

► **PORTFOLIO**
Richard Bloch

Client:
PeopleSoft

Media:
Direct mail

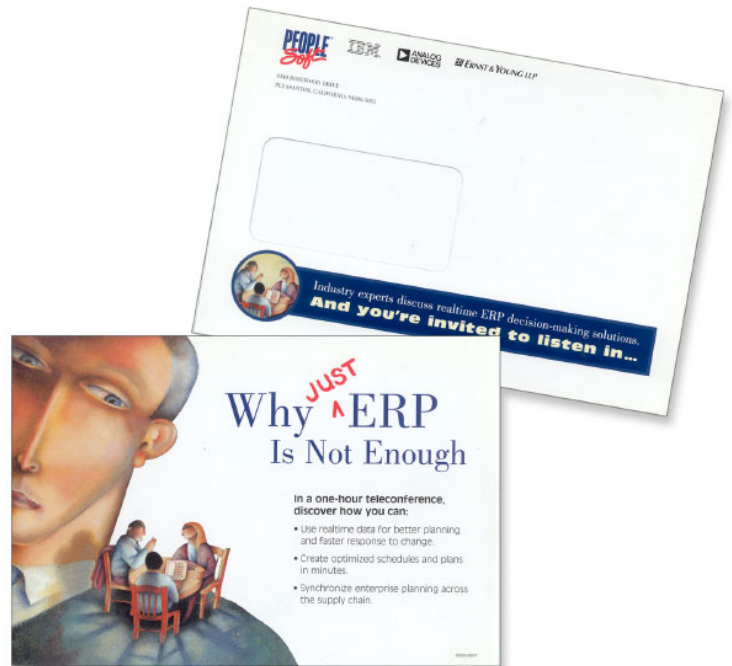
Objective:
Generate leads for enterprise resource planning solutions

PeopleSoft specializes in providing leading enterprise resource planning solutions to the world's largest companies.

Software companies will often use a free seminar as an offer to generate leads. The challenge, however, is that senior executives can not often free their calendar to attend a seminar, particularly if significant travel time is involved.

PeopleSoft decided to hold a "teleconference" – a one-hour seminar conducted over the telephone that featured a panel discussion and a chance to ask questions about enterprise resource planning.

A self-mailer was used to promote the seminar, which filled 5 days after the mailing.



COPY

(Mailing panel)

**Industry experts discuss realtime
ERP decision-making solutions
And you're invited to listen in...**

(Front panel)

Why Just ERP Is Not Enough

In a one-hour teleconference, discover how you can:

- Use realtime data for better planning and faster response to change
- Create optimized schedules and plans in minutes
- Synchronize enterprise planning across the supply chain

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(Inside)

New business models are emerging.

Be prepared. Listen in on this one-hour teleconference. . . without leaving your office.

Whether you need more out of your ERP system or you're considering reengineering your entire enterprise, find out how new, emerging business models can help you optimize resources and bring balance to the constraints of your manufacturing environment.

In this highly focused executive summary teleconference, you'll gain key insights into:

- Coordinating supply with demand
- Responding instantly to changing customer requests.
- Developing and evaluating contingency plans.
- And much more ...

Moderated by Stewart Cheifet, the teleconference will feature Mike Berent, a leading ERP systems expert from Ernst & Young LLP; Gerry Dundon, director of worldwide order fulfillment at Analog Devices; and Monte Zweben, vice president and general manager of PeopleSoft Manufacturing. There will also be an opportunity to have your questions answered.

Plan to take part in this one-hour teleconference on November 12, at 10 a.m. Eastern time

To register via the Internet, visit us at www.peoplesoft.com/mfg-erp