



Problem: Novarra, a wireless technology company, sent out direct mailer cards to potential customers instructing them to download a white paper to learn about a new product. The problem? The product launch was a week away—and they still didn't have a white paper ready.

Solution: Jumping Bean quickly learned about Novarra's product line, and developed a well thought out paper illustrating the value the company's product brings to the wireless market.

Case Study : Novarra

Novarra needs white paper to complete direct mail campaign

Novarra, a developer of instant wireless software, was about to launch InstantWireless for SupplyChain, its new wireless product for supply chain management applications. Part of their product launch plan called for sending out direct mailer cards to potential customers who had made significant investments in J.D. Edwards WorldSoftware and OneWorld applications – the target audience for InstantWireless. The direct mailer card would generate prospect leads by instructing people to visit the Novarra Web site and download a white paper that described the benefits of InstantWireless.

The problem? The product launch was one week away – and they still didn't have a white paper ready.

Jumping Bean quickly learns concepts, develops paper in time for product launch

Novarra asked Jumping Bean Communications to quickly develop an executive-level white paper. The paper would explain how Novarra's InstantWireless solution helped businesses with J.D. Edwards WorldSoftware and OneWorld solutions by providing employees with real-time wireless access to business critical information.

“We had a direct mailer going out in a week to potential customers that pointed them to an in-depth white paper that still had to be developed,” says Erica LeBorgne, Marketing Communications Manager at Novarra. “We needed someone who could quickly learn about our product positioning and develop a well thought out paper illustrating the value we could bring to this new market.”

The white paper was particularly important because Novarra didn't have any in-depth collateral that covered all of InstantWireless' business and technical benefits.

Hsuan and Blythe visited with Erica and her team to learn as much as they could about InstantWireless. At the meeting, Hsuan and Blythe created a preliminary outline that everyone signed off on. Then Hsuan and Blythe drew up a quick timeline. The timeline was particularly aggressive because the white paper needed to be completed by the time customers received the direct mailer cards.

“Hsuan and Blythe asked the right questions to get the job done, and pushed for clarification when needed.”

Erica LeBorgne
Manager, Marketing
Communications
Novarra, Inc.

“Hsuan and Blythe were able to capture a lot of information and transform it into a well-positioned white paper in a very short time frame,” said Erica. “They asked the right questions to get the job done and pushed for clarification when needed.”

You can download the white paper titled, “Maximizing Your Investment in J.D. Edwards with Wireless from Novarra,” at www.novarra.com.