

# Riverbed

Modular email template system v1.

# StyleCampaign



## Contact

Name: Anna Yeaman, Creative Director

Phone: 1-818-762-8737

E-mail: [anna@stylecampaign.com](mailto:anna@stylecampaign.com)

## Content

Contact .....	p 2
Current use cases .....	p 3 - 11
Proposed modules list .....	p 12 - 13
Proposed modules detail .....	p 14 – 55
Notes .....	p 56
Pricing and optional extras.....	p 57 - 58
Next steps .....	p 59


# 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

April 2016: SD-WAN & WAN Op: UCExpert for Skype for Business, only true hyper-converged edge  
[View riverbed.com](#) | [Subscribe to this newsletter](#)



---

**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.  
[\[Read more >\]](#)


---

**The Need for More Granularity in APM**  
When it comes to application performance management (APM), sampling has become obsolete. That's why our SteelCentral AppIntents solution collects details on every single transaction.  
[\[Read more >\]](#)

---

**SD-WAN and WAN Op: Better Together — and Here's Why**  
"It's a real better-together situation," says Amit Datar, senior director of product management at Riverbed Technology. Find out how SD-WAN and WAN optimization can work together for more efficient networks and better user experiences.  
[\[Read more >\]](#)

---




- 
- Top Picks from Our Community**
- > Riverbed Recognized as a Leader in Network Performance Monitoring and Diagnostics (NPM) Magic Quadrant
  - > Riverbed, IDC Live Webcast: SD-WAN Vision and Demo
  - > Vist Leverages the Cloud for Data Backup and Recovery at Branch Offices with Riverbed SteelFusion
  - > 3 Reasons Why IoT Depends on App Performance



**Webinars**

Experience the Future of Networking  
IDC's Brad Casemore will provide insights into the drivers for SD-WAN technology and the opportunities it presents for modernizing legacy network architectures. Riverbed's Paul O'Farrell and Subbu Iyer will share details on our strategy to enable fast, agile, and secure application delivery in a cloud-centric world. April 26, 10 a.m. PT/1 p.m. ET.  
[Register now >](#)

- 
- Meet Us**
- > Hyper-Converged Edge: Centralizing ROBO IT Seminar. Join us in various U.S. locations through April 19.
  - > EMC World 2016, May 2-5, Las Vegas, NV, USA. Visit booth #733 for a firsthand look at how Riverbed solutions change the game for ROBO IT. See interactive demos and learn how customers are rethinking branch IT. Watch for daily prize giveaways sure to amaze you. We're also hosting an exclusive customer and partner happy hour at FAO Las Vegas on May 3 from 5-8 p.m., complete with special guests, hors d'oeuvres, and an opportunity to mingle with Riverbed's executive leadership. To attend, get your pass at the Riverbed booth. Space is limited!

[Connections Home](#)   [Give Us Feedback](#)   [Follow Us](#)   


Riverbed respects your [privacy](#). If you would prefer not to receive information from Riverbed, manage your subscriptions [here](#).

©2016 Riverbed Technology. All rights reserved. Riverbed and any Riverbed product or service name or logo used herein are trademarks of Riverbed Technology. All other trademarks used herein belong to their respective owners. The trademarks and logos displayed herein may not be used without the prior written consent of Riverbed Technology or their respective owners.

## Email 2

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

If you are having trouble reading this e-mail, [please read the online version.](#)



### 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




[Privacy Policy](#) | [Legal Notice](#) | [Manage Subscriptions](#)

## Email 3

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

If you are having trouble reading this email, [read the online version](#).

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

Privacy Policy | Legal Notice | Manage Subscriptions


©2016 Riverbed Technology. All rights reserved. Riverbed and any Riverbed product or service name or logo used herein are trademarks of Riverbed Technology. All other trademarks used herein belong to their respective owners. The trademarks and logos displayed herein may not be used without the prior written consent of Riverbed Technology or their respective owners.

## Email 4 and 5

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



# In the Packet Trenches with Hansang Bae



**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

    [Privacy Policy](#) | [Legal Notice](#) | [Manage Subscriptions](#)

©2016 Riverbed Technology. All rights reserved. Riverbed and any Riverbed product or service name or logo used herein are trademarks of Riverbed Technology. All other trademarks used herein belong to their respective owners. The trademarks and logos displayed herein may not be used without the prior written consent of Riverbed Technology or their respective owners.



# Experience the Future of Networking

**REGISTER FOR WEBCAST**

Join IDC and Riverbed for a discussion and demonstration of next-generation SD-WAN solutions built for a cloud-centric world.

Brad Casemore, Research Director at IDC will provide insights into the drivers for SD-WAN technology and the opportunities it presents for modernizing legacy network architectures. Paul O'Farrell, SVP & GM and Subbu Iyer, CMO at Riverbed will share details on Riverbed's strategy to enable fast, agile and secure application delivery in a cloud-centric world.




**Topics**





- Why traditional approaches to networking fail in today's hybrid world.
- How SD-WAN is redefining the future of application delivery across the WAN.
- Unlocking the full potential of an SD-WAN architecture with demonstration of Riverbed's SD-WAN solution.
- Riverbed's strategy and vision for delivering application-centric SD-WAN products and solutions.

**REGISTER FOR WEBCAST**

**Date/Time**  
April 26  
10 a.m. PT / 1 p.m. ET

**Speakers**

-  **Brad Casemore**  
Research Director  
IDC
-  **Paul O'Farrell**  
SVP & GM  
Riverbed Technology
-  **Subbu Iyer**  
CMO  
Riverbed Technology



    [Privacy Policy](#) | [Legal Notice](#) | [Manage Subscriptions](#)

# Partner emails

## Email 6

End of availability: Title, copy, tables

If you are having trouble reading this email, [read the online version](#).

---

### 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](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](http://www.riverbed.com/supportpolicy).

**Additional Information**

For additional information regarding this change, please contact Michael Matthews at [michael.matthews@riverbed.com](mailto:michael.matthews@riverbed.com).

Regards,  
Riverbed Channel Team



[Privacy Policy](#) | [Legal Notice](#) | [Manage Subscriptions](#)

©2016 Riverbed Technology. All rights reserved. Riverbed and any Riverbed product or service name or logo used herein are trademarks of Riverbed Technology. All other trademarks used herein belong to their respective owners. The trademarks and logos displayed herein may not be used without the prior written consent of Riverbed Technology or their respective owners.

## Email 7

### Partner announcement: Long-form copy

If you are having trouble reading this email, [read the online version.](#)



---

## 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



[Privacy Policy](#) | [Legal Notice](#) | [Manage Subscriptions](#)



©2015 Riverbed Technology. All rights reserved. Riverbed and any Riverbed product or service name or logo used herein are trademarks of Riverbed Technology. All other trademarks used herein belong to their respective owners. The trademarks and logos displayed herein may not be used without the prior written consent of Riverbed Technology or their respective owners.



## Email 8

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

If you are having trouble reading this email, [click the advice icon](#).



### Riverbed Price List Update May 2016

Dear Valued Partner,

The May Price List is now available on the [Riverbed Partner Center](#).

For a complete listing of Partner Price Lists and End-of-Availability Notices please refer to the [Pricing Tab on the Partner Center](#).

#### Announcement Summary

- CCX-PERF-TIER4 SKUs
  - New Cloud SteelHead PERF-TIER4 (400 Mbps) Models
  - Subscription-based licenses available in 6, 12, 24 and 36 month terms
  - Supported with RIOS version 9.2 and above
- SteelConnect
  - The SteelConnect models will be available as 'early access only' in Q216. Evalu will need to be qualified and Revenue orders will be managed on a case by case basis
  - The APSR is not available as an Eval
  - First introduction of Riverbed Technology's SD-WAN products (formerly Ocedo products)
  - SteelConnect products: FRU/Spare, Management/Support subscription and Professional Services SKUs
  - SteelConnect Gateways
    - SDI-130 & SDI-130W
    - SDI-330
    - SDI-VGW
  - SteelConnect Switches & WiFi Access Points
    - SDI-S12
    - SDI-S24
    - SDI-AP3
    - SDI-AP5
    - SDI-AP5r
  - Professional Services is introducing new packaged services for SD-WAN Migration Assessment and SteelConnect Implementation
- Description Updates

#### Availability

- CCX-PERF-TIER4 SKUs – Available immediately
- SteelConnect – Evaluation models Available Immediately, Revenue models after 5/16/16
- Description updates – Available Immediately

#### SKUs

- CCX-PERF-TIER4 SKUs
- SteelConnect SKUs
- SteelConnect Subscription SKUs – Volume Pricing
- SteelConnect Professional Services
- Description Updates

#### End-of-Availability

- SVC-PSD-RPM-APP911-1
- SVC-PSD-RPM-APP911-5

#### Additional Information

- For additional information regarding this change, please contact Debashish Nag at [dnag@riverbed.com](mailto:dnag@riverbed.com)

For Partner Center access, please email [partners@riverbed.com](mailto:partners@riverbed.com).

### \*\* REMINDER\*\* Q2 2016 END OF QUARTER BOOKING DEADLINE

To guarantee booking and sales credit in Q2, **fully approved orders must be submitted by June 23, 2016**, by the times listed below. Orders received after the cutoff time will not ship by June 30th. Therefore orders received after the cutoff will not be eligible for Q2 booking credit. Please continue submitting orders to Riverbed after the cutoff and Sales Operations will continue working normal business hours through the end of the month to process the maximum amount of business for the start of Q3.

Americas - 5 pm Pacific Standard Time (PST)  
EMEA - 5 pm Central European Time (CET)  
APJ - 5 pm Singapore Time (SGT)

#### IMPORTANT REMINDERS:

- Orders must be firm and irrevocable
- NSDs must be fully approved
- Orders received after the deadline will be booked on a first come first served basis or by deal size at the discretion of the company. Submitting an order late in the quarter is at risk of not being processed – please submit as early as possible

#### MANUFACTURING: GUIDELINES, CONSTRAINTS & CHECKLIST


Depending on when orders are received from Sales and booked and released by Sales Operations, Manufacturing will make a best effort to ship prior to quarter end. If orders include configure-to-order systems such optional NICs or optional SW loads, the orders will require more time to process.

#### END OF QUARTER BOOKING CHECKLIST

"Committed" SFDC quotes with the following attributes need to be communicated to Order Management two weeks prior to the SFDC close date:

- Configurations are requesting **anything other than the default version of RIOS**. Any non-standard (anything but the default) requires 3 week lead time and may be subject to an additional charge or PS implementation if you have not communicated non-default versions of RIOS to Order Management, then do so as soon as you know the customers' requirements
- **Large quantity configurations** (> 50 boxes)
- **Configurations that require NIC cards, hard drives or power supplies installed into base units** – important for larger appliances and interceptors
- **Shipping**: Let the Order Management team know right away if the Partner or Customer in a particular order has specified their own Freight Forwarder. Any **special shipping requirements** must be delivered to the Order Management team two weeks prior to expected shipment date



Thanks and Happy Selling!  
Riverbed Channel Team

Privacy Policy | Legal Notice | Manage Subscriptions

©2016 Riverbed Technology. All rights reserved. Riverbed and any Riverbed product or service name in this e-mail header are trademarks of Riverbed Technology. All other trademarks used herein belong to their respective owners. For trademarks and/or product names that may not be used without the prior written consent of Riverbed Technology or their respective owners.

## Email 9

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



---

### 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 to 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





[Privacy Policy](#) | [Legal Notice](#) | [Manage Subscriptions](#)

©2016 Riverbed Technology. All rights reserved. Riverbed and any Riverbed product or service name or logo used herein are trademarks of Riverbed Technology. All other trademarks used herein belong to their respective owners. The trademarks and logos displayed herein may not be used without the prior written consent of Riverbed Technology or their respective owners.

## 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**

## 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.

ID 1122



[Privacy Policy](#) | [Legal Notice](#) | [Manage Subscriptions](#)

# 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

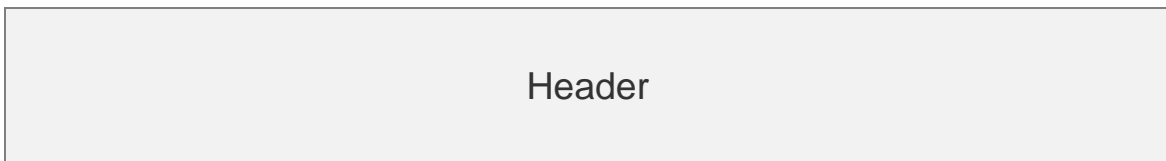
9. Article 50/50 split
10. Uneven split
11. Two column list
12. Article thumbnail
13. Three column
14. Four column
15. Secondary article text only
16. Event agenda
17. Upcoming events
18. Quote
19. Two button action bar
20. Social
21. Table

# Proposed modules

Below is our first draft for the proposed modules:

## 1 - Header with pre-header

Descriptive pre-header text and online link



As seen here:

April 2016: SD-WAN & WAN Op; UCExpert for Skype for Business; only true hyper-converged edge  
[Visit riverbednews.com](http://riverbednews.com) | [Subscribe to this newsletter](#)

**riverbed**  
**connections** newsletter

---

And here:

If you are having trouble reading this e-mail, [please read the online version](#).

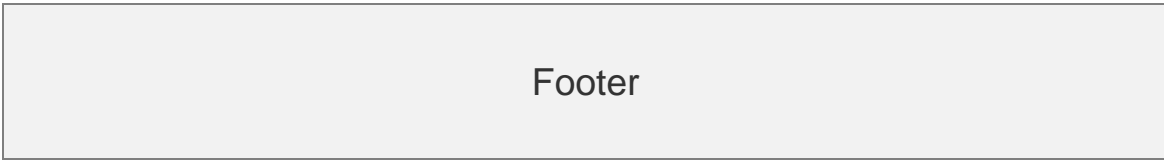
**riverbed**



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



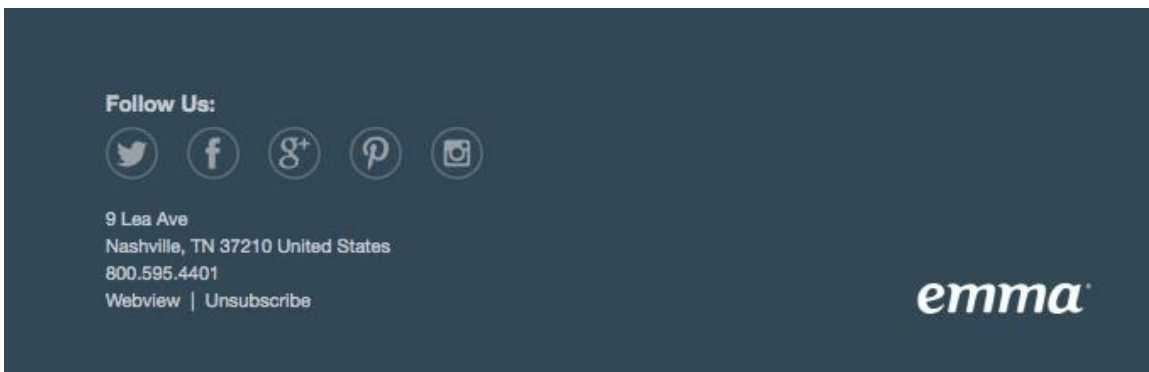
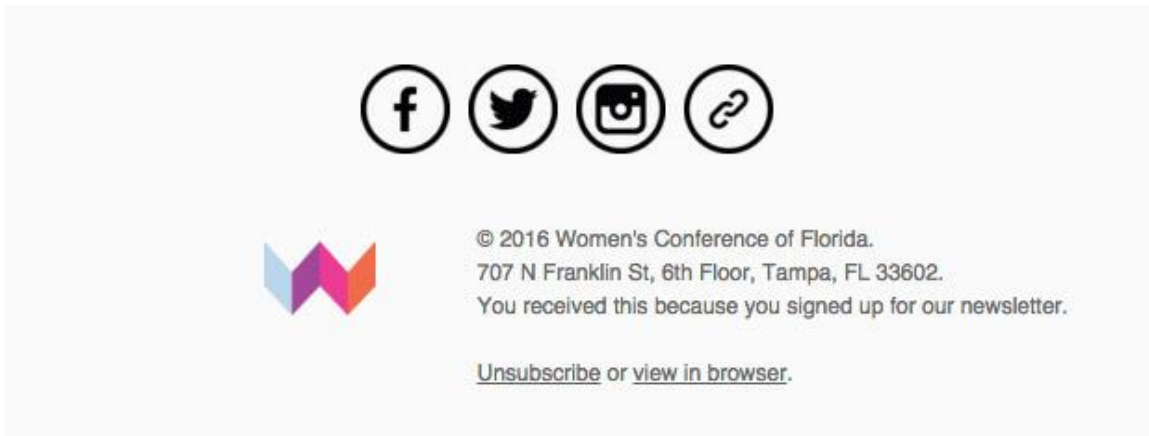
## 2 – Footer with social



Currently seen here (want a more subtle footer):

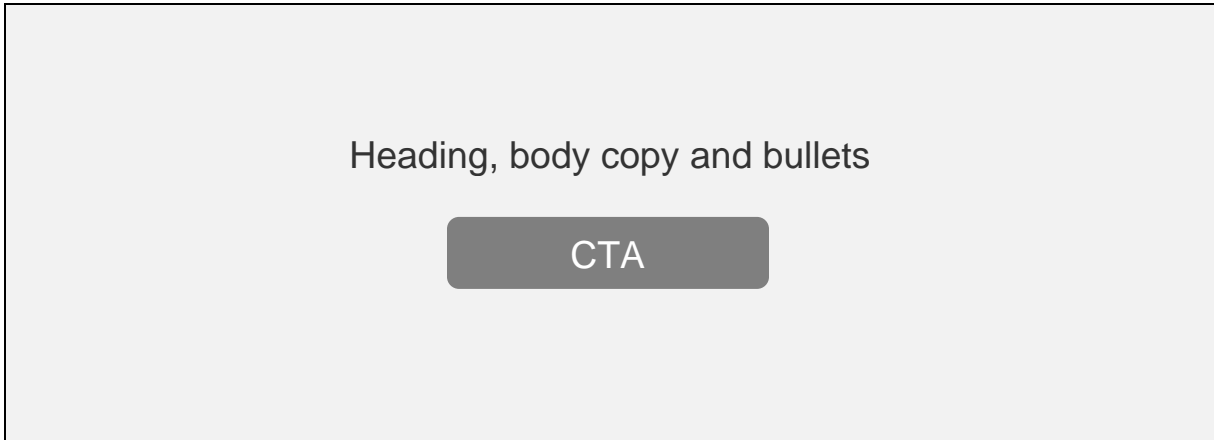


And here:





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



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

---

You received this email because you're a registered MailChimp user.

© 2015 MailChimp® All Rights Reserved.  
512 Means St. • Suite 404 • Atlanta, GA 30318 USA  
[Terms of Use](#) [View in Browser](#) [Log in to MailChimp](#) [Unsubscribe](#)

*MailChimp*

## 4 – Standalone fluid image module



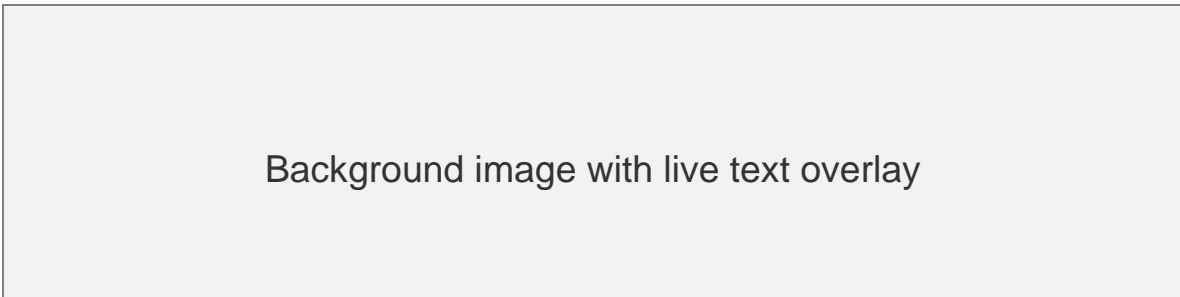
As seen here:



And here:



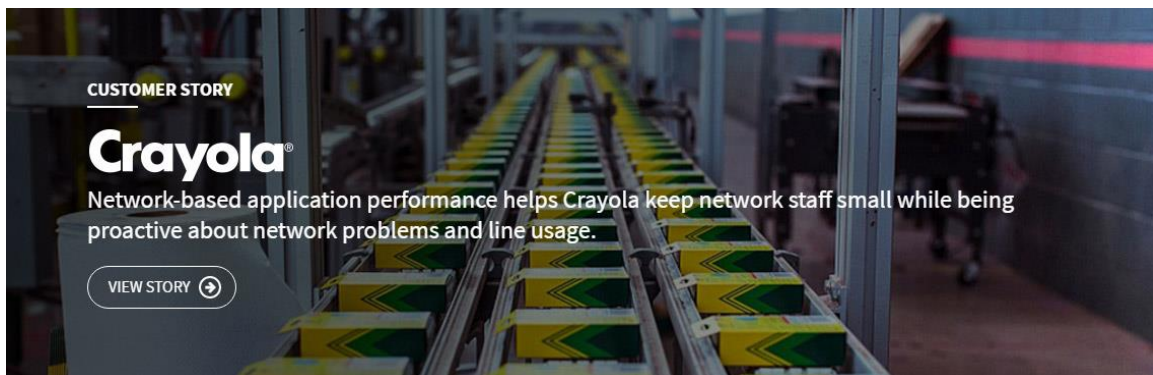
## 5 – Background image with live text overlay



As seen here:



As seen here on the Riverbed website:



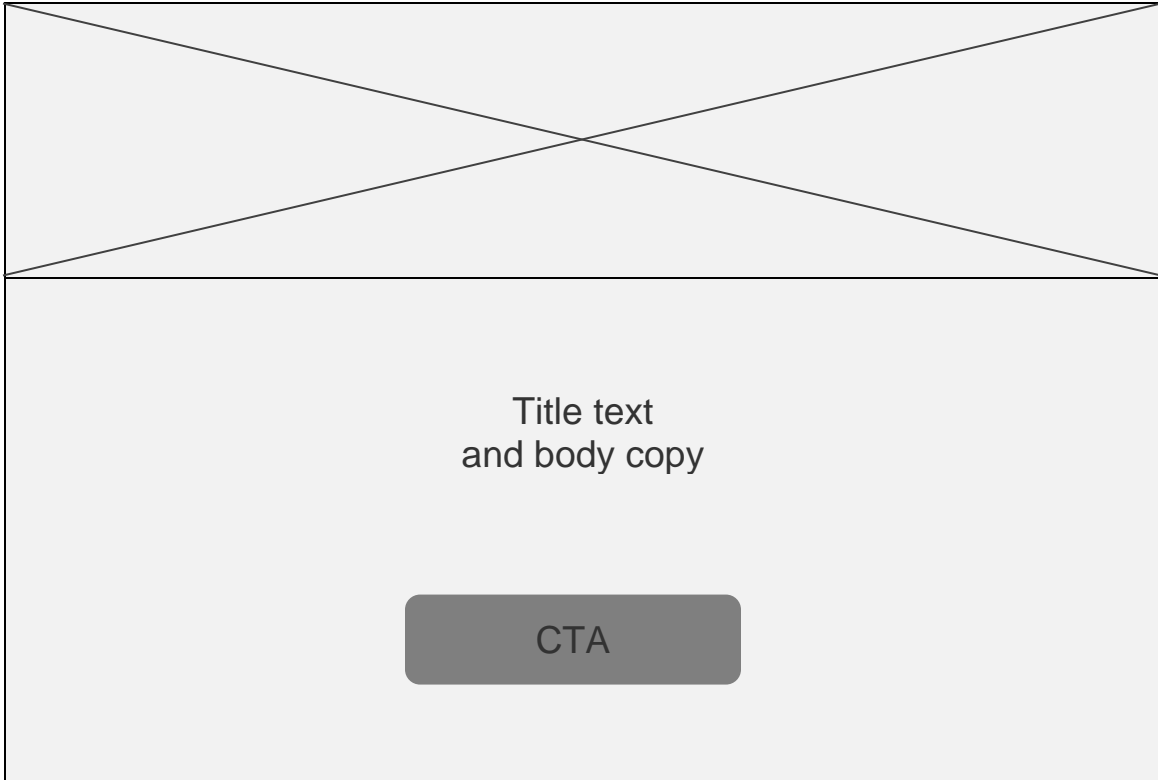
As seen here on the Riverbed website:



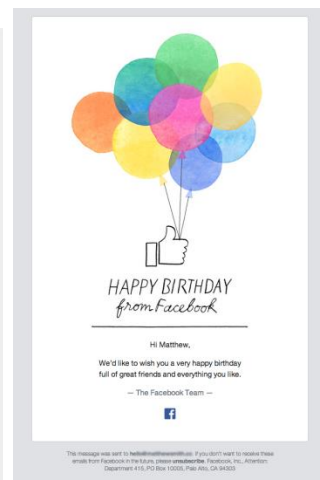
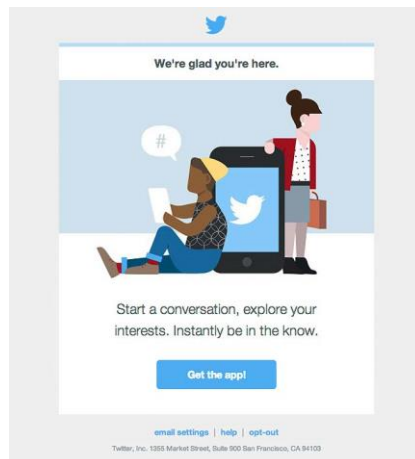
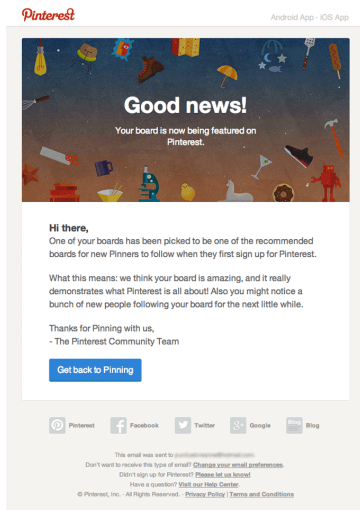
Could recreate these banners with live text, though yes you have to be careful to keep the copy legible by the choosing right image (in this case dark):




## 6 – Hero (Image with text and CTA)




As seen here:



And here:



## Comparative Reports



### Discover Customer Insights

Analyze campaigns, create advanced segments, and interpret your results. MailChimp's comparative reports guide will help you gain new insights and better understand your customers. Read the guide to unlock the power of your data, and get the knowledge you need in less time.

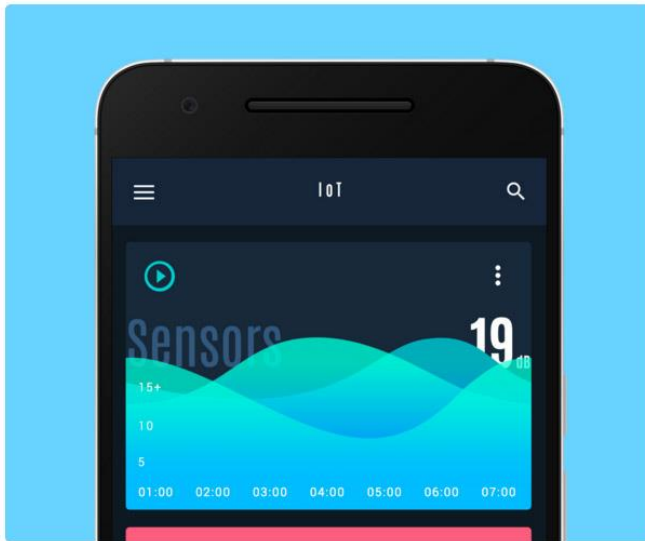
[Read The Guide](#)

*MailChimp*

©2015 MailChimp. [End series](#), [unsubscribe](#), or [view in browser](#).  
675 Ponce de Leon Ave NE, Suite 5000, Atlanta, GA 30308.  
You received this because you're a MailChimp Pro user.



Stacked for articles here:

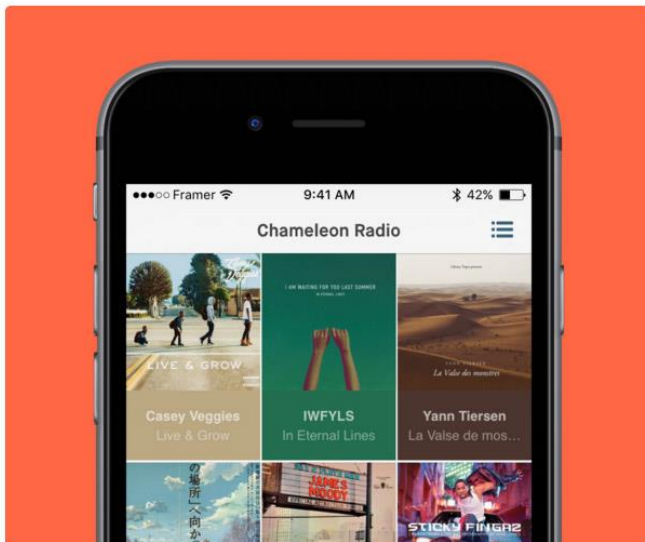


### Internet of Things

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](#)



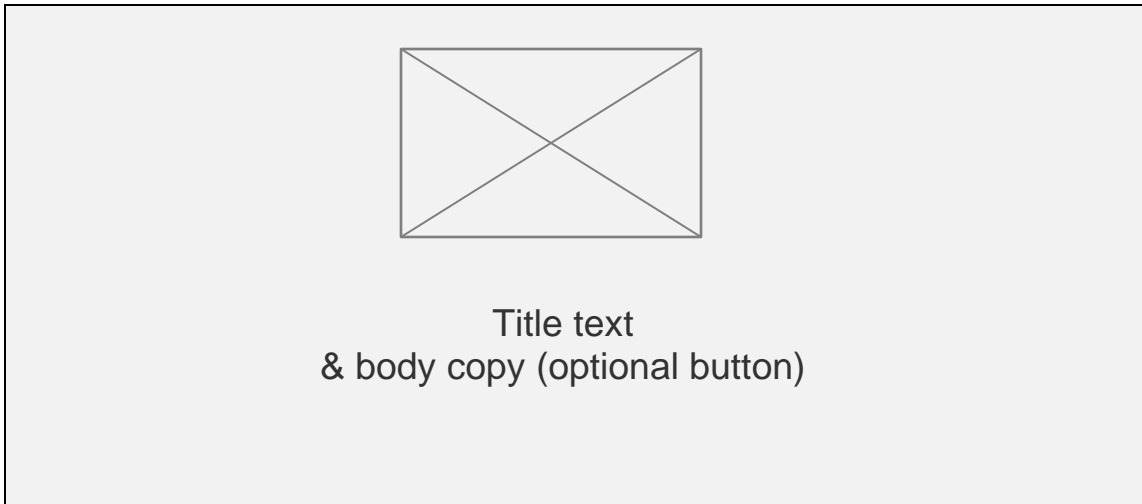
### Chameleon Radio

By Anton Kartashov

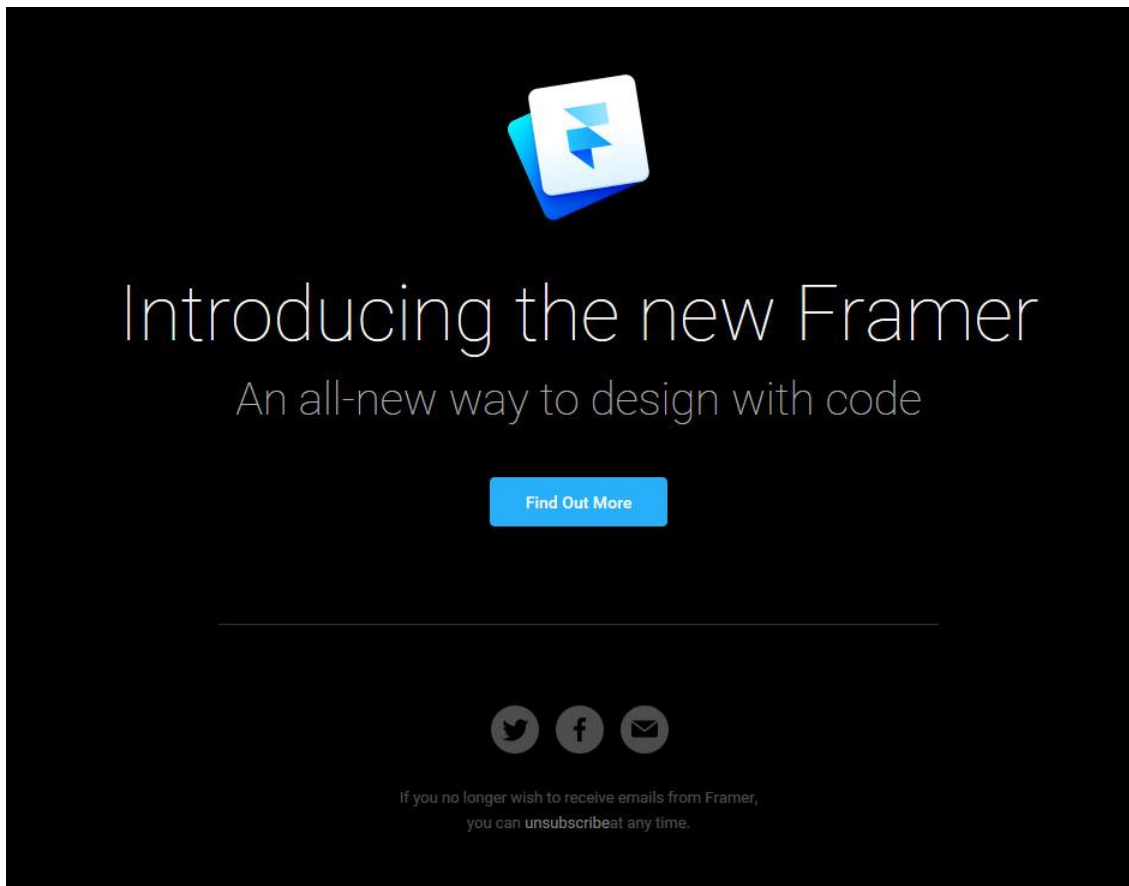
This gorgeous prototype uses delayed animations to transition between a grid view and a list view. You can even toggle between views while scrolling.

[See prototype](#)

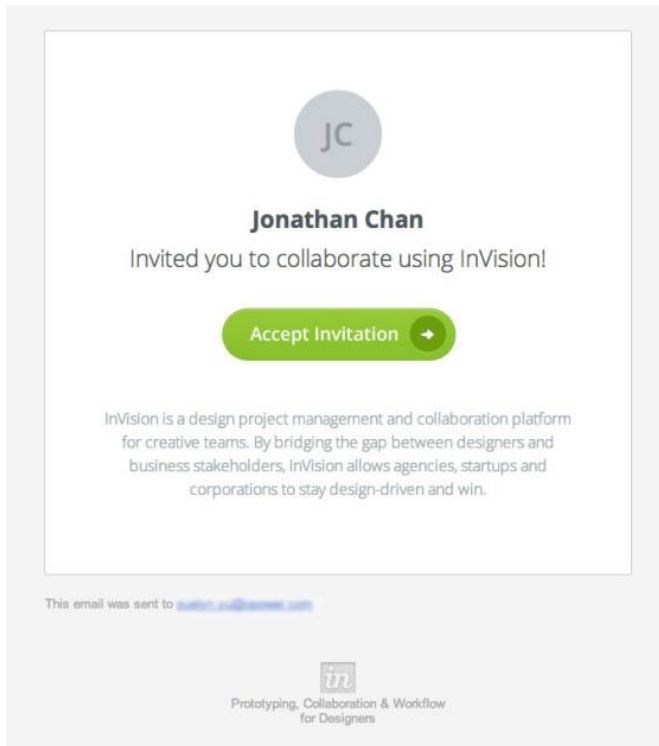
## 7 – Notification



Announcement:

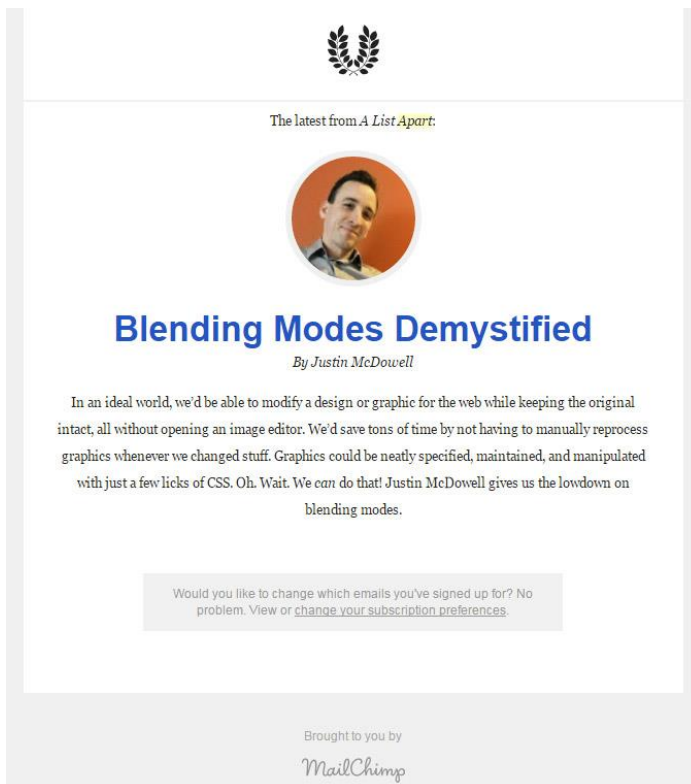


Invite or social:



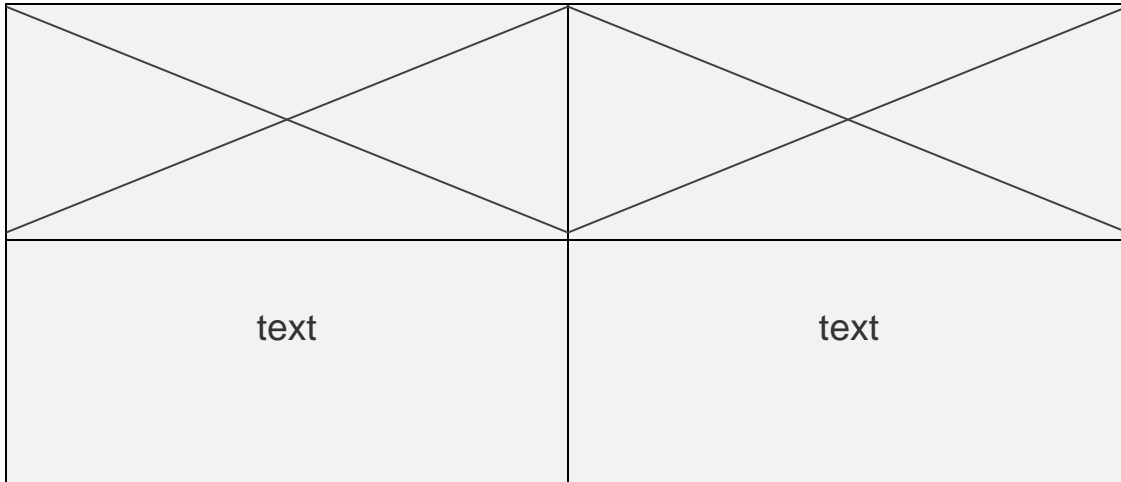
The image shows an email invitation from Jonathan Chan. At the top is a circular profile picture with the initials 'JC'. Below it, the name 'Jonathan Chan' is displayed in bold. The main text reads 'Invited you to collaborate using InVision!'. A prominent green button with the text 'Accept Invitation' and a right-pointing arrow is centered below the text. Underneath the button, a short paragraph describes InVision as a design project management and collaboration platform for creative teams. At the bottom of the email content area, it says 'This email was sent to [jathan@invision.com](#)'. The footer features the InVision logo and the tagline 'Prototyping, Collaboration & Workflow for Designers'.

New article:



The image shows an email template for a new article. At the top center is a laurel wreath icon. Below it, the text 'The latest from *A List Apart*:' is centered. A circular profile picture of a man is positioned above the article title 'Blending Modes Demystified', which is written in a large, bold, blue font. Below the title, the author's name 'By Justin McDowell' is displayed in a smaller, italicized font. The main body of the email contains a short paragraph of text about design and CSS. At the bottom of the content area, there is a grey box with the text: 'Would you like to change which emails you've signed up for? No problem. View or [change your subscription preferences](#).' The footer of the email says 'Brought to you by MailChimp' with the MailChimp logo.

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



As seen in:



**Early bird pricing expires  
February 2!**

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



**Have you reserved your  
room?**

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

---

M O R E P A S S E S



**SAME EXPERIENCE. LESS THAN HALF THE PRICE.**

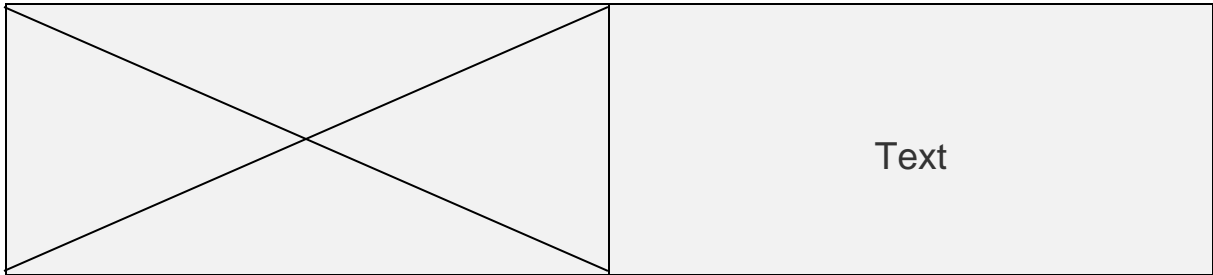
Hangout Passes are still available! Once the last 15 spots in the main auditorium fill up, there will only be 100 hangout passes left to snag. A hangout pass gives you the same Circles experience just in a lounge adjacent to the main auditorium. You get access to all the after parties, swag, and inspiration 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)



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

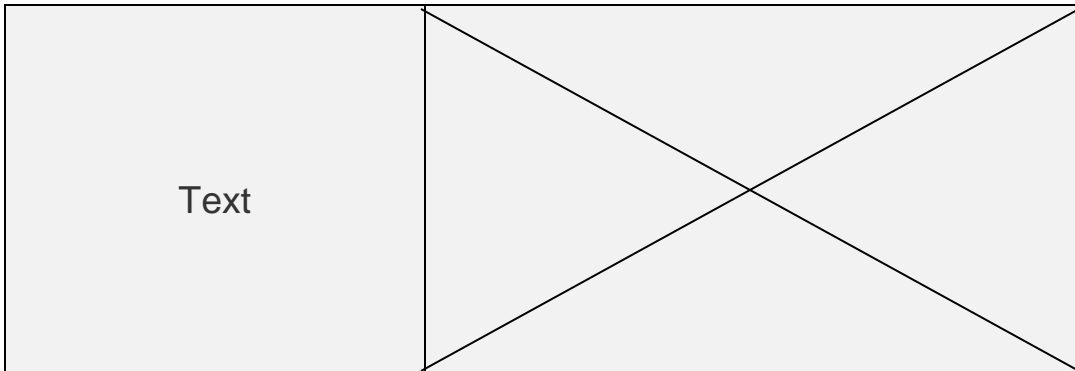
Orange County's finest chefs lend  
their culinary talents to Share Our  
Selves' 22nd Annual Wild &  
Crazy Taco Night.

[MORE >](#)

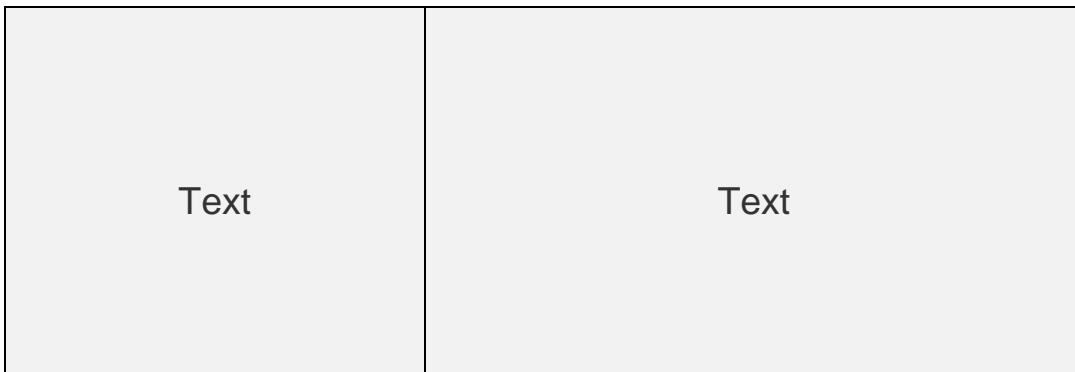




## 10 – Uneven split (text with text, or text with image (left or right))



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:

A screenshot of a website layout featuring four content cards arranged in a 2x2 grid:

- Top Left (Dark Blue):** "GARTNER REPORT" header. Text: "Riverbed SteelCentral Named a Challenger in Gartner's 2015 Magic Quadrant for APM". Button: "READ MORE" with a right arrow.
- Top Right (White):** "EBOOK" header. Text: "Application Performance Management for Dummies". Button: "READ MORE" with a right arrow.
- Bottom Left (White):** "ANALYST PAPER" header. Text: "The Business Value and ROI Achieved with Riverbed in Analyzing, Diagnosing, and Resolving Application Performance Issues". Button: "READ MORE" with a right arrow. Includes a small thumbnail image of a document.
- Bottom Right (Orange):** "WHITE PAPER" header. Text: "Solving the Application Performance Dilemma in the Hybrid Enterprise". Button: "READ MORE" with a right arrow.



## 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](#)


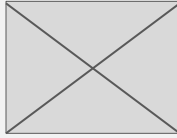

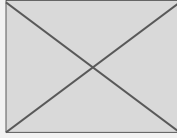


### Get a personalised, digital and printed certificate

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

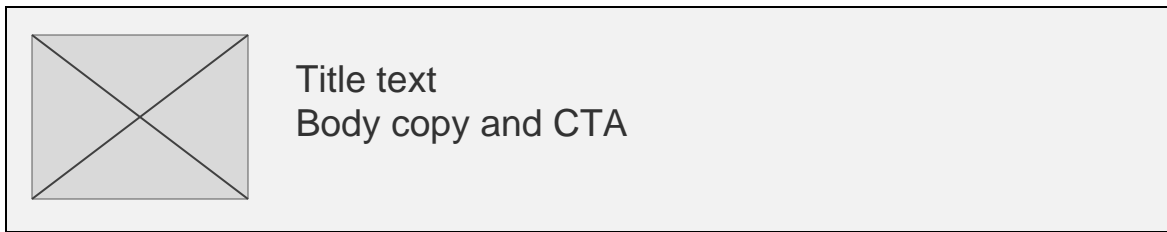
---

 <p><b>Stewart Butterfield</b> CEO + Co-founder Slack</p>	 <p><b>Paola Antonelli</b> Senior Curator of Architecture + Design MoMA</p>
 <p><b>Rochelle King</b> Global VP of Design + User Experience Spotify</p>	 <p><b>Rob Forbes</b> Founder PUBLIC, Design Within Reach</p>
 <p><b>Kimberly Bryant</b> Founder + Executive Director Black Girls Code</p>	 <p><b>Clive Wilkinson</b> President + Design Director Clive Wilkinson Architects</p>

### Meet the educators

 <p><b>Dr Jenni Smillie</b> <a href="#">Follow</a> 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.</p>	 <p><b>Prof. Richard Smalley</b> <a href="#">Follow</a> 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.</p>
---	---

## 12 – Article thumbnail



As seen here with button:

### Recent Articles



#### **Prototyping Virtual Reality**

Learn how IDEO uses the Framer VRComponent in their workshops to teach people about the possibilities of virtual reality.

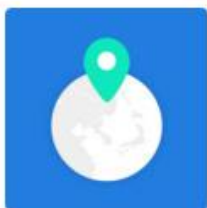
[Read more](#)



#### **Code Less & Achieve More with Arrays**

David Lee explains how you can make your code more efficient, understandable and manageable with the power of arrays.

[Read more](#)



#### **Animating Layers**

Michael Lee explains the animation basics. See how easy it is to add playful animations to your static Sketch layers.

[Read more](#)

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.



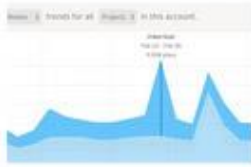
### Kolby McElvain

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

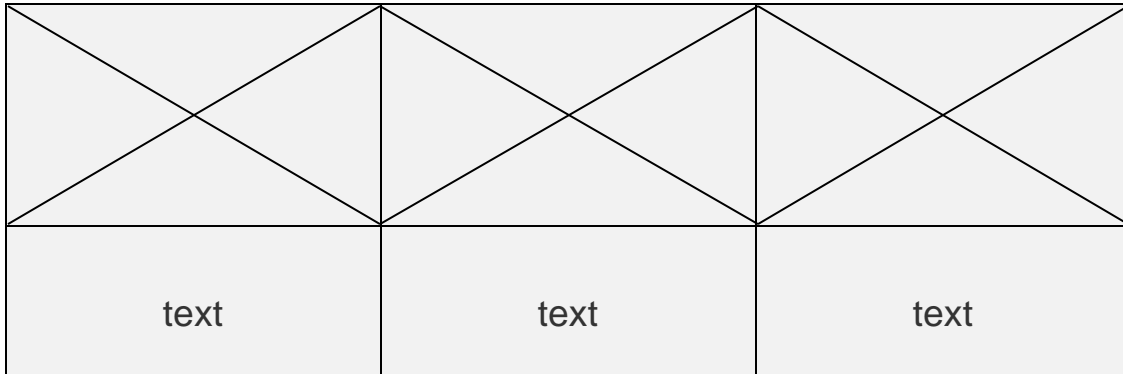
The content strategy behind Wistia's new Learning Hub and Library!

## SPECIAL OFFERS

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

	<p><b>FREE Small Drink</b> with purchase of Single All Natural... Expires Apr 30, 2015 Alton Marketplace</p>	
<p>EXCEL 360 LEARNING ACADEMY</p>	<p><b>10% OFF</b> One month after school homework... Expires Jul 31, 2015 Alton Retail Center</p>	
	<p><b>\$5 OFF Spa Pedicure &amp; Manicure</b> Any gel manicure or full set of nails... Expires Jul 31, 2015 Alton Square</p>	

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



As seen on the site with text only:

Blog ↻	Twitter ↻	Press Releases ↻
<p>May 9, 2016</p> <p>The "Change Information Officer"</p> <p><a href="#">Read More &gt;</a></p>	<p>@Riverbed • April 29, 2016</p> <p>We're getting ready to talk SteelConnect and #SDWAN at 1:30pm PT today at #ONUGS16 @TechFieldDay.</p>	<p>April 28, 2016 • San Francisco</p> <p>Riverbed to Showcase New Software-Defined Edge and SD-WAN Solutions at EMC World 2016</p> <p><a href="#">Read More &gt;</a></p>

## 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

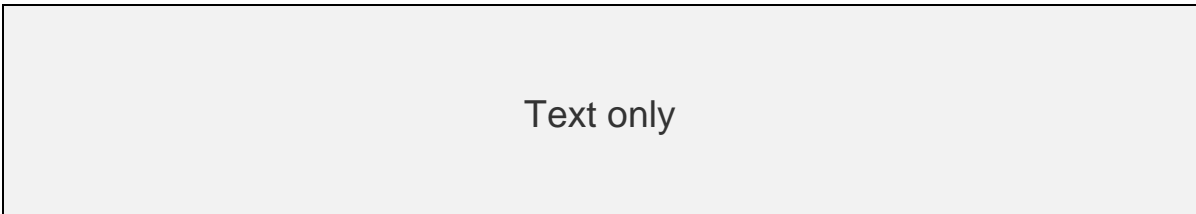


Dan Mall  
Director  
SuperFriendly



Scott Belsky  
Founder  
Behance

## 15 – Text only articles and announcements



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](#)

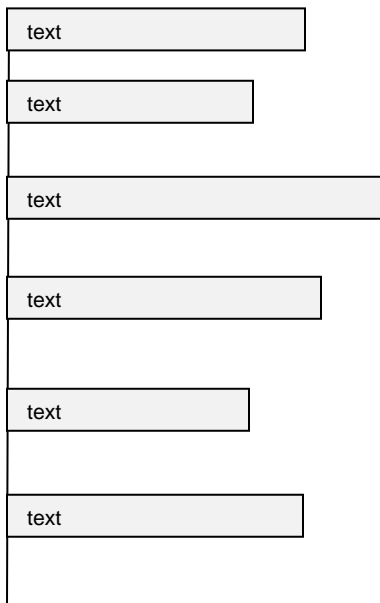
 **WHITEPAPER**

## 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)



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 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.

[MEAGAN FISHER](#)



## 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*

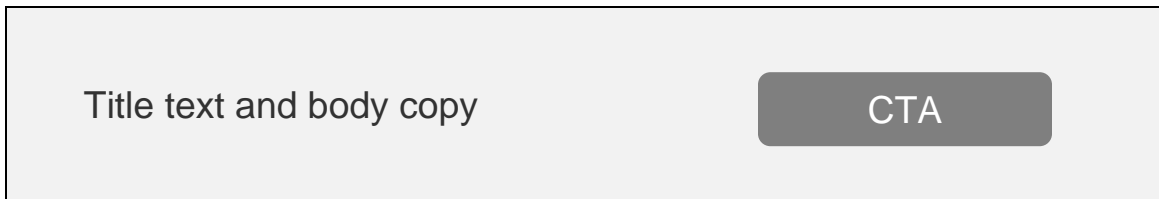
[READ BIO](#)

# SCHEDULE

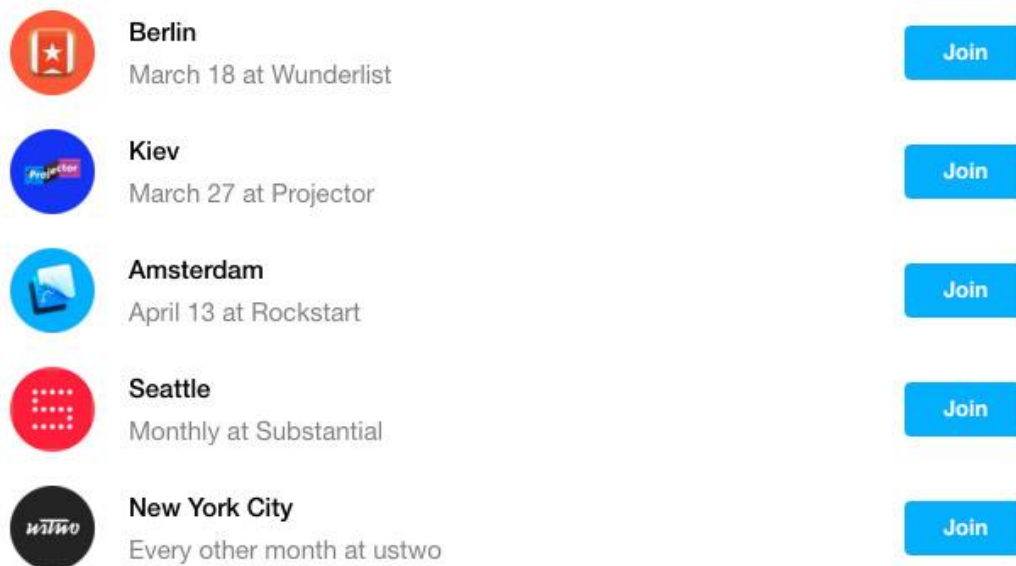
Thursday Sept. 10th | Friday Sept. 11th

8:00 AM	<b>REGISTRATION, COFFEE &amp; CONNECT</b>
9:00 AM	<b>KICKOFF DAY 1</b>
9:15 AM	 SESSION 1: SHAWN BLANC
10:15 AM	 SESSION 2: KELLI ANDERSON

## 17 – Upcoming events



As seen in with a small image:



As seen in with text only and button:

### Workshop Tickets // March 16th, 2015

Workshop: Zoe on Flexbox • <a href="#">Details...</a>	€349	<a href="#">Get your ticket</a>
Workshop: Yoav on Responsive Images • <a href="#">Details...</a>	€349	<a href="#">Get your ticket</a>
Workshop: Guy on Performance • <a href="#">Details...</a>	€349	<a href="#">Get your ticket</a>
Workshop: Chris on Ideation • <a href="#">Details...</a>	€349	<a href="#">Get your ticket</a>



## 18 – Quote / Tweet / News

“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.

---

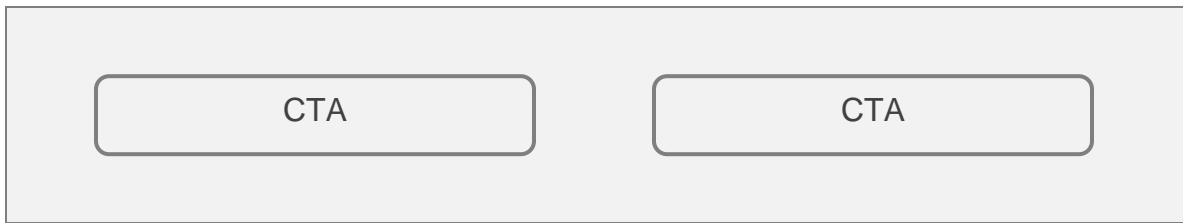


### Join the conversation on social media

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](http://www.riverbed.com/supportpolicy).

### **Additional Information**

For additional information regarding this change, please contact Michael Matthews at [michael.matthews@riverbed.com](mailto: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](mailto:rbhalla@irvinecompany)

**Register Now**      **Reserve a Room**

**FACEBOOK SHARE**      **TWITTER SHARE**

S P R E A D   T H E   W O R D

**SHARE ON TWITTER**      **SHARE ON FACEBOOK**

### Chelsea

2016 <sup>HD</sup> 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.

### THIS WEEK'S HIGHLIGHTS





**Lorum Ipsum**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit sed do eiusmod tempor [#Hashtag](#)







**Lorum Ipsum**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit sed do eiusmod tempor [#Hashtag](#)






**Lorum Ipsum**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit sed do eiusmod tempor [#Hashtag](#)





**Lorum Ipsum**  
Lorem ipsum dolor sit amet, consectetur [#Hashtag](#)



[EXPLORE THE COMMUNITY](#)



**Alethe**  
[@AletheDenis](#)



[@Grammarly](#)  
We just met. And this is crazy. But I just signed up for Premium. Because I love you, maybe.  
Ok, definitely, but it didn't rhyme."

## 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
<p>WAN200 Optimization Essentials</p> <p><b>(50 Training Credits)</b></p>	<p>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.</p> <p><a href="#">Download the full course description to learn more.</a></p>
<p>WAN310 Optimizing Enterprise Applications and Protocols</p> <p><b>(50 Training Credits)</b></p>	<p>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.</p> <p><a href="#">Download the full course description to learn more.</a></p>
<p>WAN350 Implementing Enterprise Optimization Architectures</p> <p><b>(50 Training Credits)</b></p>	<p>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.</p> <p><a href="#">Download the full course description to learn more.</a></p>
<p>APM200 Application Performance Management Essentials</p>	<p>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</p>



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	<a href="#">Site Plan</a> 
Suite 17921	1,564 SQ,FT.	Restaurant use	<a href="#">Site Plan</a> 

---

# 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](mailto:anna@stylecampaign.com)

[StyleCampaign](#) / Los Angeles / tel: 818-762-8737 / [@stylecampaign](#)