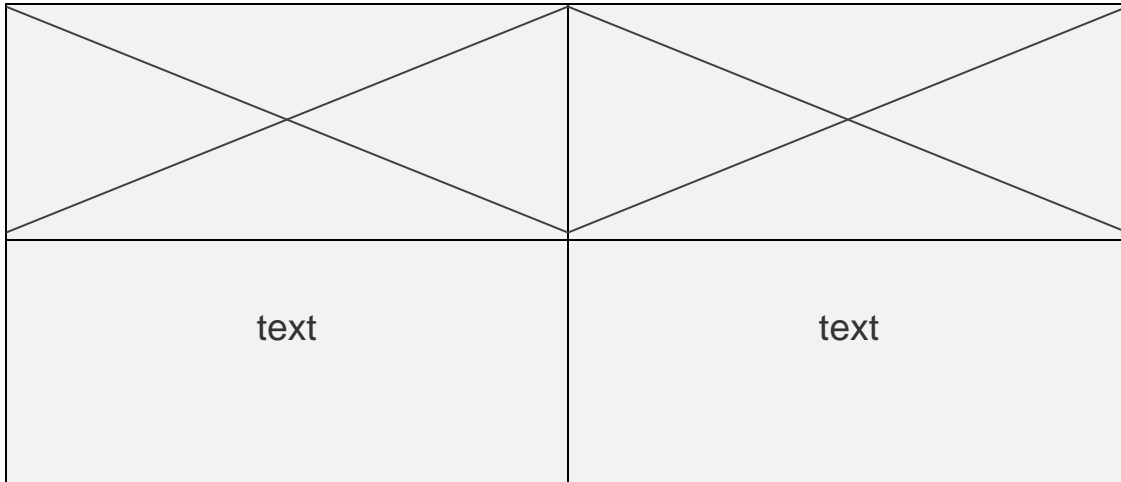
Early bird pricing expires February 2!

Click below to register for the Women's Conference of Florida 2016.

RESERVE YOUR
HOTEL ROOM

Have you reserved your room?

Click below to reserve a room at the Tampa Marriott Waterside Hotel and Marina.

HANGOUT PASS

LIVE STREAM

SAME EXPERIENCE. LESS THAN HALF THE PRICE.

Hangout Passes are still available! Once the last 15 spots in the main auditorium fill up, there will only be 100 hangout passes left to snag. A hangout pass gives you the same Circles experience just in a lounge adjacent to the main auditorium. You get access to all the after parties, swag, and inspiration just like the standard conference pass. Be sure to grab one or the other so you don't miss out on the fun!

WE ARE NOW OFFERING LIVE STREAM PASSES.

Can't make it to Circles in person this year? No problem, we have a live streaming pass just for you! Circles LIVE begins Thursday, Sep 10th at 9AM CST & Friday, Sep 11th at 9AM CST. *This stream does not include workshops. Purchasing a LIVE Pass will also allow you to view the sessions at a later time once they have been uploaded to our site. Perfect for those days you need a little extra inspiration!

9 – Article 50/50 split (text left image right or image left text right)

	Text
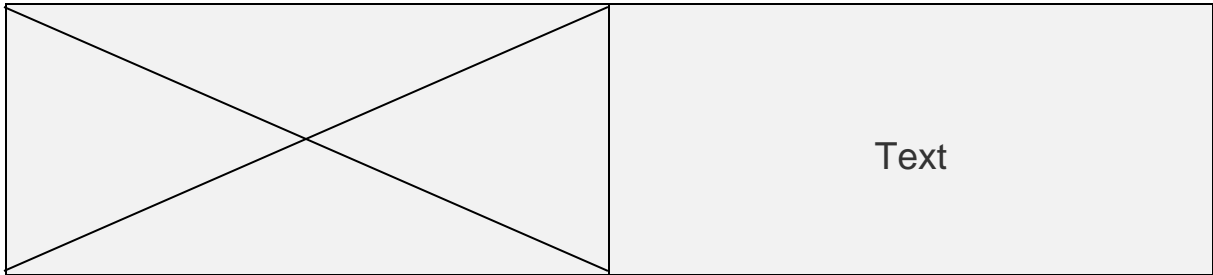
As seen here:

Levi's Is Officially Bringing Back These Iconic Jeans

Dare we say they're even better than the 501s?

READ MORE

The Absolute Best Blazers for Every Price Point

All styles and prices welcome.

READ MORE

LORUM IPSUM DOLOR

Lorum Ipsum Dolor

Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod

CTA NOW

Lorum Ipsum Dolor

Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod dolor sit amet, consectetur adipiscing elit, sed do eiusmod

CTA NOW

ADVANCE YOUR BUSINESS PRIORITIES

Businesses at Santa Clara Square will benefit from 1.8 million square feet of adaptive floor plans, built to help you customize the right workplace for your employees.

LEARN MORE

HAPPY DAILY HAPPY HOUR

Enjoy 50% discounts in both Oak Grill and Aqua Lounge from 3pm to 6pm daily.

MORE >

LOCAL FARE AT MARKET PLACE

Featuring a curated collection of local favorites, the Market Place offers a taste of Orange County.

MORE >

CHEF MAN & SHARE OUR SELVES

Orange County's finest chefs lend their culinary talents to Share Our Selves' 22nd Annual Wild & Crazy Taco Night.

MORE >

10 – Uneven split (text with text, or text with image (left or right)
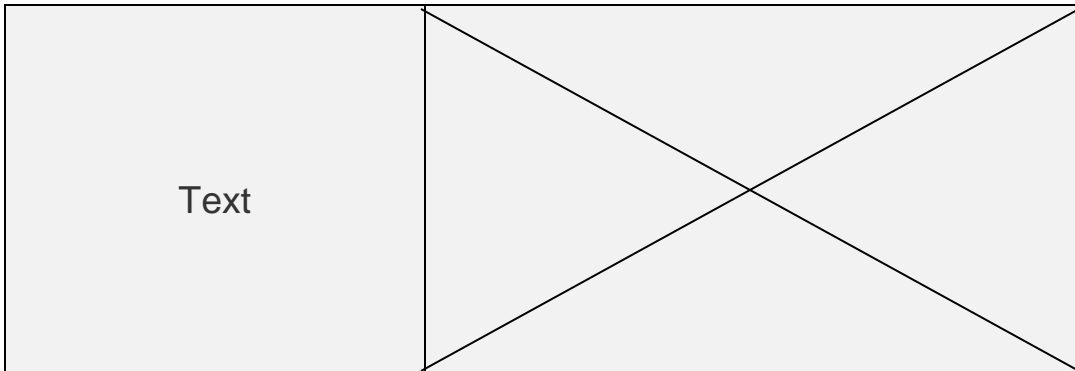
Not sure if we have the width in email for this one more likely 50/50 text and text
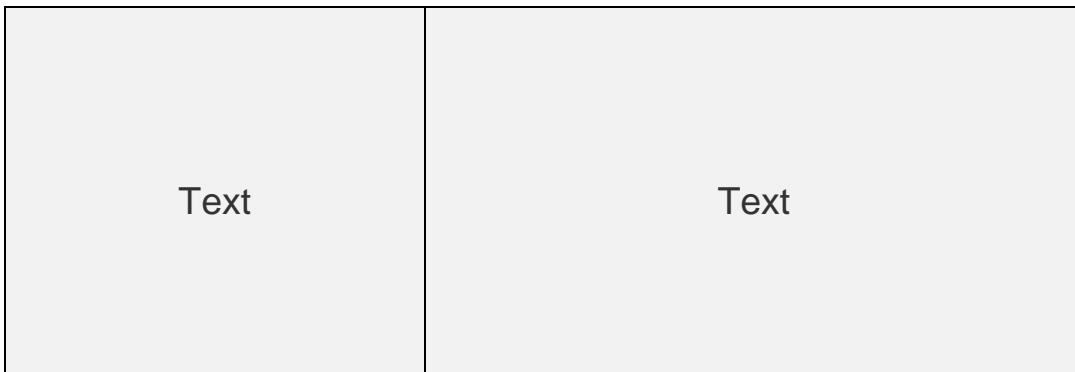
As seen on the Riverbed site:

SC Magazine Awards 2015 Europe

KITEWORKS NAMED BEST MOBILE SECURITY SOLUTION

2015 results

Oops! Insurance App Built with kiteworks iOS SDK

SHOWCASE THE POTENTIAL OF KITEWORKS PLATFORM

Watch the video
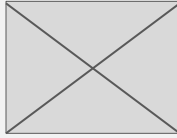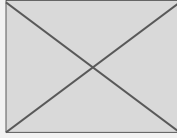
Get a personalised, digital and printed certificate

You can buy a Statement of Participation for this course - a personalised certificate in both digital and printed formats - to show that you've taken part.

Buy a statement

11 - Two column list (articles / speakers)

Title text & body copy	Title text & body copy
Title text & body copy	Title text & body copy

As seen in:

/// 2015 Speakers

Stewart Butterfield
CEO + Co-founder
Slack

Paola Antonelli
Senior Curator of Architecture + Design
MoMA

Rochelle King
Global VP of Design + User Experience
Spotify

Rob Forbes
Founder
PUBLIC, Design Within Reach

Kimberly Bryant
Founder + Executive Director
Black Girls Code

Clive Wilkinson
President + Design Director
Clive Wilkinson Architects

Meet the educators

Dr Jenni Smillie Follow
Jenni is a research fellow in the Higgs Centre for Theoretical Physics. Her research is focussed on improving our theoretical descriptions and understanding of the strong force.

Prof. Richard Smalley Follow
Richard E. Smalley, with funding from the Department of Energy Office of Basic Energy Sciences, has conducted extensive research in cluster chemistry and in cold ion beam technology.

12 – Article thumbnail
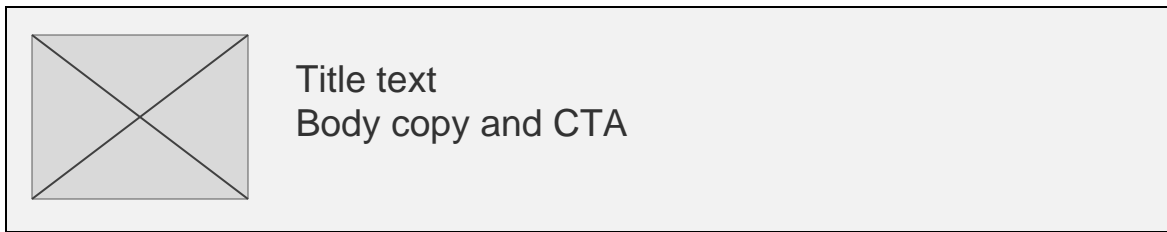
Title text
Body copy and CTA

As seen here with button:

As seen here without button (Intro linked instead):

Can't Program? Framer has a better way to design with code. Read the highlights of John Brownlee's interview with Koen and Jorn about the unveiling of Auto-Code.

Prototyping just went to the next level. Walk through Marc Andrew's introduction to the new Framer, including some helpful advice about Sketch importing.

Framer & Sketch: An Intentional Workflow. Discover Charlie Deets' process for rapidly transforming design concepts into robust prototypes.

New Faces and Team News

Join us in welcoming the newest additions to our design team!

Joel Hubartt
Joel joins our team (and his brother!) as a Design Lead with 6+ years of impressive design experience-like working as the Director of UX & Design for Salesforce Predictive Intelligence.

Anna Hartwick
Anna, our new writer, thrives in combining technology and content creation with a background in video production and creative writing.

Kolby McElvain
Kolby is a UX designer with a history of turning back-of-the-napkin startup ideas into marketing leading products and brands.

Katy Davis
Katy, a recent IU grad, brings a passion for Art History and visual storytelling to bear on her work at Studio Science.
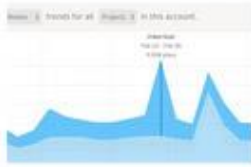
Multilingual Captions, Trends, and Custom Quality

Three new updates to the Wistia product to give you more control over your videos!

Driving Video Strategy with Geographic Data

Starting Point Digital shared a helpful hack combining the powers of Wistia and Google My Maps!

Introducing a New Learning Hub

The content strategy behind Wistia's new Learning Hub and Library!

SPECIAL OFFERS

Just take this offer along to the location below and present at the register on your mobile phone, or print it out.

Carls Jr.	**FREE Small Drink** with purchase of Single All Natural... Expires Apr 30, 2015 Alton Marketplace	>
EXCEL 360 LEARNING ACADEMY	**10% OFF** One month after school homework... Expires Jul 31, 2015 Alton Retail Center	>
HAPPY NAILS AND SPA	**$5 OFF Spa Pedicure & Manicure** Any gel manicure or full set of nails... Expires Jul 31, 2015 Alton Square	>

13 – 3 column image & text (can be used for video, speakers, or articles) e.g. combine with primary copy for webinar invite

text	text	text
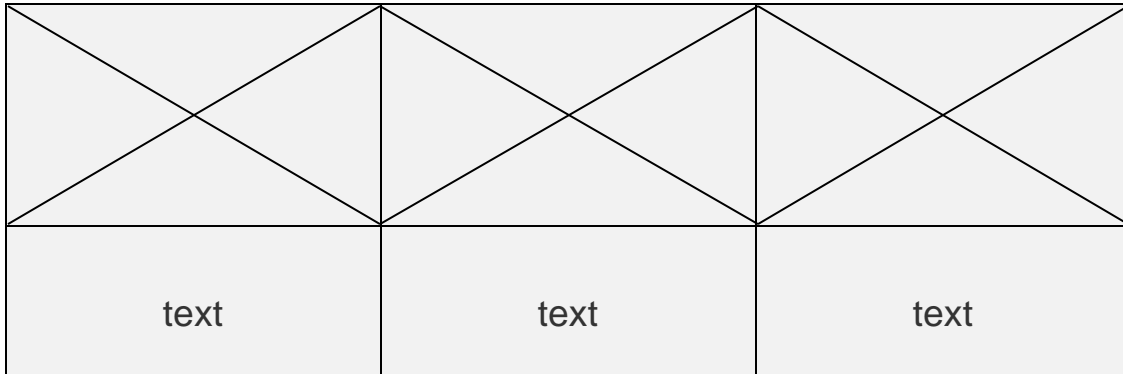
As seen on the site with text only:

Blog ⊕	Twitter ⊕	Press Releases ⊕
May 9, 2016	@Riverbed · April 29, 2016	April 28, 2016 · San Francisco
The "Change Information Officer"	We're getting ready to talk SteelConnect and #SDWAN at 1:30pm PT today at #ONUGS16 @TechFieldDay.	Riverbed to Showcase New Software-Defined Edge and SD-WAN Solutions at EMC World 2016
Read More »		Read More »

VISIBILITY

See everything that impacts the performance of any app – code, network, user experience – so you can detect and fix issues instantly.

OPTIMIZATION

Accelerate delivery of any app regardless of distance, and steer apps over the best network for maximum performance and lowest TCO.

CONTROL

Simplify hybrid IT operations while securing all applications and data to minimize risk and ensure business continuity.

As seen in email with an image:

Connect

Enjoy free voice, video calls and messages

Get social

Meet new friends and stay updated with the newsfeed

Have fun

Play games, share music and photos with friends

Free 14-Day Trial

Ready to experience kiteworks?

User Toolkits

Videos on the most commonly used features

Customer Support

Highly trained support engineers 24x7

14 – 4 column image & text (webinar & event speakers or articles)

Text	Text	Text	Text

As seen in:

Tobias Frere-Jones
Founder
Frere-Jones Type

Effie Brown
Executive Producer
Project Greenlight

Tristan Walker
Founder
Bevel

Jason Fried
Founder
Basecamp

Yuko Shimizu
Illustrator

Kristy Tillman
Design Director
Society of Grownups

Dan Mall
Director
SuperFriendly

Scott Belsky
Founder
Behance

15 – Text only articles and announcements

Text only
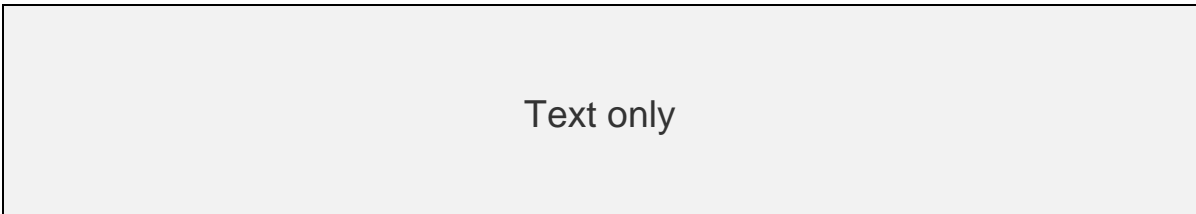
As seen here:

How SD-WAN Takes the Pain Out of Network Segmentation

Network segmentation is a great way to keep your network safe and sound. But segmenting a dispersed, hybrid network has been difficult — until now. Find out how SD-WAN can be the key to network-segmentation success.

[Read more »]

SteelCentral UCExpert Keeps Connections Up, Complaints Down, and Skype for Business Users Happy

Users love the way unified communications (UC) solutions let them collaborate across great distances. But when UC products perform poorly, people tend to point their fingers at the network team first. Riverbed SteelCentral™ UCExpert can help you find the real culprit — fast.

[Read more »]

Why SteelFusion Offers the Only True Hyper-Converged Edge

The fact is most hyper-converged solutions will still leave you with the same old problem of managing islands of remote infrastructure. But not Riverbed SteelFusion™. Read on to find out why.

[Read more »]

And on the site here with some color behind it:

ROADSHOW

App Performance In and Out of the Cloud

Join our experts as they share tips on how you can assure 24/7 performance across multi-tiered apps, and distributed networks and environments.

REGISTER NOW ⊕

WEBINAR SERIES

Drive Operational Transformation with Riverbed SteelCentral and VMware NSX

Proactively monitor both physical and virtual networks associated with your VMware NSX virtual environment with SteelCentral's application-aware network monitoring solution.

REGISTER NOW ⊕

START READING

Increasing Revenue Through Abandoned Cart Messaging and Incentives

>

START WATCHING

PEGACORN!

>

May 23, 2013

↱ Cosmopolitan And Elegant, ART Magazine Showcases SA Scene
Client: ART Magazine

May 22, 2013

↱ Introducing AudioTheme: Let Your Website Be Heard
Client: AudioTheme

May 08, 2013

↱ Self Taught: From the Music Industry to Web Design
Client: Erik Ford

▶ WEBINAR

Kiteworks UI Enhancements

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

On-demand webinar

📄 WHITEPAPER

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 whitepaper

16 – Event agenda (multiple ideas)

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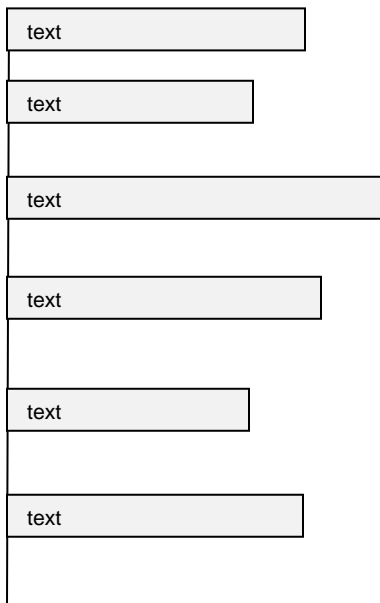
As seen in:

Agenda

11:30 am	Registration
12:00 pm	Introductions
12:15 pm	Best Practices and Demo
01:15 pm	Discussion and Q&A

Speaker

Branden Roberts
SteelCentral Solutions Architect

AGENDA, THURSDAY, SEPTEMBER 19th

8:00 AM

Breakfast and Introductions

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus eget vestibulum sapien, ut dictum est. Sed ut erat consequat, egestas ex ac, placerat arcu.

9:00 AM

Customer Council

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus eget vestibulum sapien, ut dictum est. Sed ut erat consequat, egestas ex ac, placerat arcu.

12:30 PM

Lunch

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus eget vestibulum sapien, ut dictum est. Sed ut erat consequat, egestas ex ac, placerat arcu.

2:30 PM

Usability Lab & 1:1 Meetings

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus eget vestibulum sapien, ut dictum est. Sed ut erat consequat, egestas ex ac, placerat arcu.

Tuesday, 17th | Wednesday, 18th

08:00   Doors Open

9:00   Welcome!

9:50   **THE BUSINESS OF DESIGN: HOW TO BE SLIGHTLY LESS TERRIBLE AT MAKING MONEY FOR WHAT YOU DO**

MEAGAN FISHER

Meagan will tell anyone who will listen that the business part is the hardest part of design for her, and as someone who regularly tweets about taking a day off to recover from Burrito Regret, you might be surprised she'd pretend to be an expert at managing a design company. But what all her past ineptitude means is this: I've made a lot of mistakes when it comes to making money for my work, and I want everyone to benefit from these failures.

Schedule

THURSDAY, SEPTEMBER 19TH

SKIP TO FRIDAY →

8:00 AM

Registration, Coffee & Connect

Pick up your badge and enjoy some coffee as you connect with other awesome peeps just like you.

9:00 AM

Kickoff Circles 2013

Micah Davis will be MC'ing this years Circles once again.

9:15 AM

Josh Hemsley, *creative & product lead at MyEnergy*

READ BIO

10:15 AM

Megan Gilger, *designer, blogger & founder of Hitch Design Studio*

READ BIO

SCHEDULE

8:00 AM **REGISTRATION, COFFEE & CONNECT**

9:00 AM **KICKOFF DAY 1**

9:15 AM

SESSION 1: SHAWN BLANC

10:15 AM

SESSION 2: KELLI ANDERSON

17 – Upcoming events

<table>
<tr><td>Title text and body copy</td><td>CTA</td></tr>
</table>
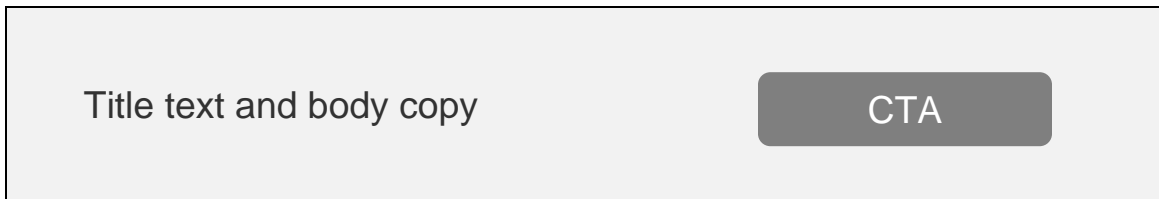
As seen in with a small image:
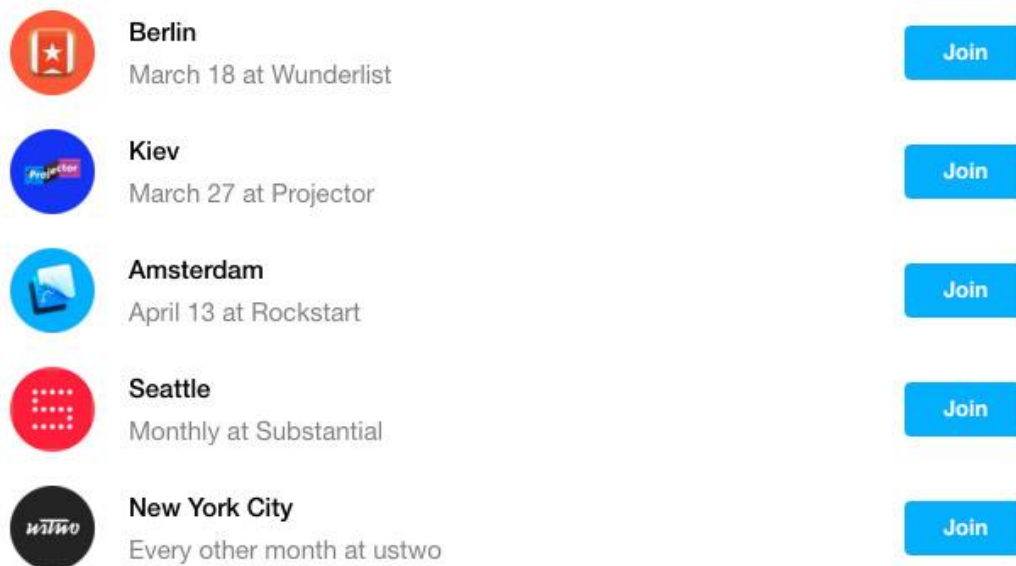
As seen in with text only and button:

"Quote"

As seen on the site:

❝ Our frictionless enterprise has nearly tripled our capacity to deliver projects of value to the business. Riverbed makes it possible. ❞

DAVID GIAMBRUNO
CIO, TRIBUNE MEDIA

LEARN MORE} →

Can be used for tweets and quotes:

"

JIM LUNDY, ARAGON RESEARCH

Safely browse, edit & share information, we've made it happen with Accellion.

—

Can be more secondary than above (have choice to put color behind it):

Get a personalised, printed certificate

You can buy a Statement of Participation for this course — a personalised certificate in both digital and printed formats — to show that you've taken part.

Join the conversation on social media

Use the hashtag #FLwebsci to join and contribute to social media conversations about this course.

19 – Two button action bar
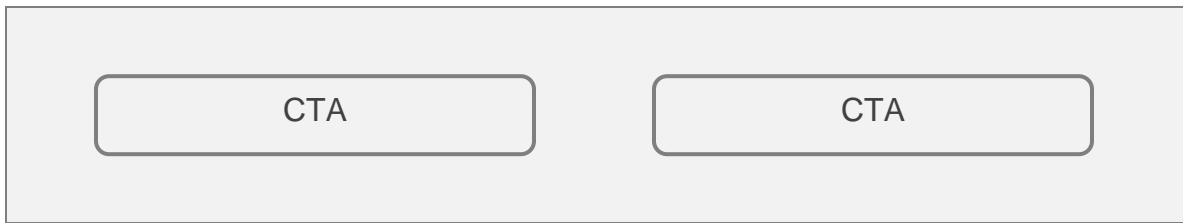
As seen in partner email (could be buttons instead):

End-of-Availability Policy

For information on Riverbed's end-of-availability and end-of support policy, please see www.riverbed.com/supportpolicy.

Additional Information

For additional information regarding this change, please contact Michael Matthews at michael.matthews@riverbed.com.

Could be contact us and email us also which you have on the site.

Two button action bars from emails:

For broker inquires please contact leasing associate, Melanie Fields:

| INQUIRES CALL (949) 720-5261 | Email rbhalla@irvinecompany |

Register Now   **Reserve a Room**

FACEBOOK SHARE   **TWITTER SHARE**

SPREAD THE WORD

SHARE ON TWITTER   SHARE ON FACEBOOK

Chelsea

2016 HD **New Episodes Wed / Thu / Fri**

It's not her first talk show, but it is a first of its kind. Ideas, people and places that fascinate her, three times a week, all in her unique style. More Info

PLAY   + My List

20 – Social module

Make your social content a more active part of your newsletter, can be curated by hand doesn't have to be dynamic.

21 – Table

As seen in Partner email:

Table 1 identifies the relevant dates for end-of-availability:

Part Number	Description	End of Availability (Last Order Date)
SVC-PSD-RPM-APP911-1	App Performance Troubleshooting (App 911 engagement model) - one day to arrive onsite for emergency troubleshooting (excludes T&E)	July 31, 2016
SVC-PSD-RPM-APP911-5	App Performance Troubleshooting (App 911 engagement model) - five days to arrive onsite for emergency troubleshooting (excludes T&E)	July 31, 2016

And on site:

Course Name	Course Description
WAN200 Optimization Essentials (50 Training Credits)	This five-day course offers an introduction to the Riverbed® Optimization System (RiOS®) with hands-on installation and configuration experience using Riverbed® SteelHead™, and appliance deployment integration with the Riverbed® SteelCentral™ Controller, SteelHead™ Mobile, SteelHead™ Interceptor, and Riverbed® SteelFusion™ appliances. Download the full course description to learn more.
WAN310 Optimizing Enterprise Applications and Protocols (50 Training Credits)	This five-day, solution-focused class offers in-depth experience with the Riverbed Optimization System with hands-on configuration of applications and protocols using a SteelHead appliance and the SteelCentral Controller. This class provides common and advanced scenarios for Layer-7 application acceleration of video, email, HTTP, terminal service environments, and storage replication protocols, in addition to describing the use of the Virtual Services Platform. The class also provides details on optimizing UDP and IPV6 traffic and ways to securely encrypt all types of optimized data. Download the full course description to learn more.
WAN350 Implementing Enterprise Optimization Architectures (50 Training Credits)	This five-day, solution-focused class offers in-depth experience with the Riverbed Optimization System and features hands-on installation and configuration experience using a SteelHead appliance and SteelHead virtual appliance with SteelCentral Controller deployment integration. This class provides common and advanced scenarios with Quality of Service and both serial and parallel SteelHead clusters, as well as virtual in-path, lab-intensive deployments in policy-based routing, Web Cache Communication Protocol, and SteelHead Interceptor infrastructure solutions. Download the full course description to learn more.
APM200 Application Performance Management Essentials	This five-day, solution-focused class offers an introduction to key SteelCentral™ Application Performance Management solutions with hands-on installation and configuration experience using SteelCentral™ AppResponse, AppInternals, and

Couple of tables we've created for email:

Role	Min.	Max.	Avg.	Mean
Manager	1.44%	1,024.23	2.67%	2,456.28
Supervisor	13.44%	230.74	22.67%	5,765.43
Operator	56.4%	4.36	1.25%	567.50

And here:

Suite 17921, is located at the center's entrance off MacArthur Blvd. and is available for bank, wireless/call, tax services, or general retail use.

Suite 17905	1,932 SQ.FT.	Retail/Service use	Site Plan 📄
Suite 17921	1,564 SQ.FT.	Restaurant use	Site Plan 📄

Notes

1 – Can code up your buttons, will be rounded where supported and fallback to rectangles in e.g. desktop Outlook.

2 – Can use Source Sans Pro (free Google web font) then fall back to Arial

3 – Mentioned some elements of the Accellion email system felt a little oversized on the desktop. It's quite typical to go bigger on the desktop with text and buttons etc. so that it's somewhat legible in mobile clients that don't support responsive design (it's a 'scalable' approach as it scales down well). Though we can come up with a more restrained type scale, and overall layout if preferred.

Pricing

We base our responsive modular template estimates on the no. of different modules we're asked to produce. We charge a flat rate of $500 (US) per module. While some modules may be more complex than others, we figure it all evens out in the end. We have a minimum requirement of 10 modules; the exact number of modules varies from client to client but typically its 10−20 modules (the largest we've built was ~35).

$500 per responsive module includes project management, design, coding and QA: e.g. 10 modules = $5,000

Deliverable

One 'Master' HTML file, along with any supporting image assets. QA is carried out on real devices in our lab, we also send along a Litmus preview.

Revisions

Two rounds of design revisions are included in the estimate.

Timeframe

Ten working days for the full first draft, showing the desktop and mobile views. Turnaround is three days for revisions, within 24hrs for small tweaks. Ten days once we have final design approval for coding and QA.

Optional

Style Guides

Pricing is dependent on the number of modules we document e.g. 10 or 20 and whether you want both a style and code guide. We can give you an estimate for different options once we have our final module list.

1 – We can create different types of standardized email guides as an additional deliverable to the Master HTML. There are a few options:

a) A style guide that is design focused similar to the website style guide but email specific, usually in PDF form.

b) A module guide that is code focused, this breaks down each module and explains the code along with image sizes and character counts etc., usually online so you can see each module in action.

c) Both together

Sample emails

We can build out some emails from the Master to get you up and running.

Production support

Three months of production and QA support – e.g. 20hrs per month – to help you transition over to the new system.

Next steps

1 – Review this first draft

1 – Call to discuss

2 – After some back and forth we all decide on a final module list v2 or v3

3 – Place that module list in a SOW with a timeframe (my estimate is 1month)

4 – Mock up a few modules for review to make sure we're on the right track

Questions

Email Anna Yeaman at anna@stylecampaign.com

StyleCampaign   /   Los Angeles   /   tel: 818-762-8737   /   @stylecampaign