

CLIENT Wily Technology

PROJECT Direct mail

OBJECTIVE

Promote upgrade to latest version of enterprise-level web applications management software

STRATEGY

Present product benefits in an engaging format while also thanking current customers with a free gift

PRODUCT AND AUDIENCE

Wily Technology's flagship product, Introscope, is a major leader in the web applications management software category.

Companies that depend on web-based applications rely on Introscope for quick alerts on potential application failures and for diagnostic help in solving performance issues.

PROJECT OVERVIEW

This envelope package was sent to current customers to announce the release of the latest upgrade, Introscope 7. Because the company prides itself on listening to its customers, the brochure includes a Starbucks gift card to thank customers for their input.

And to provide more information on the technology, the brochure also includes die-cut wheel that spins to match up new features with new benefits.



See below to view the envelope, letter, and brochure in this package.

CLIENT Wily Technology

PROJECT Direct mail

Envelope



CA, Inc.
Wily Technology Division
8000 Marina Boulevard, Suite 700
Brisbane, California 94005

You wanted
the best.
Wily delivered.

Now available:
Your new release of
Introscope 7

Brad Wilson
Executive VP
Any Corp.
0000 Office Address, Suite 000
Any City, CA 00000-0000

CLIENT Wily Technology

PROJECT Direct mail

Brochure cover

The brochure cover features a woman with dark hair pulled back, wearing a light green turtleneck sweater over a white collared shirt. She is looking directly at the camera with a slight smile. A large green circle highlights her face. To the left of the circle, there is a white rectangular box with a thin green border containing the text: "We heard you. We listened. We delivered." Above the woman's head, the "wily technology" logo is positioned next to a vertical line and the "ca" logo. The background is a blurred image of what appears to be a laboratory or industrial setting with pipes and equipment.

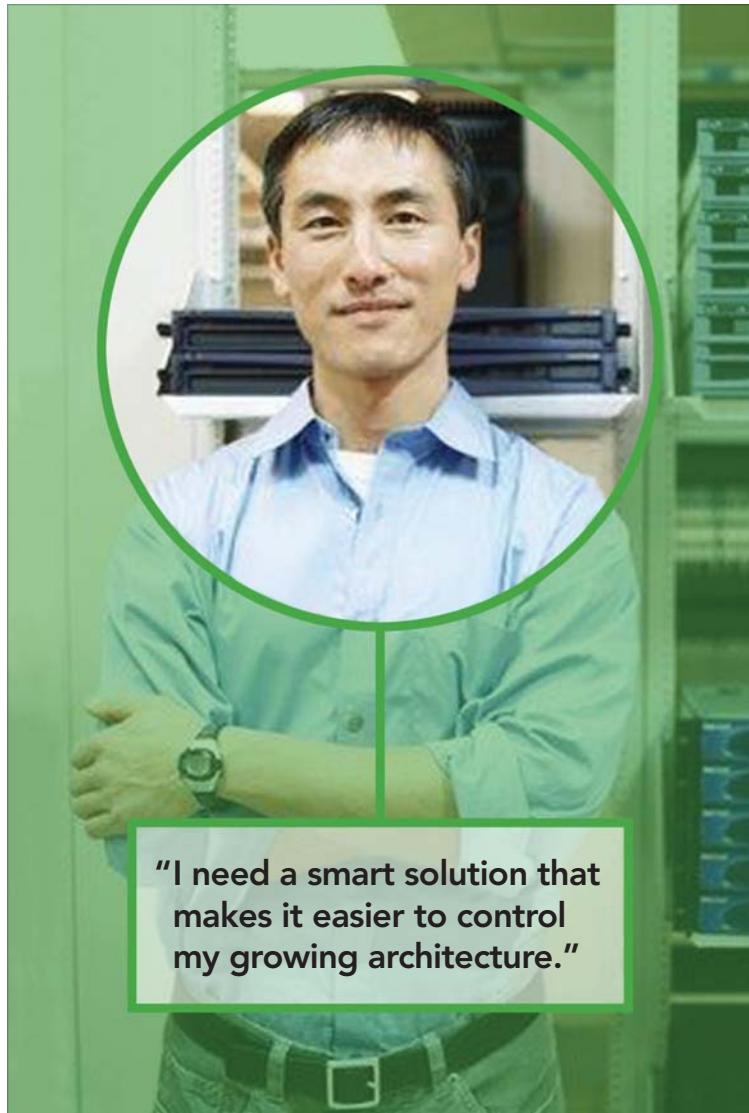
We heard you.
We listened.
We delivered.

Welcome to the
best Introscope ever.

CLIENT Wily Technology

PROJECT Direct mail

Brochure inside top



Introscope 7: Intelligent. Simplified. Scalable.

From your feedback and suggestions comes a brand new standard for web applications management. Welcome to Introscope 7 – a smart, simplified solution designed to scale with your growing architecture.

To thank you for helping make Introscope 7 our best release ever, please use the attached Starbucks Card to have your next coffee break on us.

And while you enjoy your coffee, learn more about Introscope at <http://introscope7.wilytech.com>. Or you can visit your personalized online resource center at the URL shown on the enclosed letter.

Enjoy your next coffee break on us!



CLIENT Wily Technology

PROJECT Direct mail

Brochure inside bottom

Your new release is ready now.

Introscope 7 now offers enhanced end-to-end visibility, improved out-of-the-box analytics, and easier deployment throughout your environment.

Get started ...

online: <http://introscope7.wilytech.com>

phone: 1-888-GET WILY
+1 415 562 2000

email: info@wilytech.com

A new spin >
on web
applications
management

Service level
compliance,
capacity planning,
and performance
trend metrics

Advanced
reporting



(Wheel spins to align features with benefits)

CLIENT Wily Technology

PROJECT Direct mail

Brochure back panel

Although Wily Technology is part of CA now,
we're still dedicated to your success and
bringing you the technology you need to
manage your critical web applications.

When you have something to say, we listen.

Thank you for helping make
Wily Introscope 7
our best new release ever.



CLIENT Wily Technology

PROJECT Direct mail

Letter

From the desk of
Dick Williams

Dear Brad Wilson:

I am pleased to announce the introduction of Introscope 7, Wily's most significant release ever. Now you can take advantage of enhanced intelligence and scalability to manage your critical web applications with full value and performance.

As the new Wily Technology division of CA, we're still dedicated to customer-centric innovation, so I'm very proud that we've been able to incorporate so many user suggestions to deliver an even more powerful solution for web applications management.

Learn more about Introscope 7 by visiting your personalized resource center at <http://introscope7.wilytech.com/BradWilson> – with links to valuable white papers, product information, and a webinar on Introscope's new features.

As always, your Wily representative is an excellent source for more information. Call us at 1 888 GET WILY or email info@wilytech.com.

Sincerely,



Dick Williams
Senior Vice President and General Manager
CA Inc.
Wily Technology Division

