

Deb Monfette, Portfolio Sample

Client: CSM, "One of the Fastest Growing Small Businesses in the Country" Inc. Mag.

Project: White Paper: Craft content and design layout

Objectives: Educate prospects, differentiate services, and increase qualified leads.

Key Components:

1. The major complex challenge was to identify all aspects of support, a critical issue in addressing real life-saving problems.
2. Conduct in-depth interviews to relay first-hand OCONUS conditions. Photos, taken onsite, needed to incorporate personal experience.
3. Differentiation of services critical to success.

Copy Closeup :

Executive Summary (Shown on the Right)

Are you a small to mid-sized Original Equipment Manufacturer (OEM) looking to deploy new technology systems outside the Continental U.S. (OCONUS)? Have you already deployed such systems with minimal to average success? You could be failing to plan, or simply just failing a critical component.

Proper planning, deployment, and the highest quality support for security screening and detection systems are all critical to the success rate. **However, when timely, calculated support falls short... Well, there are no second chances.**

A Situation You Want to Avoid

One OEM introduced a top quality security system. DoD placed an order for a large number of systems which were then deployed into the war zone in the heart of Afghanistan. They did not resolve the 4 top challenges OEM's face OCONUS. Training was minimal, at best. Parts arrived late, if at all. Downtime was excessive.

As a result, Operational Readiness (OR) Rate was low and compromised safety. The military wasn't supported and protected properly by the systems. They were no longer deployed and they sit OCONUS on pallets gathering dust.

Millions of dollars worth of critical security systems ended up in storage!

Copy Closeup :

Market Drivers: Attacks on the Rise, Power Magnified, the Enemy Adapts

We have entered an era of unpredictable and relentless conflict. The Global War on Terror (GWOT) strikes lives OCONUS, as well as in our homeland. And, it isn't going away anytime soon...

Not only are IEDs, ambushes, rocket-propelled grenades, and other types of insurgent attacks on the rise, but the power behind them has magnified.

Results:

"This was a new white paper process for me, on a challenging topic, and Deb was not familiar with my Industry, so I wasn't sure how all this information would come together. But she nailed it. The final paper addressed a real life-saving problem, with real solutions. It is educational, yet persuasive. It shows our uniqueness and sets us apart from our competition."

Randall S. Kaminsky
Vice President, CSM

Even "The Best in Class" Defense Technology Systems can Fail:

Miss this 1 critical component and your systems will sit in storage



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Executive Summary below.

CSMI

Even "The Best in Class" Defense Technology Systems can Fail:
Miss this 1 critical component and your systems will sit in storage

Executive Summary

Are you a small to mid-sized Original Equipment Manufacturer (OEM) looking to deploy new technology systems outside the Continental U.S. (OCONUS)? Have you already deployed such systems with minimal to average success? You could be failing to plan, or simply just failing a critical component!

Audience:

- Small to mid-sized OEMs looking to deploy or have been unsuccessful in deploying new technology systems OCONUS.

Problems:

- If support falls short in protecting the military, there are no second chances.

Solutions:

- Resolving the 4 Top Challenges OEM's face in supporting their systems on site, OCONUS.
- Examining the benefits of outsourcing.
- Assessing the 6 major areas of support when researching and selecting a reliable resource.

Top 4 Challenges

This white paper will review the top 4 challenges small to mid-sized OEM's face in supporting their systems on site, in severe environments, OCONUS:

- Lack of military experience
- High liability
- Inconsistent manpower and lack of a diverse selection of resources
- Low OR Rates

Trade driving the protection and security technologies, and increasing the demands for rapid response and impeccable support will also be identified.

Service and support solutions will be introduced, including outsourcing. OEM's will be able to examine the benefits of outsourcing and major areas of support to consider when researching and selecting a reliable resource to assist their challenges. The ultimate goal is to ensure a high state of Operational Readiness resulting in adapting and keeping systems successfully deployed, generating new orders from the end user, and saving military and civilian lives.

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Visual enhancements were added to draw the reader in, such as callouts, tables, and photos taken onsite. Closeup below.

Some of those challenges include:

- Training, both physically and mentally, to deal with the possibility of high stress during ongoing insurgent action with rapid response under fire.
- On call 24/7 and 365 days a year to sustain system operational readiness in designated Areas of Responsibility (AOR).
- Enduring extreme heat, dust and/or sand conditions for potentially prolonged periods of time and possibly without shelter. Required to ensure their conditions for up to 72 hours, or as long as it takes, while deploying to "hard to get to" locations.
- Must consistently provide rapid, flexible support programs specifically tailored to the U.S. military requirements.
- Understand the urgency of rapid response and repair times, and take action to make it work.
- Ability to be self-sufficient, carrying all personnel needs on the back, while adapting and integrating seamlessly into the military units they are servicing.

Photos by CSMI, US Department

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