

## ***Sychron Brand Positioning and Tag Line Recommendations***

### **I. Requirements for a solid, brand position that will be unique, forward-thinking, intriguing, and supportable**

1. Sychron's positioning should instantly convey the company's value proposition to customers, analysts, and the press. In order to do this, it should include some description of what the company does (or stands for) along with the ultimate benefit for end-users.
2. Sychron needs an umbrella positioning strategy that is both supportable for the short-term (i.e., it will come across as believable with regards to immediate product releases) and scalable for the long-term.
3. Sychron's positioning must be unique and specific enough that no other companies can describe themselves or their products in exactly the same way - regardless of whether their products are similar or dissimilar. Likewise, Sychron's positioning should be broad enough that it doesn't limit Sychron to just one type of benefit or feature (provisioning, for example), causing Sychron to be lumped into a smaller category of "point solutions."
4. Since Sychron's technology don't yet have a category in the minds of most people, Sychron must begin the process of educating customers, analysts and the press about what its technology does and how it will benefit users. That process should start by including the vision in the positioning statement and top-tier messaging to help stretch the limits of current categories or begin the process of creating a new one.

### **II. Recommended positioning statement and top-tier messaging**

A positioning statement serves as a succinct guidepost for all other marketing messages. While you may never use it in its exact written form for external communications, all marketing messages should support and reiterate the brand position in some way.

**The recommended positioning statement for Sychron is:**

*Sychron technology automates the administration of globally networked servers and provides unprecedented feature sets for computing enterprises and data centers to manage their resources better and create new revenue streams for enhanced profitability.*

**This fulfills our requirements for Sychron's positioning in the following ways:**

1. It conveys the value proposition by stating **how** Sychron's technology works in big-picture business terms that anyone can understand (via automation and new administrative feature sets), **what** Sychron's technology does (allows companies to manage resources efficiently and build new revenue streams), and **why** it's important (it will help companies save and/or make money).
2. It's supportable because it accurately describes what Sychron's software will do, yet scalable because it does not include any descriptions that limit Sychron to a narrow list of features and benefits that might change or be expanded down the road.
3. It is specific enough that no other company (that we currently know of) can make the same claims. IBM is the only company talking about automation with regards to servers, but so far, the company has only linked it to long-range, big picture ideas of lowering costs of operations due to better reliability or less reliance on IT personnel. IBM hasn't yet discussed specific tactics or implied (in the press anyway) that automated functions could help companies create new revenue streams for enhanced profitability (i.e., better resource management, measuring and monitoring SLAs, incremental billing, etc.). That makes our positioning more immediately bottom-line focused than the IBM position, which should make the value proposition more readily apparent. By the same token, the positioning statement doesn't limit Sychron to a point-solution category such

as load balancing or provisioning - though these features can certainly be included under our umbrella messaging.

4. By including automation and “unprecedented” feature sets in our positioning, we are paving the way for discussion of what automation is, how it works, and what those feature sets include, which would invite discussion of what type (category) of product this is. It’s impossible to know exactly what category Sychron will ultimately create or fit into since it is largely up to analysts (to create formal categories) and customers (to create informal categories) for new products, but at the very least, this will help us get the ball rolling in new directions.

As mentioned previously, Sychron’s positioning may or may not ever appear in external communications exactly the way it’s written, but it does embrace or imply several key points that should be included in Sychron’s top-tier messaging whenever possible. Those are:

- Automation
- Networked servers anywhere
- Global vision
- Resource management
- Enhancing bottom-line performance

### III. Recommended tag line

Ideally, a corporate tag line should reiterate the brand positioning. Of course, since a tag typically accompanies a corporate logo and must be short enough to fit on a business card, letterhead, poster, button, etc., you can’t include every idea that you’d include in your positioning or top-tier messaging. You have to make a few hard choices regarding what’s most important and unique. And, of course, the tag should be easy to say and remember (i.e., not filled with big words or vague, convoluted jargon).

After a good deal of prioritizing, brainstorming, and examining the tag lines of those in Sychron’s competitive space, the following tag line emerged as most succinct, memorable, accurate, and intriguing choice:

**Sychron**  
*Automating the digital universe.*

This tag reinforces Sychron’s big picture, top-tier message about automation, it implies global thinking and global networking, and it indicates that Sychron is a technology company without using the type of over-wrought, jargon-laden verbiage that characterizes the forgettable marketing messages and tag lines of most technology companies.

Additionally, Sychron’s new tag compares very favorably with the tag lines of those in Sychron’s competitive space or adjacent spaces. Most importantly, it is the only tag line that discusses automation, so it really helps position Sychron as something different from everything else out there.

Tag line examples of companies in Sychron's category:

Ejasent  
*Making the Net Compute.*

Jareva  
*Revolutionary products that change the way infrastructure is deployed and managed.*

Peakstone  
*eBusiness Capacity Management.*

Tag line examples of companies in similar or adjacent spaces:

Digital Fountain  
*A quantum leap in content delivery™*

Storage Networks  
*Delivering the future of data storage*

Exodus  
*The infrastructure for the digital economy*

Artesia Technologies  
*Enabling the digital future*

Akamai  
*Delivering a better internet*

Inktomi  
*Essential to the Internet*

DataReturn  
*A higher standard of managed hosting*

NaviSite  
*Managed Hosting. Peace of Mind.*

Tivoli  
*Managing e-business infrastructure  
Powering your Brain*

Tarantella  
*Regain Control*

Riverstone Networks  
*Bandwidth with Brains™*

## IV. Second-tier messaging

If Sychron's top-tier messaging communicates and reinforces the big picture, then second-tier messaging should cover what Sychron has to offer in more specific detail. For example, ***Zero-Time Provisioning*** and ***Negative-Time Provisioning*** are ideal as product-specific supporting ideas for ***Automating the digital universe***. Other phrases we've used that could become a permanent part of the Sychron lexicon include:

- Managing, monitoring and metering aggregate server resources
- Proactive and dynamic provisioning of resources
- Unified layer of control over disparate and complex data center elements
- Operates in the "spirit" of an operating system for networked servers
- Patented vertical and horizontal morphing of resources
- Guaranteed bulletproof
- The ultimate resource management platform
- Delivering always-on dependability
- Automated, flexible, policy-driven resources
- Captures thorough and detailed resource utilization for reporting, metering and billing purposes
- Optimizing your investment in infrastructure
- Over-draft protection
- Provides a sense of unlimited resources
- High-availability, hardware and software fault tolerance
- Can function by itself or as a complimentary piece to existing data center point solutions
- A unified platform that facilitates rapid development and deployment of other vertical solutions.
- Co-existence and enhancement of existing point solutions.
- Cost-effective service through intelligent resource management
- Efficiency and control through automation of resource provisioning
- Provides the SLA and policy engine to create perceivable differences in service tiers

Of course, we can use any and all of these messages wherever we want to. The idea behind identifying them here is that anything used on a consistent and repeated basis should be evaluated for clarity, accuracy, and to ensure that it supports Sychron's positioning. As we begin doing press pitches and get closer to product roll-outs, we want all our messaging to be honed and refined to eliminate any possible confusion and create consistency across all methods of delivery (Web site, press interviews, analyst briefings, customer contact, data sheets, etc.). Repetition is the key to effective marketing, and if our message is extremely focused and simple enough for others to repeat it, we'll be well on our way to generating good "buzz" about Sychron!