Public & Corporate Relations Audit

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Introduction

This public relations audit is an analysis of an organization's communications -internal and/or external - designed to "take a picture" of communication needs, policies, practices. and capabilities, in order to make informed economical decisions about future objectives of the organization's communication.

This is a two-part appraisal that evaluates current practices and then suggests areas of improvement. First, is the report based on interviews with key people both inside and outside the organization, an analysis of the ways and means by which the organization is communicating, and a summary of the findings of this research. Part two is the preparation of recommendations that, depending on further management review, will become the basis of an operating plan for the organization's public relations and marcom program.

It is the nature of such an inquiry to search for problems and thus may give the impression that there is more wrong than right. This would be incorrect. In examining Canto's communications efforts the most important thing to note is that there are few areas to improve upon and that what can be done is already being done. The suggested solutions are only able to focus and possibly refine existing strategies and channels..

Section 1:
Current Communications Analysis

1.1 Communications Strategy

The current the asset management market is estimated to be worth $36.9 million in licenses and $70 million in services, but will grow to $1.8 billion by 2004.
John McCormick, analyst with Frost and Sullivan, 2000

Typically a marketing and communications audit is conducted every five to seven years in order to guide and develop market opportunities, to assess the effectiveness of the marketing program, and to keep up to date with new market trends and methods of communications. Canto is ready for, and is in need of, a renewed communications focus and rejuvenation.

Currently the US Division does not have a clearly defined marketing and communications strategy. Previous Public Relations personnel did outline certain areas of focus and have developed a rough game plan of activities that, though several years old, are still employed in an ad hoc manner. Some possible consequences are:

- A decrease in sales and service contracts
- A steadily decreasing amount of publicity and media coverage.
- A drifting market position.
- A blurring of distinction of the product line with those of both older and newly emerging competitors

Industry analysts have since 1999, been predicting a tremendous growth increase in the asset management industry. Canto is poised to be at the leading edge of a new era of opportunities issuing a new phase in corporate growth. However, to take advantage of these new opportunities require that the product image and promotional efforts be rejuvenated with a focused strategy and plan of action.

This report will recommend a marketing and communications strategy that focuses on three specific vertical markets according to an annual calendar of events with exploratory incursions into an optional fourth market.

1.2 Corporate Image

Interviews with external publics reveal a rather unusual perception of Canto as a much larger organization than it truly is. Part of this perception can be attributed to the international aspect of the company, and the high quality of graphics, packaging, and promotional materials. Another reason may be attributed to being a software company, that, in the US, have traditionally been funded to the max with the necessary goals of rapid expansion. Part of this perception is due to the Dot Com and Venture Capital Boom that is currently at the end of its hey day.

Areas of Potential Concern

"Phillip you are right!!! They are extremely rude and ugly. Keep away from that assistance... "
Anonymous review posted versiontracker.com, Oct 25, 2000

There are three possible drawbacks to being perceived of as a large international high tech corporation. They are:

1. That customers view Canto as impersonal and unconcerned with customer service.
2. That as a foreign provider Canto may not be committed to the US market and may not be around in the long term for technical support.
3. That as a high tech company Canto is at the same risk of folding along with the other recent Dot Com failures as well as those of several competitors.

Possible Solutions

1. A more people friendly approach in communications that would include:
   - Survey cards inserted in Product Box asking for customer feedback
   - A more detailed and prominent feedback form on the website
   - A proactive approach of scheduled follow-up calls on existing customers asking for opinions and concerns
   - Photos of company staff and bios posted on website
   - Publicity shots of Canto employees working with clients, presenting at tradeshows and speaking at seminars.
   - Customer service training for sales and CTS support staff
   - Corporate support and/or sponsorship of targeted community and social events that would generate both publicity opportunities and promote a people friendly corporate image

2. Emphasize a North American references in promotional materials and events. Such as:
    - Use of the US flag at tradeshows, stars and stripes insignia on t-shirts, `US DIVISION' on invoices, and sales materials.
    - Create a new type of success story called "Ten Years After" or "Then & Now" in which previous clients are up-dated. This will help to show the long-term support received by customers.
    - Separate website devoted and targeted specifically to North American customers. (See section 2.6)

3. Emphasize prosperity and success and promote the image of a long term and stable organization.
    - Celebrate with a social function (Canto Birthday Party) and coinciding sales promotions, corporate founding anniversaries.
    - Announce the celebration of another anniversary through newsletter, website and e-mail blast to targeted client list.
    - Announce the hiring of new personnel (but never layoffs)
    - Maintain and increase presence at trade shows and seminars

1.3 Product Image

82% of customers reported that Cumulus met or exceeded their expectations.
April 2000 Survey

Those that are familiar with the product are unanimously impressed with its functionality. Among the perceived benefits include:
- Simplicity of use
- Intuitive functionality
- Adaptability and flexibility
- Stability
- Price advantage
- Thumbnails
- Search
- Does not store images internally making asset management safer
- Scriptable interface

…Product Image continued

Areas of Potential Concerns

"Portfolio cataloged 707 items in 4 minutes and 17 seconds -- and that includes the time it took to display four apparently unnecessary error messages. Cumulus took 20 minutes and 57 seconds to perform the same operation."
Competitor comparison review from MacWorld '99

There were few negative comments concerning the product. They are:
1. That cumulus is slow in cataloging large files
2. The many versions, up-dates, and options often confuse the customer
3. A general lack of consumer's knowledge of the use and benefits of Media Asset Management Systems
4. That Cumulus is strictly a SMB solution. While the out-of the-box solution appeals to certain markets, the reverse is that larger companies believe the program is too generic to fulfill their needs. (See next section, 1.4)

Possible Solutions

1. The slow speed when cataloging files is more perceptional than true. Mention could be made in the user handbook, sale materials, as well as website FAQs that initially Cumulus may take a little longer to catalog files because it is searching not only the image files, but also the accompanying metadata as well.

2. Emphasize Cumulus as a total solution. The numerous options should be offered as a side menu of customizable functionalities that can be ordered a la cart. In this way the Options play a secondary role. By promoting "Cumulus" foremost, consumers will not be faced with having to make too many decisions from too many choices. Salesmen in this regard also perform the role of consultant. After having sold the product, they then offer advice on which upgrades and add-ons the client would need.
   - Possible messages include: Customize your Cumulus with your choice of features and options! This would also help in promoting the product as more than an out-of-the-box solution and as one that could fulfill the needs of larger businesses through the customizable options.

3. Educating the consumer of the existence and benefits of MAM fits in well with Canto' positioning strategy as the authority and educational exponent of MAM. (See Market Positioning below)

1.4 Market Positioning

Products such as Cumulus are useful for smaller firms as a way to manage assets in environments where dynamic web page development or enterprise-wide functionality is not a major issue. For companies with these more robust needs, higher-level solutions are essential, along with the customization needed to develop an optimal CM system From, The Currency of Content by Noel Ward, Electronic Publishing, June 4, 2001

The Cumulus market position has been moving from an inexpensive out-of-the-box Single User solution, through to an expanded Work Group edition to the latest Enterprise Edition. One of the consequences, as epitomized in the mistaken view of the above review, is that there is confusion over which need Cumulus fulfills.

Areas of Potential Concern

1. The primary obstacle to increased sales is a lack of understanding on the part of potential customers as to the nature and usefulness of Media Asset Management systems. Originally MAM systems were a recognized necessity among prepress and graphic arts companies. However, with the increase in digital images being processed by increasingly diverse industries the need for MAM may be perceived but the solution not recognized by those in charge of handling the image file storage and distribution.

2. In addition to a lack of knowledge concerning this solution, the asset management market is confused by a plethora of acronyms. These include the acronyms: Digital Asset Management (DAM), Media Management Systems (MMS), Asset Management Systems (AMS), Content Management (CM) to name a few. These terms are touted by different competitors clouding the message of what asset management is supposed to provide.

Possible Solutions

1. Position Canto as educators, and consultants in the field of MAM through:
   - Participation in Public speaking engagements, tradeshow panels, lectures seminars, workshops, sales and training presentations
   - Media articles aimed at `How-To' sections
   - Register with on-line agencies as expert authority and source of media quotes
2. In order to break out of the pack and to differentiate Cumulus from similar products a concerted branding of Cumulus with the abbreviation MAM should be a part of all communications. Such as: E-mail signatures, and sales and promotional materials, t-shirts etc.

Table 1, Market Demographics

From the GISTICS Media Asset Management Market Report on North American Media Producer Industry. The Media Asset Management (MAM) market reached $654 million in 1998 and will to grow to $3.2 billion by the year 2002.

FIVE MEDIA STUDIOS
Global Studios - 3,108 companies
Large Studios - 11,705 companies
Small Businesses - 79,364 companies
Small Teams - 110,080 companies
Solo Contractors - 1.3 million contractors

NINE PROFESSIONAL MEDIA SEGMENTS
Animation - 178,474 professionals
CD-ROM Publishing - 338,472 professionals
Desktop Publishing - 698,659 professionals
Digital Photography - 198,036 professionals
Digital Video - 569,738 professionals
Executive Management - 298,374 professionals
General Creative - 1,023,609 professionals
Marketing Communication and Training - 359,499 professionals
Web Authoring - 405,928 professionals

TWELVE INDUSTRY SEGMENTS
Advertising - 35,375 agencies
Animations/Computer Graphics - 3,372 companies
AV Production - 3.094 companies
Digital Music - 4,238 companies
Desktop Publishing/ Production Services - 10,489 companies
Film Production - 10,313 firms
In-House Brands - 59,743 commercial enterprises
Marketing Services - 18,302 firms
New Media - 11,550 firms
Publishing - 37,220 firms
Training & Education - 16,701 organizations
Video Production - 10,890 firms

THREE SOLUTION CATEGORIES
Media catalogs, which reside at the desktop, and organize relatively small personal collections, constitute a $171M market in 1997.
Asset repositories that employ client/server technologies that enable studio managers to systematize workflows across Wide Area Networks constituted a $236M market in 1997.
E-commerce solutions that enable firms to sell and distribute stock media through the Web constituted a $100M market in 1997.

Chart 1, Canto Annual Sales by Product 2000
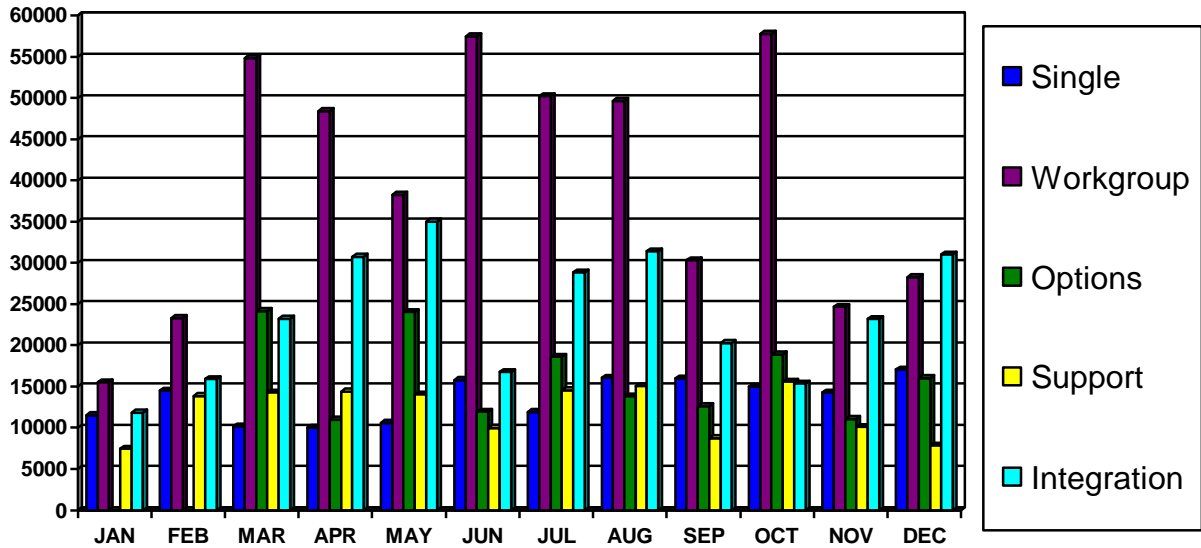
Chart 2, Industry Sectors by Number of Companies

1.5 Canto Technical Services (CTS)

In interviews with customers and media, CTS received compliments on knowledge and friendliness. Channels through which positive relations benefits were received include;

- Road Shows. Partners such as Apple and PowerFile spoke glowingly CTS participation in road shows
- Training Seminars, Another area in which positive public relations is established
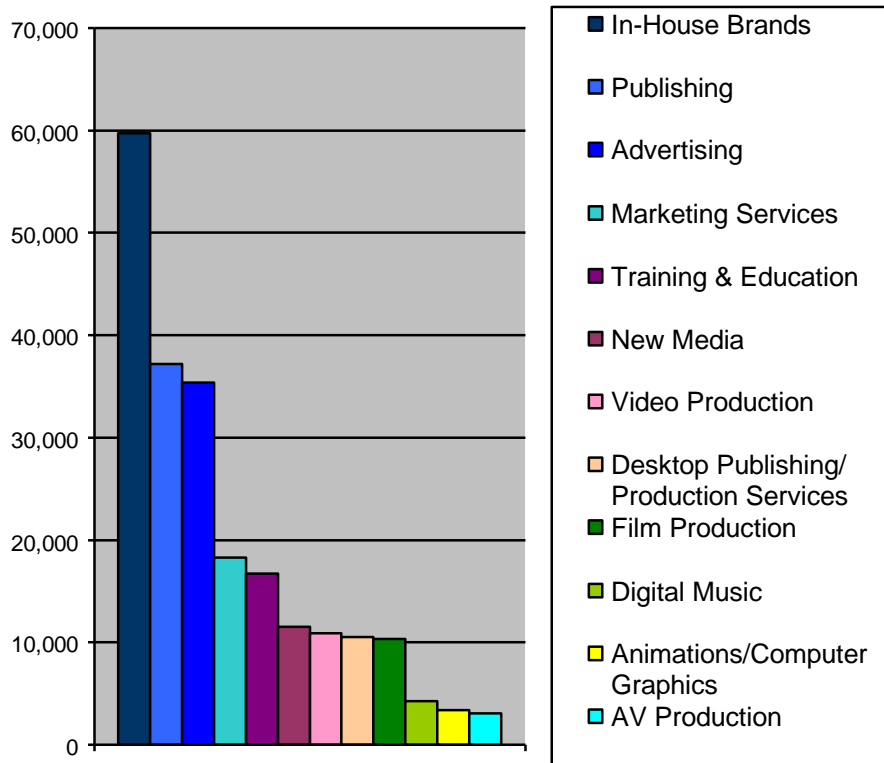- Installation and Integration services considered top notch and in high demand.

Areas of Potential Concerns

"This is a complete joke - The former version crashed my Mac and this "new" version won't even start up on my G4 - OS 9.1! Stay away from this product. "
Anonymous review posted versiontracker.com, May 15, 2001

The negative feedback received is more often the result of poor communications than with a faulty product. This information would include:

1. Not enough information on bugs and trouble shooting
2. Not enough information on up-dates and new versions
3. Single User inquiries given low priority in tech support

Possible Solutions

1. Establish an internal bulletin board for a bug database in which all tech and sales departments can access the database, read about existing bugs and glitches, and retrieve information on how to remedy those bugs. Also in the process of being developed, is an on-line knowledge base with
   - FAQs
   - Tips and Tricks
   - Bugs and Bites
   - Demos and Downloads
   Once site is ready for launch
   - Press release to be sent out to on-line media
   - E-mail blast announcement to customers and partners
   - Canto Homepage post a notice announcing new on-line knowledgebase

2. New product up-dates need to be promoted according to same procedures as new products. (See Media Relations)

3. Single Users are typically not sold to professional asset managers and such customers are not as likely to be up to date on computer software. The result is these customers will call on tech support more often and cost a disproportion amount of time to revenue. The great majority of Single User inquires could be best answered by reading the manual. One approach would be to rewrite the single user manual into a simpler format. Simply break-up the information into two stages, the first being along the lines of a `Cumulus for Dummies' type manual, and the second being for "Advanced Users"

- Do cost benefit analysis to determine if an automated telephone self help menu that would answer the most common inquires on a toll free number would be less than time personnel spend answering similar questions.

Section 2:
Communications Channels Analysis

2.1 Promotional & Collateral Materials

Canto's current inventory of promotional materials is extensive. There is no real need to add to this other than the case studies and up-dated press materials mentioned in 2.2
A few comments and suggestions are worth considering. They are:

- Phase out the current one page glossy (4X6) two sided inserts, and replace with the multi-page glossy brochure that bullets the benefits and advantages and includes a price list.
- Create new PowerPoint sales presentation
- Standardize presentation format that corresponds with new PowerPoint presentation.
- Create new road show Video, the old one featuring Rolly Pane is a little dated and production values could be improved upon.

Table 2, Collateral Materials Inventory

Print Materials
- Annual Report
- Fact Books
- Company History
- Brochures
- Price Lists
- Data Sheets

Case Studies (in PDF Format)
- Computer Store
- DDB
- GU
- Keene Group
- LLR
- NetDoktor
- Renaissance Cruises
- VCU
- VivaLaData

Press Kit
- Internal Materials
- Latest Press Release
- Overview Statement
- Product Background
- Company Background
- Product Photos
- Speaker Photos (Where applicable)
- Management Backgrounder with contact information
- Business Card
- Demo CD

Training Manuals (In PDF Format)
- Browser
- Vault
- Web Publisher
- Single User
- Workgroup
- Education Manuals
- Speaker Bios
- News Releases

PDF Files
- Cumulus 5 Overview
- Cumulus Enterprise Overview
- Cumulus Single Overview
- Cumulus 5 Workgroup Overview
- 2PDF Asset Store
- PowerPoint Support
- (Requesting) Customer Testimonial
- Browser (Also printed version)
- Enterprise (Also printed version)
- Single User (Also printed version)
- Technical Services (Also printed version)
- URL Asset Store (Also printed version)
- Vault (Also printed version)
- Web Publisher (Also printed version)
- Work Group (Also printed version)
- Asset Store for PPT
- Kodak DCS
- V5 Apple Technologies
- Why Up Grade
- Why Manage Your Assets
- Registration Process
- CTS Materials
- Administrator Training
- Client Training
- Custom and Integration

Image Files
- Publicity photos
- Product Images

QuickTime Player
- JN Cumulus Sales Presentation
- JN Reseller Presentation
- Road Show Presentation
- Kodak DCS Filter
- Leonardo Manual
- Web Publisher VCU

Power Point Presentations
- Road Show Presentation

Promotional Items
- Posters
- Post Cards
- Pens
- T-Shirts
- Stickers

2.2 Print Media

A breakdown of the media coverage Canto received in the year 2000 shows that the majority of coverage consists of mentions of the name Canto and/or Cumulus within an article often without any specific references to the product or services. While such mentions do present the company name before an audience there is little to nothing that would influence that audience to investigate further.

The second category of media coverage is the product review. These present the company and product in a more detailed and focused light and, depending on the favorable comments, may influence potential customers to query Canto's products. However, a review often includes competitor products and will thus divert customer attention away from Canto.

Area of Potential Concern
1. The most important types of article are those that are focused exclusively on Canto and its products. These have been the fewest in number and from a public relations standpoint are the most difficult to generate. Without advertising to get the name Canto and Cumulus out and away from competitor associations, focused articles are the only way to differentiate Canto in the media.

Possible Solutions
1. Two of the most popular types of articles among technology publications are the case study and the how-to.
   - Case Studies are based on successful sales and integrations on Work Group or Enterprise level although the occasional Single User success story could also be pitched to certain media. Since most publications would prefer an exclusive on a case study it takes about one week for the editor to consider the pitch and make a decision. Because of the time delay, three case studies should be in circulation at any one time. When one of the three case studies is picked up, another case study should be prepared and entered into the rotation.
   - How To articles. Unlike the case study, How-To pieces are not offered on an exclusive basis. One How-To article per month should be created and mass mailed to media list.
   - Annual Media Tour taking Canto executives "On the Road" to visit reporters at their offices
   - Apply for and enter award programs within the industry to facilitate recognition as well as media coverage
   - Provide expert commentary on the Media Asset management industry (See section 1.4-1)

Chart 3, Media Coverage Monthly for 2000

	jan	feb	march	april	may	june	july	aug	sept	oct	nov	dec
■ Reference	3	12	6	3	0	4	3	2	4	3	4	1
■ Mention	7	9	9	10	7	5	7	11	7	11	3	14
■ All Reviews	0	1	0	0	0	0	1	1	5	2	0	0
■ Features	0	0	1	0	2	2	0	0	2	0	0	0
■ Awards	1	0	0	0	0	1	0	0	0	0	0	0
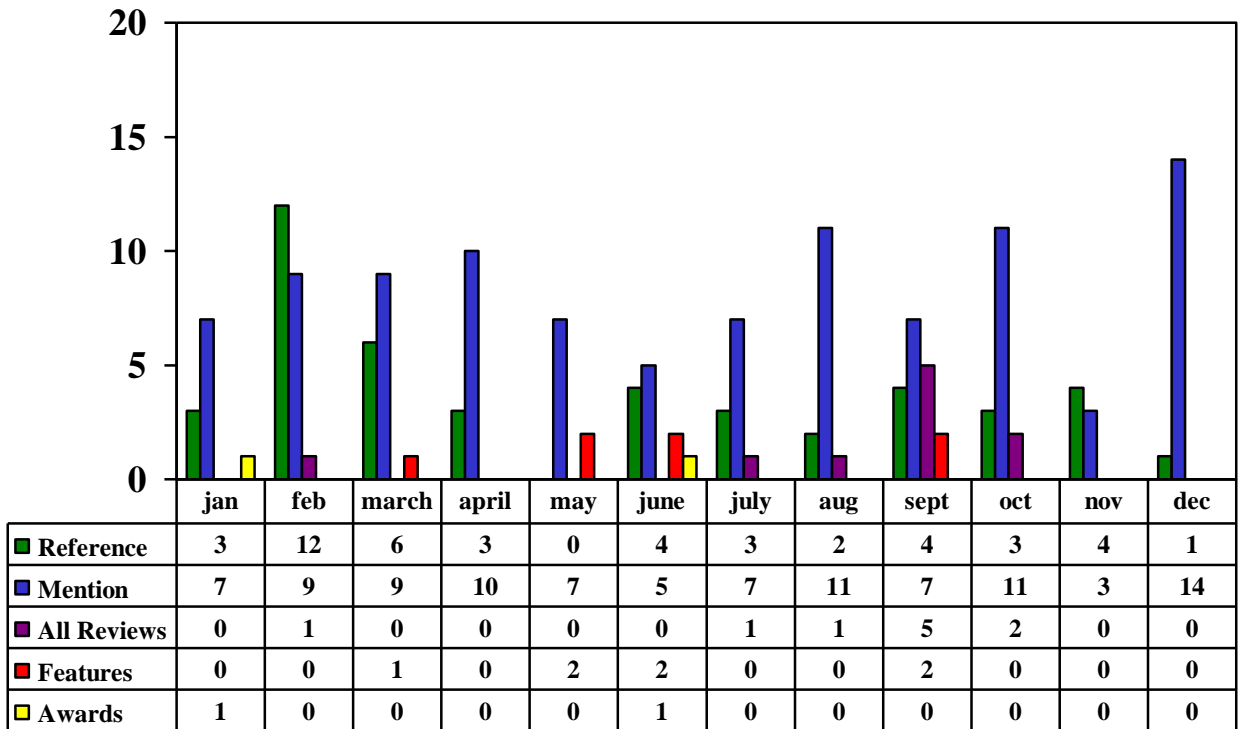
Chart 4, Annual Media Coverage 2000

■ reference
■ mention
■ all reviews
■ features
■ awards
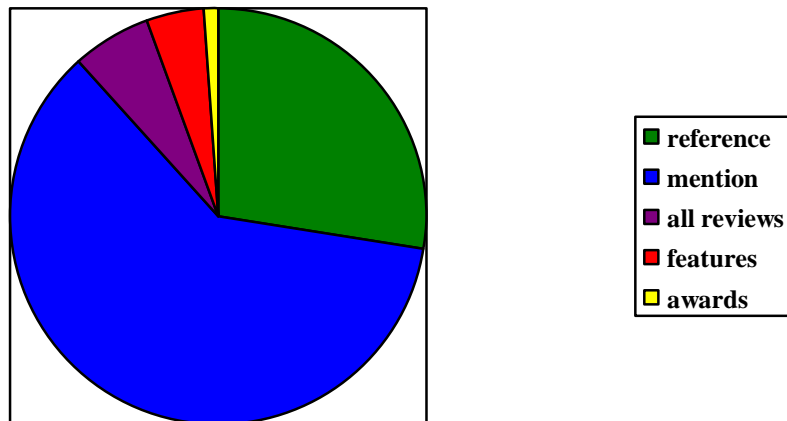
Table 3, Top Ten Print Media by Market

Pre-Press and Printers

Magazine By Order of Circulation
1. American Printer, 86,000
2. Electronic Publishing, 61,000
3. Printing News Network, 55,000
4. Quick Printing, 55,000
5. Print Magazine, 51,000
6. Converting Magazine, 44,000
7. Quick Print Products, 40,000
8. High Volume Printing, 38,000
9. Digital Publishing Solutions, 35,000
10. Catalog Success, 25,000

Ad & Graphic Design

Magazine By Order of Circulation
1. MacWorld, 473,857
2. Advertising Age Mag, 344,000
3. Computer Graphics World, 200,000
4. MacAddict, 180,000
5. MacDesign, 100,000
6. Step By Step, 98,000
7. KM World, 90,000
8. Graphic Arts Monthly, 74,000
9. Communications Arts, 72,500
10. MacDirectory, 50,000

Publishers

Magazine By Order of Circulation
1. Publishers Weekly, 120,000
2. Publish Magazine, 100,000
3. Folio, 45,000
4. Print On Demand, 35,000
5. Print Media, 26,500
6. Editor&Publisher, 20,000
7. Newspaper&Technology, 19,000
8. Electronic Publishing

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Photographers

Magazine By Order of Circulation
1. PC Photo, 167,650
2. Advanced Imaging, 55,500
3. PIX, 55,000
4. Photo Electronic Imaging, 44,000
5. ArtByte Magazine, 30,000
6. Photographic Processing, 20,000
7. Photo Trade News, 16,000
8. Digital Photographer
9. Outdoor Photographer
10. Digital Outback Photo

General Computer/Internet

Magazine By Order of Circulation
1. Information Week, 405,000
2. Maximum PC, 300,000
3. Computer World, 250,000
4. PC World, 225,000
5. Micro Times, 222,000
6. Internet Week, 215,000
7. Network Magazine, 200,000
8. Content Group, 45,000
9. Content Mag, 25,000

Corporate Communications

Magazine By Order of Circulation
1. Wired, 475,000
2. Presentations, 75,000
3. Communications News, 82,000
4. AdWeek Magazine, 33,000
5. Promo Magazine, 30,000

2.3 Trade Shows

Currently Canto's greatest expense and efforts are focused on tradeshows. The Canto booth and set-up is professional and the handling of tradeshow attendees by Canto staff is excellent.

Areas of Potential Concerns

With the downturn in the US economy trade shows may be losing their impact on overall sales. Furthermore, new vertical markets may be opening and their industry tradeshows would make an excellent entrance point into the market, however there is no strategy to infiltrate these new opportunities.

Possible Solutions
Conduct a long term tracking of leads of sales from past shows and determine ROI of exhibiting. Prioritize Tradeshows and designate three levels of participation.

- **Primary Market Shows**, Full participation including booth, personnel, and presentations
- **Secondary Market Shows**, Support partners and resellers in establishing presence at other trade shows such as: Providing Canto Speakers to speak at panels and seminars at target tradeshows
- **New Vertical Market Shows**, Actively visit and investigate other industry tradeshows that show a potential customer base such as Architectural, Construction, Music, and Video. Investigate lower cost possibilities of sponsoring an event at targeted secondary and new vertical market tradeshows.

Chart 5, Annual Tradeshows by Market
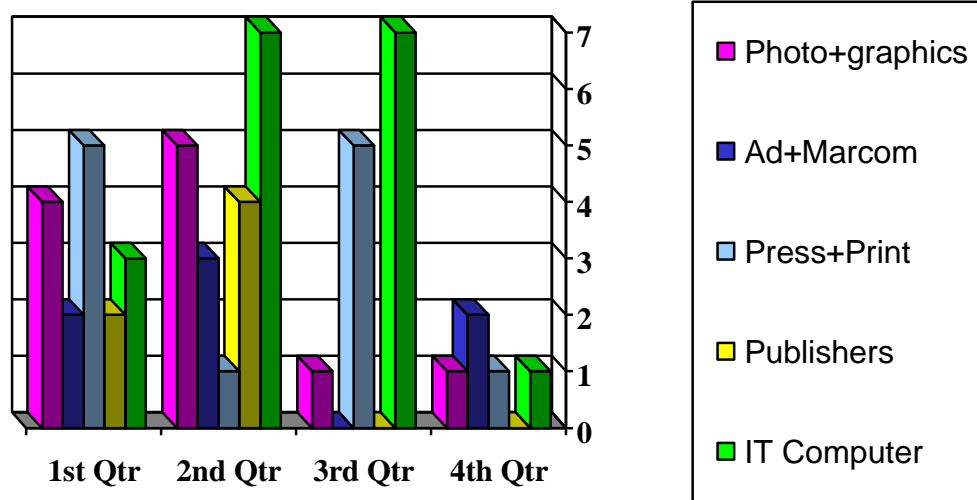
Table 4, Tradeshow Calendar 2001
Legend:
Primary Market = Red
Secondary Markets = Blue
New Vertical Markets = Green

9-Jan	12-Jan	MacworldSF	San Francisco
11-Feb	14-Feb	PMA +Quick Print Show	Orlando
28-Feb	2-Mar	On Demand	New York
28-Feb	3-Mar	Digital Delivery of Ad to Pub`	Atlanta
4-Mar	7-Mar	Knowledge Technologies 2k1	Austin
4-Mar	8-Mar	SPIE's 8th Annual International Symposium	Newport Beach, CA
5-Mar	7-Mar	Presentations conf+expo	Atlanta
5-Mar	6-Mar	M-Entertainment Summit	San Jose
12-Mar	14-Mar	Web Marketing 2001	Monterey, CA
12-Mar	14-Mar	Magazine Tech 2001	New York
12-Mar	16-Mar	Internet World Spring 2001	Los Angeles
12-Mar	14-Mar	Internet Publishing Expo	New York
14-Mar	17-Mar	Museums & the Web	Seattle
15-Mar	17-Mar	Graphic Arts: The Charlotte Show	Charlotte
26-Mar	28-Mar	VuePoint 2001	Arlington
2-Apr	5-Apr	Linux Business Expo	Chicago
3-Apr	4-Apr	Comdex	Chicago
4-Apr	7-Apr	DPI 2001	Atlanta
5-Apr	7-Apr	Techgraphics2k1	Portland, OR
8-Apr	13-Apr	Seybold	Boston
21-Apr	26-Apr	Nat'l Assoc Broadcasters	La Vegas
22-Apr	25-Apr	Optical Data Storage Conf	Santa Fe
23-Apr /25/2001		Web Advertising 2001	New York
30-Apr	3-May	AIIM Conference/Expo 2k1	New York
2-May	4-May	AdTech 2001	Los Angeles
2-May	5-May	Intnl Reprographics Assoc. Con	Minneapolis
2-May		Macintosh Business Expo	Portland
6-May	11-May	Networld+Interop	Las Vegas
8-May	9-May	Tvision 2001	Los Angeles

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14-May	16-May	CIO Think Tank	St. Petersburg
15-May	17-May	InfoToday 2001	New York
16-May	18-May	Contentworld	Burlingame, CA
17-May	19-May	Gutenberg Festival	Long Beach
17-May	19-May	DPIX 2001	Chicago
5-Jun	7-Jun	Robots+Vision	Chicago
6-Jun	9-Jun	HDIA annual Conference	Arlington
10-Jun	13-Jun	2001 How Design Conf	San Francisco
13-Jun	16-Jun	Photo+expo West	Los Angeles
16-Jun	19-Jun	NEXPO	New Orleans
17-Jun	20-Jun	IPMA-International Pub Mmgt Ass	Portland
19-Jun	21-Jun	Interope Netresults	Las Vegas
22-Jun	25-Jun	Book Expo Canada	Toronto
25-Jun	29-Jun	Techxny	New York
25-Jun	28-Jun	PC Expo	New York
10-Jul	11-Jul	Portal technology Symposium	San Diego
17-Jul	20-Jul	MacWorld New York	New York
30-Jul	3-Aug	Web Design World	Seattle
30-Jul	2-Aug	Ice IT Commerce expo	Las Vegas
3-Aug		2001 Print Management Conference	Orlando
8-Aug	10-Aug	Communications ASP Expo	
20-Aug	24-Aug	ITCOM 2001	Denver
5-Sep	7-Sep	NAB Xstream	New Orleans
6-Sep	13-Sep	Print 2001	Chicago
6-Sep	9-Sep	PMAFall Conference	Los Angeles
9-Sep	14-Sep	Newtworld+Interop	Atlanta
10-Sep	14-Sep	Linux Business Expo	Atlanta
24-Sep	27-Sep	Seybold San Francisco 2001	San Francisco
20-Sep	23-Sep	Print Image Owners Conf	San Antonio
2-Oct	5-Oct	Enterprise Content Mngmnt 2k1	Los Angeles
10-Oct	13-Oct	The Big Picture Conference	Tampa
18-Oct	19-Oct	FilmIT	Los Angeles
26-Oct	2-Nov	Xplor 2k1	Orlando.FL
29-Oct	1-Nov	Kmworld 2001	Santa Clara, Ca
30-Oct		Macintosh Business Expo	Seattle

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| 12-Nov | 16-Nov Comdex | Las Vegas |
| 2-Dec | 6-Dec AdTech New York | New York |

Table 5, Proposed Trade Show Schedule of Activities

1st Stage Preparations (3 months prior to show)

- Collect conference information price lists, registration forms, and schedule of seminars, luncheon speeches.
- Hold in-house meeting with sales and marketing staff to determine level of participation and strategy i.e. booth size, location sharing and partnering etc.
- Contact dealers, partners and re-sellers and determine their level of participation
- Find areas of mutual cooperation
- Fill out and submit registration fees, sponsorships, book rooms for press conferences, sales presentations
- Seek speaking opportunities.
- Submit speaker's kits to conference committees
- Check with technical division for news of any new product announcements that would be suitable for release or announcement at planned conference.
- Send out any relevant story ideas that are suitable to the market to which the tradeshow belongs (This allows for more than the two months lead in time so that the story can be pitched around to several publications. NDA may be required in some cases. The magazine articles should appear in the same issue current with the trade show.)

2nd Stage Preparations (2 months prior to show)

- Send out press release concerning show
- Book hotel, and air tickets where applicable
- Draw up schedule of staff commitments, and planned activities
- Confirm speaking engagements
- Inventory collateral materials and order printing needs, promotional giveaways, t-shirts etc.

3rd Stage Preparations (One month prior to show)

- Confirm Dates and times of seminars, speeches, workshops, employees travel itineraries,
- Confirm cooperation agreements with partners and dealers
- Begin preparing Power Point and other medium for conference presentations, speeches, panel discussions

Arrange Specific Equipment Needed at Conference Site

- Signs: Registration, Directional, Welcome
- List of equipment needed (See; Day Before Technical Checklist)
- Price of equipment to be furnished
- List of equipment to be rented
- Repair kits (pliers, bulbs, wire)
- Decorations (meet fire regulations)
- Reproduction equipment
- Cost of extra equipment or services
- Telephones, number
- Flags, banners
- Rental equipment contact
- Accommodations Confirmed
- Adequate power to handle maximum needs?
- Internet Access confirmed
- When will principal meeting room be available?
- Can our equipment be setup the night before a morning meeting?
- Room setup diagram provided
- Transportation of material to and from

Points to Check Just Before Conference
- Lectern and light, microphone
- Water provided
- Ash trays, matches, pencils, note pads, paper
- Location of restrooms
- Signs, flags and banners placed correctly
- Special flowers and plants
- Other special facilities
- Direction signs
- Prepare gift bags
- Labor charges: electric and carpenter services
- Storage of shipping cases

Organization of Sponsor Exhibits
- Number of exhibits
- Floor plans for each exhibit furnished
- Date of setup and dismantling
- Room assignments and daily rentals
- Booth coverage assignments

- Models and/or sales representatives
- Name of display company
- Directional signs/traffic flow
- Electrical power, steam, gas, water and waste lines
- Electrical charges
- Partitions, backdrops
- Displayed items clean, polished

Day before Technical Checklist

Audio

- Acoustics: Clap your hands sharply . . . talk loudly...listen carefully
- Audio: Plug in everything, then test it
- Public address system working?
- Feedback at working level?
- Electrical interference or hum?
- Speaker placement OK?
- Enough PA mikes?
- Mike cords long enough?
- Mike stand heights OK?
- Tape recorder working?
- Recording mike tested?

Tape recorder
- Tested and working?
- Built-in speaker?
- Extension speaker?

Visual
- Booth or Projection Station
- High enough to clear heads/hats?
- Wide enough for all equipment?
- Right distance from screen?
- Rigid and level?
- Enough AC electric power?
- Circuit breakers or fuses located?
- Spare fuses/standby circuits ready?
- Enough extension cords or adapters: AC Power? Audio? Remote Control?
- Signal light or buzzer needed?

Lectern
- Height comfortable?
- Script light tested?
- Glare eliminated from stage lights or spots?
- Mike placement OK?
- Pointer handy?
- Room lights
- All light switches located, checked and labeled?
- Are power outlets hot when lights are out?
- Is the room dark enough for projection?
- Will people come and go during the presentation?
- Is light from doors prevented from hitting screen?
- Vital parts on hand: Lamps? Belts? Fuses? Repair kits?
- Standby equipment ready?
- Extension speaker?
- Slide Projector:
- Remote control?
- Remote extension?
- Focus from remote?
- Tested and working?

- **Other equipment**:
- Easels?
- Blackboards?
- Chalk, eraser?
- Sufficient extension cords of our own to supplement those provided?
- A-V and Power Point Materials
- Right subject and title?
- Sequence in program checked?
- Slides:
- Sound level determined?
- Pre-focused and framed?
- Everybody posted, checked out and cued:
- All equipment operators?
- Light switch operators?
- Personnel-understanding of procedure
- Necessary information on registration cards, badges
- Location of programs, other material
- Prepare gift bags
- Photographer present

Press Meeting
- Promotion brochures & leaflets
- News releases
- Other promotional materials

Points to Check after Conference
- Removal of organization property
- Check for forgotten property
- Billing arrangements
- Take down signs, banners, etc.
- Recovery of films, slides, etc.

After Show Follow-Up
- Send out e-mails thanking:
- Attendees/potential customers, Partners/distributors, journalists/press
- Send out release about success of conference
- Compile database of leads by name and type of industry (Sales dept.)
- Tracks leads to sales for one-year period and compile statistics on number of leads generated, number of sales produced, and total gross of sales.
- Use statistics to assess effectiveness of trade show participation.

2.4 Road Shows

"The sales guys are great! They really add value to the (Road show) *program and are easy to work with."*
Todd Owens, from PowerFile

That Canto road shows have received excellent reviews and is one of the most effective channels for promoting corporate and product image, as well as generating word of mouth endorsements and sales leads.

Areas of Potential Concerns

1. Sporadic attendance levels and low visibility of training seminars and presentations
2. Need better pre planning
3. Need help with travel logistics such as hotel bookings and airfares
4. Need strategic approach
5. Need more pre show publicity
6. Need better-focused presentation

Possible Solutions

Road Show, Training, and Sales Seminars need to be marketed as a service. This would require both printed and on-line promotional materials such as:
- Publicity Photos of Seminars and Speakers.
- Training Course Prospectus
- Video clips from Road Show presentations posted on website
- Print Reviews
- Endorsements of past attendees
- Bios of Instructors and Speakers with photos
- One page PDF advertising mailer including all of above elements for e-mail blasts
- Standardize training format and redesign PowerPoint presentation.
- Rehearse and refine presentations and speaking skills
- Prepare standard press releases for each seminar

2.5 Seminars

"Canto's support for the Apple seminars is excellent and well organized. We feel your participation generates a lot of positive promotional benefits."
Sandy Bosak, Apple Seminars

Joint cooperation or sole sponsored seminars are both an excellent sales and public relations tool. Feedback on Canto's past participation in these events has been very positive and encouraging.

Areas of Potential Concerns

The only problems lie in promotions and organizations. While the seminars at which Canto employees participate are positive, greater efforts need to be made in generating publicity.

Possible Solutions

Create and up-date a calendar list of seminars of interest to Canto, Canto's partners or resellers.
Strategically designate each event according to level of participation in the following categories:
1. No Participation
2. Vendor Participation
3. Partner Participation
4. Sales Rep Participation
5. Technical Support Participation
6. Executive Participation

Plan of Action

1. Contact hosts and arrange for support, collateral, and promotional materials.
2. Arrange in advance travel and accommodation where applicable
3. Post Calendar of "Canto Seminars" on website
4. Register seminars with on-line webzines and other sites
5. Post promotional flyer offering Canto expertise for your seminar or conference
6. Create PDF promotional flyer offering Canto expertise for your seminar or conference to be mailed out by sales and marketing dept when needed
7. Send out press release of important seminars.
8. Create reviews, endorsements and quotes from attendees of Canto Seminars.
9. Create Case Study of Canto Seminars

2.6 Website

" The product is excellent, however the benefits are hard to understand unless you do a lot of careful research. Also the website is not very customer friendly. It took me a half hour of looking to find the PowerPoint plug in and even then it was only after I conducted a search could I find it."
Jennifer Rotonda, Editor Presentations Magazine

"They have about the worst website to find previous version and version updates!! Ahhh"
Anonymous review posted on Zdnet.com, Oct 13, 2000

The most controversial comments received were concerning the website. While praised for the extensive amounts of information and the high quality of the content, the negative comments centered on navigation and layout.

Areas of Potential Concerns

1. Searching for specific product information and downloads on website is not clear
2. Registration process is confusing. The most often heard complaint is when users download up-dates and plug-ins and confuse the filter registration number with the product registration number
3. Website home page does not feature product shots or similar graphics that would link/brand Cumulus with the term MAM.
4. Website needs to be more useful as a promotional and sales tool
5. When purchasing on-line, customers are often confused whether or not their order went through.

Possible Solution

1. Place product names and graphics on front-page with links from image to download area. Easier navigation to most requested pages on home page. Add FAQs page with links to downloads page.
2. Add a note to download page clarifying what an activation key, as opposed to a registration key is.
3. Feature Box shots prominently on home page with links entitled "Download Demo Here" to download page. Include MAM on front page.
4. Ad dialogue box that sends the following message at the end of the purchasing process saying your order has been received and is being processed.

Additional Recommendations

The press section of the website should include, in addition to the current press releases and success stories, the following elements.

1. Photo Gallery. A thumbnail gallery of promotional images that press and other media can download. These images should be available in both Jpeg format for electronic media and high resolution for use in print editions. Photos to include in gallery are:
   - Box Shots, Single User, Workgroup, both, Options
   - Graphics Used on Box Cover
   - Canto Logo
   - Canto Banner Ad for website link
   - Screen Captures
   - Photos of Executives
   - Publicity Photos of Canto Speaking engagements
   - Publicity photos of Canto Trade Show Participation
   - Video Clips of Presentations

2. Include a press guest book where reporters can register online to be included on the press list. Include fields for name, outlet, phone, fax, and e-mail.

3. Include a script in the guest book that will send the contact information immediately by e-mail to PR department for follow-up.

4. Reviewers Guide. There are often confusion and mistakes occurring in reviews of Cumulus that is the result of journalists not really taking the time to read and learn the instruction manual. This is understandable given reporters deadlines. To assist in an accurate understanding and portrayal of the product an on-line reviewer's guide. This should be include;
   - Benefits bullets
   - Common mistakes
   - 800 number to Technical Support
   - Provide links to news articles about company with a short description of the story, the date it was published and the publication's name.

5. Invisible Counter, In order to help measure PR effectiveness, install a counter on the home page, and press pages. In this way when an article or pres release is distributed we can measure the degree of interest it generates by noting the increase or decrease in hits to that particular web page.

2.7 Canto E-News Newsletter

In the April 200 Survey most customers (36%) said they received information about product up-dates and new releases through the newsletter. The newsletter therefore provides the primary medium through which product up-dates are disseminated.

Areas of Potential Concern

Although it is shown to be an effective medium for up-dates it is underutilized as a sales and reputation management tool.

Possible Solutions

- Include industry observations and quotes
- Include links to recent articles on the web
- Include links to recent press releases
- Include links to PDF collateral materials
- Include feedback link
- Include birthdays of senior executives
- Include announcements of promotions, major sales and services

2.8 Partner and Distributor Relations

A comprehensive communications strategy developed for this channel is beyond the scope of this audit. However a few observations and a plan to design such a strategy is as follows. Currently cooperation and communications between Canto and its partners is underdeveloped. While some noteworthy efforts are being made with some partners, such as in the case of the Apple seminars (see section 2.5) an overall promotional strategy has yet to include and exploit the possible areas of opportunity.

Plan of Action

1. Compile database of partners, distributors, dealers, and contact persons responsible for sales, marketing, and public relations, where applicable.
2. Compose letter of introduction and mail to contacts.
3. Include Questionnaire to get a consensus of what their current promotional efforts are, and what they would like to see from Canto in terms of Marketing and Communications support.
4. Questionnaire to include questions that would result in possible case study and media news pieces.
5. Analyze results and prepare a list of needs and identify areas of cooperation
6. Establish regular communications between Canto marketing Dept and key contacts.
7. Create and monitor calendar of partner related events at which Canto's participation is required and what services and materials are to be provided.

Areas of possible cooperation:

- *Trade shows*. Share costs of renting space at smaller events. Provide display materials demos, press kits, marketing materials.
- *Seminars and training programs*. Send sales and/or tech support personnel to speak at seminars, provide PowerPoint presentation and/or videotape presentations, and supply training materials.
- *Sales promotions.* Supply point-of-sale materials, post sales event on website news section.

2.9 Employee Relations

"The people you work with are your most important audience, as well as your most important PR vehicle. Your employees reflect your organization in their attitudes and actions. Without their enthusiasm and support your public relations will suffer, and there's nothing you can do about it."
Tom Gable, APR, author of "The PR Client Service Manual."

In terms of salary and employee benefits programs, Canto compares favorably with other firms in the community.

Areas of Potential Concern

There are several factors contributing to an overall low level of personnel motivation and morale. They are; recent downsizing and layoffs of staff, the recent bust in the Dot Com industry, the rising level of unemployment statistics and threatened economic downturn.

In addition the following were commonly held employee concerns:
1. Lack of prior information regarding product development
2. Lack of prior information regarding company directions, and actions
3. An inability to provide feedback and input on key decisions
4. A lack of educational and skills up-dating and improvement
5. A general feeling of low motivation

Possible Solutions

1. Keep employees informed about new product lines so they can better advise customers. Post insider news on in-house bulletin board.
2. Keep employees informed of goals, problems, and the firm's position at all times through in-house only bulletin board, newsletter, and meetings.
3. Create a suggestion system for employees. This can produce laborsaving, merchandising, and promotional ideas and also serves as a barometer of employees' attitudes.
4. Promote training and skills improvement by supporting educational training seminars and courses.
5. Organize morale building activities, such as:
- Annual birthday party. On the anniversary of the founding of the company host a modest birthday celebration. Employees can throw their names into a hat and choose someone to buy a gift for. The gift must be between $5-10 and meant to be completely useless. The most useless present wins a door prize.
- Christmas party and Annual Picnic
- Participation/Sponsorship of charitable community events such as walks and runs

Section 3
Plan of Action

3.1 Summary of Possible Solutions

Media Relations
- Create a new type of success story called "Ten Years After" or "Then & Now" in which previous clients are up-dated. This will help to show the long-term support received by customers.
- Create monthly Case Studies based on successful sales and integrations on Work Group or Enterprise level although the occasional Single User success story could also be pitched to certain media.
- Create monthly How To articles
- Create Case Study focused on Canto Seminars and training.
- Annual Media Tour taking Canto executives "on the road" to visit reporters at their offices
- Apply for and enter Award programs within industry to facilitate recognition as well as media coverage
- Provide expert commentary on the Media Asset management industry

Promotional and Collateral Materials
Graphics/Photos
- Publicity shots of Canto employees working with clients, presenting at tradeshows and speaking at seminars.
- Publicity Photos of Seminars and Speakers.
Written Materials
- Create and print Customer Survey cards for insert in Product Box
- Create a Carte Blanc white paper that emphasizes Cumulus as a total solution with numerous options offered as a side menu of customizable functionalities.
- Rewrite the single user manual into a simpler `Cumulus for Dummies' format.
- Do cost benefit analysis on an automated telephone self-help menu that would answer the most common inquires on a toll free number.
- Create `Reviewers Guide' to assist in an accurate understanding and portrayal of the product for journalists
- Write reviews, endorsements and quotes from attendees of Canto Seminars
- Write PDF promotional flyer offering Canto expertise for seminars or conferences.
- Write up Bios of Canto Instructors and Speakers

Presentations
- Standardize Training format and redesign PowerPoint Presentation.
- Rehearse and refine presentations and speaking skills of Canto presenters

- Prepare standard press releases for each seminar.
- Create new PowerPoint sales presentation
- Create new road show Video

Trade Shows
- Prioritize Tradeshows and designate three levels of participation.
- Conduct a long term tracking of leads of sales from past shows and determine ROI of exhibiting.

WebSite
- Separate website devoted and targeted specifically to North American customers
- A feedback form on the website
- Photos of company staff and bios posted on website
- Post website FAQs that includes mention of cataloging speed
- Establish an internal bulletin board for a bug database in which all tech and sales departments can access the database, read about existing bugs and glitches and retrieve information on how to remedy those bugs.
- Continue with current project developing an on-line knowledge base with
- FAQs
- Tips and Tricks
- Bugs and Bites
- Demos and Downloads
- Post Calendar of "Canto Seminars" on website
- Post promotional flyer offering Canto expertise for your seminar or conference
- Post Video clips of seminars on-line
- Up-date press section of the website to include:
- Photo Gallery. A thumbnail gallery of promotional images that press and other media can download. These images should be available in both Jpeg format for electronic media and high resolution for use in print editions. Photos to include in gallery are:
- Box Shots, Single User, Workgroup, both, Options
- Graphics Used on Box Cover
- Canto Logo
- Canto Banner Ad for website link
- Screen Captures
- Photos of Executives
- Publicity Photos of Canto Speaking engagements
- Publicity photos of Canto Trade Show Participation
- Video Clips of Presentations.
- Include a press guest book where reporters can register online to be included on the press list. Include fields for name, outlet, phone, fax, and e-mail.

- Include a script in the guest book that will send the contact information immediately by e-mail to PR department for follow-up.
- Invisible Counter, In order to help measure PR effectiveness, install a counter on the following WebPages. In this way when an article or pres release is distributed we can measure the degree of interest it generates by noting the increase or decrease in hits to that particular web page.

Special Events
- Celebrate (Canto Birthday Party) with a social event and coinciding sales promotions,
- Announce the celebration of another anniversary through newsletter, website and e-mail blast to targeted client list.
- Corporate support and/or sponsorship of targeted community and social events that would generate both publicity opportunities and promote a people friendly corporate image

Sales and Seminars
- A proactive approach of scheduled follow-up calls on existing customers asking for opinions and concerns
- Customer service training for sales and CTS support staff
- One page advertising mailer including all of above elements in a PDF for e-mail blasts

Partner and Distributor Relations
- Compile database of partners, distributors, dealers, and contact persons responsible for sales, marketing, and public relations, where applicable.
- Compose letter of introduction and mail to contacts.
- Include Questionnaire to get a consensus of what their current promotional efforts are, and what they would like to see from Canto in terms of Marketing and Communications support.
- Questionnaire to include questions that would result in possible case study and media news pieces.
- Analyze results and prepare a list of needs and identify areas of cooperation
- Establish regular communications between Canto marketing Dept and key contacts.
- Create and monitor calendar of partner related events at which Canto's participation is required and what services and materials are to be provided.

Employee Relations

- Customer service training for sales and CTS support staff
- Announce the hiring of new personnel

3.2 Marketing Strategy

Examining the charts that plot annual sales, media coverage, and trade show events, shows no discernable patterns. For example, there is not a discernable increase in either sales or media coverage immediately following a tradeshow. This allows us to implement our own annual timetable of activities. The first factor is market size. The top three markets according the Gistics report (See Market positioning) in descending order are:

1. In-House
Those corporations that produce in-house asset archives such as architectural, wholesalers, manufacturers, construction. These companies cross all sectors of industry but have in common the generation of large amounts of digital files.

Because this market is so diverse it is difficult to target communications channels that would reach all potential customers. Furthermore an unknown, but certainly a considerable, percentage of sales to this market would consist of low end Single User edition, thus reducing the potential returns.

Communications Strategy
- Trade shows. Includes participation at the more generic computer and Internet type tradeshows such as Comdex and MacWorld.

- Media. Focus on the larger circulation but broader scope publications such as: Information Week, Maximum PC, and Computer World. Generate articles focused on the educational Problem-Solution model designed to make potential customers aware of the need for this solution.

- Focus Road Shows promotions towards a broader scope of industries. Generate and include mailing list of in-house companies.

- Free CD Demo inserts in Magazines, should be considered for this market as a way of introducing the concept of media management. Although most sales generated would be Single User, many of those customers would then use word of mouth to create possible secondary sales of the larger Work Group and Enterprise editions.

2. **Publishing**

This market includes those working in various levels of production from asset generation by in-house graphic arts and design departments, through to pre-press and print production. This market is more tightly focused and more easily penetrable through industry tradeshows.

Communications Strategy

- Tradeshows Participation in specific industry tradeshows such as Seybold, Quick Print Show, and On Demand

- Media, Generate articles focused on `How To'. Customers in this market sector are more familiar with the need for asset management and are also more technically savvy. Articles should include insider tips and tricks of he trade that focus more on high tech answers to questions and targeted to such industry trade publications as American Printer, Electronic Publishing, and Printing News Network.

- Public Speaking, The higher level of computer proficiency of these potential customers would suggest public speaking programs aimed at Information/demonstration type lectures and seminars targeted to fulfilling the specific needs of graphic arts and pre-press professionals.

3. Advertising

This market has not been well defined in the past yet holds excellent potential sales of Work Group and Enterprise products

Communications Strategy

- Tradeshows Participation in specific industry tradeshows such as AdTech 2001 and Contentworld.

- Media, Since the requirements of this market are towards the larger Work Group and Enterprise product solution, develop Success Story/Case studies that focus on integration solutions and pitch to industry publications such as Advertising Age and Communications Arts.

The remaining eight market segments combined have fewer potential customers than the previous three and can be approached one by one on an evolving basis and as opportunities present themselves.

With the three major markets defined, the following timetable is roughly based on the frequency of each market's tradeshows according to *Chart 5, Annual Tradeshows by Market*

Table 6, Market Focus by Quarter
First Quarter: In-House

Primary Tradeshows
- 9-Jan   12-Jan   Macworld, San Francisco

Secondary Tradeshows
- 11-Feb   14-Feb   Quick Print Show, Orlando
- 28-Feb   2-Mar   On Demand, New York
- 5-Mar   7-Mar   Presentations Conf+Expo, Atlanta

New Vertical Market Tradeshows
- 5-Mar   6-Mar   M-Entertainment Summit, San Jose
- 12-Mar   14-Mar   Magazine Tech, New York

Second Quarter: Publishing

Primary Tradeshows
- 8-Apr   13-Apr   Seybold, Boston

Secondary Tradeshows
- 4-Apr   7-Apr   DPI 2001, Atlanta
- 3-Apr   4-Apr   Comdex, Chicago
- 2-May   4-May   AdTech 2001,   Los Angeles
- 16-May   18-May   Contentworld, Burlingame
- 17-May   19-May   DPIX 2001,   Chicago
- 16-Jun   19-Jun   NEXPO, New Orleans

New Vertical Market Tradeshows
- 21-Apr   26-Apr   Nat'l Assoc Broadcasters, La Vegas
- 13-Jun   16-Jun   Photo+Expo West, Los Angeles
- 17-Jun   20-Jun   IPMA-International Mgmt. Assoc. Portland

Third Quarter: Advertising

Primary Tradeshows
- 17-Jul   20-Jul   MacWorld, New York
- 24-Sep   27-Sep   Seybold, San Francisco 2001

Secondary Tradeshows
- 3-Aug   2001 Print Management Conference, Orlando
- 6-Sep   13-Sep   Print 2001, Chicago
- 6-Sep   9-Sep   PMA Fall Conference, Los Angeles

Fourth Quarter: Variable

Secondary Tradeshows
- 10-Oct   13-Oct   The Big Picture Conference, Tampa
- 29-Oct   1-Nov   Kmworld 2001, Santa Clara,

New Vertical Market Tradeshows
- 18-Oct   19-Oct   FilmIT, Los Angeles
- 12-Nov   16-Nov   Comdex, Las Vegas
- 2-Dec   6-Dec   AdTech, New York

3.4 Monthly Public Relations Activities

1st Week, *Focus on Special Events Planning and Preparations*
- Contact partners and resellers regarding up-coming tradeshows
- Maintain monthly contact with key people in these companies
- Source Speaking Opportunities
- Identify all organizations with that quarter's market sector through which speaking and promotional opportunities can be sought
- Select speakers and develop messages that meet the needs and cater to the interests of these groups
- Contact the targeted organizations one by one. Propose company speakers, send speaker's kit and follow up.
- Plan and organize
- Follow-up previous week's calls and e-mails

2nd Week, *Focus on Media*
- Research and develop 1 new case study
- Send out story pitches to publications
- Create PDF of case study for website
- Schedule luncheon with media and editors
- Submit 50-word article for Canto E-News
- Follow-up previous week's calls and e-mails

3rd Week*, Focus on Sales and Seminars*
- Plan and organize Canto seminars
- Prepare promotional materials for seminars
- Carry out publicity and promotions of seminars
- Write advertising copy for e-mail blasts and sales pitches
- Develop how-to article ideas for specific targeted media channels

4th Week*, Focus on Research and Logistics*
- Research and add additional media contacts.
- Up-date existing database, calendar of trade shows and speaking engagements and opportunities
- Collect data on marketing and communications effectiveness including monthly sales figures and monthly media coverage.
- Research Internet for webzine articles, note and send links throughout office.
- Follow-up previous week's calls and e-mails
- Prepare monthly progress reports

3.5 Measurements

Prepare and submit Quarterly report that compares:

- Current quarter's type and quantity of media coverage compared to same quarter of the previous year.
- Current quarter's sales and service gross income to same quarter previous year.
- Report on list of activities accomplished compared to annual timetable of events.
- Meetings with senior management to discuss quarterly report and refine means and methods, set new quarter goals and objectives, refocus strategy.

3.6 Budget

Predicted Expenses
Printing
New Brochures
CD Demos for give aways and magazine inserts
Card Inserts, Customer Survey/Feedback forms
Cost of photographic film and development
8X10 glossy photos
Cost of digital videotapes and dubs
Cost of room, audiovisual equipment, beverages, meals for seminars, press conferences training sessions.
Hotel & Travel expenses for management and speakers

Appendix A

Audit Internal Interview Questions

- Are you getting all the information you want to do your job well?
- Is there anything you want that you're not getting?
- Are memoranda and announcements easily understood? Could you give me some examples?
- How do you get updates on what's happening in the company? In your department?
- What does, and doesn't, work with your present communications set-up? How would you improve it?
- If you wanted to give feedback or suggestions, how do you do it now?
- Does the feedback/suggestion procedure work? If it doesn't, how would you improve it?
- Whom do you believe more - your co-workers, your immediate supervisor, department managers, division heads, or the "boss"?
- Do you talk about your work or the organization outside of your job? What do you say?
- What is the best thing about Cumulus
- What would you do to improve sales and image?
- What Trade Publications do you read?
- What do you feel is the best selling point of cumulus?
- What do you feel are the weak points or drawbacks of the product?
- What do your customer's like about the product?
- What do they dislike?
- What would be the most common complaint?

Appendix B

Cumulus 5 U.S. Customer Survey

•April 2000
•Purpose: identify potential V5 references and case studies and elicit general feedback
•E-mail invite to 653 V5 US/Canadian customers
•22 responses

1   How did you become aware that the new version of Cumulus 5 was available?

Canto eNews	8	36%
Canto Sales Person	0	0%
friend	5	23%
press	3	14%
trade show	1	5%
Other...please note below	5	23%

Comments:

Corel Draw suite	3
reseller	1
Already had a Version just needed Upgrade	1

2   Which Cumulus 5 edition do you currently own?

Single User - electronic download	7	32%
Single User - package	11	50%
Workgroup - package	4	18%

3   Rate your satisfaction with the Cumulus 5 installation experience:

1 - Very Satisfied, it was very easy.	11	50%
2 - Satisfied, I had a few issues, but I resolved them.	6	27%
3 - Neutral, it took longer than expected.	3	14%
4 - Unsatisfied, it took entirely too long.	2	9%
5 - I have not installed it.	0	0%

Comments:

A little unclear as to how to "activate' the electronic download.
hard to get the correct in from Canto to upgrade and then get all of the numbers straight
I could not install v5-I was on the phone with tech support for 4 hr at which time they gave up. I reinstalled v4.06
While installing the client/server package itself was quite smooth and trouble free, the Web Publisher option has been anything but easy.
Install wasn't as easy as I thought it would be

4   Rate your satisfaction with the new Cumulus 5 features:

1 - Very Satisfied, they exceeded my expectations.	9	41%
2 - Satisfied, they met my expectations.	9	41%
3 - Neutral, they were OK.	2	9%
4 - Unsatisfied, I expected more.	2	9%
5 - Very unsatisfied, they did not deliver what I expected.	0	0%

Comments:

WISHLIST - ability to import from FileMaker and from 4th Dimension.
Fails to work with Mac OS 9
I am a fan of Cumulus
excellent product

| When I first open a program, all canto programs open in the folder. |
| Browser not included like on 4 |
| If I could have installed v5 I would love the new features |
| I was very disappointed that the Find by Filetype function did not work and that I was told to wait for the next release for this bug to be fixed. |
| The program seems slower than before. The initial version had a couple of bugs that were later resolved. |

5 **Are you aware of the new Cumulus Options such as Web Publisher that available for your edition?**

Yes, I know and understand them.	5	23%
Somewhat, I am familiar, but I am not sure what they offer.	13	59%
No, I don't know what they are.	4	18%

Comments:

| Running Web Browser 5 - having problems with downloads from collection basket, Pixel Converter |

6 **Rate which features would you like to see in future versions?**

(1-very important, 2-important, 3-not important, 4-no opinion)		**Very**	**Imp**
More File Format Conversions (e.g, TIF, EPS, PDF)	a	9	8
More Web features	b	13	6
More HTML templates (e.g., suggested Web layouts)	c	8	9
Suggestions for field usage (e.g., asset information to track)	d	5	3
Digital Watermarking (embeds security into images)	e	2	6
More Direct File Format Support	f	4	4

Comments:

| FileMaker container fields. |
| Batch keyword assignment. |
| WMF for Mac edition - Preview of Adobe Illustrator file and EPS files MUST be fixed to be more real |
| More integration with other Data Bases |

7 **Would you be willing to speak with a Canto representative about your experience?**

| Yes, I am happy to give more feedback. | 12 |

Company Names	**Product**
infomenu.com	SU
TweazerVision	SU
Ken Alan	SU
Aeroflex Inc	SU
WideWorldPictures	SU
John Hacker	SU
Steckel Printing	SU
Panacea Products Corp.	SU
PROSYS Enterprises, LLC	SU
Tennessee Farmers Cooperative	SU
Dr. Levi Sorrell	SU
Lifetouch Portrait Studio	W