



**EMBEDDED
COMPONENTS, INC.**

**A TECHNICAL AND STRATEGIC
MARKETING SERVICE FOR EMBEDDED
COMPONENT AND TOOL MAKERS**

Service offering includes:

Step 1. Business Model

Define a business model to meet your short and long term goals starting with your existing staff and product mix complimented by ECI's team participation. This is a strategic plan designed to act as a guide to the tactical plan to be developed in step 2 below. The deliverables from this step would include the defined metrics to measure future performance, areas of participation by various groups and teams, and product dynamics in the field.

Step 2. Marketing Plan

Define how your products and services can meet customer need. Examples include: wordsmith new collateral, target effective partnerships with enabling vendors, position against competitive technologies, participate in events, generate publicity, develop and deliver seminars that engage new customer opportunities, design technical demonstrations to illustrate key concepts, use multimedia to express complex technologies in simple ways, and develop web services to automate marketing processes. Roll this into a marketing plan as the deliverable back to your groups and stakeholders for review.

Step 3. Execute the Plan

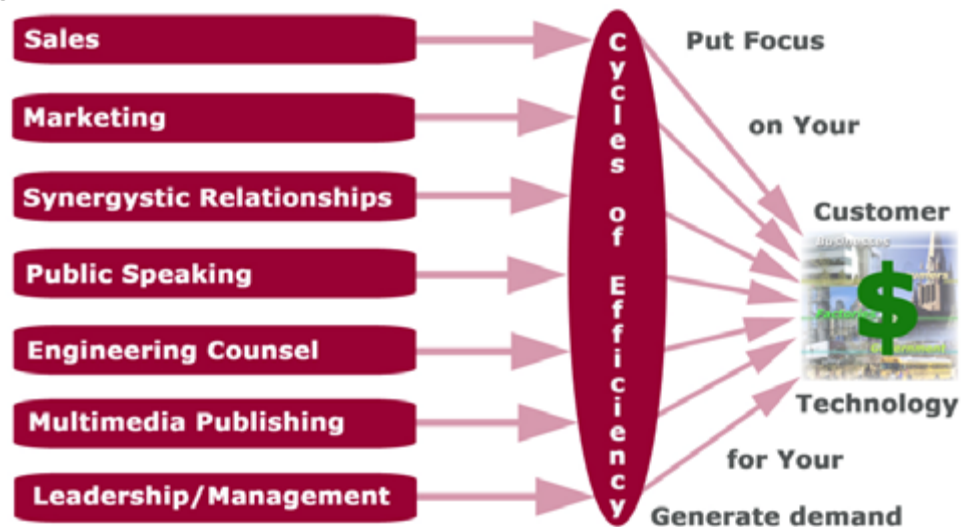
Communicate the marketing plan with existing groups' buy-in and new teams assembled as needed. Take advantage of our experienced staff. This step then becomes the action step where we generate new leads, present new opportunities to your existing customer base, increase market demand, deliver compelling seminars, monetize field engagements with your partners, improve your market share, deploy new web services, and/or create new revenue streams. Deliverables include regular feedback combined with captured metrics to improve performance.



**MARKETING SERVICE FOR
EMBEDDED COMPONENT & TOOL MAKERS**

**Use ECI's Embedded Marketing Service To
Increases Demand for Your Products and
Lower Your Cost of Sales**

The Embedded Components, Inc. (ECI) *Marketing Service* offering is an integrated marketing and engineering service for software, hardware, and other enabling companies who wish to generate new or increased revenue streams using market forces specific to their product mix and targeted customer audience. The figure below demonstrates the use of ECI's integrated marketing approach. Contact us to learn more about how we can customize a program for you...



We offer a unique menu of marketing services, programs, pre-packaged kits, business development, and Internet techniques, to companies that have exciting technologies but still seek more revenue. Our goal is to stimulate business by helping you bring your technology to new prospects in the marketplace. We develop a cost effective strategy customized for each of our clients by integrating the relevant business activities into a coordinated marketing plan. Your sales team can expect to use their time far more proficiently after ECI promotes a customer-centric solution into the marketplace based on your product mix and our marketing plan.

Bringing your technology to the marketplace with business, marketing, and engineering innovation from ECI

What our customers are saying*...

"Being a company based out of the United States trying to capture the US market with a great product has been a timely, extremely expensive and somewhat rough experience. Since taking on the Embedded Components service as our USA Marketing and Sales Partner we have indeed increased our productivity, saved huge costs plus has opened up many doors previously unattainable. With Ron Fredericks drive and personal commitment our Company has begun to flourish and now is quickly becoming a well known entity with many USA manufacturers. Our Company's strong recommendation for Embedded Components goes without saying." *Sam Widerman, CEO
Visuality Systems, Israel*

* See more of ECI's client testimonials on our web site: [more>](#)

Ask us about our partner, integration, and technical demo services...



A Technical and Strategic Marketing Service for Embedded Component and Tool Makers

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ECI™

Use ECI's Marketing Service

✚ Extend Your Market Position

✚ Reach New Sales Highs

✚ Integrate Engineering with Marketing

Strategic Marketing Topics to Consider*

Customers are not created equal
The world from a different perspective
Cultural effects
Crafting value-laden messages
Overcoming impediments to success ("The Jericho Principle")
Developing client-centric thinking
Product development from a customer perspective
Competitive radar
Developing a positioning statement
Developing a unique selling position
Global message testing
Focus on value rather than features and benefits

* Learn more about strategic marketing using our online LectureMaker™ tool:
www.embeddedcomponents.com/marketing/roi/

ECI Brings an Award Winning Menu of Embedded Skills to Your Team*

- Ron Fredericks is Founder, Principle Technologist, and Embedded Industry Research Analyst: Embedded Components, Inc.
- Author: More Than 30 Published Articles in Software and Marketing Topics
- Public Relations, Competent Speaker, Competent Leader: Toastmasters
- Multimedia Developer and Web Service Designer: Multimedia Computing
- Partner Manager, Embedded Marketing: LynuxWorks & Wind River
- Technical Editor: Digital Equipment Corp.'s Trade Magazine
- Newsletter Editor: Software Developers Forum
- Technical Marketing Engineer: Mentor Graphics Embedded Division
- Embedded Application Engineer: Microtec & Mentor Graphics
- Sr. Embedded Software Engineer: GE Nuclear
- Laboratory Equipment & Information Management Computer Systems Designer: Dairy and Food Labs, Fredericks Biophysics, Inc., & Patent Author

* Watch sample online technical marketing demonstration designed and produced by ECI:
www.embeddedcomponents.com/technical/device_driver_immr/video_demo.php

* Review abstracts of articles published by ECI's founder:
www.embeddedcomponents.com/awards/published_articles_01.php