



CASE STUDY

Articulating a vision externally

A SET OF TARGETED MAPS COMMUNICATE REDPRAIRIE'S E²E™ VISION FOR KEY INDUSTRIES.

XPLANE | Dachis Group developed a series of industry-specific maps that showcase how RedPrairie helps its customers deliver a superior consumer experience with its E²e™ (end-to-end) solutions for supply chain and retail operations.

www.xplane.com

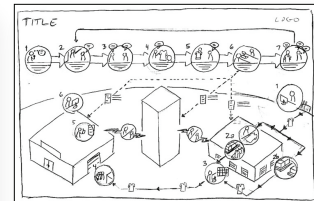
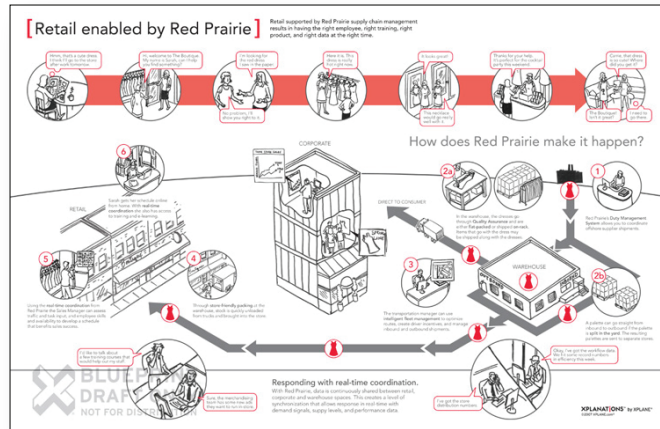
+1 866 750 6467 (U.S.)
+31 0 20-2050750 (international)

Portland
926 NW 13th Ave.
Suite 220
Portland, OR 97209
USA

St. Louis
1918 Locust St.
St. Louis, MO 63103
USA

Madrid
Gurtubay 4, 1 Dcha.
28001 Madrid
Spain

Amsterdam
Koningslaan 32-36
1075 AD, Amsterdam
Netherlands



Solution
Marketing / Channel /
Customer engagement

Industry
Technology

Deliverables
Solution Maps

CHALLENGE | RedPrairie delivers a complex set of technology software and services that encompass retail operations solutions like Workforce Management and Execution Management and supply chain solutions including Warehouse Management and Transportation Management. RedPrairie was having difficulty communicating the breadth of its E²e vision at an industry level for potential customers. The company engaged XPLANE to develop communication pieces that clearly illustrate the value and vision behind the E²e solutions for each industry.

ACTION | XPLANE conducted a strategic discovery session with RedPrairie decision makers to fully articulate the E²e solution set in each industry.

After defining the vision, XPLANE developed seven industry-specific maps tailoring the E²e vision to a targeted market: grocery, industrial manufacturing, convenience stores, pharmaceutical companies, automotive manufacturers and distributors, consumer packaged goods and retail.

RESULTS | RedPrairie has incorporated the pieces into marketing campaigns, event handouts, ads and client and analyst presentations. The company has received a number of special requests from customers to hang the maps in their offices and many event participants comment on the innovative design and messaging. Most importantly, RedPrairie's sales team has found the maps to be both a compelling and effective tool to explain the company's vision to prospective clients.