

**CLIENT** Wily Technology

**PROJECT** Direct mail

## OBJECTIVE

Upgrade promotion for web applications management software

## STRATEGY

Reinforce client's excellent reputation among IT professionals

## PROJECT OVERVIEW

Wily Technology's flagship product, Introscope, is a major leader in enterprise-level web applications management software.

Companies that depend on web-based applications rely on Introscope to monitor for potential application failures and to help diagnose and solve those issues. At the time of this mailing, Wily had just released a major upgrade, Introscope 7.

Because the company enjoys an excellent reputation for listening to customer needs before releasing new upgrades, this direct mail piece reinforces that attribute of the brand.

The main headlines, "It's the Wily you asked for. It's the Wily we delivered." and "I wanted the best. Wily delivered." reflect those brand attributes.

The inside panels present a variety of specific needs paired with copy that discusses how the release of Introscope meets them.



*See below for a detailed view of this self mailer.*

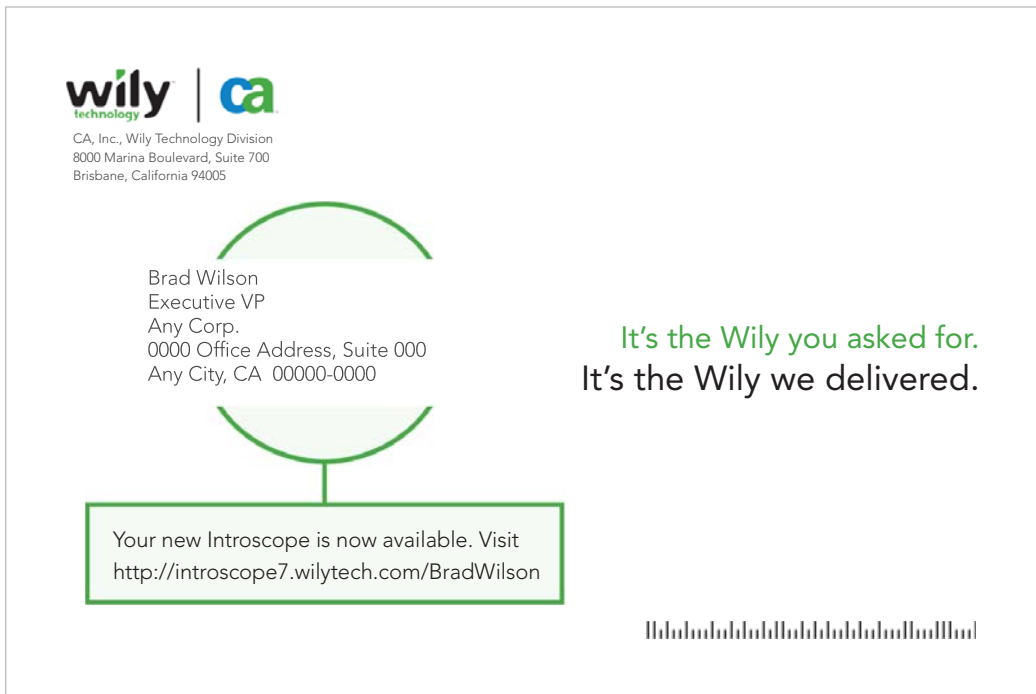
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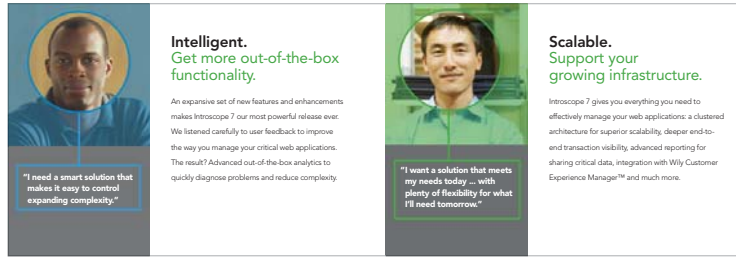
Front



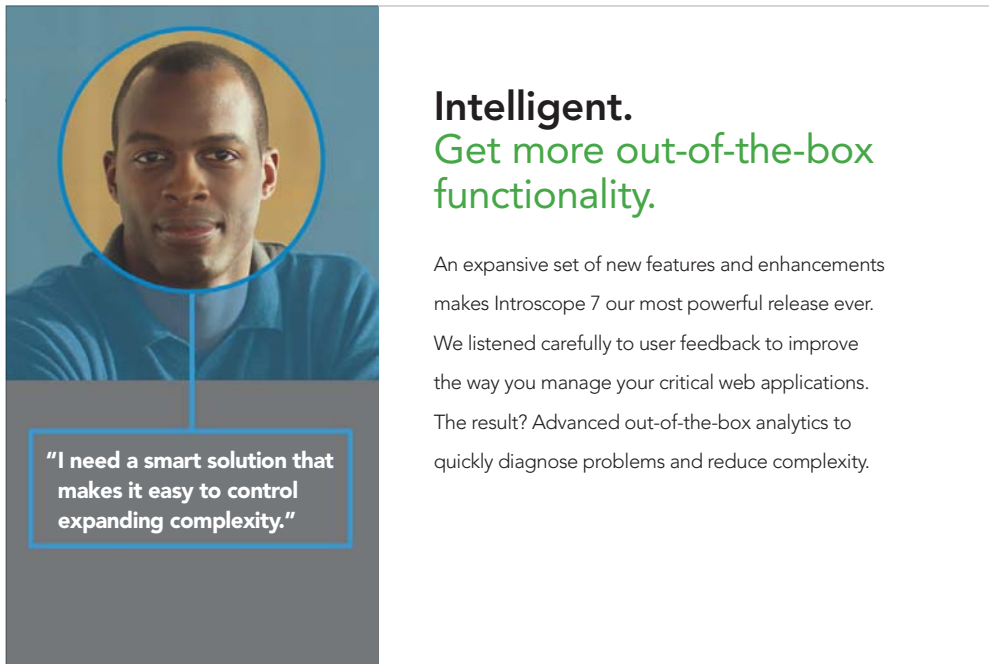
Mailing panel



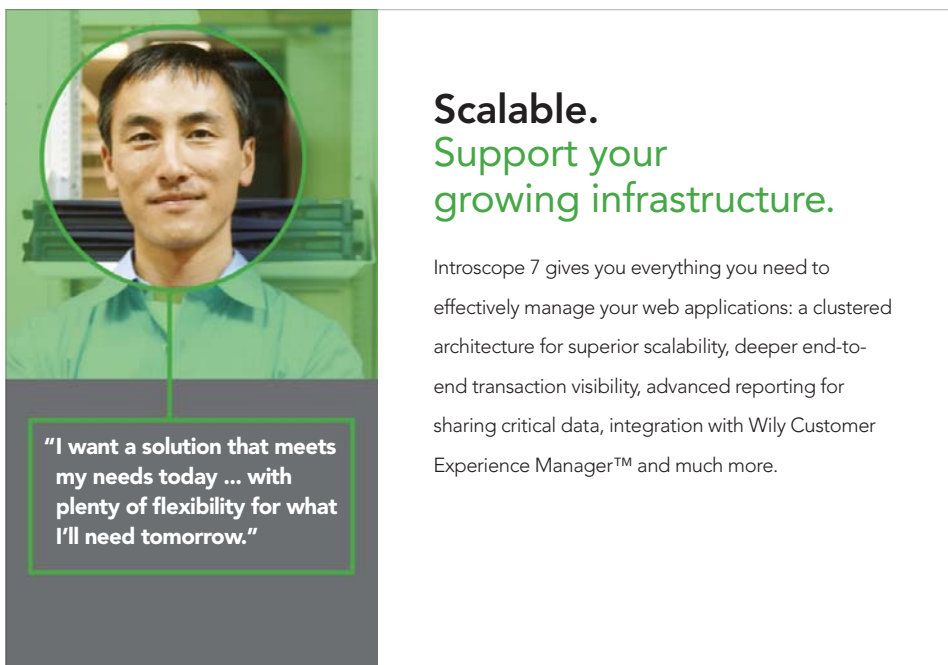
First reveal



Inside left




Flap panel




Inside panels

 <p><b>"I need a smart solution that makes it easy to control expanding complexity."</b></p>	<p><b>Intelligent.</b> Get more out-of-the-box functionality.</p> <p>An expansive set of new features and enhancements makes Introscope 7 our most powerful release ever. We listened carefully to user feedback to improve the way you manage your critical web applications. The result? Advanced out-of-the-box analytics to quickly diagnose problems and reduce complexity.</p>	<p><b>"My team needs tools to solve problems before they impact end users."</b></p> 	<p><b>Simplified.</b> Empower your IT teams with intuitive tools.</p> <p>Now more people throughout your organization can take advantage of Introscope regardless of expertise or skill level. With intuitive views, automatic monitoring and streamlined navigation, even non-expert users can easily search through thousands of metrics to keep applications running smoothly.</p>	<p><b>Your new release of Introscope 7 is now available.</b></p> <p>Get started here: <a href="http://introscope7.wilytech.com/BradWilson">http://introscope7.wilytech.com/BradWilson</a></p> 	<p>Learn more about Introscope 7 at your online resource center or contact us:</p> <p>Call: 1 888 GET WILY +1 415 562 2000</p> <p>Email: <a href="mailto:info@wilytech.com">info@wilytech.com</a></p>
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Inside center

<p><b>"My team needs tools to solve problems before they impact end users."</b></p> 	<p><b>Simplified.</b> Empower your IT teams with intuitive tools.</p> <p>Now more people throughout your organization can take advantage of Introscope regardless of expertise or skill level. With intuitive views, automatic monitoring, and streamlined navigation, even non-expert users can easily search through thousands of metrics to keep applications running smoothly.</p>
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Inside right

<p><b>Your new release of Introscope 7 is now available.</b></p> <p>Get started here: <a href="http://introscope7.wilytech.com/BradWilson">http://introscope7.wilytech.com/BradWilson</a></p> 	<p>Learn more about Introscope 7 at your online resource center or contact us:</p> <p>Call: 1 888 GET WILY +1 415 562 2000</p> <p>Email: <a href="mailto:info@wilytech.com">info@wilytech.com</a></p>
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