

## **RFP Msquared Design**

### **1. Company information:**

#### ***What is the nature of your business?***

TechniCon provides Web-based guided sales and configuration systems for manufacturers of complex (highly configurable) products. TechniCon also specializes in combining advanced product visualization technology with sales tools.

Key applications include:

- Online price and product catalogs,
- Product configuration tools
- Product sizing applications
- On-demand product documentation, including downloadable CAD models

#### ***How long have you been in business?***

Since 1987

#### ***What is the size of your business?***

There are 9 FTEs in Emeryville and St. Louis with an additional hire expected this year. Projects range from \$50K to \$1MM, with the great majority in the \$100K to \$250K range.

#### ***What products do you offer?***

There are two enterprise-class products – CustomCommerce and ContentStudio

CustomCommerce provides a flexible platform for delivering complex product data on the Web, making it easy for buyers to find the information they need. CustomCommerce drives applications that help users select, configure and order products.

ContentStudio lets content stakeholders, such as marketing and engineering staff, manage product data for CustomCommerce catalogs and applications without the need for programmers or IT production staff.

#### ***Who are your clients? Please list links of known clients.***

Typical clients are mid-size manufacturers with annual revenues of \$50MM or more. TechniCon's sweet spot in the market includes manufacturers with annual revenues up to \$2 to \$3 billion. Clients are primarily in the Midwest. There are also a cluster of clients in the Northeast.

TechniCon's vertical markets are:

- Industrial components (especially pneumatics/fluid control)
- Electronics (circuit breakers/switches/controllers)
- Medical devices
- Lighting (street lamps, commercial)
- Contract furniture

Key clients in each vertical include:

SMC – [www.smcusa.com](http://www.smcusa.com), TechniCon site – [www.smcetech.com](http://www.smcetech.com)

Airpax – [www.airpax.net](http://www.airpax.net)

H.D. Smith – [www.hdsmith.com](http://www.hdsmith.com)

Holophane – [www.holophane.com](http://www.holophane.com), TechniCon site – [www.holophane.com/envision](http://www.holophane.com/envision)

Teknion – [www.teknion.com](http://www.teknion.com)

#### ***Does your target audience differ from your current client base?***

TechniCon has been trending toward larger projects which typically reflect larger clients. TechniCon will market to smaller companies that are part of a larger organization within our vertical markets.

### **2. What is the nature of the project (Identity? Print? Web Site?)?**

Web site and new branding for collateral to match Web site; logo evolution

TechniCon will be responsible for developing and deploying the site based on your design.

### **3. Do you have existing marketing materials?**

*If so, what do they include?*

Approximately ten double-sided data sheets, covering products, target markets and technologies; a half dozen "case studies/white papers" and a half dozen standard PowerPoint presentations