

VYRE Launch On Brand

Analyst Newsletter May 2011

VYRE, a company with over 20 years experience in the business behind brands, is pleased to launch On Brand, an out of the box suite of Brand Management modules. Designed on the SaaS model for swift return on investment, On Brand offers complete control over your assets, guidelines, workflows, approvals and budgets, delivering enhanced brand consistency and improved time to market.

Product Functionality

On Brand is a powerful suite of web based Brand Management modules designed on the award winning VYRE Unify marketing automation platform. Distinguishing features of the On Brand suite include:

Multi-Brand Management

Enabling an unlimited number of separately branded sites within a single solution.

Flexibility to extend

The ability to extend by two different models within the SaaS framework (by adding new modules) or through the bespoke configuration of VYRE Unify.

Creative & Flexible Interfaces

Out of the box does not typically come hand in hand with creative freedom but On Brand enables clients to change the look and feel and even the way key navigation is displayed in order to inspire user adoption.

Intuitive User Journeys

Designed for marketers, usability is key, every user journey is designed for ease and intuitiveness.

Flexible and Powerful Enterprise Search

Fully featured enterprise search that offers dynamic navigation (Faceted Search), relevancy ranking and tuning, predictive search, synonym support, powerful linguistic capabilities, spell checking, dynamic document summaries and query suggestion, that all come as standard out of the box features.

Fine grained permissions

Whilst out of the box systems are usually limited by constrained privileges, On Brand provides six levels out of the box for a higher level of management and permissions.

B On Brand



Solutions

Unlike other solutions on the market, On Brand places brand guidelines next to assets in a fully integrated module, for the same price; these two modules form the basis of the On Brand suite.

As On Brand is a modular system, it enables clients to extend through additional modules or via the bespoke configuration of VYRE Unify. The system enables the user complete control over assets, guideline collateral, workflows, approvals and budgets from a centralised location.

The On Brand suite of modules are:

Assets

Fully featured and enterprise search based, the Assets module provides easy to use yet sophisticated management for brand assets.

Guidelines

Centralise, share and edit your marketing collateral and brand guidelines from a single, easy to

use solution. The Guidelines module showcases examples, brand overviews, typography, logo usage and much more, quickly and elegantly.

Creative Workflow

Create and monitor creative workflows from a single dashboard. Ideal for creative and brand teams, the Workflow module provides a secure, creative working environment optimised for efficiency.

Print

Both a powerful print manager and easy-to-use artwork tool, the Print module eradicates the need for additional layout software. It allows non-technical users to create on brand print layouts with no risk of unapproved asset usage.

Reporting

The Reporting module measures asset usage, project efficiency, user interaction and many other factors. Crucially it analyses data from all modules simultaneously, allowing a deep picture to be drawn of execution, team and asset effectiveness.

Campaign Management

Build your brand. Co-ordinate agencies, partners and internal staff. Create and implement campaigns that reach across all markets and channels. The Campaign module provides metrics that offer real insight into campaign and project success.

Value Proposition

The On Brand suite offers a rapid return on investment, as it is quick to deploy, manages the entire lifecycle of brands and is based on the SaaS model for lower capital expenditure.

The On Brand suite is also low risk, as processes and workflows are designed on best practice principles gained from managing some of the world's leading brands. What this means is On Brand is proven, gets clients to market faster, lets teams be more agile, and will add value where it counts: in making brands stronger, more talked about, and loved.

The On Brand suite is also a wise investment, as it delivers enterprise class functionality at an out of the box price point. It is guaranteed to evolve in line with your needs, by the addition of modules or bespoke configuration.

Product Architecture

On Brand is an out of the box application built on the award winning VYRE Unify marketing automation platform.

VYRE Unify is a Java web application. It is therefore platform independent. It runs on Windows and Unix/Linux operating systems. The VYRE Unify: MediaServer transformation engine runs on Linux/Unix.

VYRE has been tested and run behind Apache 2 web, and Microsoft IIS web servers.

VYRE uses the Hibernate persistence framework to communicate with any underlying database, and is therefore independent of the database implementation. Supported databases are: Oracle, My Sql, MS SQL, Postgres.

Product Deployment and Pricing

On Brand is an out of the box, fully managed solution offered on the SaaS model. Clients initially purchase the core modules of Assets and Brand Guidelines and are then free to add as many or as few of the additional modules as required to complete their deployment.

The initial configuration of the system incorporates:

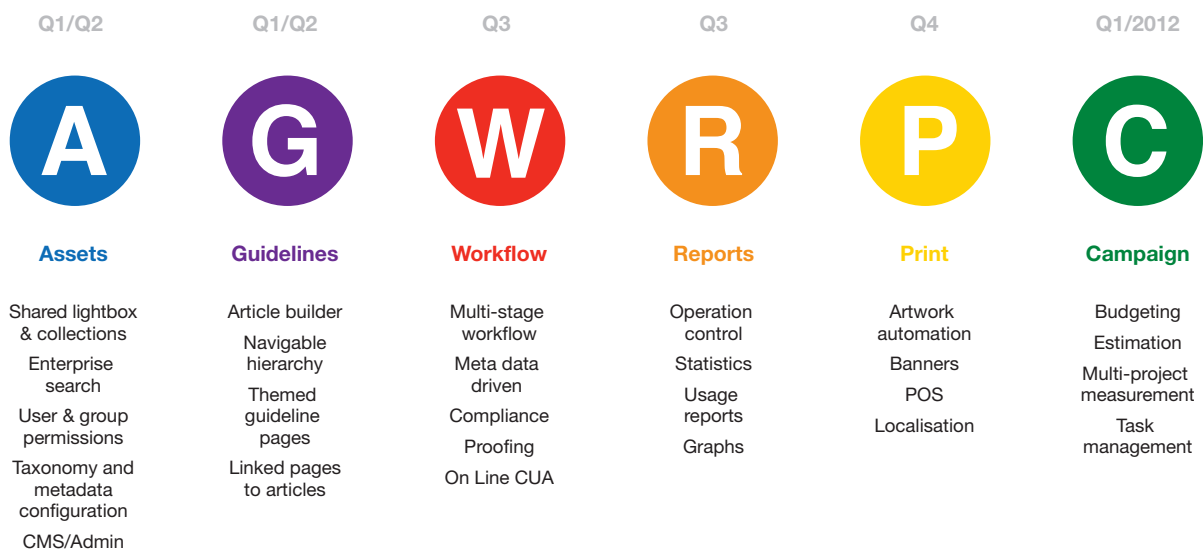
- Taxonomy structures
- Metadata structures
- Permissions
- Interface configuration
- Interface design

If a client chooses to utilise the full power of VYRE Unify through bespoke configuration of their deployment, they no longer follow the official upgrade path of On Brand but switch to the official upgrade path of VYRE Unify. In this scenario they can still choose to run their deployment on the fully managed SaaS model if they so wish.

Product Roadmap

The On Brand product roadmap is built on the foundation of the Brand and Digital Asset Management modules. These two key modules provide a solid base that allows clients to then add either: Creative Workflow, Reporting, Artwork Builder and/or Campaign Management modules as they become available.

We also provide iterations or enhancements to the existing modules. For example, the Brand Management module now includes multi brand functionality and the Digital Asset Management module includes collections and further UI enhancements.



Pricing

On Brand is predominantly offered on a SaaS model. The price is divided into an initialization set up cost and then a monthly management fee, which incorporates support and maintenance and hosting.

- The TCO for year one, single brand deployment, for the first two modules, Brands and Guidelines, is £40,000 (£10,000 initialisation and £2,500 a month for hosting and support and maintenance).
- Multi-brand costs are based on an initialization per brand, core fee for the 1st brand and a sliding scale fee for each additional brand.

- VYRE On Brand can be offered as a licensed product and hosted internally by the client. On this model the TCO for a single brand, year one is £48,000 and the recurring cost year one is £8,000 for support and maintenance.

For further information on pricing and additional module costings contact VYRE marketing on +44 (0)44 207 747 1800.

Route to Market

On Brand is being sold direct in the UK and has a global presence through our strategic partnership with the global top 5 brand consultancy FutureBrand, part of the McCann World Group. Furthermore, from June 2011, Wave2, an existing VYRE Unify strategic partner, will be our key reseller partner in the USA, as we aim to strengthen both our profile and client foothold in this important market. There will also be a number of new strategic partnerships soon to be announced, as we aim to strengthen both our profile and share of the market on a global scale.

Target Markets

On Brand is targeted at corporate brand owners and appeals to both the mid market and global / multi-brand organisations.

Mid Market Proposition

On Brand appeals to mid market brand owners, as it provides the opportunity to purchase an enterprise standard, best in

class, brand management solution. Furthermore, the SaaS model helps them control set up and running costs and the ability of the solution to extend, through the addition of On Brand modules or in a bespoke fashion, helps to future-proof their investment.

Global / Multi-Brand Owners

The ability to manage multiple brands means On Brand is an exciting proposition for larger organisations too. For the first time, they can quickly deploy an enterprise standard solution and manage all of their brands from a single location. Furthermore, larger global clients are already utilising the speed of deployment of On Brand for specific campaigns and also partners.

Finally, as On Brand is a best in class application built on the VYRE Unify marketing automation platform, clients are also choosing to use On Brand as a phase 1 solution, knowing that for future phases, once the returns are proven, they can customise, scale and extend their deployment to meet their specific needs.

DIAGEO



On Brand clients

On Brand was officially launched May 2011. A number of high profile, successful client wins have been achieved, these include:

Diageo PLC

VYRE Unify flagship client has recently committed to deploy On Brand for 9 core brands. These brands will profit from the creation of an immersive brand experience, as the individual brands favoured agency will be responsible for the creation of the distinct look and feel and custom navigation. Diageo are planning for rapid extension of the multi-brand instance by extending sites to partners as well as additional Diageo brands.

Virgin Holidays

Virgin Holidays are managing 8 brands in a multi-brand instance of On Brand, these include the core Virgin Holidays brand, Hip Hotels, Bales, Travel City Direct and Virgin Holidays Cruises. The addition of On Brand strengthens Virgin Holiday's investment in VYRE technology as they are already running a multi-channel management solution on VYRE Unify.

Zoggs

Zoggs, the leading Australian swimwear brand that is making great headway across Europe, are using On Brand to manage their brand guidelines and assets.

Distell Group Limited

Distell, South Africa's leading producer and marketer of fine wines, spirits, ciders and ready-to-drinks (RTDs), is using On Brand to manage 9 global brands. Prior to launch, Distell have already committed to roll out the creative workflow and reporting module on their release.

FutureBrand

Part of the McCann World Group, Futurebrand is a top 5 brand consultancy with a global presence spanning 26 offices. FutureBrand are using On Brand to manage their brand guideline collateral and assets on a global scale, as well as reselling the On Brand suite to their clients.

VYRE marketing automation solutions protect hundreds of Global Brands. By helping clients solve everyday process frustrations, VYRE delivers brand consistency across multiple regions and channels with reduced costs and improved time to market.

VYRE's web-based modular applications are built on the award winning VYRE Unify marketing automation platform and are available bespoke or 'out of the box,' licensed or provided as a service.

In 2010, VYRE noted the need for a quick to deploy, best in class, brand management solution and embarked on an intensive period of research. Liaising closely with industry leading Brand Consultancy partners and existing clients, VYRE was able to identify key requirements and bring to market On Brand, an out of the box suite of Brand Management modules.

Get in touch

We would be delighted to give you a run through of On Brand in person or by phone. To arrange a demo or for more information please give us a call now on +44 (0)207 749 1800 or email our sales team: sales@vyre.com

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