Mesa Networks Marketing Plan

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- D R A F T -

III. Product

Features & Benefits

Features:
- plug and play -- installation takes 5 - 10 minutes
- configurable to any network
- translates illegal IP addresses to legal IP addresses
- charge-back features to help large MIS departments allocate expenses among different departments. (Q2)
- unlimited support with service contract
- expandable; can add on more licenses as required

Benefits:
- transparent to end-user
- saves major time and expense
- integrates seamlessly into existing network -- no reconfiguration
- created and supported by a leading Internet connectivity consultant.
- low price point -- equivalent to a network router.

Product Components

The product components consist of:
- a rack-mountable hardware unit.
- a floppy disc containing software. (How many software components?)
- a manual.

(Here's what is in the template for this section: Describe the major software pieces that make up the product. For a product like Quicktime, you might write that it contains an extension for playing movies, some control panels for this and that, etc. You might also use this section to indicate how different components reach the user. One piece may be rolled into the base system software. Some may be commercially available and others licensed to developers.)

Usage Scenario

The product will arrive in a box. It is designed to be plug and play. Network administrators will set up the PC, run a 15 minute program, and obtain a license for a given number of addresses from Mesa Networks. Once this license is obtained, the network can be "legalized" in a matter of minutes.

I. Executive Summary

Mesa Networks has created a hardware/software solution that solves the problem of illegal Internet addresses through the use of IP address translation. This document lays out a plan to bring the product to market. It also raises product and marketing issues that must be addressed to bring the product to market successfully.

II. Product Overview

The "IP Passport" product solves the problem of unregistered IP addresses on a network by translating the illegal addresses into legal addresses, thereby permitting companies and organizations unrestricted legal access to the Internet.

The alternative is to get some number of new Class C addresses from the NIC [1] and expend a sizable effort changing addresses and redesigning a given network. In addition to the man hours necessary to reconfigure the network, this alternative requires company-wide loss of productivity when the network is taken down. Another unlikely alternative is to get a Class B address, which NIC rarely issues these days.

Due to the recent explosion of Internet popularity and usage, roughly (two thirds) of the companies and organizations with Internet access have illegal IP addresses on their networks. This is because as more and more users request Internet access, networks originally designed for a fixed number of IP addresses are "jerry rigged" to accommodate the increased Internet traffic.

MIS directors and network administrators responsible for managing networks in medium to large companies are the primary market for this product. What is not the market is end-users with Internet access at their jobs, or "Internet nerds" who have accounts with service providers like Netcom or Delphi.

Of this group, IP Passport is targeted at 20 million dollar companies or larger, that is:

• Companies running a LAN (Local Area Network) with more than 200 computers that have unregistered addresses, and

• Companies running a WAN (Wide Area Network) with more than 150 computers that have unregistered addresses.

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[1] Network Information Center, the government agency that regulates Internet access.

Configuration Requirements

IP Passport will work with any existing IP network that has unregistered addresses. The software requires ?? memory for installation.

Product Specifications

The hardware component of the product contains:
- 4 MB RAM
- 1512K flash memory
- 1.44 M floppy drive

Packaging

Product will be shipped in a customized shipping box. Manual and floppy disk containing software will be shrinkwrapped together. The hardware component will be encased in a black box that has a Mesa Networks logo affixed to it.

Localization

How much effort is necessary to localize this product? Are there any special localization issues?

Product Schedule

See schedule spreadsheet

Competitive Situation

No currently shipping products. *Name here*, at Dataquest will be performing a complete market analysis, including potential competitors, and the impact of the new TCP/IP standard currently being developed. Currently the positioning is:

We have the only shipping solution, and it is cheap, effective, and easy to use.

Compatibility/Affected Products

Describe the compatibility with other key products. Are there any products that are adversely affected by this product? What is the compatibility plan for these affected products

IV. Marketing

Target Audience

The target user for this product is:
- MIS directors in larger ($$ size?) companies.
- Network Administrators in medium sized ($$ size ??) companies.
- System Administrators in small sized ($$ size ??) companies.

The purchase influencers are:
- system administrators
- power end-users (???)

Positioning

What's the top line positioning for this product? This product solves the problem of illegal IP addresses on your network, saves the you time and money you'd otherwise spend redesigning your network, and costs less than a network router.

Product Name

See Appendix A.

Market Research

Name here, at Dataquest will be performing a complete market analysis, including identifying main and secondary markets, competition and/or future competition, dollar size of market, growth potential for that market, and the impact of the new TCP/IP standard currently being developed.

Strategic Relationships

Service providers such as Netcom and Panix will be in a position to recommend the product to users. The benefit to them is that they can provide a greater level of service to customers. Certain router vendors such as Livingston may also be good partners.

Pricing/Forecast

Insert the cost of goods, including hardware, software, shipping box, printed manuals. Provide pricing schedule and initial sales forecasts for one year. Necessary for business model.

Distribution Plan

What's the plan for distributing this product ? Direct? A combination of direct in the western states, and distributors in other US. regions? Who will cover the western states, southwest, northeastern states? What about International?

Sales Plan

Initially there will be an office manager available in Palo Alto during business hours. In addition to taking calls and general office management, he or she will develop a lead database to track sales possibilities, and account activity such as literature mailed, follow-up calls, and customer questions.
John will manage sales for the first few months until he gets a feel for the selling cycle and product demand.

Support Plan

Support will be available through e-mail and an 800 number. A service contract will entitle customers to unlimited free support. Support staff (Brantley, John) will be available daily to receive calls. On-site support won't be necessary.

Marketing Communications Plan

Corporate identity:
Judith Barker design will create an identity for the company. She'll apply the identity to a complete system, including:
• business cards
• letterhead
• manual cover
• data sheet
• presentation folder
• mailing label

Collateral:
Lori Nelson will develop the following collateral pieces:
• data sheet containing product specifications, features, and benefits.
• Q & A
• customer list
• quotes from satisfied customers

Public relations:
Ned Madden Communications will be the public relations counsel. He will prepare a press kit including:
• press release announcing product
• company backgrounder
• product photos
• white paper

Ned will also develop and implement a launch plan for the Internet World trade show, including pre-launch work such as contacting press and analysts, attending show and managing interviews, and post-launch work.

The press release will be put out nationally over the Business Wire news service.

Direct Mail:
A letter written by a direct mail specialist will be mailed to lists from SysAdmin and Sun Expert.

Advertising:
1/4 page B/W ad will be placed in:
• SysAdmin
• SunExpert
• Internet World

Internet marketing:
• Phase one: identify key news groups and send announcement.
• Phase Two: Develop World Wide Wed site. Create home page.
Post documents such as data sheet and white paper, and demo.

User group marketing:
• identify user groups for Unix system administrators
• Do a nationwide mailing to the officers.

Co-Marketing

How can we co-market this product with other complimentary vendors such as Netcom and Livingston? Are there any key opportunities?