

Selling Technical Solutions in a World that Doesn't Understand

A Brooks/Trushinski Joint



Here's what we're going to cover

- Why getting technical marketing right is so important
- Why so many organizations get it wrong
- How to create messages that close knowledge gaps, allowing you to showcase your solution's unique value
- How to get those messages in front of your target audiences
- How technical personnel like engineers and architects can give organizations a marketing advantage



Lee Brooks

Lee is the founder of Cromulent Marketing (www.cromulentmarketing.com), a boutique marketing agency specializing in messaging, content, and marketing strategy for B2B technology companies.

Prior to Cromulent, Lee led Sandvine's product marketing team as the company grew into a global industry leader.

Nerd Alert: if you dig deeper into his career, you'll find a handful of engineering roles before hitting the bedrock of a Computer Engineering degree from UW.



CROMULENT
MARKETING



Matt Trushinski

Matt draws on his diverse experience in the marketing world, including roles in communications, product marketing, and journalism, to help teams focus on storytelling as a means to drive the adoption of new technologies.

As the Director of Marketing at Miovision, Matthew leads the marketing activities that are changing how cities measure and manage multi-modal traffic as part of their smart city initiatives.

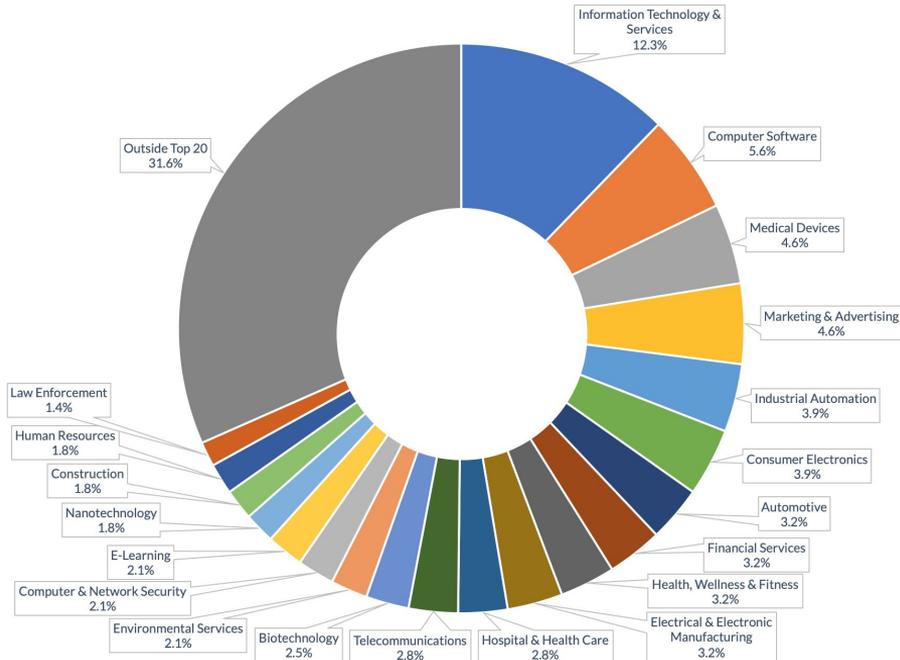
Prior to Miovision, Matt was a Product Marketing Manager at Sandvine, where he helped to reinvigorate the business intelligence portfolio by combining a hands-on approach to learning with an outside-in, market-oriented growth strategy.



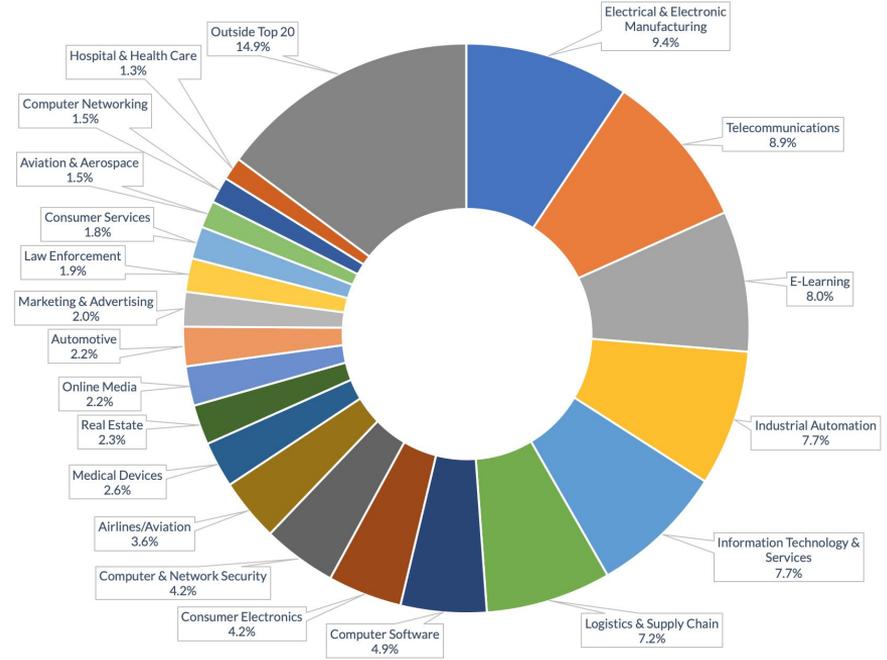
Part I—Introduction and Context

Talking about technology is important to our region's present and future

Distribution of Waterloo Region Companies, by Industry



Distribution of Waterloo Region Technology Employees, by Industry



Companies have multiple audiences—many more than most realize

Customers	Can you solve my problem?
Partners	Can you help us make more money?
Employees	Why should I work for you?
Investors	Will investing in you provide a great return?
Analysts	How do you fit in my model of the world?
Media	Will your story generate clicks?

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Media	Will your story generate clicks?

**None of them asked,
“Can you please yell in my face about your technology?”**

Even within a single audience, different roles care about different things

Economic

- Owns the budget
- Might not know anything about the problem, potential solutions, or other factors
- Will (might) listen to other evaluators
- Under pressure from procurement to keep costs low
- Given any real choice, will almost always go for the cheapest option (i.e., strongly in favour of “good enough”)

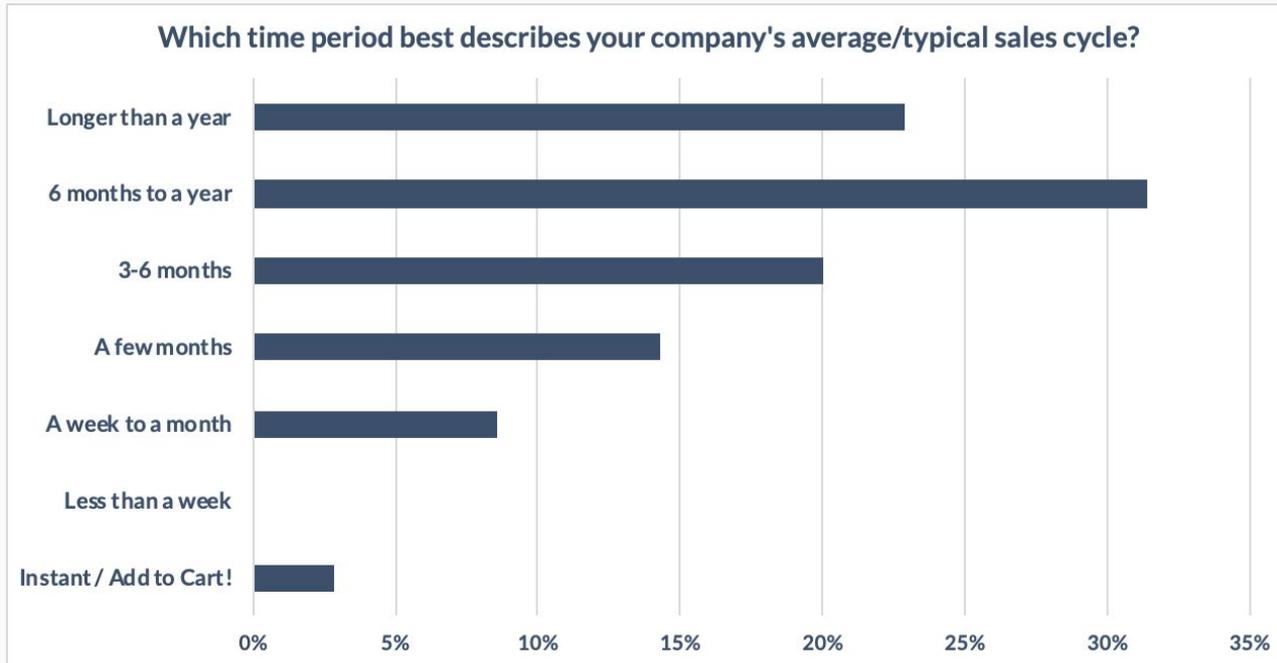
Technical

- Compliance
- Assesses how a solution fits with a longer-term technical strategy
- Concerned about deployment and installation, interoperability, alarming, support, etc.
- Might not know much about the specific problem or the proposed solutions

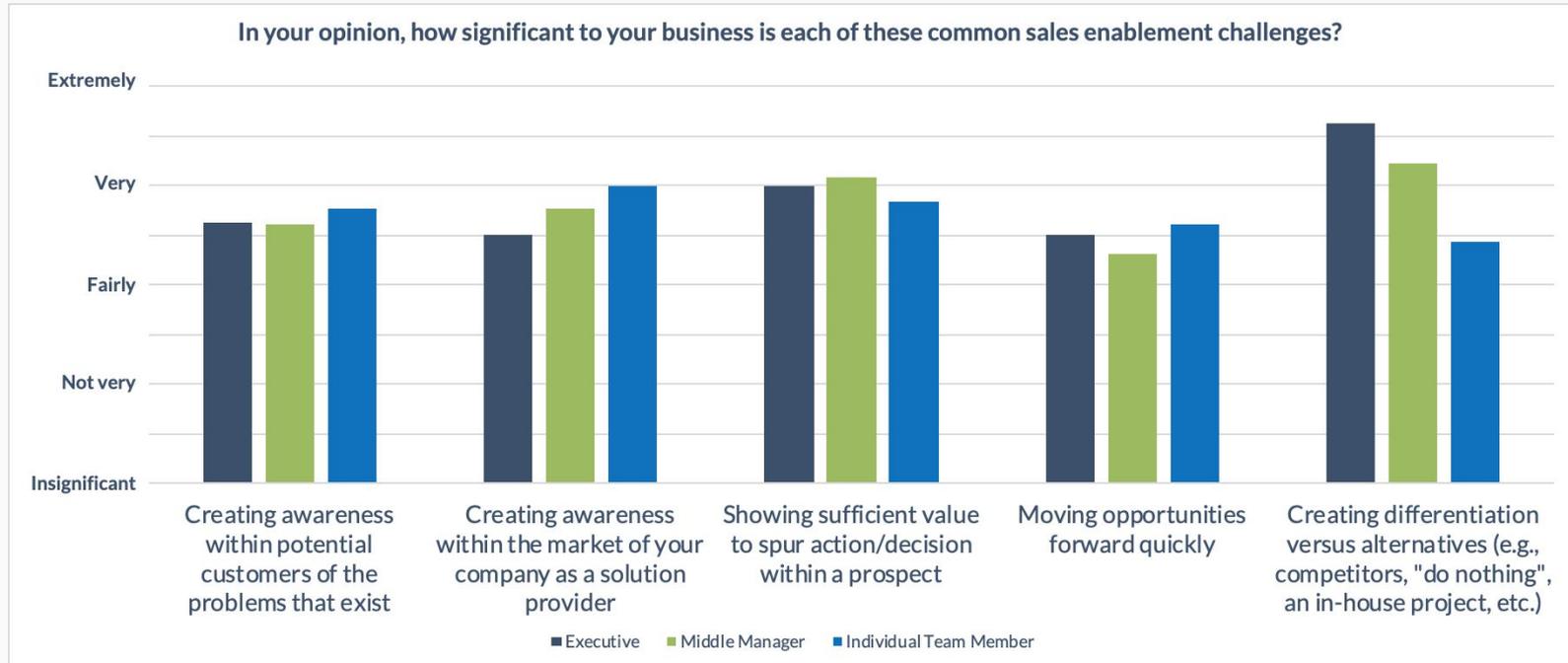
Functional

- Either feels the problem directly or has been tasked by someone else to solve the problem
- Cares more than anyone else about the problem and solution
- Probably has a reasonable grasp of the problem, but might overestimate expertise
- Probably has an idea about potential solutions, but very likely overestimates expertise

For most of us, the buying process is drawn out over many meetings over many months



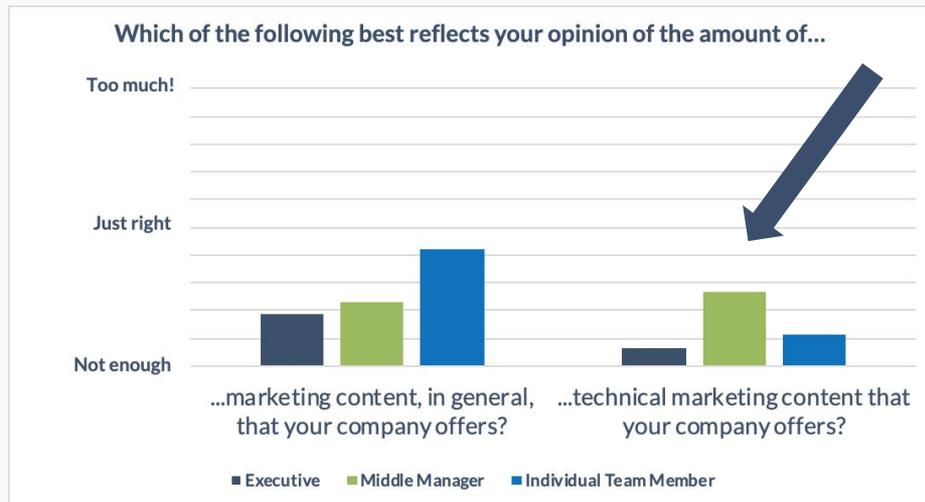
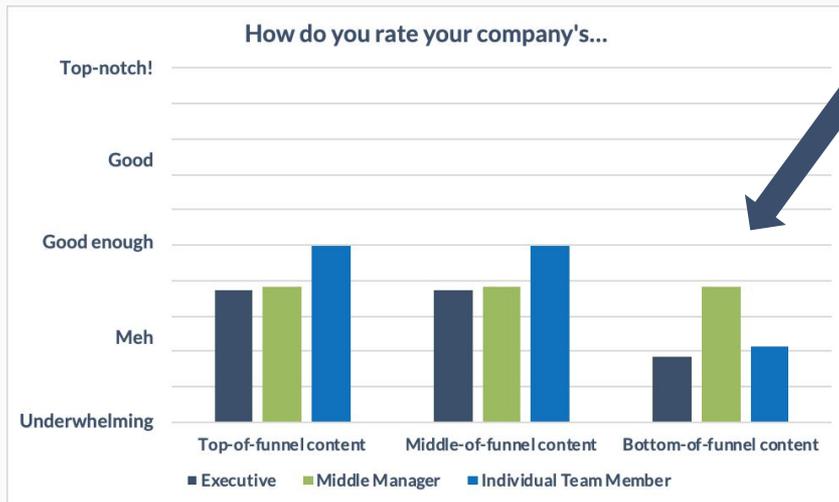
Our biggest sales challenge is creating differentiation against perceived alternatives



“If you don’t supply the information your prospects need to choose your company over the competition, they’ll get that data somewhere else, and the outcome might not be as favorable for you.”

—Jay Baer, in *Youtility*

Unfortunately, companies in this region struggle with tech marketing



Bottom-of-funnel, relatively more technical content creates differentiation and gets deals over the finish line.

Many tech companies make and repeat a collection of well-known mistakes

- Just shout about their products and technologies
- Using proprietary language
- While assuming audiences already know what the products do, which company builds them, etc.
- And assuming people typed the product name or the company name into Google
- While overpaying for paid search campaigns that direct people to poor material

Content

Publish a product datasheet detailing speeds, feeds, and other low-level stuff—expect customers to do the work of connecting the dots to see the value

Thought Leadership

Release a thin, transparent veil around, “*We think our product is amazing, and you should, too!*”, usually in the form of a stat or self-aggrandizing ‘commentary’—expect that people care by default

Public Relations

Announce new product, which tautologically proves amazingness; assume that this news is interesting to people outside the building

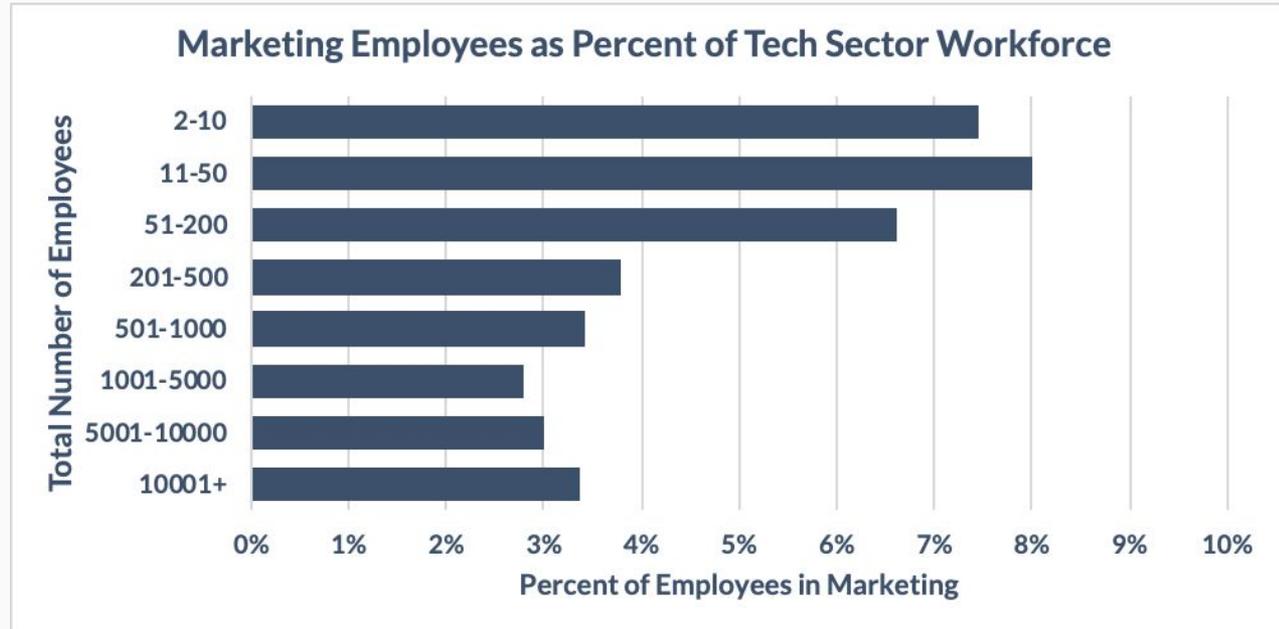
One reason why we struggle is that marketers generally aren't technologists

	Executive	Middle Manager	Individual Team Member
Age	~40	~37	~31
Years in Marketing	~14	~9	~5.5
Years in Technology Marketing	~9.5	~9	~5.5
Post-Secondary Education in a Technology Field	~23%	~16%	~9%

Another reason is that our marketing organizations are undersized

A large number of Waterloo Region tech companies seemingly don't have any dedicated marketing resources at all, including:

- Approximately 70% of companies in the 2-10 employee range
- Roughly 40% of companies in the 11-50 employee range
- Almost 10% of companies in the 51-200 employee range (which is very, very confusing)



To sell a technical solution, your prospects have to:

1. Hear you
2. Understand you

Part II—Being Understood

Note to readers:

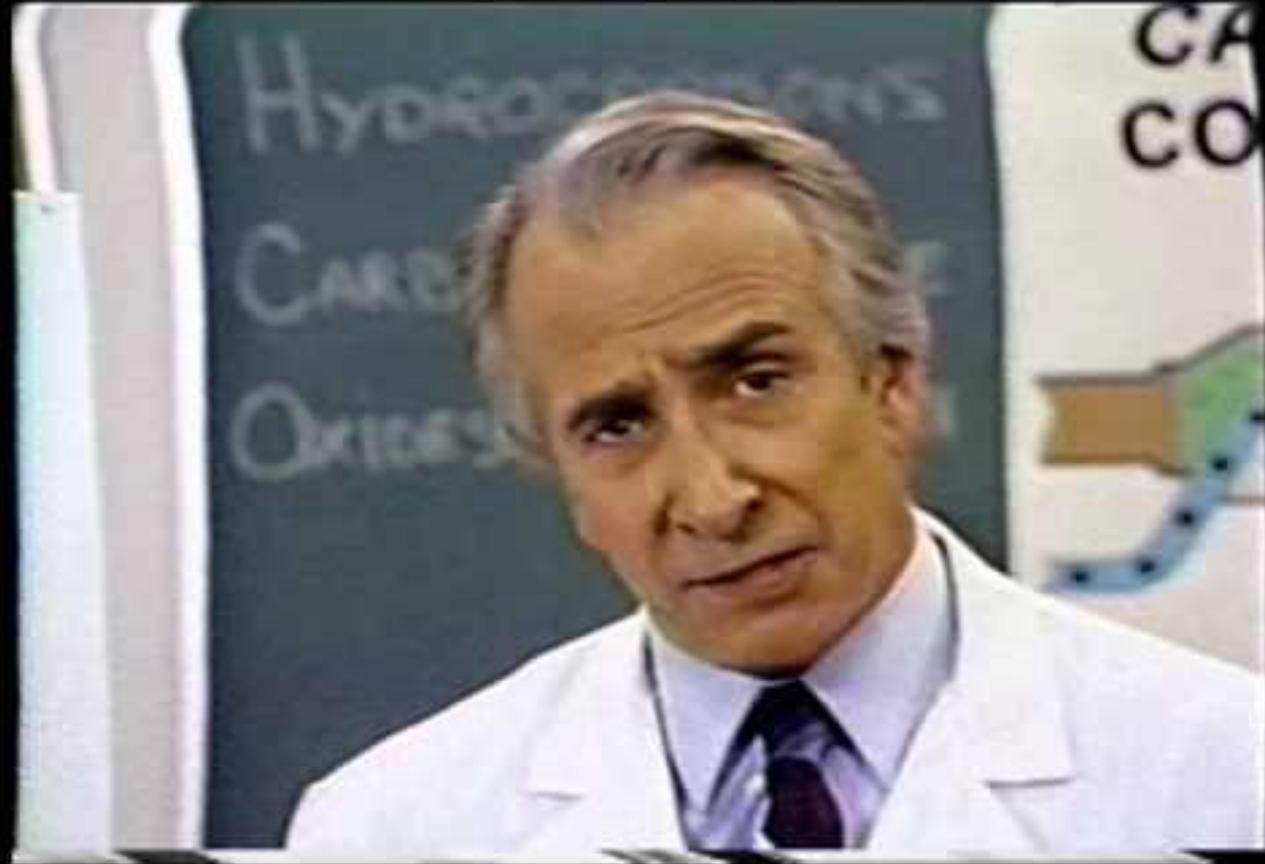
You can find the Turbo Encabulator video here:

<https://www.youtube.com/watch?v=Ac7G7xOG2Ag>

Please also read the description on YouTube for the neat story behind the video.

Also, while it's rarely advisable to read the comments under a YouTube video, this one's an exception =)

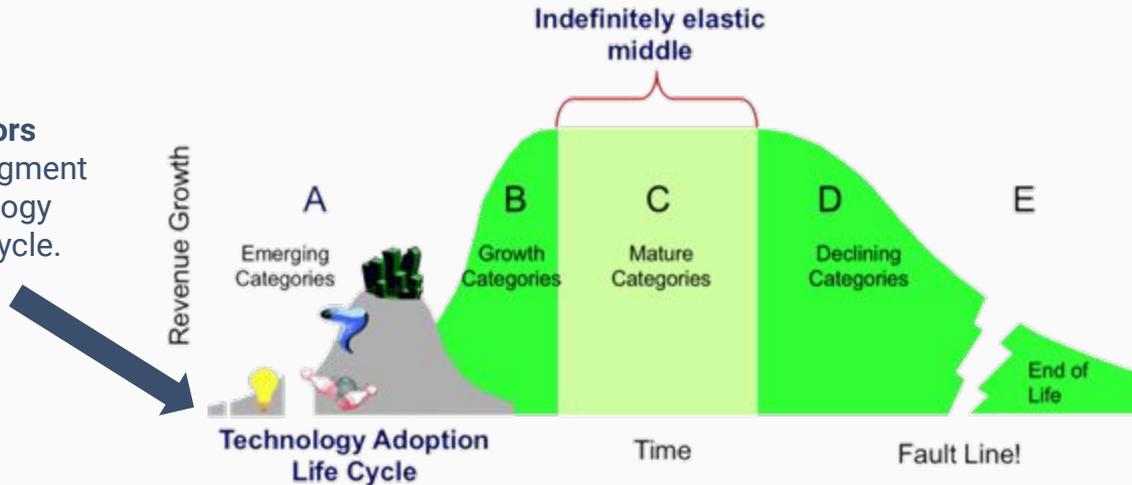
Enjoy!



Let's acknowledge a notable exception —which unfortunately distorts tech thinking

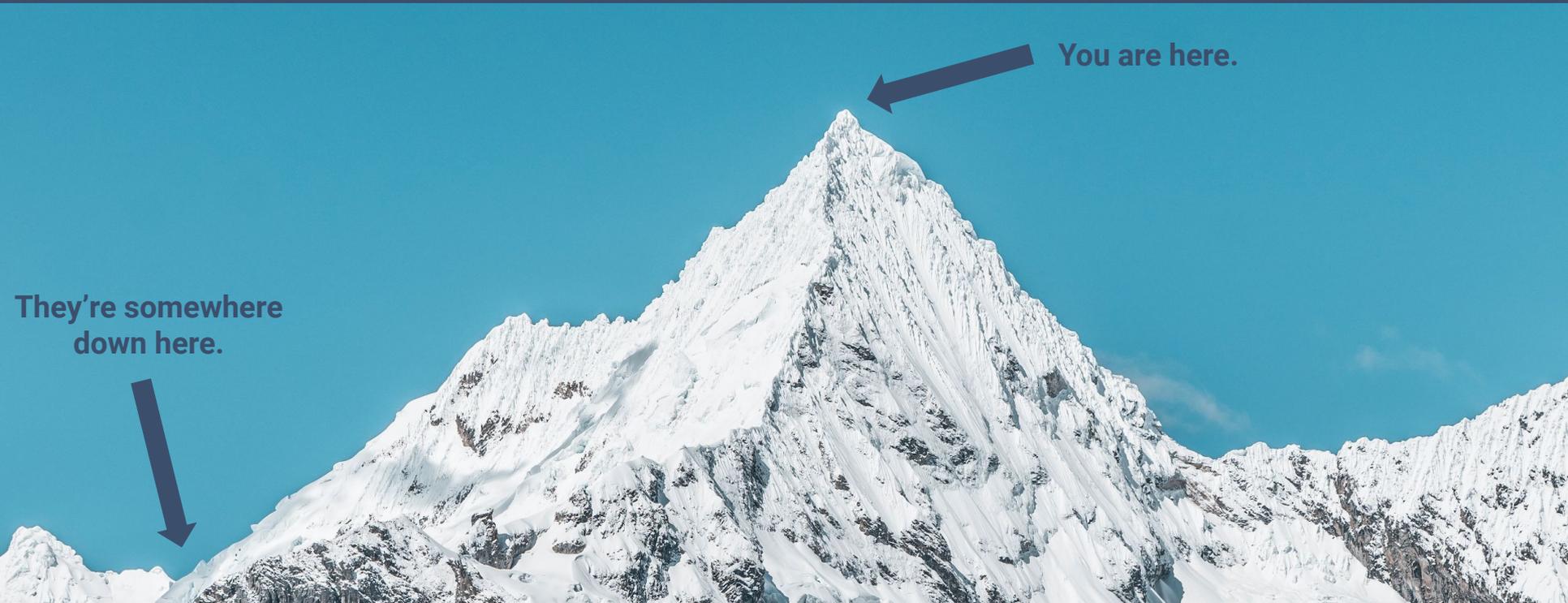
There's one audience who knows enough about the subject to use your technology and/or product as the starting point in their search for a solution

The Innovators
An important segment
of the technology
adoption life cycle.



From Geoffrey Moore's
[Escape Velocity – Illustrations](#) resource

To be understood by everyone else, we need to help them climb the knowledge mountain



You are here.

They're somewhere
down here.

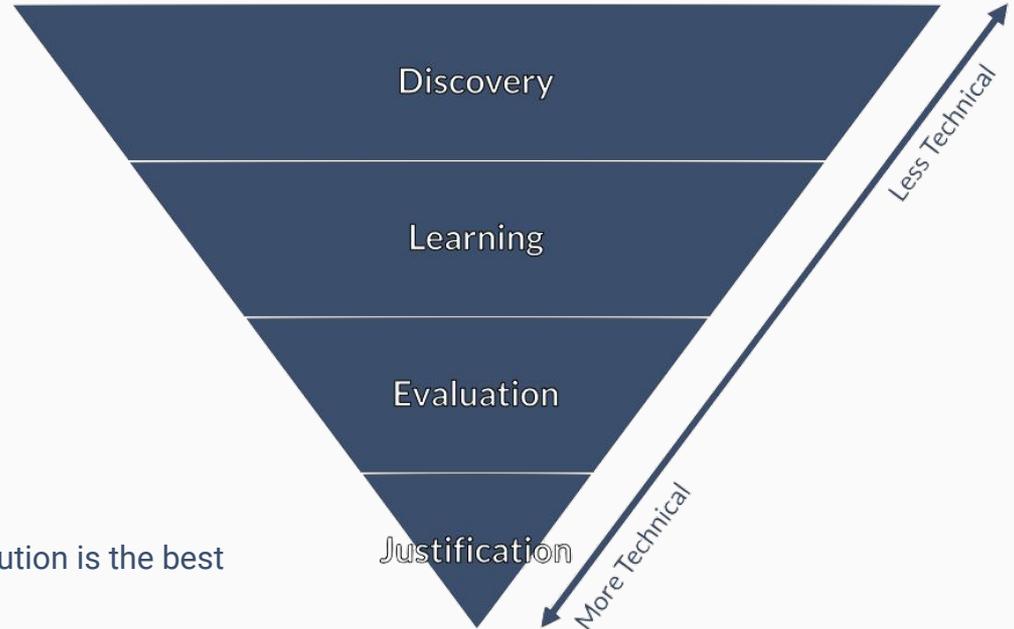
To help them climb the knowledge mountain, we use different types of content

- Potential user looking for a solution to a problem
- Thinks they know the problem well
- Might have a notion about the solution

- Investigates potential solutions
- Starts to look into how the result is achieved

- Technical evaluation of solution
- Business case / ROI assessment of solution
- Assessment of other factors: architecture, roadmap, interoperability, deployment, scale, OAM, etc.

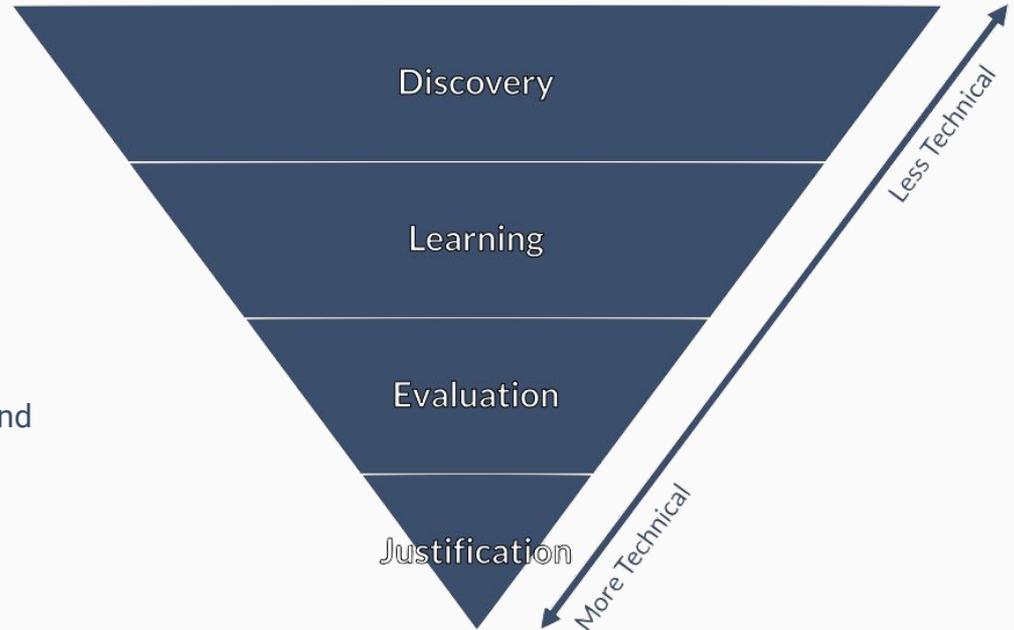
- Tries to prove to themselves and others that this solution is the best



To help them climb the knowledge mountain, we use different types of content

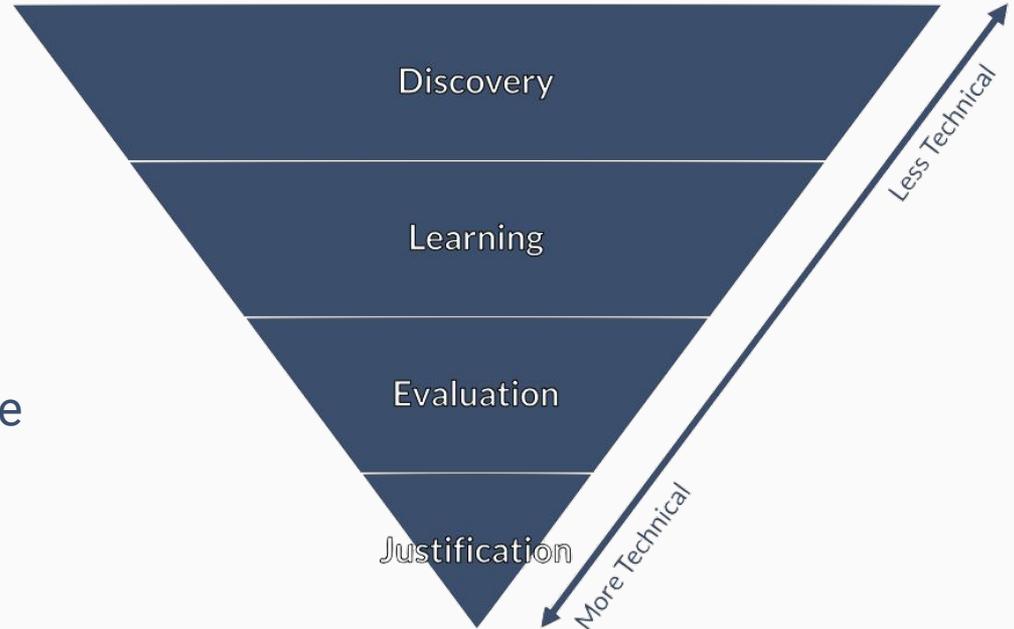
- Market Problems
- Industry Issues
- Solutions and Use Cases
- Reference Customers
- Use Cases
- Success Stories
- Products and Features
- Proprietary Technologies
- Architecture
- Roadmap
- Interoperability, Scalability, Installation, Operations and Management, etc.

- (Deep) Technology Capabilities and Differentiation
- Return-on-Investment (ROI) Models
- Roadmap



To help them climb the knowledge mountain, we use different types of content

- The clearer the target audience and the clearer the goal, the more effective the content
 - The goal is often to address a specific communication problem
- Consciously plan where a piece of content fits, for whom, and the desired outcome

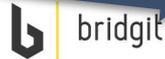


Solutions and Use Cases

Audience: Developers, Contractors

Goal: Show them that we can solve their problems

Clear use case



Resolving Deficiencies

Quality | Tasks | Insights

Gets right to the point



Speed up deficiency resolution while improving accuracy and increasing accountability.

No project is perfect, so finding and fixing deficiencies quickly (and cheaply) plays a crucial role in keeping things on schedule and on budget.

Deficiency management is a complicated problem: regular inspections are an effective strategy for finding things quickly, but that's only part of the problem – to limit inefficiency, fixes should be made quickly and correctly.

But in practice, there's often confusion about exactly what needs to be fixed, missing details or language barriers can lead to delays, manual work assignments and sign-offs drag out timelines, and accountability suffers because auditing the work history of a task is difficult.

Can deficiency management be better?

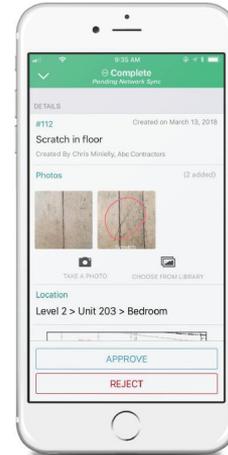
In a less-complicated world...

Logging a deficiency and assigning it as a task for resolution would take a few seconds. When you spot and log a deficiency, you could make things crystal clear and overcome language barriers by taking, marking-up, and attaching photos.

Establishes credibility by understanding the industry problem



Appeals to emotion with an idealized solution and makes it clear we've built it



Scratch in the floor no more! Photo

- Uses accessible, familiar language, not proprietary/internal gobbledegook
- Doesn't talk about products, but clearly shows a solution
- Use cases were developed outside-in, based on customer interviews, NPS surveys, testimonials

Product Brochure

Audience: Developers, Contractors

Goal: Show what our products are and what they do

High-level pitch



bridgit

Quality | Tasks | Insights |

Built to Make Construction Less Complicated

Bridgit makes construction less complicated from day one – so projects finish faster – with a field-focused solution that simplifies communications and coordination, increases accountability and visibility, and improves quality.

By putting an easy-to-use mobile app in the hands of people on site – from tradespeople to site supervisors, from owners and developers to general contractors and subcontractors – and combining with web reporting, integrated workflows, and automatic communications, Bridgit ensures work items and inspections are efficiently managed from project kick-off to close-out, increasing efficiency, preventing rework, lowering risk, and helping projects finish faster.

Thousands of property owners, developers, general contractors, and subcontractors rely on Bridgit to help turn “opening soon” into “coming sooner”.

Establishes credibility by understanding the industry problem



Our audiences don't care about the technology for its own sake, but want to know what it does and what we're selling



Bridgit | Solutions

Quality | Tasks | Insights |

03

Features

- Task Status Report:** Always know what's going on, with a clear report showing the overall project status
- Open Task Aging Report:** Identify bottlenecks and other potential issues by looking at the age of open tasks; filter by company to further diagnose issues or spot high performers you'll want to bring to your next project
- Company Task Breakdown Report:** See which companies have what tasks outstanding; assess things are moving in the right direction or quickly identify potential problems by using the web app to compare to the previous week
- Quality Insights Report (with Bridgit Quality):** Monitor project quality with two actionable reports:
 - Inspection Breakdown Report: track overall progress by monitoring each inspection type (e.g., concrete pour, plumbing, electrical, drywall, finishing, etc.); assess work quality by tracking how many issues were discovered in each inspection type
 - Inspection Progress by Location
- Historical Reports:** Explore past reports to better understand status, progress, and potential emerging issues

Stay informed – anytime, anywhere, on any device.

Download reports (in PDF) to share with stakeholders

“I find it easy to use, easy to follow, and easy to produce reports.”

Check overall project status right from your mobile device

Bridgit | Insights

Every feature description answers the implied, “So what?”



Summary of value prop, in plain language



Visuals to make it more real, less abstract



Solution Brochure

Audience: IS/IT Managers and Risk/Security Personnel

Goal: Show what our products are and what they do

Considerably more technical

Our likely reader is a functional user who has some technical literacy

The screenshot displays the RootSecure dashboard with the following data:

Metric	Value	Change
Current Risk Score	8.5	12% From last week
Industry Risk Score	4.0	4.2% From last week
Unresolved Risks	180	11% From last week
Identified Vulnerabilities	10	0% From last week
High Risk Mitigations	0	None from last week
Accepted Risks	2	4 last week
Tickets Submitted	0	0 last week
Notifications Sent	0	0 last week
New Vulnerability Scores	305	Added in last 30 days

The interface includes a sidebar with navigation options: Overview, Risk View, Asset View, Scout View, Log View, and Config. It also features a 'Risk Score Trends' section with a 'Monthly' view and a 'Daily' view.

The products are solving technical problems, so we need to show understanding and explain a little bit of *the how*

Still takes care to relate features to real problems

Overview Infosheet—A One-Stop Resource

Audience: ISPs (any role)
Goal: Show what we do, and how, linked to clear value prop

Summary statement

Creates a common understanding of the problem

Shows architecture in a simple manner

Uses differentiators to explain unique value proposition

Uses references to establish credibility

RouteThis
Revolutionizing the Customer Support Experience. For Everyone.

We increase customer satisfaction and decrease support costs for ISPs through optimized agent workflows and self-help—powered by mobile-based diagnostics that work in every home.

Typical home network diagnostics platforms are dependent upon specific CPE devices, provide limited, inconsistent visibility, and are built primarily for network operations use cases. These limitations keep support agents in the dark on up to 50% of engagements—leading to customer frustration and costly escalations. RouteThis fills the gaps for agents and customers. We replace the long, error-prone Q&A exchange with a fast—but comprehensive—whole-home diagnostic scan that's independent of CPE, hardware, and firmware. Then we guide agents through optimized workflows, while empowering customers with self-help capabilities.

Discovery App → Symptom Collection and Optimal Resolution Engine → Agent Dashboard

Differentiators that Deliver Better Outcomes

- Fewer Truck Rolls**: Prevent up to 45% of truck rolls by identifying and solving issues remotely
- Increased FCR Rates**: Find solutions the first time using optimized workflows based on consistent insights
- Deflected Contact**: Empower your customers to solve common issues using integrated self-help utilities
- Fast, Complete Coverage**: Reach 100% of your base in as few as 4 weeks—without any CPE dependencies!

Trusted by ISPs Worldwide
We're proud to power better support outcomes for some of the world's leading ISPs.

WIND, Cincinnati Bell, Trust power, Spiral, Ritter, start.ca

Diagnostics. Symptom analysis. Resolution workflows. Self-help capabilities. All in one integrated platform.

RouteThis Discovery App
Collects diagnostics and provides a customer self-help interface. RouteThis turns your customer's smartphone or tablet into a powerful diagnostic tool to provide deep insights into the home network's configuration, environment, and potential problems—completely independent of CPE. The app runs a quick diagnostic scan of the home network and sends the data to RouteThis SCORE for analysis—troubleshooting insights and workflows are then presented to the care agent through the RouteThis Dashboard.

Self-Help: Reduces support load by guiding customers through workflows to solve common problems.
Live View: Addresses physical issues by using the camera to show wiring and interference sources.
Proxy: Prevents truck rolls by allowing agents to solve problems remotely by adjusting CPE settings.

RouteThis Dashboard
Drives, standardizes, and optimizes agent activity. The RouteThis Dashboard standardizes and optimizes behavior across your entire agent team.

Guided Workflows: Guides agents through optimized troubleshooting and resolution workflows.
Diagnostic Insights: Provides alerts and visuals that are easy to understand, even for new agents.

RouteThis SCORE
Powers optimized self-help and agent assistance. RouteThis SCORE (Symptom Collection and Optimal Resolution Engine) powers the optimized self-help and agent-assisted resolution workflows in our app and our dashboard. SCORE analyzes every scan we've ever run and uses machine-learning algorithms to link symptoms and solutions.

To Learn More
We'd love to show you how our solution works.
318 Duke Street West, Kitchener, Ontario N2H 3Y1, Canada
www.routethis.com, info@routethis.com, +1 844 370 1732, Please contact us to book a demo.

Explains solution components and major features

Describes how the pieces fit together and how they deliver the benefits outlined on the front page

Feature Sheet

Audience: Technical Evaluators within Prospects

Goal: Show them that we integrate with Salesforce



contact center
powered by **telax**

Salesforce Integration—Feature Summary

The Telax Cloud Contact Center already provides best-in-class features, a robust architecture, and a unique delivery model—but that's only the start. Integrating our Contact Center with your customer experience management (CRM) platform creates an engine of efficiency that drives better business outcomes:

- Agents become even more effective—whether they're delivering customer service or making sales
- Customers enjoy a better experience and accelerated journey—whether they're engaging directly with an agent or interacting with an automated system like interactive voice response (IVR)

Seamless Salesforce Integration that Strikes a Balance

Ultimately, computer telephony integration (CTI) is about making agents more effective and delivering a better customer experience. Too little automation forces agents to spend their time searching for information, while too much automation causes problems and erodes your return-on-investment by failing to account for the complexities of the real world.

The optimal degree of automation strikes a balance—it avoids creating clutter for agents, but doesn't leave them guessing at customer intentions.

Telax' seamless integration with Salesforce achieves this balance, by:

- Delivering the most complete context to agents, on one screen, in the unified Salesforce interface with which they're familiar
- Leveraging the best of two integration approaches to enable more use cases
- Automating common and tedious—but necessary—activities, while preserving the flexibility needed to account for real-world complexity



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Your customers benefit from:

- Faster, better outcomes, delivered in a personal, context-aware manner

Your agents benefit from:

- Screen pops that give them the most complete context, including up-to-date information, for each customer interaction
- Working in their familiar CRM environment, using their existing Salesforce credentials
- Being able to focus on engaging with customers, rather than spending time on logistical and operational tasks

Key aspects of Telax's integration with Salesforce:

- Seamlessly integrates Salesforce with the Telax Cloud Contact Center, including our Enhanced IVR and Contact Center Agent
- Single sign-on logs agents into the Telax Contact Center using Salesforce credentials
- Automates simple tasks, to keep your agents focused on delivering results
- Works for any Salesforce version—Classic or Lightning, Service Cloud or Sales Cloud
- Combines two integration approaches—Plug-and-Play and CRM Connector—to deliver a powerful set of functions



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Features

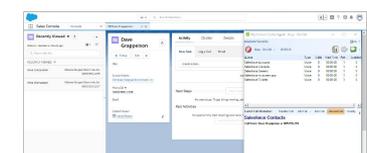
The integration between Telax' Cloud Contact Center and Salesforce provides important features, including:

Dual Integration	Two integration approaches combine to enable a powerful set of use cases: <ul style="list-style-type: none"> Plug-and-Play integration connects Telax' Enhanced IVR to your Salesforce implementation, enabling IVR interactivity between Salesforce and the customer calling in, and letting the IVR drive screen pop behavior to provide agents with the most complete context possible. CRM Connector integration involves agents at the desktop level (via an invisible executable) and handles them programmatically—accessing the Salesforce CRM for information—to drive contextual screen pops. CRM Connector also provides functionality for outbound call events, and enables omnichannel customer interaction.
Inbound Call-Flow Management and Routing	Telax' Enhanced IVR manages inbound call-flows, delivering a personalized experience enhanced with information from the CRM while automating call routing and gathering contextual information from customers. The result is that customers are routed to the right agent, who automatically receives context-rich screen pops.
Agent Interaction Controls	Agent interaction—including transferring/forwarding, click-to-call, pausing, etc.—is available in two mechanisms: <ul style="list-style-type: none"> Canvas App embeds agent interaction controls into Salesforce Desktop Contact Center Agent provides an always-on-top capability to segment the Salesforce implementation
Context-Rich Screen Pops	Agents receive the most complete context for every customer interaction <ul style="list-style-type: none"> Context-Rich Screen Pops: Whenever possible, agents receive contextual screen pops for a specific case, account, or contact record, driven by information gathered automatically (e.g., triggered by a query on the customer's calling number, gathered via IVR, etc.) Query Page: When more than one match is found in the Salesforce CRM, the agent is directed to a query page showing the matched results.
Automatic Activity Record Logging	Each customer call automatically logs an activity record to the contact/case or account, including a link to the call recording.
Single Sign-On	Simplifies the agent experience by allowing them to sign onto the Telax Contact Center using their Salesforce credentials.

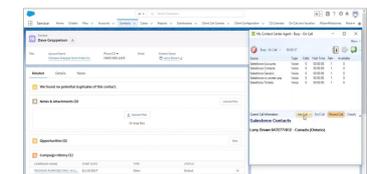


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Screen Shots



The tight integration between Telax' Enhanced IVR and Salesforce lets you implement powerful call flows that gather vital content and automatically trigger powerful business functions within Salesforce—including driving context-rich screen pops that make agents more effective.



When the agent accepts the call in the Contact Center Agent, a screen pop with the caller's Salesforce contact details automatically appears.

Contact your channel manager to see this feature in action.
telax.com | 1-888-808-3529 | info@telax.com



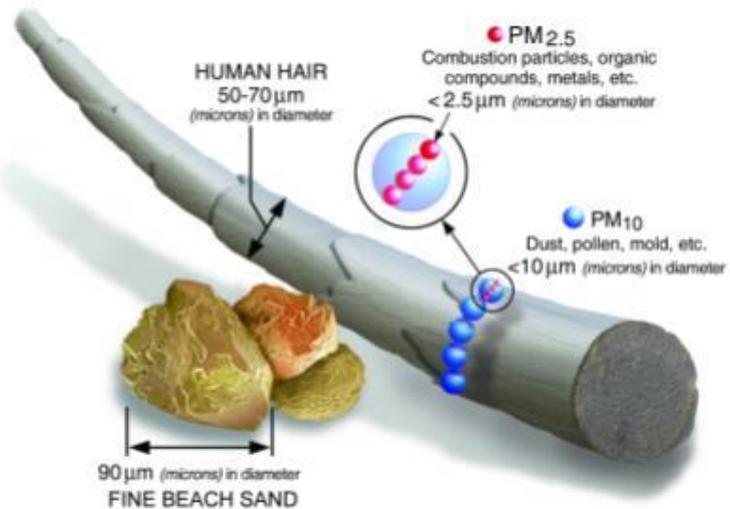
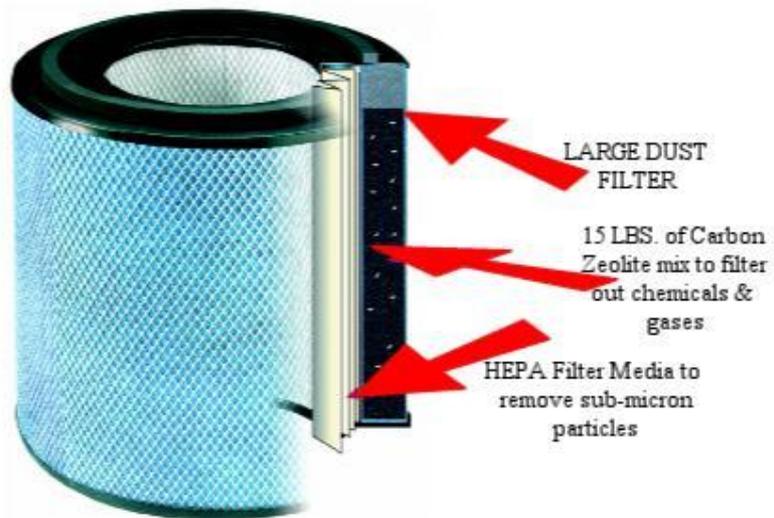
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It's vitally important to explain **why something matters.**

Doing so, effectively, earns you the opportunity to explain **how it actually works.**

And you need to **help your audiences to climb the knowledge mountain** before they can truly appreciate your unique value.

Part III—Being Heard



austin



← → ↻ 🔒 https://www.google.com/search?q=air+purifier&rlz=1C1GCEA_enCA853CA853&oq=air+purifier&aqs=chrome..69157.2143j0l1&sourceid=chrome... ☆ Incognito

Google 🔍

🔍 All 🛒 Shopping 🖼 Images 📺 Videos 📰 News ⋮ More ⚙ Settings 🛠 Tools

About 74,600,000 results (0.50 seconds)

Air Purifying at Amazon | Huge Selection & Great Prices
www.amazon.ca/ ▼
Shop Tools, Gadgets, Hardware & more. Qualified Orders Over \$35 Ship Free.
Bedding & Bath · Arts, Crafts & Sewing · Vacuums & Floorcare · Deals in Home & Kitchen

Air Purifiers | The Home Depot Canada
www.homedepot.ca/appliances ▼
Find Deals On All Major Appliances. Browse Our Wide Selection Today! Big brand savings. 1000+ products available. Price match guarantee. Great savings. Brands: LG, Samsung, GE, Whirlpool, Electrolux.
Weekly Flyer · Promotions & Offers · Shop By Room · Ideas & How-to · Home Services
📍 Waterloo · 5 locations nearby

Best Home Air Purifier | Consumers Digest Best Buy | IQAir.com
www.iqair.com/ ▼ +1 877-976-7415
Breathe the Cleanest & Safest Air. Most Advanced HEPA Air Purifiers. No harmful byproducts. 50+ Years of innovation. Proven results. Swiss Made. HyperHEPA filtration. Eliminate home odors. Unrivaled performance. Energy efficient. Ozone-free. Independently tested.

Molekule Air Purifier | A Better Approach to Clean Air | molekule.com
www.molekule.com/ ▼
Breaks down pollutants instead of just trapping them. Molekule is different. What's in Your Air?

Air Purifiers | Canadian Tire
<https://www.canadiantire.ca> > Home Page > Heating & Cooling > Air Purifiers & Filters ▼
Eliminate dust, pollen, allergens and viruses in your home with our collection of smart air purifiers. ...
Dyson Pure Hot + Cool™ HEPA Air Purifier & Heater. ... Honeywell HPA300C True HEPA Allergen Remover with True HEPA Filter.

See air purifier Sponsored

 Molekule Air Purifier \$1,199.00 Molekule ★★★★★ (596)	 Dyson Pure Cool HEPA Air Purifier \$599.99 Dyson Canada ★★★★★ (275)
 Levoit Air Purifier Filtration with \$150.56 Amazon.ca Free delivery	 Germguardian 22-Inch 4-In-1 Bed Bath & Bedroom Air Purifier \$119.99 Bed Bath & Beyond ★★★★★ (475)
 IQAir Air Purifier In store	 Honeywell Air Purifier

[Air Purifiers: Home & Kitchen: HEPA Air Purifiers, Travel ... - Amazon.ca](https://www.amazon.ca/b?ie=UTF8&node=2224055011)

<https://www.amazon.ca/b?ie=UTF8&node=2224055011> ▼

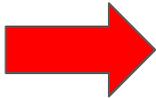
Online shopping for Home & Kitchen from a great selection of HEPA **Air Purifiers**, Travel-Size **Air Purifiers**, Charcoal **Air Purifiers**, Air Ionizers & more at everyday ...

Levoit Air Purifier with True ... · HEPA Air Purifiers · Travel-Size Air Purifiers

[Air Purification, Purifiers & Accessories | Walmart Canada](https://www.walmart.ca)

<https://www.walmart.ca> › ... › Heating & Cooling › Air Purification › Air Purifiers ▼

Items 1 - 60 of 394 - Take a deep breath of clean air when you use your new **air purifier!** ... Coway AP-1512HH Mighty 4 Stage Filtration **Air Purifier** w/ HEPA & Eco ...



[Do Air Purifiers Work? Myths & Facts | IQAir](https://www.iqair.com/ca/blog/air-cleaning-technology/do-air-purifiers-work)

<https://www.iqair.com/ca/blog/air-cleaning-technology/do-air-purifiers-work> ▼

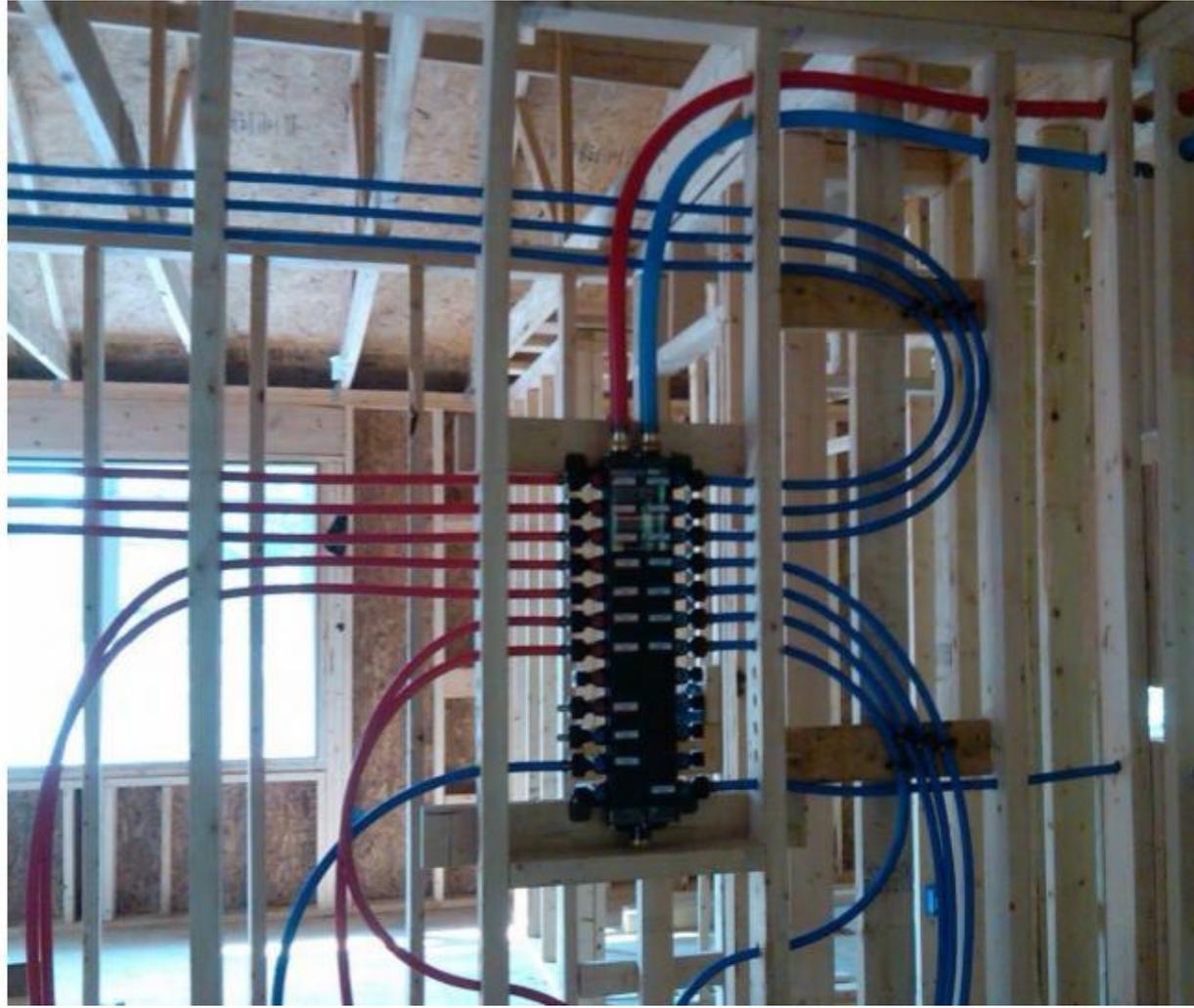
Many **air purifier** manufacturers are simply selling you snake oil. So how do you know whom to trust? Let's take a fact-based approach to the industry and find out ...

[Air Purifiers - Efficient Particulate Capture | Staples®](https://www.staples.ca)

<https://www.staples.ca> › ... › Heating, Cooling & Air Quality ▼

Keep the air in your home or office clean and clear with these sophisticated **air purifiers**. Each model filters the air, leaving it pure and safe to breathe. Choose ...

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plumbing pex



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Videos



PEX Manifold System - Pros and Cons + Tour

Matt Risinger
YouTube - Dec 11, 2018



How to Install PEX Pipe in Bathrooms (Quick Tips) -- by Home Repair Tutor

Home Repair Tutor
YouTube - Jun 24, 2016



PEX vs. Copper Plumbing

Matt Risinger
YouTube - Nov 3, 2017

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People also ask

Is PEX plumbing any good?

How long does PEX last for?

What is PEX used for in plumbing?

Can PEX pipes freeze?

PEX Plumbing Systems vs. Rigid Pipe for Commercial Projects - Uponor

<https://www.uponor.ca/commercial-plumbing/contractor.../pex-vs,-d,-rigid-pipe.aspx>

Ask anyone who has installed an Uponor **PEX Plumbing System**. Once you experience the faster installs, the reduced liability and the stable material costs, ...

PEX plumbing

PEX tubing is an easy-to-install alternative to copper pipe. Long used in radiant heating systems, flexible PEX tubing

Feedback

It doesn't matter if you
have the best product if no
one knows about it.

-Every marketer, ever

What are Digital Dynamics?

These are 5 characteristics that cause the digital world to behave quite differently than the physical world.

Speed

The internet moves much faster than the physical world. News and ideas can easily spread quickly across a network – you can move faster than ever using digital.

Adjacency

Everything in the digital world is just a few clicks away, including competition. That is why a strong digital presence matters.

Precision

The overflow of data that exists in a digital world allow you to be precise with your targeting in ways that just weren't possible before.

Adaptability

The best part of digital marketing is the ability to easily change content at almost zero cost. We just have to be willing to adapt.

Scale

The ability of a small team to achieve large results is greater in a digital world. You can make a big impact with a small budget.

Three things you can do right now

Here are a few best practices that you can start on right away.

UTM tracking

UTM tracking allows you to know what methods work and where your visitors come from.

Basics of SEO

Search Engine Optimization makes it easier for your customers to find you.

Using social media

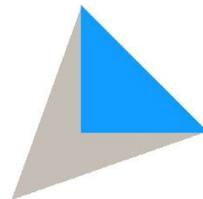
Social media offers a low-cost means of promotion and keeps you in touch with the market.

UTM tracking

A UTM code is a simple code that you can attach to the end of a link that Google Analytics can then read. This allows you to see what sources, channels, and campaigns are working.

There are **5 main things you can track** using UTM parameters:

- Campaign
- Source
- Medium
- Term
- Content



TRACKING

The anatomy of a URL

https://www.miovision.com/scout/?utm_campaign=example

Protocol

This is going to tell your browser what to do, and if the web page is secure

Domain name

This is the main website's name

Path

This is which file you are accessing.
In this case
"/scout.html/"

Tags

Known as "UTM Parameters" these allow you to track your link

How to start

To get started with UTM tracking you only need to have installed **Google Analytics** on your website.

To create a UTM tracked link, you can use a tool like the [Google Campaign URL builder](#)

Parameter	Example value
Campaign	example-campaign
Source	twitter
Medium	social
Content	tweet-3
Term	-- (this is only for adwords)

For `https://miovision.com/example-page/` the end result for a tracked link in a tweet for example-campaign would be:

```
https://miovision.com/example-page/?utm_campaign=example-campaign&utm_source=twitter&utm_medium=social&utm_content=tweet-3
```

3 things to do tomorrow

Here are a few things you can do tomorrow to get started

1

Install Google Analytics

You can [install Google Analytics from here](#). It takes just a few minutes and then you will start collecting useful data right away.

2

Start tagging all inbound links

Moving forward, add UTM to all links that you own that are sending [from another site](#) to your own site.

3

Take a look at reports

Once you have started tracking you will soon have data that will help you to understand what channels and campaigns are working and aren't working.

Basics of Search Engine Optimization

The first place people usually turn to find answers is the internet. By optimizing your site to be easily read by both people and search engines, you ensure that you will be found ahead of the competition.

There are a few key things that you can do to start developing solid SEO.

Structure content

Your web content should be properly tagged with headlines and body tags so that search engines and readers can quickly figure out what you're talking about.

Links!

One of the best and easiest ways to build SEO is to include relevant links. If you are mentioning a specific blog post or article from another site, link to it from yours.

Create new content regularly

Recency of content plays a role in how relevant search engines consider a piece of content to be. New content creates new ways for people to find you.

Simplicity

A simple, easy to read, message gets the point home to readers more effectively, and it also makes it easier for search engines to understand your site.

Practical application of SEO

The most important and impactful changes you can make to your SEO are usually simple.

“B2B marketers that use blogs receive 67% more leads than those that do not.” – Hubspot

A good website is organized in a way that makes sense. For instance, pages should be structured with parent pages:

E.g., miovision.com/datalink/scout/
(domain) (parent) (child)

Blogging

Creating and regularly updating a blog is one of the most beneficial things you can do. Blogs diversify the topics & keywords that bring customers to you, and help to designate you as an expert.

Web page structure

Ensuring that your page is structured properly is important. The headlines and titles on your page should be clear and have <h1>, <h2>, <p> tags. The website should be easy to navigate with a clear hierarchy.



3 things to do tomorrow

Here are a few things you can do tomorrow to get started

1

Install Yoast SEO for Wordpress

Yoast SEO is a tool that you can use for free with Wordpress. It reads your pages and tells you what improvements you can make. Aim for a green light on all pages.

2

Check current pages

Take a look at what you already have. Look at adding proper H1, H2, P tags to structure your content. Yoast will help with this as well.

3

Start a blog

Consider starting a blog on your website. Do you have someone that could manage posting articles? Would it be possible to have many different people help to write content?

Using social media for business

Social media is a very cost-effective way to take advantage of digital dynamics of speed, adjacency, and scale.

Just by using content that's already created and sharing others' content, you are able to promote your business and listen to the market.

Here are some of the most important social channels:

Twitter

Twitter is one of the most important social networks for your business. It's where people go to learn about what kind of business you are – who you really are. Very short posts.

Facebook

Facebook Pages are important for a business especially since they rank high on search engines. Users may look for reviews or a quick description of what you do using facebook. Medium/long posts.

LinkedIn

You can use LinkedIn to prospect for new employees, but it's also a great spot to share longer posts with users that are more likely to be in a work mindset. Medium/long posts.

Instagram

Due to Instagram's high popularity right now, it often ranks high with search engines. You can use Instagram as a way to visually share information about your products and services, or talk about your company culture. Images with some text.

The value of social media

Social channels feel more personal than web pages. They help to build trust from your audience.

“71% of consumers are more likely to recommend a brand to others if they have a positive experience with it on social media.” – Ambassador

Social media can easily be sustained by cutting up and recycling content you already have. For instance, you can turn one blog into 8 tweets, share it on Facebook and LinkedIn and post about it on 2 different Instagram posts.

Social media & SEO

Social media content is indexed by search engines and ranked. The content that you generate helps drive people who may be interested.



3 things to do tomorrow

Here are a few things you can do tomorrow to get started

1

Start a free Hootsuite account

Hootsuite is a free social media management tool. It allows you to create posts in advance and schedule them to go out at a later date, among other features.

2

Schedule 2 weeks of content

Once you get started you can very quickly create content. Try to find 5-10 pieces of your own content that you could tweet out over 2 weeks. You can then compliment this by sharing others' content.

3

Share Miovision & other content

Find some content that you like from other users and re-share that. A great tweet format for this is:

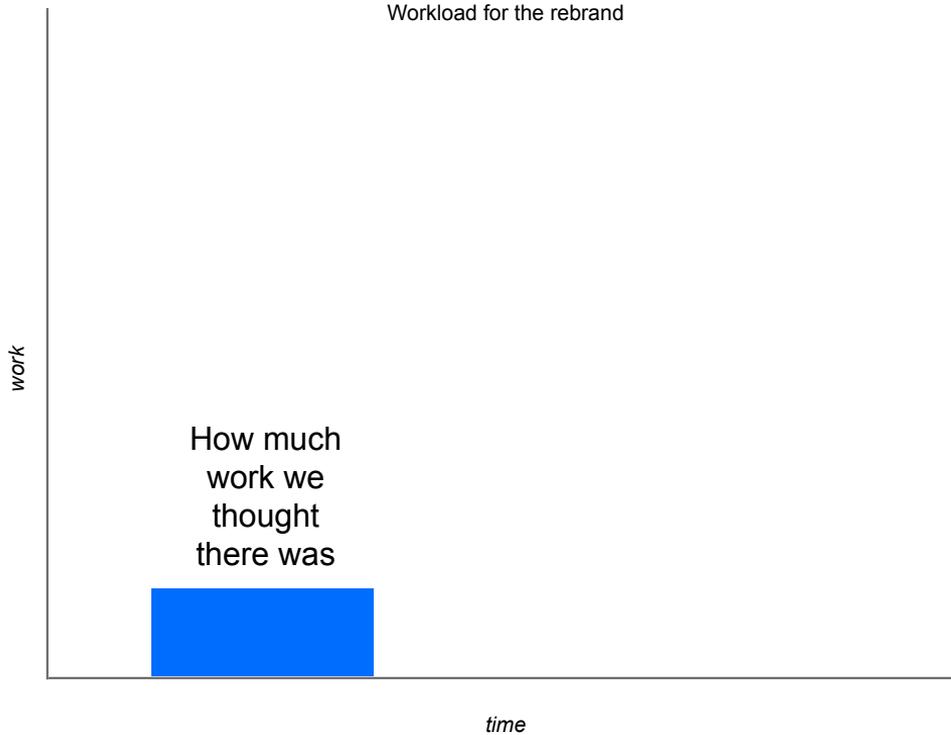
"Your message and opinion here. Check it out! | ow.ly link | #example #relevanttag"

An aerial view of a city skyline at sunset. The sky is filled with colorful clouds in shades of orange, pink, and blue. The city buildings are illuminated with lights, and the water is visible in the distance. A blue rectangular box is overlaid on the left side of the image, containing the text 'Agile marketing' in white.

Agile marketing

at Miovision

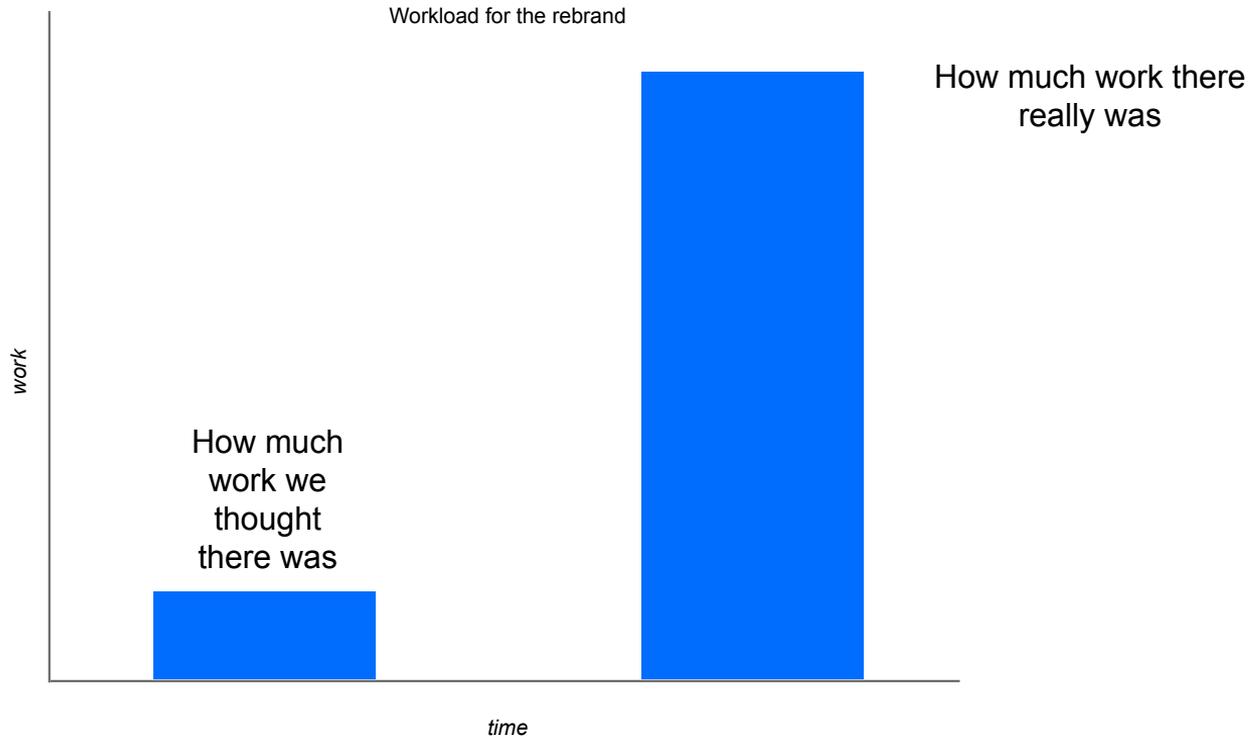
Where it all started



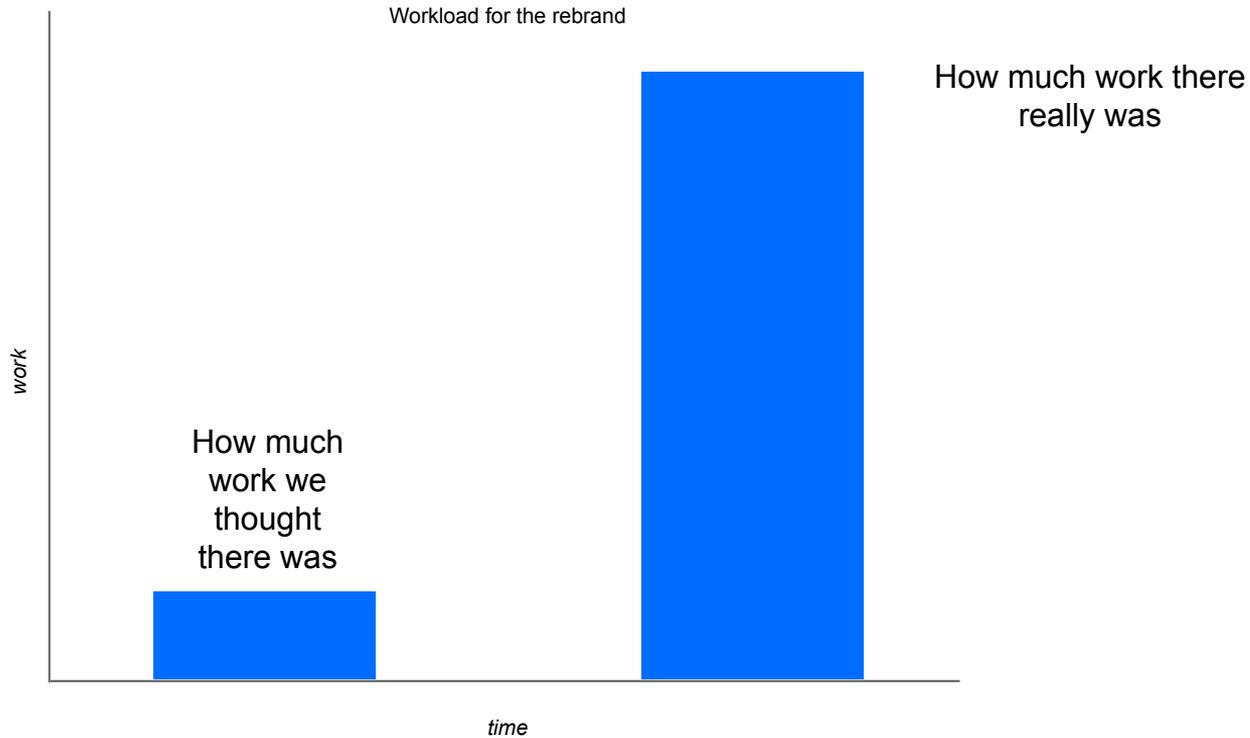
miovision
rethink traffic

mioVISION

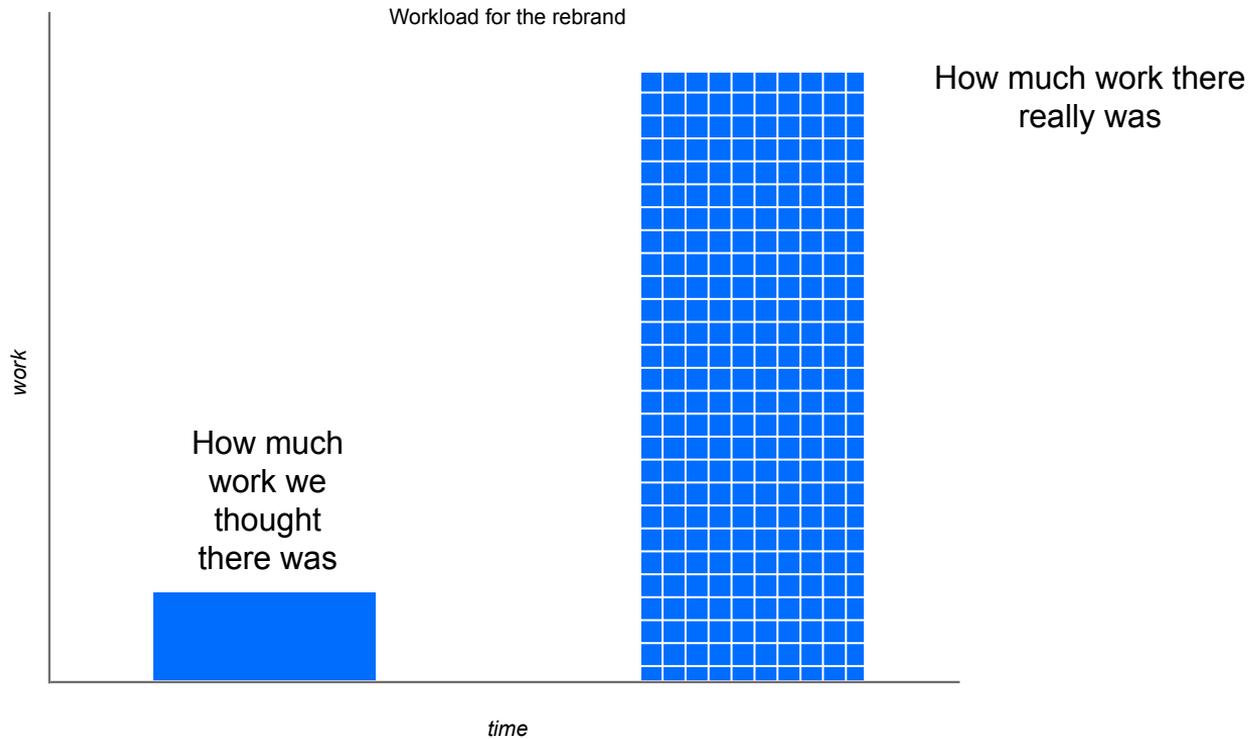
Where it all started



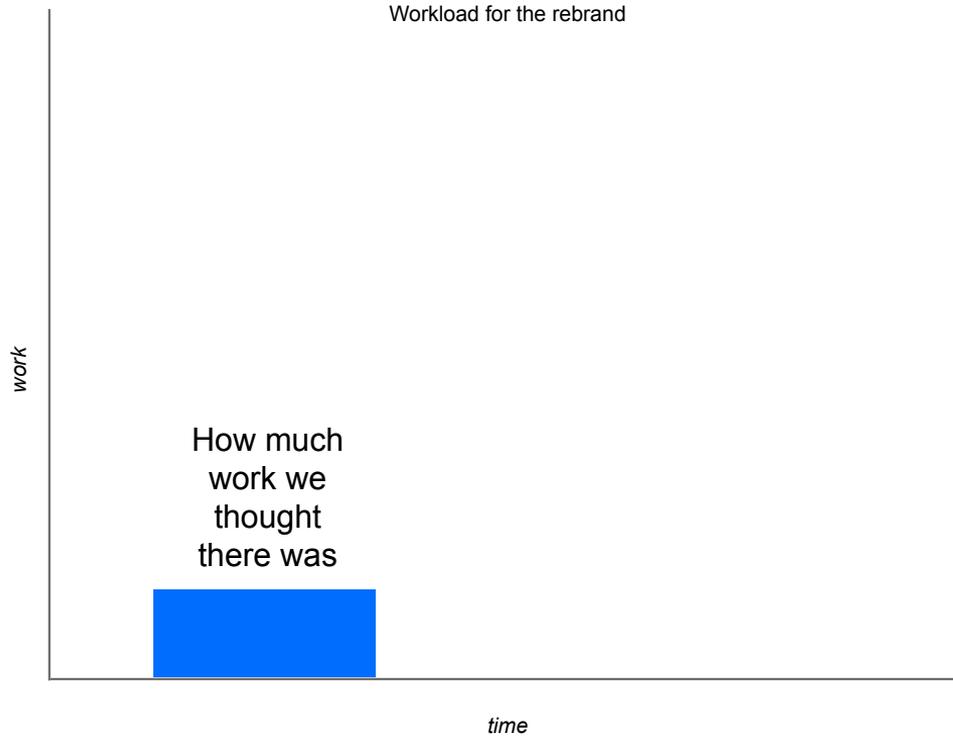
Where it all started



Where it all started

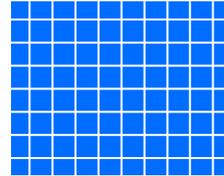


So we broke it down

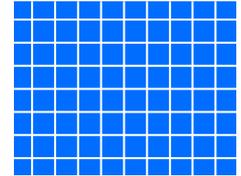


How much work there really was

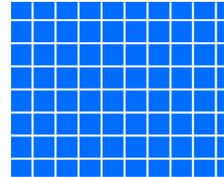
Week 1



Week 2



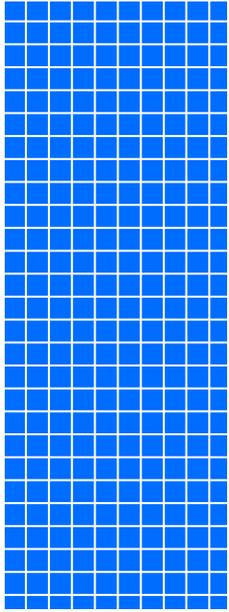
Week 3



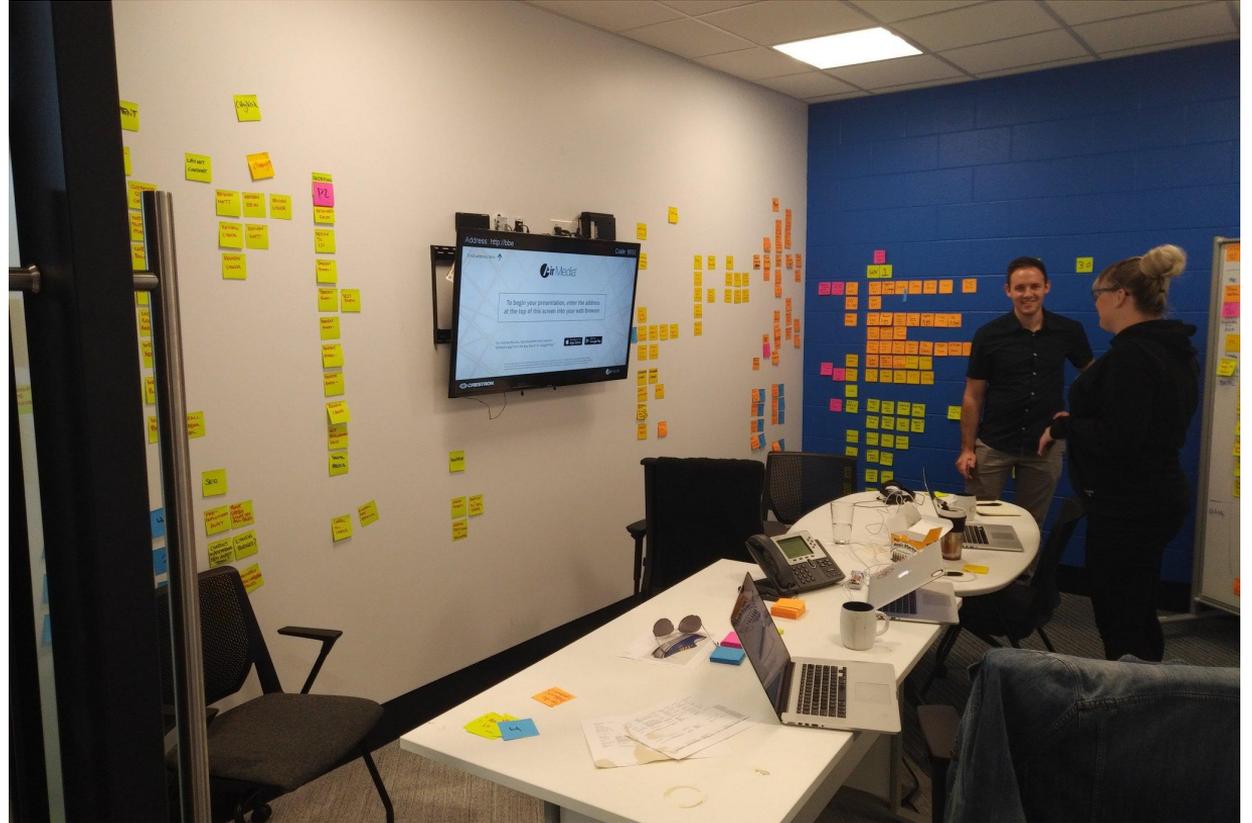
Week 4



Post-its!



=



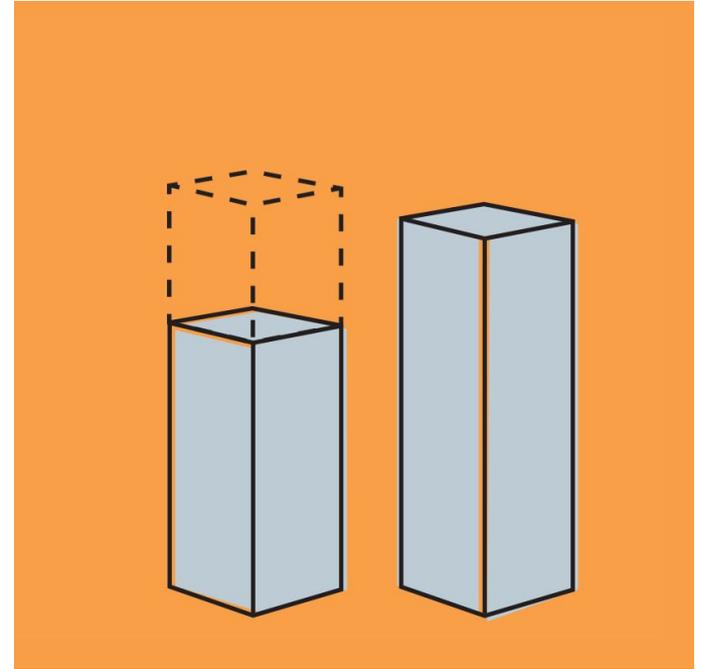
Rapid Iterations - Programs vs Campaigns

- The second agile method that we adopted is rapid iteration
- Rather than creating single campaign and then losing the work when it's over when we can we focus on longer-term programs or campaigns part of a bigger program



Rapid Iterations - Programs vs Campaigns

- This means that we can keep adding to campaigns over time and learning from each one to get better results for the next
- The content stays fresh but we polish the format and delivery



Part IV—Programs that Get Heard

Sandvine used a trifecta of video, whitepaper, and technical showcase to show the value of their unique charging capabilities



Contents

- Executive Summary 1
- Introduction to Online Charging 2
- Considerations for Online Charging 3
- 3GPP Standards Compliance 3
- Visibility into Charging Performance 8
- Conclusion 9
- Online Charging Solution Requirements 10
- Additional Resources 10

WHITEPAPER

Online Charging: Considerations for Accuracy, Reliability, and Visibility

An Industry Whitepaper

Executive Summary

Performing accurate, real-time usage metering is a requirement in most telecommunications markets.

The 3GPP standards specify that the measurement component—in practice the Policy and Charging Enforcement Function (PCEF) or Traffic Detection Function (TDF)—in the data path is a single logical entity that's connected directly and in real-time to the online charging system (OCS) via Diameter Gy/Gytr only in this architecture can a CSP avoid revenue leakage.

Many vendors claim that their solutions are 3GPP Gy/Gytr-compliant, even when they aren't; typically, these non-compliant solutions include an intermediary node that breaks the direct, real-time connection and separates functions within the PCEF/TDF.

Non-compliance makes the charging deployment inaccurate and unreliable; furthermore, in such deployments, attempts to address one shortcoming (e.g., lack of accuracy) make the other one worse (e.g., lower reliability). The ultimate consequences for the CSP include increased costs and complexity, lower subscriber satisfaction, and—critically—revenue leakage.

Beyond architectural compliance, a second consideration for CSPs is the degree to which they have visibility into the charging system's performance. Deep visibility into the right measurements and metrics satisfies a range of auditability, revenue assurance, and business intelligence use cases.

Understanding the issues at hand and the approaches used by vendors allows CSPs to make an informed decision and to invest in a solution that will actually work as needed.



Home » Technology » Online Charging

Online Charging

3GPP Standards for Online Charging

Performing accurate, real-time metering of data traffic for prepaid charging use cases is a requirement in today's telecommunications market. These capabilities form the foundation of many subscriber services, and are necessary both to protect subscribers from bill shock and to protect network operators from revenue leakage.

According to the 3GPP standards, a direct, real-time interaction between the PCEF and the OCS is required to ensure accurate reporting and timeliness of the online charging mechanism.

Many systems claim to be 3GPP Gy-compliant, but lack one or both of the functional requirements (i.e., direct and real-time). These non-compliant solutions typically introduce a processing intermediary that breaks the direct connection, leading to a host of accuracy and reliability challenges that in turn cause revenue leakage and unreliable billing for all online charging use cases.

ONLINE CHARGING

TALKING TELECOM



Standards-Compliant Online Charging

A Sandvine Technology Showcase

Contents

- Executive Summary 1
- Introduction to Online Charging 2
- Sandvine's Online Charging Architecture 3
- Market Alternatives 3
- Conclusion 5
- Characteristics of Sandvine's Online Charging Architecture 5
- Additional Resources 5

Executive Summary

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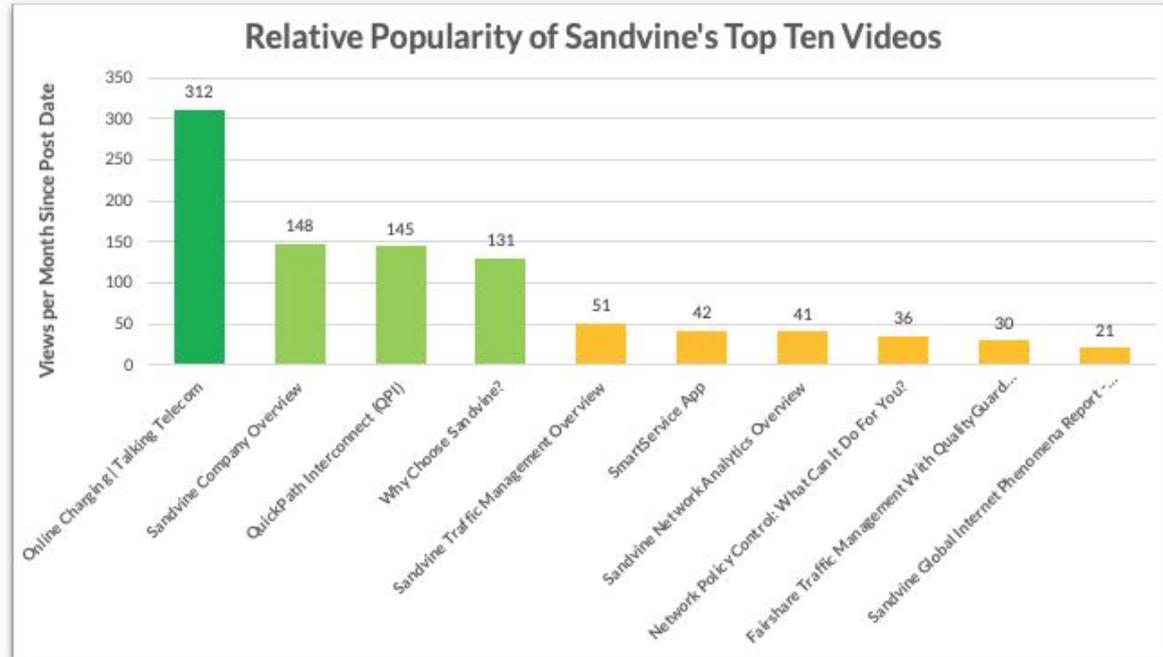
Many systems claim to be 3GPP Gy-compliant, but lack one or both of the functional requirements (i.e., direct and real-time). These non-compliant solutions typically introduce a processing intermediary that breaks the direct connection, leading to a host of accuracy and reliability challenges that in turn cause revenue leakage and unreliable billing for all online charging use cases.

Sandvine's online charging architecture is completely compliant with 3GPP standards.

In our architecture, the Policy Traffic Switch (PTS) - our PCEF/TDF - is connected directly, in real-time, to the online charging system (OCS). Critically, the PTS performs the on-the-wire measurement of usage, and usage is passed directly to the OCS (i.e., it does not pass through an external intermediary or internal intermediary process). As a result, Sandvine's online charging solution is both accurate (i.e., measures usage correctly), and reliable (i.e., keeps working).

But does anyone really watch short videos to learn about technical subjects? YES!

- No internal sponsorship, lots of internal skepticism
- Total time invested: ~8 hours, between 4 people
- It's easy to make false assumptions, but there's clearly an appetite for succinct technical content



Dejero is using whitepapers and technical showcases to show the unique value of the Smart Blending Technology

Dejero

Dejero Smart Blending Technology
Delivering reliable connectivity, anywhere

Summary

Dejero Smart Blending Technology is a new approach to connection link aggregation that delivers both improved reliability and faster aggregate connection speeds compared to other techniques—ultimately enabling important and valuable use cases for broadcast and media companies, public safety organizations, transit and transportation services, and enterprises.

Smart Blending achieves these outcomes by overcoming the technical challenges limiting most traditional connection aggregation solutions. In particular, Smart Blending uses granular, packet-based data distribution, enabled by real-time measurements of connection characteristics and enhanced by adaptive buffering and application acceleration. The design avoids the bandwidth bottlenecks that maintain flow stickiness and delivers superior performance with asymmetric connections like 4G LTE, 5G, and satellite—making it especially valuable in mobile and nomadic situations.

As an alternative or enhancement to traditional connection aggregation (for example, in SD-WAN deployments) or as a viable option where other solutions are inadequate, Smart Blending delivers significant advantages, including:

1. Achieving high-link utilization and performance even with only a single flow, and even with unreliable connections
2. Enabling particularly demanding applications, like live-latency constant bitrate video streaming
3. Simplifying operational management and improving faster performance
4. Administratively configured connection priorities that dynamically and adaptively use the available links in priority order to achieve the target blended bitrates

Moreover, Smart Blending's containerized, software-based approach abstracts underlying connectivity, enabling end-to-end including the access edge orchestration of application-aware network services.

All of these benefits combine to allow Dejero's Smart Blending Technology to deliver reliable, lower-cost Internet and cloud connectivity while still meeting demanding quality of service needs—in other words, to deliver reliable connectivity, anywhere.

Figure 2 - Dejero Smart Blending Technology integrated with existing SD-WAN

Benefits of Smart Blending

Reliability

We blend different network technologies from multiple providers, delivering greater reliability from connection diversity. If a connection is lost or becomes congested, we reroute packets in real-time, keeping you connected, and maximizing your productivity.

Availability

In remote locations, fixed-line connectivity options may not be available or practical. Or in mobile scenarios, a single network provider may not be able to provide enough bandwidth. We deliver the bandwidth when and where you need it.

Convenience

Managing multiple connectivity providers can be complicated and time consuming. We offer consolidated billing and provide you with a single touchpoint for support. We also centralized the management and monitoring of your connected devices and deliver the analytics and insight to help you make better informed decisions.

Here's everything you need to know about Smart Blending Technology.

Technical Showcase Paper

Dejero Smart Blending Technology is an approach to connectionlink aggregation that delivers both improved reliability and faster connection speeds than other aggregation techniques—ultimately enabling improved connectivity to the Internet and to cloud-based services. Learn how we do it so you can bring reliable connectivity to your organization.

[Download](#)

Technical Showcase

Audience: Traffic Engineers

Goal: Explain how our products deliver powerful use cases

- Deeper content that speaks to technical evaluators
- Goes behind-the-scenes of The World's Smartest Intersection
 - Introduces the architecture
 - Shows how the pieces work together to implement use cases
 - Wherever possible, shows results
 - Explains important concepts
 - Suggests how use cases could be modified or extended



Connected infrastructure is a new idea, the idea of getting data back from that infrastructure is even newer. How do we speed adoption? Clear Signals!



Introducing:

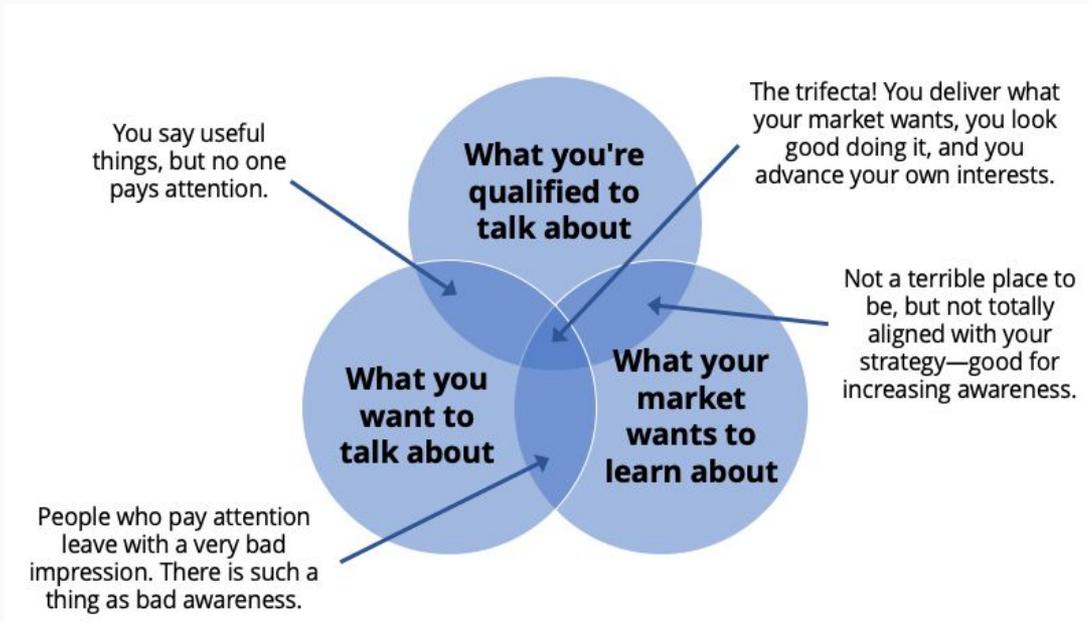
Clear Signals is a first of its kind practical guide to using Miovision ATSPMs to keep your intersections healthy.

This eBook details how you can use TrafficLink to change the lives of your citizens tomorrow through the use of our data today.

One of the most technical resources we have ever created as also been one of the most successful.

- Most webinar attendees to a single webinar to date (512)
- Most downloads of any resource to date 75+ a week
- Solidified our leadership in the space

Technical content can feel overwhelming. It's a huge investment. And many projects are doomed before they even begin.



At 70 pages it's a dense resource, but our main audience are engineers who are used to having textbooks on their desk. Ours looks like a leaflet by comparison

The leads are awesome, and we shouldn't lose track that we want to do demand gen, but this campaign is enormous for sales enablement. Demand gen alone is such a narrow focus. This is a really important piece of content for existing contacts, who are in the middle of deal cycles

“My question to marketers and organizations is: do you have a topic you want to talk to the industry about? Or does the industry have a topic they want to learn about? You need to start from the right place to be relevant. An eBook was just the appropriate medium. We didn’t start with, ‘We need an eBook!’ It was about creating the best content to address the market problems.”

—Matt Trushinski

Part V—Summarizing, and how
can I (you) help?

Major themes, and opportunities to contribute

- Recognize that there are many audiences—each has a different need
- Even different roles in the same audience have different questions
- Education is often a prerequisite for differentiation
- Use different pieces of content to achieve different communications goals
- Your marketers need to understand your technology, to some reasonable degree
- Someone needs to explain it to them—a good marketer will keep asking, “So *what?*”
- *Something* is going on your website—you’re all better served if it’s correct
- If you’re looking for market problems at the end of your product development cycle, then you’ve got major problems =D

Hey, thanks.