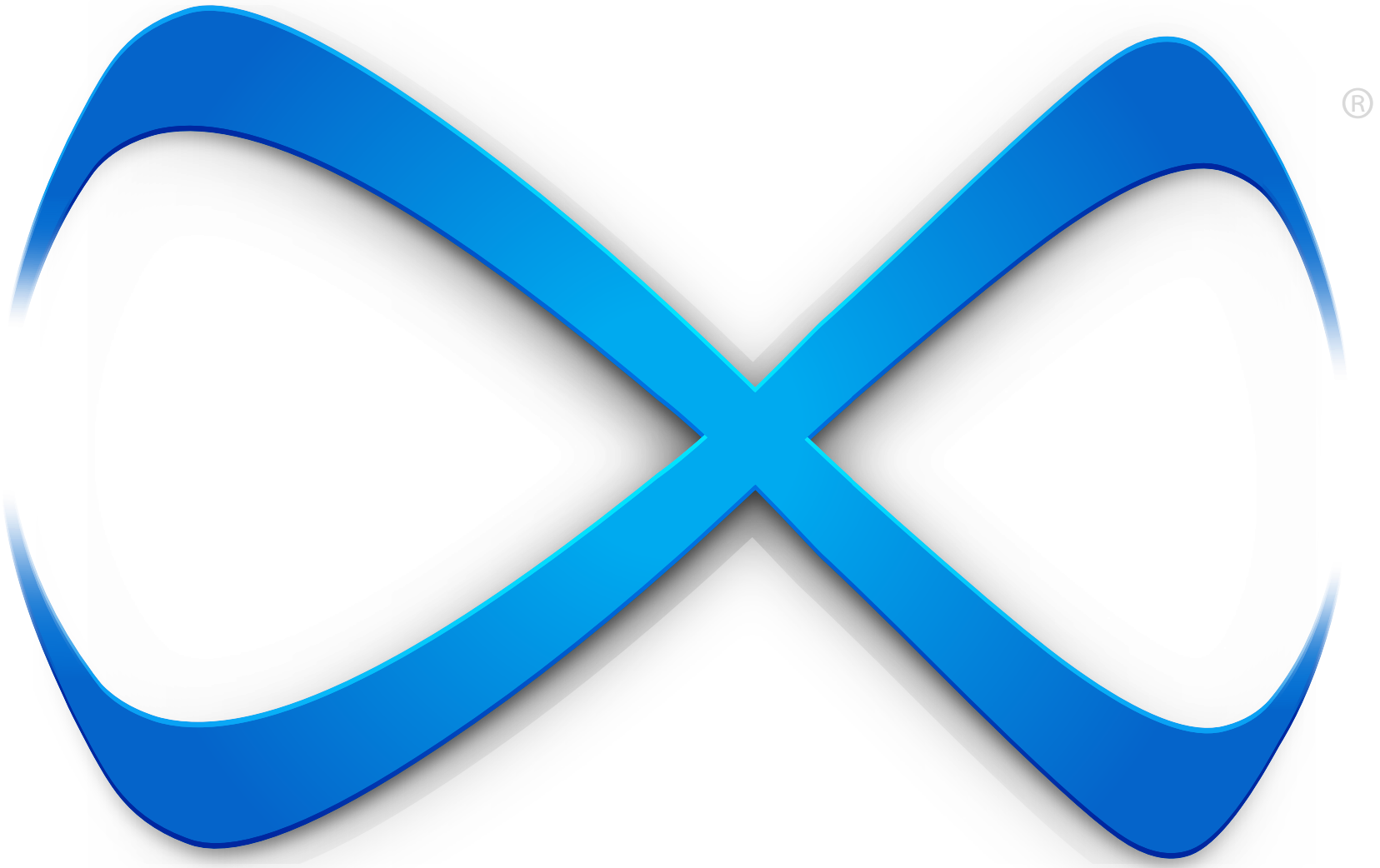

FLEX®

A SharePoint cloud of infinite possibility.

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FLEX

Stop dreaming and start building your apps in a SharePoint cloud with unrestricted customization **and infinite possibility.**

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FLEX

Empower your team's SharePoint needs

big and small - with full server control.

FLEX*ible* SharePoint Hosting...

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SECTION ONE

What is FLEXible SharePoint?

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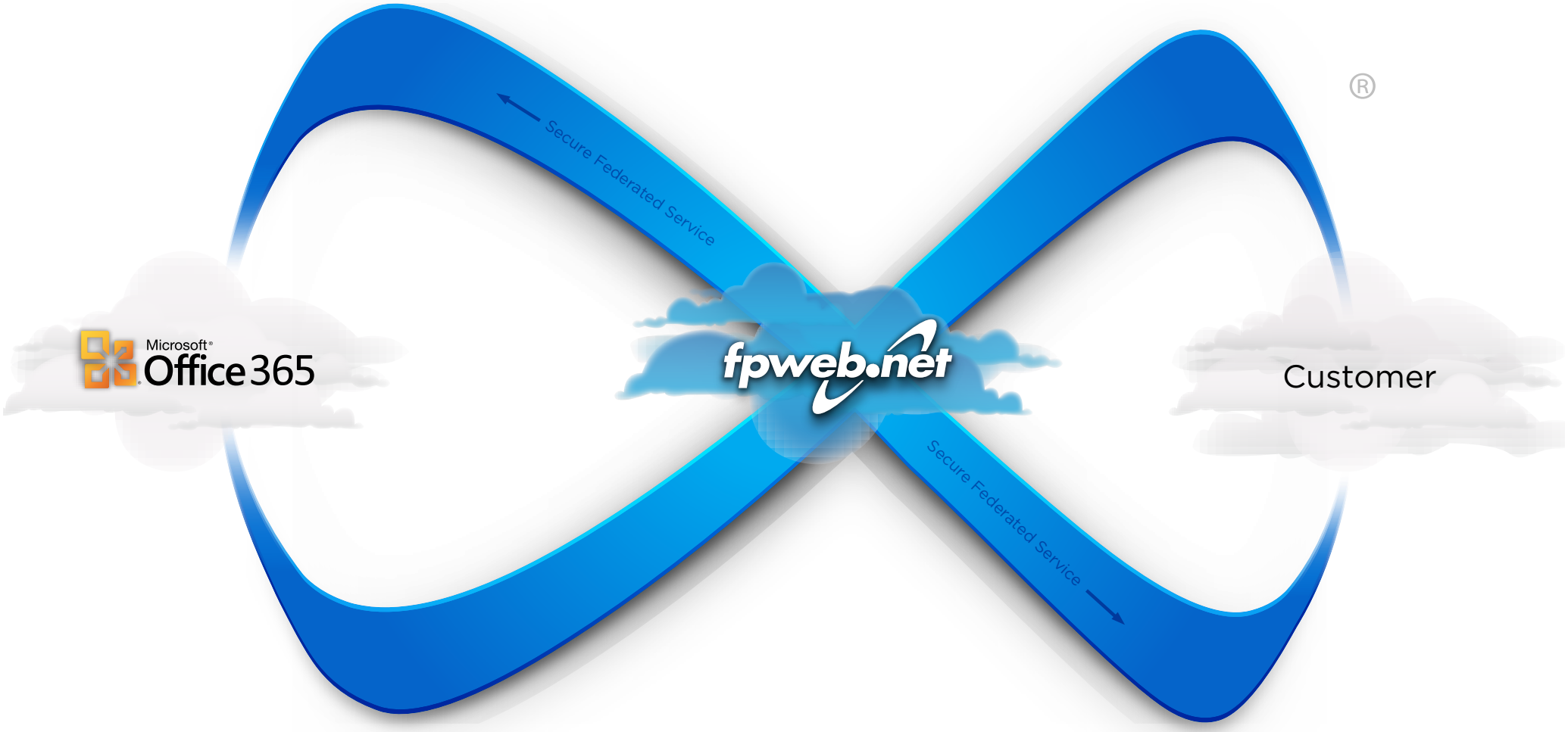

FLEXible...

- ✓ architecture
- ✓ capacity
- ✓ licensing
- ✓ app ecosystem
- ✓ reseller & white label

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SECTION TWO

Marketing & Advertising Concepts

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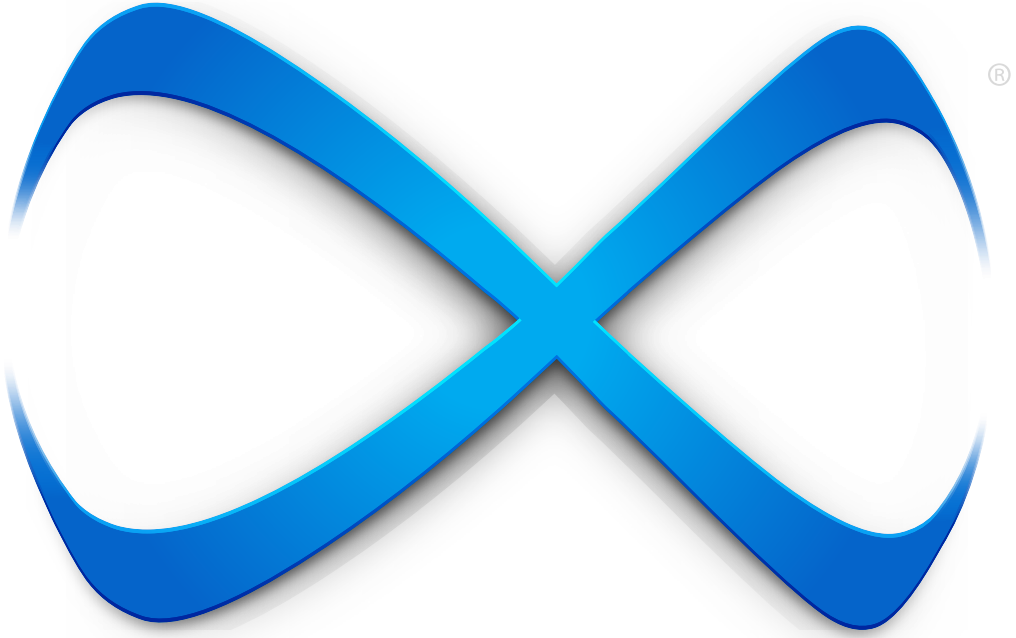
CONCEPT ONE

"Because you can"



Because you can.

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TARGETED MEDIUMS:

Traditional, Online

CONCEPT ONE

"Because you can"

CONCEPT OVERVIEW

Campaigns would be focused around an inspirational activity is made possible by FLEX*ible* SharePoint.

CONCEPT VARIATIONS

you can... **Empower your community.**
{ image of a neighborhood fund raiser }

you can... **Build your dreams.**
{ targeted for developers, deploying their own apps }

you can... **Save lives.**
{ real-life examples of emergency teams using SharePoint }

you can... **Go global.**
{ targeted at growing businesses with a need for a global platform }

you can... **Work from here.**
{ targeted for CIO, depicted working from home, Tahiti, etc... }

you can... **Go green.**
{ less paper, more ideas. }

you can... **Ensure the success of an entire generation.**
{ educational applications, online classrooms, global education, etc... }

you can... **Inspire a nation.**
{ President Obama ran his 2008 campaign with SharePoint }

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CONCEPT TWO

"We're not gonna take it"

+

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TARGETED MEDIUMS:

Traditional, Online, Social, Event, Video

CONCEPT TWO

"We're not gonna take it"

CONCEPT OVERVIEW

A character of contradiction that reinforces the idea that FLEX*ible* SharePoint breaks free of any existing stereotype.

CHARACTER INTRODUCTION

Meet Flex. On the outside he is the ultimate hard core, Harley riding, bar stool sitting tough guy. However, appearance isn't everything.

Flex is a SharePoint evangelist. He could guide you blindfolded through a maze of best practices, and deep down inside, he is the geek to end all geeks. Despite his nerdy attire, his imposing stature and scruffy, borderline barbaric beard forces you to ask yourself a question: Are you going to tell him "no" when he wants to develop his apps and customize his SharePoint platform? We didn't think so.

Don't let someone else tell you what your business needs are. Demand customization. Be a contradiction. Don't relinquish your rights to break the mold. You're not the stereotype, so why is your collaborative software?

Whether Flex is blogging, tweeting, making appearances at tradeshows, serving cocktails at a party, or just being featured in our latest video tutorials - you can count on learning some not-so-standard odds 'n ends about SharePoint 2010 from a not-so-standard character.

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CONCEPT THREE

"One size doesn't fit all"

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CONCEPT THREE

"One size doesn't fit all"

TARGETED MEDIUMS:

Traditional, Online, Social, Event, Video

CONCEPT OVERVIEW

We will depict people and companies of all sizes - from "Mom and Pop" shops, to enterprise level executives, to a single consultant in the most literal of ways attempting to fit themselves into the standard SharePoint 2010 "box".

Most appropriately expressed via traditional and online campaigns, events cannot be ruled out featuring contortionists and extensions of "can you fit?" competitions.

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CONCEPT FOUR

"Go ahead, build your own"

TARGETED MEDIUMS:

Interactive online / competition

CONCEPT OVERVIEW

Playable, sticky and customized. This online interactive campaign will enable users to build their own servers and customized environments that fit their unique needs. While they build and tweak each and every component, they can monitor the scale of both time and money saved. This component of "how much time and money can you save" could easily be transformed into a competitive online game with a leader board.

If they simply want to see some great examples of how they can save time and money, some automated versions can be viewed as though they were watching someone move their mouse pointer - demonstrating how to go about building their very own FLEX*ible* SharePoint.

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