Don Talend Content Portfolio: Product Marketing

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Summary

Senior marketing content writer, Zebra Technologies

- Emails
- Landing pages
- Infographics
- Sales enablement collateral
- Industry-specific technology solutions guides

Content and media relations consultant, Don Talend Communications

- Web copy, multiple industries and clients
- Sales collateral, Hemisphere GNSS and Modular Mining Systems
- Trade articles written and placed, Topcon Positioning Systems

Marketing manager, Stericycle

- Healthcare communication services sales collateral

Promotional email: supply chain

Zebra Technologies warehouse modernization e-book offer

ZEBRA

Make your warehouse future-ready

Scale operations in six steps

Download Now

With the global e-commerce market booming due to the shift in consumer expectations, warehouse operations need to be fast and accurate. Our e-book offers six steps that drive efficiency and set the groundwork for your warehouse, ensuring that you're operating with scalability for the future.

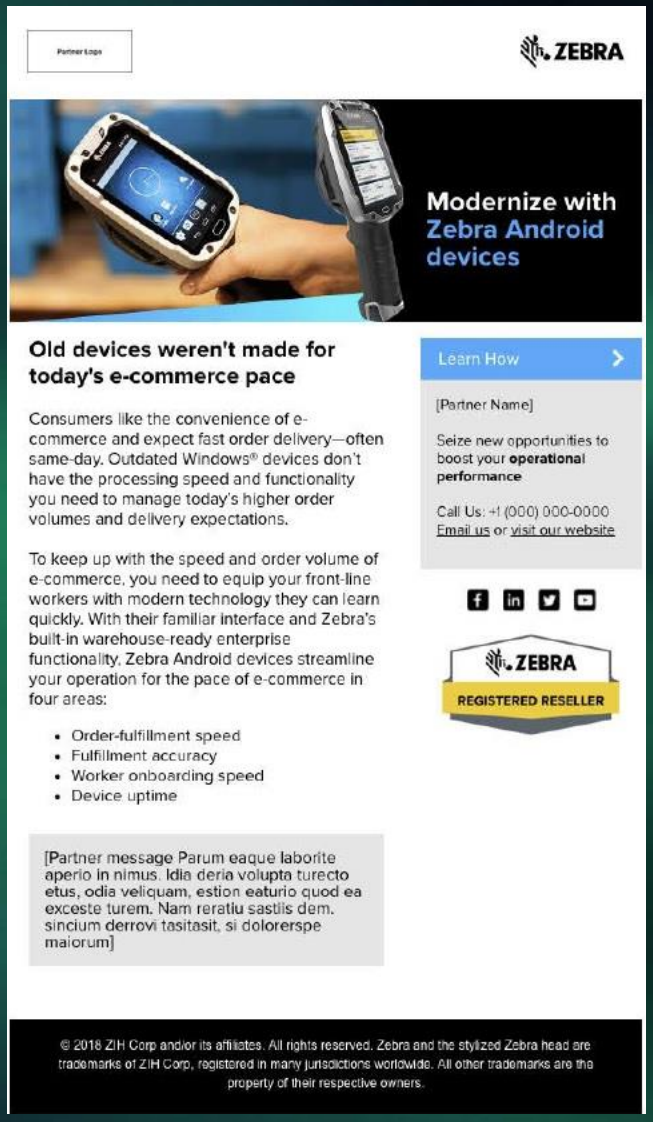
Discover how these six steps:

- Improve efficiency from the front line
- Maximise productivity and effectiveness
- Increase accuracy
- Streamline processes

Download Now

Reseller email: warehouse

Zebra Android devices help warehouses keep up with e-commerce



Landing page: retail technology

Guide to Zebra Technologies' inventory management solutions offer

ZEBRA

CONTACT US

TRANSFORM YOUR INVENTORY MANAGEMENT

Succeeding in retail has never been easy, especially when it comes to making sure you have what shoppers are looking for in stock. With more ways to buy, loyalty is difficult to attain — unless you can provide the items shoppers want, every time.

See how Zebra's retail inventory management solutions meet the omnichannel demands on retailers today.

Zebra offers an entire ecosystem of real-time inventory management hardware and software solutions to meet the expectations of today's connected shopper. Transforming Inventory Management will guide you with ways to get started with real-time inventory insight using real-time data.

Get the Guide

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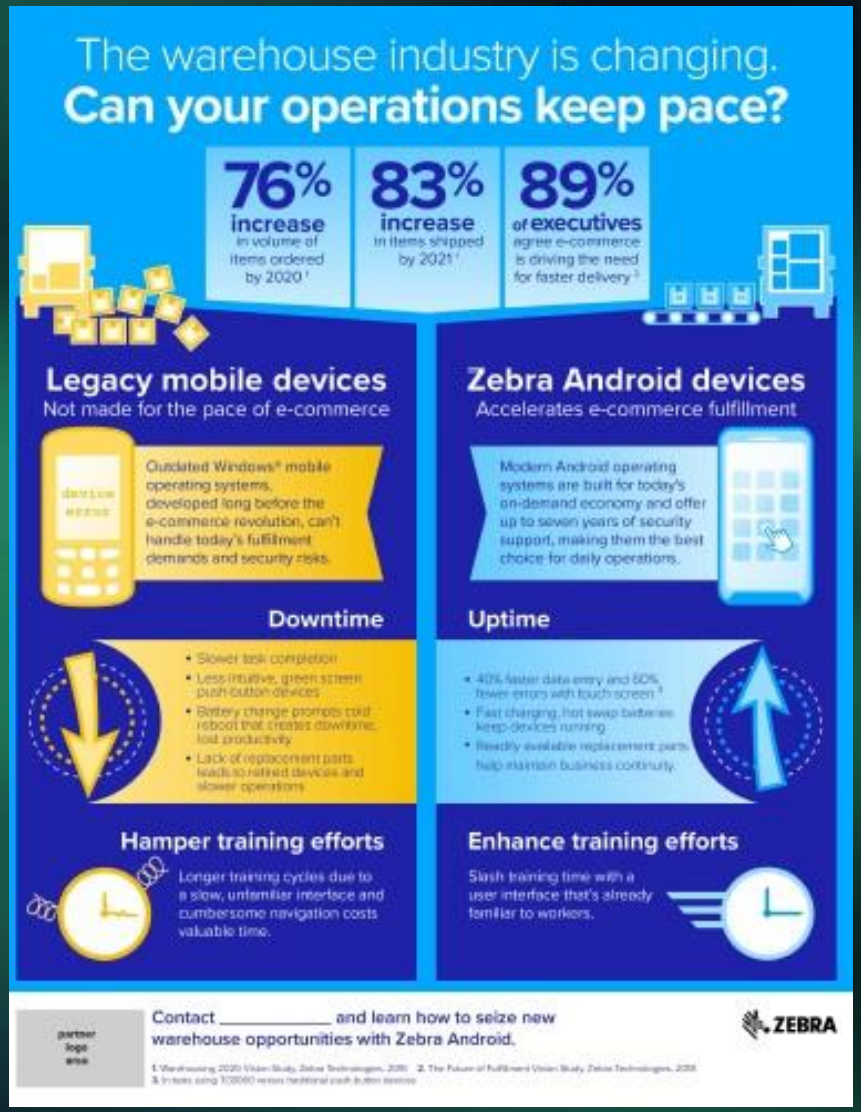
Infographic: warehouse

Zebra Android devices keep up with e-commerce order volume



Web copy: healthcare

Centegra Health System pediatric therapy services

Web copy: higher education

Wright State University – Upward Brand Interactions

50 YEARS | WRIGHT STATE UNIVERSITY

CALENDAR DIRECTORIES MAPS PILOT WINGS APPLY Search

Raj Soin College of Business

Master of Business Administration (MBA)

Have a question? (937) 775-4601 Apply Now

The Degree | Program Options | Admission | Advising | Connect | People

The Degree

Our Unique Value: Quality, Flexibility, and Affordability

Looking to take your career to the next level? A Master of Business Administration degree from the nationally recognized Wright State University Raj Soin College of Business offers the advanced education and competitive edge to help you stand out in today's global economy. When you consider our MBA program from three perspectives—academic quality, scheduling flexibility, and affordability—the value of choosing Wright State becomes evident.

Quality.

If state and national recognition and standards compliance are a measure of distinction, our programs offer competitive quality.

The Association to Advance Collegiate Schools of Business, the international accrediting body for business and accounting programs, ranks the Raj Soin College of Business in the top 2 percent of colleges of business in the nation. In fact, our MBA programs have been accredited by AACSB International since 1974—a claim fewer than one in three business programs in the nation can make. Additionally, the Raj Soin College of Business is recognized by two highly dependable sources of higher education rankings: *the Princeton Review* and *US News & World Report* for multpile years in a row.

The Degree

- Curriculum
- MBA Course Descriptions

Web copy: packaging industry

Buckeye Diamond Logistics / Upward Brand Interactions

Custom Wood Crates for Export
Overseas Shipping Crates - Protect your Shipment and Stay in Compliance

For more than 30 years, Buckeye Diamond Logistics has been manufacturing custom wood crates in a wide range of sizes. Serving shippers in Ohio, Indiana and Kentucky, our custom crates protect products from damage while keeping your company in compliance with shipping regulations. We specialize in providing custom crates that meet requirements as described by our customers, whether goods are being shipped an hour away from your facility or halfway around the world.

Additional considerations for overseas shipping crates

Shipping goods across borders involves the additional consideration of adherence to international regulations.

As the world's economy becomes more and more globalized and goods move more freely around the globe, there's greater potential for spreading invasive aquatic and plant species to foreign nations' ecosystems. Bark in wood packaging such as a crate tends to increase the presence of invasive species such as the microscopic Pinewood Nematode, which can infect and kill trees on other continents.

International shippers face increasingly stringent regulations to reduce the spread of these invasive species. International Standards for Phytosanitary Measures #15 (ISPM 15), created by the United Nations' Food and Agriculture Organization's International Plant Protection Convention (IPPC), mandates treatment of all wood packaging made of softwood or hardwood species, either by heat treatment or fumigation, and a special IPPC certification mark.

Fail to adhere to ISPM 15 and you may have to deal with burdensome and costly consequences. Every country deals with out-of-compliance containers differently. In some countries, your package and its contents might get fumigated and you'll be charged a premium rate for a service you didn't want. Some countries deny the shipment, which costs you not only money but also potentially a customer relationship. Other countries may re-export only the packaging and charge a premium rate to replace the out-of-compliance material. In rare cases, shipments have been incinerated or landfilled. Just imagine that happening to a customized item your company has built.

You cannot simply buy ISPM 15-certified raw lumber and assemble your own crates, as no such raw lumber exists. You must rely on an IPPC-certified wood packaging producer who applies the IPPC mark to the finished containers and certifies the entire wood packaging item.

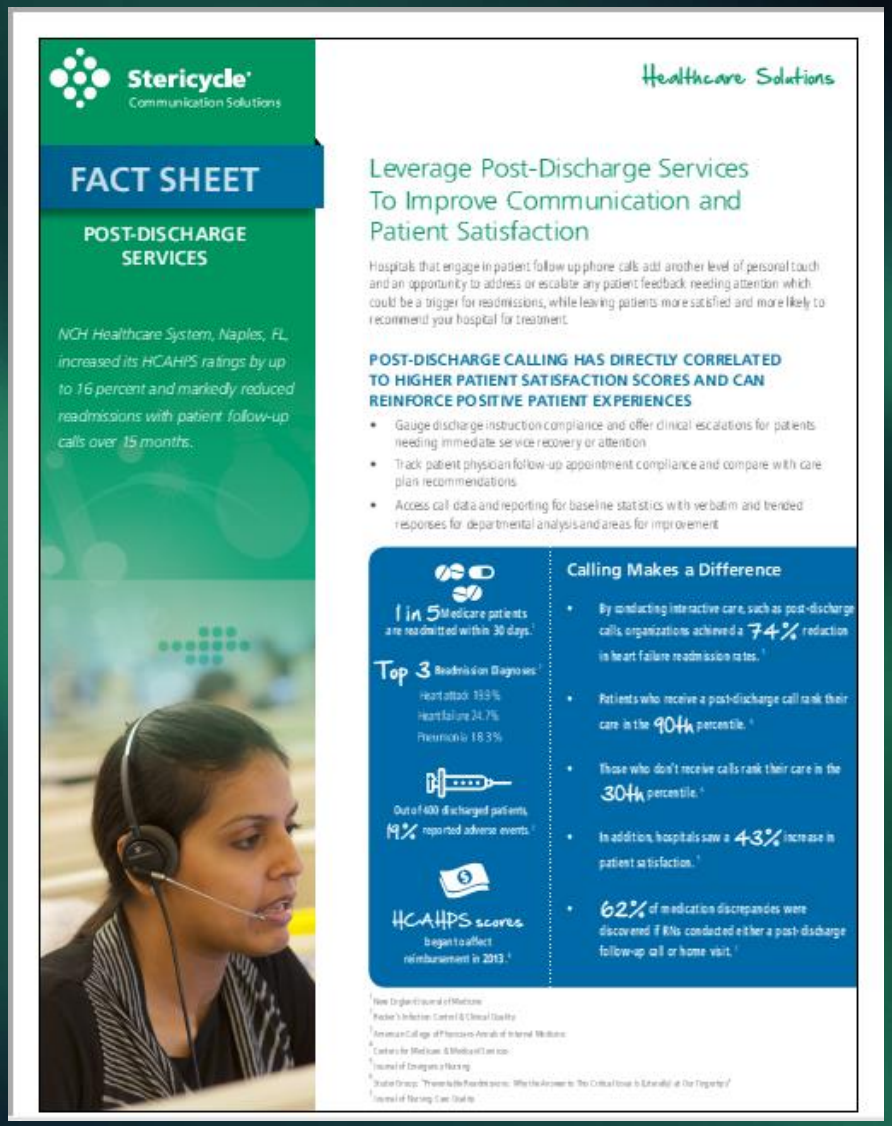
Custom wood crates protect shipments and maintain regulatory compliance

All of our custom wood crates for overseas shipping are ISPM 15-certified to give international shippers peace of mind. We incorporate your unique requirements into every crate we build and customize a solution that ensures the protection and compliance of your shipment. We also offer crate accessories that give you additional benefits. Foam-in-place packaging gives your goods extra cushioning. Dividers keep goods separated when the situation calls for it. Vapor corrosion inhibitors protect metal goods from corrosion damage.

Contact us today for a free quote

Does all of this sound worth checking out? Submit an online request or call us today at (888) 728-9810 for a free quote on an overseas shipping crate. We are here to serve your international shipping needs.

Sales collateral: healthcare



Stericycle Communication Solutions

Healthcare Solutions

FACT SHEET

POST-DISCHARGE SERVICES

NCH Healthcare System, Naples, FL, increased its HCAHPS ratings by up to 16 percent and markedly reduced readmissions with patient follow-up calls over 15 months.

Leverage Post-Discharge Services To Improve Communication and Patient Satisfaction

Hospitals that engage in patient follow up phone calls add another level of personal touch and an opportunity to address or escalate any patient feedback needing attention which could be a trigger for readmissions, while leaving patients more satisfied and more likely to recommend your hospital for treatment.

POST-DISCHARGE CALLING HAS DIRECTLY CORRELATED TO HIGHER PATIENT SATISFACTION SCORES AND CAN REINFORCE POSITIVE PATIENT EXPERIENCES

- Gauge discharge instruction compliance and offer clinical escalations for patients needing immediate service recovery or attention
- Track patient physician follow-up appointment compliance and compare with care plan recommendations
- Access call data and reporting for baseline statistics with verbatim and trended responses for departmental analysis and areas for improvement

1 in 5 Medicare patients are readmitted within 30 days.

Top 3 Readmission Diagnoses

Heart attack 19.9%
Heart failure 24.7%
Pneumonia 18.3%

Out of 400 discharged patients, 19% reported adverse events.

HCAHPS scores began to affect reimbursement in 2013.

Calling Makes a Difference

- By conducting interactive care, such as post-discharge calls, organizations achieved a 74% reduction in heart failure readmission rates.
- Patients who receive a post-discharge call rank their care in the 90th percentile.
- Those who don't receive calls rank their care in the 30th percentile.
- In addition, hospitals saw a 43% increase in patient satisfaction.
- 62% of medication discrepancies were discovered if RNs conducted either a post-discharge follow-up call or home visit.

- For Stericycle
- Identified services with promotion opportunities, with input from marketing & sales teams
- Wrote copy
- Obtained copy approval
- Finalized print and digital deliverables with design agency
- Informed leadership of available deliverables, provided print and digital versions

Link to brochure

Sales collateral: geospatial technology

Hemisphere GNSS

OEM Machine Control & Guidance Systems

Introducing Hemisphere GNSS' new OEM (Original Equipment Manufacturer) application software and hardware for building your machine control & guidance systems and offerings.

Hemisphere's market-leading technology allows us to leverage our core hardware and software design services to empower our partners. We start with our customer's unique accuracy and durability requirements and design solutions accordingly, using flexibility and scalability, to manage their business values.

Hemisphere can create any machine control & guidance solution for any customer from the ground up. With a world-class in-house design and software team that develops the algorithms and core technologies, to creating the ASIC boards and GNSS engine, to manufacturing the finished product, the possibilities are endless. We will ensure that the right level of technology is built into each solution by working closely with the customer, from start to finish.

Both OEMs and end users who utilize the technology benefit from Hemisphere's overall customer-first, service-oriented philosophy, which gives these customers the distinct ability to manage their business variables with technological flexibility and scalability.

Ruggedized Hardware

Build your machine control & guidance systems by white-labeling our multi-GNSS, multi-frequency, L-band capable hardware. From ruggedized smart antennas and GNSS receivers for high-precision positioning and heading, to intelligent control boxes for in-cab system management, we have all the necessary components for you to create full turnkey solutions for your customers.

Access to Advanced Technology Features

In addition to design flexibility and scalability, many OEM customers benefit by passing along to end users the advanced technology features that Hemisphere builds into its products. From Atlas®, our L-band correction subscription service; to aRTK™, our satellite-based RTK augmentation system that provides RTK-level accuracy, availability, and reliability when RTK corrections fail, there is something to complement each solution.

GradeMetrix™ - OEM Machine Control & Guidance Management Software

Our GradeMetrix OEM application software platform provides the ultimate tool for you to manage your machines for any control or guidance application. Whether it is grading, mining, excavating, drilling & piling, or landfill applications, you can rebrand the GradeMetrix software to sell as your own.

SiteMetrix™ - Site Management Software Platform

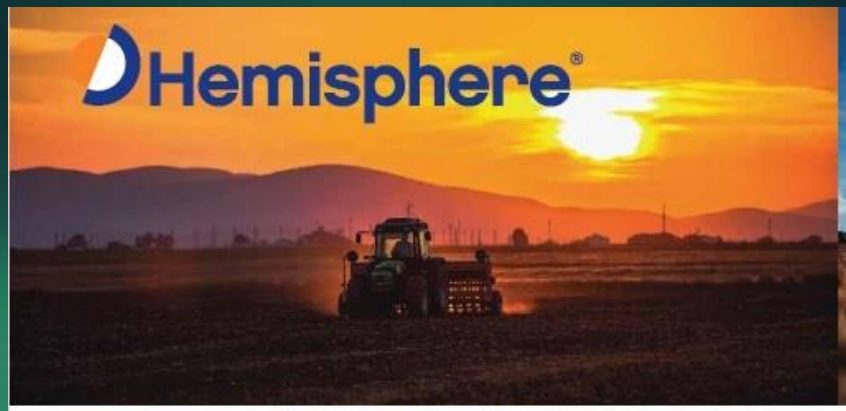
SiteMetrix application software works either on a pole or in a vehicle, moving seamlessly from man-rover (survey pole) to vehicle rover (pickup / ATV). Combining functionality, simplicity, and ease-of-use, SiteMetrix provides direct import of .dwg files, .dxf files, and machine control files, including tn3, gc3, Ln3, grd, tin, and more.

Key Features

- Easy-to-use / create localizations
- Import / export multiple file types
- In-the-field volume calculations
- Enhanced graphics for data collection
- Graphical stakeout
- Real-time cut and fill information
- External radio support
- CAD layer management

Sales collateral: precision farming

Hemisphere GNSS



OEM Precision Agriculture Control & Guidance Systems

Introducing Hemisphere GNSS' new OEM (Original Equipment Manufacturer) application software and hardware for building your precision agriculture control & guidance systems and offerings.

Hemisphere's market-leading technology allows us to leverage our core hardware and software design services to empower our partners. We start with our customer's unique accuracy and durability requirements and design solutions accordingly, using flexibility and scalability, to manage their business values.

Hemisphere can create any precision agriculture control & guidance solution for any customer from the ground up. With a world-class in-house design and software team that develops the algorithms and core technologies, to creating the ASIC boards and GNSS engine, to manufacturing the finished product, the possibilities are endless. We will ensure that the right level of technology is built into each solution by working closely with the customer, from start to finish.

Both OEMs and end users who utilize the technology benefit from Hemisphere's overall customer-first, service-oriented philosophy, which gives these customers the distinct ability to manage their business variables with technological flexibility and scalability.

Ruggedized Hardware

Build your precision agriculture control & guidance systems by white-labeling our multi-GNSS, multi-frequency, L-band capable hardware. From ruggedized smart antennas and GNSS receivers for high-precision positioning and heading, to intelligent control boxes for in-cab system management, we have all the necessary components for you to create full turnkey solutions for your customers.

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LandMetrix™ - OEM Precision Agriculture Control & Guidance Application Software

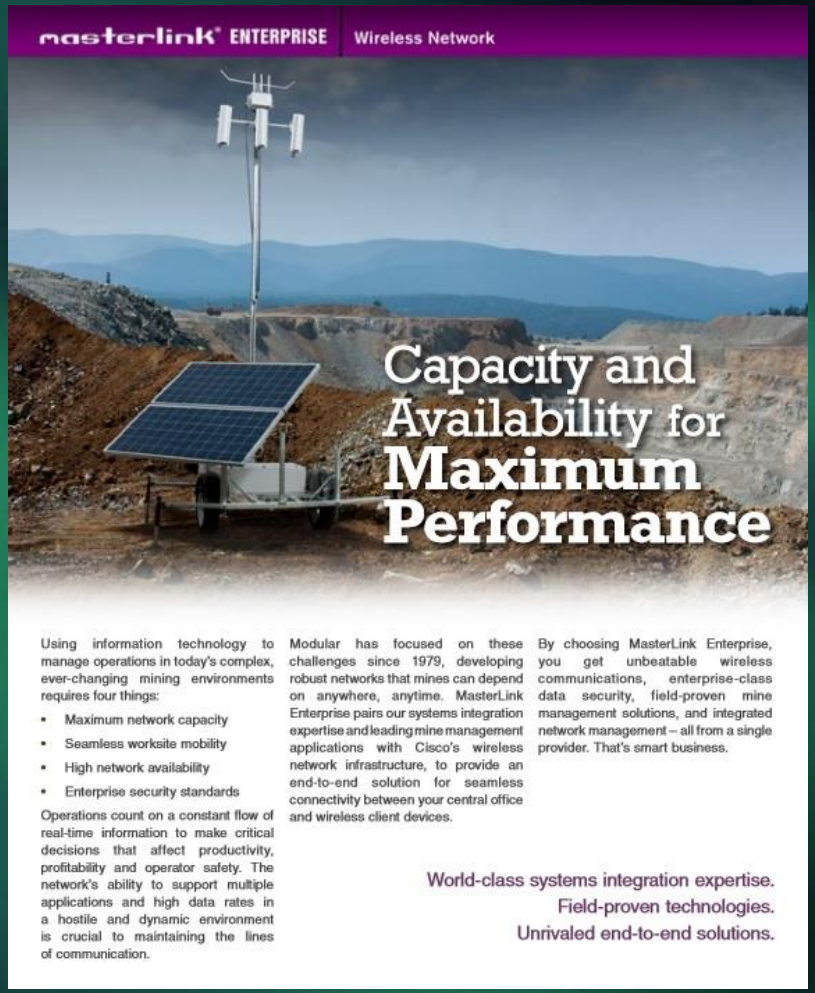
Our LandMetrix OEM application software platform provides the ultimate tool for you to manage your machines for any control or guidance application. Whether it is planting, cultivating, fertilizing, spraying, or harvesting applications, you can rebrand the LandMetrix software to sell as your own.

Key Features

- Guidance modes for AB, PIVOT, and GRID patterns
- Store all system parameters and last jobs
- Precise pass matching in opposite directions
- Easy-to-use commands for setup, output, control, and display

Sales collateral: wireless networks

Modular Mining Systems



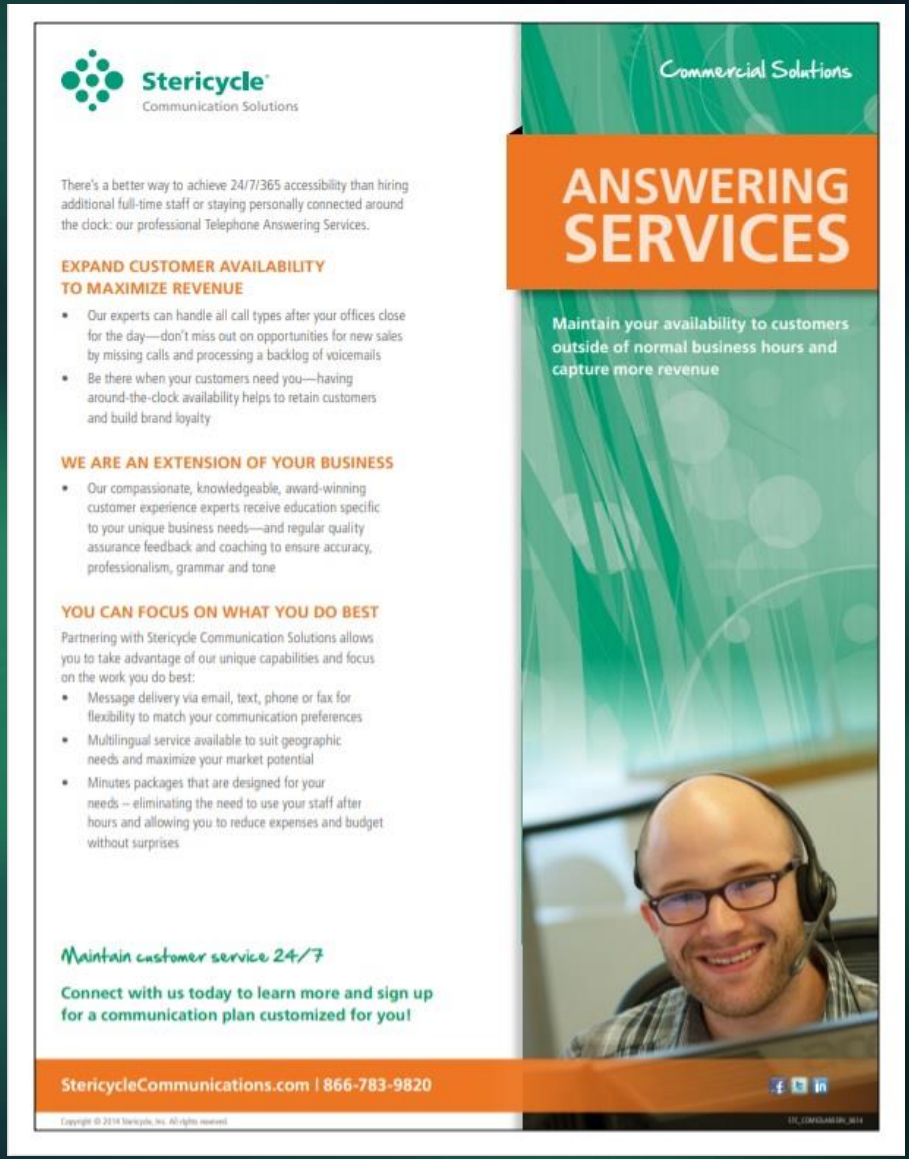
Link to brochure

Sales collateral: equipment guidance

Modular Mining Systems

Link to brochure

Sales collateral: answering service



Stericycle
Communication Solutions

Commercial Solutions

ANSWERING SERVICES

Maintain your availability to customers outside of normal business hours and capture more revenue

There's a better way to achieve 24/7/365 accessibility than hiring additional full-time staff or staying personally connected around the clock: our professional Telephone Answering Services.

EXPAND CUSTOMER AVAILABILITY TO MAXIMIZE REVENUE

- Our experts can handle all call types after your offices close for the day—don't miss out on opportunities for new sales by missing calls and processing a backlog of voicemails
- Be there when your customers need you—having around-the-clock availability helps to retain customers and build brand loyalty

WE ARE AN EXTENSION OF YOUR BUSINESS

- Our compassionate, knowledgeable, award-winning customer experience experts receive education specific to your unique business needs—and regular quality assurance feedback and coaching to ensure accuracy, professionalism, grammar and tone

YOU CAN FOCUS ON WHAT YOU DO BEST

Partnering with Stericycle Communication Solutions allows you to take advantage of our unique capabilities and focus on the work you do best:

- Message delivery via email, text, phone or fax for flexibility to match your communication preferences
- Multilingual service available to suit geographic needs and maximize your market potential
- Minutes packages that are designed for your needs – eliminating the need to use your staff after hours and allowing you to reduce expenses and budget without surprises

Maintain customer service 24/7

Connect with us today to learn more and sign up for a communication plan customized for you!

StericycleCommunications.com | 866-783-9820

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End user sales enablement: warehouse

Benefits of modernizing with Zebra Android technology

It's No Longer Business as Usual for Warehouses

Outdated Windows technology was not designed to respond to the needs of today's on-demand economy.

- E-commerce is generating higher overall order volume — and more item-level orders.[1]
- The convenience of online browsing and shopping has raised consumers' expectations of fulfillment speed.[2]
- Warehouses in many parts of the world face labor shortages that have become more critical given the impact of e-commerce.

Windows® mobile technology was developed long before e-commerce existed and it's not able to respond to evolving market demands. To better compete for customers and talent, you need to modernize your warehouse with Zebra Android devices.

ZEBRA

4 Reasons to Modernize your Warehouse with Zebra Android Devices

1 Pick Up the Pace

Faster data entry and scanning means you can optimize workflows for the efficiency that an on-demand economy requires. Your workers can enter data 40% faster,* thanks to the intuitive Android touch-screen user interface. Another efficiency-booster is SimulScan, which captures multiple barcodes with a single scan.

2 Ensure Accurate Order Fulfillment

Zebra Android mobile devices are designed for speed and precision, reliably capturing data from both 1D and 2D barcodes — even dirty or damaged ones. Devices that combine scanning efficiency with touch-screen accuracy and ease of use enable your workers to validate data in real time and instantly locate the right items to fill orders.

3 Continuous Uptime

Zebra offers hardware and software that keep your front-line workers productive. Fast charging, and hot-swap battery capability minimize device downtime. Plus, the combination of PowerPrecision+ battery analytics and Device Diagnostics software prevent downtime by indicating when batteries need recharging or replacing, enabling on the spot troubleshooting and eliminating unnecessary device repairs.

4 Faster Onboarding

Your mobile devices impact workers' productivity and efficiency. Zebra Android devices have an intuitive touch-screen interface and light-weight, ergonomic design for all-day ease of use- providing a better overall user experience. Modernizing helps cut training time for both permanent and temporary workers, making the job easier and empowering them with the confidence to add real value.

Contact us today and learn about the best ways to modernize your warehouse.

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ZEBRA

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1. Warehousing 2020 Vision Study, Zebra Technologies, 2016
2. The Future of Fulfillment Vision Study, Zebra Technologies, 2018
* In tests using TC8000 versus traditional push-button devices.

Reseller sales enablement: warehouse

Benefits of reselling Zebra Android devices

Help Warehouses Disrupt the Status Quo — Before it Disrupts Them

Strengthen your Android™ approach and capitalize on sales

As soon as 2020, Microsoft ends its support for Windows® operating systems, impacting roughly 2.55 million Zebra devices. Despite this fact, warehouse customers have been slow in shifting to modern mobile computers.

Strengthen your approach for Android™ and capitalize on nearly $2 billion in potential global sales.

ZEBRA

Top Benefits of Reselling Zebra Android™ Technology

1 Take Advantage of a Huge Revenue Opportunity

Replacing the current install base of outdated Windows® devices with Zebra Android™ technology offers significant revenue potential:

	Number of Installed Windows® Devices	Replacement Sales Potential
NALA	1.275 M	$1.02 B
EMEA	1 M	$800 M
APAC	300 K	$240 M

NALA- North America, Latin America
EMEA- Europe, Middle East, Africa
APAC- Asia-Pacific

2 Open Up Additional Revenue Streams

Selling Android™ devices opens up ongoing revenue opportunities, from accessories to service contracts and software.

- Zebra OneCare adds additional value to your sale, from technical support to Essential and Select Services
- Mobility DNA has several software tools, productivity applications and security services to resell, including:
  - SimulScan
  - Workforce Connect
  - Enterprise Browser
  - LifeGuard™ for Android™

3 Zebra Simplifies Migration to Android™ Devices and Apps

With All Touch Terminal Emulation powered by Ivanti, you can migrate existing telnet and web apps to Android™ at a pace you control.

Alternatively, you could resell our application migration services and let Zebra transform or rewrite your customer's legacy mobile apps entirely.

4 A Strong Partner Will Back your Transition Support

Backed by Zebra's portfolio and Android™ development expertise, you have the resources you need to serve as a true technology partner and guide customers through warehouse modernization.

- Broadest portfolio of Android™ form factors for the warehouse
- Most Android™ Enterprise Recommended rugged devices than any other vendor
- Leader in rugged Android™ shipments with 64% market share *
- Strategic partnership with Google includes joint development and collaboration

* Android™ market as of 2017

Reseller Resources on Partner Gateway

Sales Enablement
- Partner playbook

Marketing and Selling Tools
- Customer presentation
- Video
- Infographic
- Summary document
- Newsletter copy

Other resources
- Android™ developer training course
- Developer Portal

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Solutions guide: retailing

Retailers benefit from data capture and automatic identification solutions that enable better customer service

Link to guide

Solutions guide: grocery retailing

Data capture and automatic identification solutions boost operational efficiency throughout a grocery store

Link to guide

Trade article: cloud computing

Topcon's Magnet solution enables survey companies to collaborate

View of various projects in multiple locations in Magnet Enterprise

Field crews can store project data in a subscriber account that is accessible to other work groups, rather than in separate, self-contained field devices.

Moreover, Magnet is a turnkey system that does not require IT and network staff to design, implement and maintain. The only major adjustment that work groups might have with cloud computing is trusting that the data is "in the cloud" because storage devices to which they have grown accustomed–like a hard drive or flash drive–is not being used.

four elements

Magnet Enterprise. The key element in the new system is Magnet Enterprise, which provides the centralizing feature for management. Topcon previously offered software solutions for office and field personnel. Magnet Enterprise fuses these functions together with those of management and allows real-time collaboration with the other work groups. Managers can use Magnet Enterprise to track assets, access vast quantities of stored data to manage their projects, exchange data and share these data within their companies, visualize all field work currently completed, and communicate instantaneously with office and field personnel while projects are underway.

Enterprise is a Web-based subscription-only component of Magnet–in contrast to Magnet Field, Tools and Office, which can be purchased outright or activated on a subscription basis.

Magnet Field. Crews that previously stored project data in multiple self-contained instruments and systems such as total stations, automated grade control systems and field controllers can transfer data from their field devices to Magnet Enterprise so that they can access the data in one central location: the cloud-based company account.

For example, a project foreman can collect data on a project all morning and then upload the data to the cloud during the lunch hour from anywhere in the world. The foreman's manager can then access the up-to-the-minute data and get an accurate idea of the project's progress.

In addition, a manager can set out on the cloud all of the files that a crew will likely need at the start of a shift on a given day so that workers can access them and communicate work instructions via the Chat feature.

Magnet Office. Enterprise cloud computing allows project support work groups–e.g., drafting technicians and DTM modelers–to make file revisions and generate custom quality reports of field work that currently has been done. If needed, office staff can also initiate a "Real-Time Session." Through a Real-Time Session, measurements made by crew members in the field are also instantly sent and recorded within Magnet Office software.

Beyond visualizing all points being measured instantly with a satellite image background, office staffs then have the option of exporting this real-time work

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Link to American Surveyor article

More work samples

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