Adobe - Richard and Michael

How it works now: Spreadsheet macro base – customer fills out, send it to us, then we manually type everything in and then send it back in.

GOAL: Make it scalable. Automate as much as possible.

4 Separate Applications?

No accounts?

The end is just a powerpoint that gets saved to their desktop or emailed out.

No Saving

Audience - who will be using it?

* Presales and post sales

What are they using it for?

What are the inputs?

What are the outputs?

**VALUE BRIEF**

Looking at customer’s marketing objectives, etc.

Automatically input the excel data and gets outputted into the Powerpoint.

Excel – saves to database – Ppl access the database to generate the Powerpoint.

Audience: Account Executives, Solution Consultants, Account managers

Wants to still use the Excel sheet. Information just gets saved to the database and then saved and made into the Powerpoint slides then saved out to the Desktop.

**LIGHT BUSINESS CASE**

Audience: design engineering team, value consultants

Business process value map which is the excel sheet but is best practices relevant to the KBP that the user chooses. 2500 best practices

KBRs already selected from what the KBRs in the 1st spreadsheet.

Solution/Services

Adobe Campaign

Customer Knowledge and Data

18 slides will be automated

They want us to design the full 45 slides but 18 of them will be automated.

They want screenshots put into the slides from the other powerpoint (the graphs).

Text will need to be editable.

**VALUE SCORECARDS**

Audience: Value positioning and account managers (possibly consultants)

Current state scorecards needs all inputs filled out

**GOAL STATE VALUE**

Don’t need to save to the database. No APIs. Make slider bars for the goal state potential.

End output is a PDF.