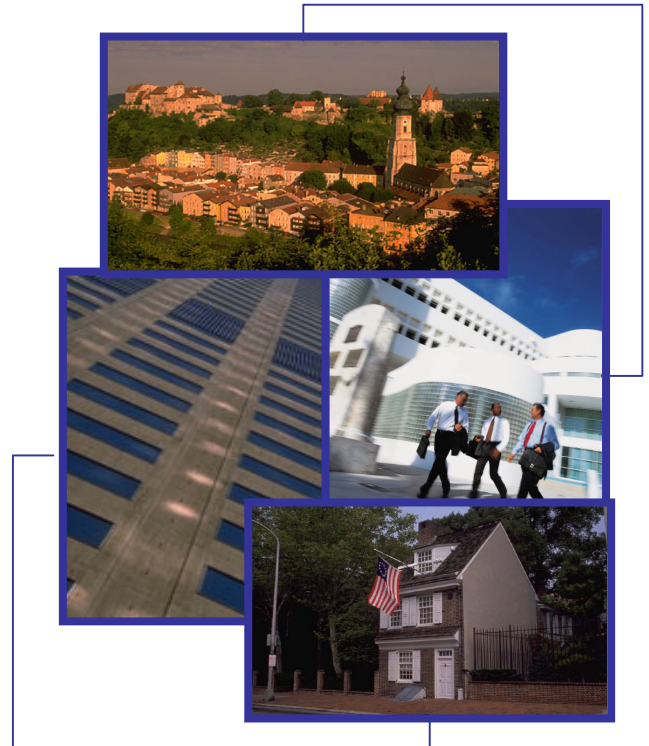




## *CDI / Canopy Sales Conference Call Recap*

**May, 23, 2003**



**Corporate Dynamics, Inc. your resource for:  
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## **Driving Canopy Sales**

## Agenda for May 23, 2003 CDI / Canopy Sales Conference Call

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### Driving Canopy Sales - Feedback

#### **Feedback on the CDI / Canopy Sales Training Session**

What were your impressions and  
reactions to the Driving Canopy Sales  
training?

Kathleen Barret, "The CDI training session  
provided enough to open doors, but not  
enough to bury us in details, we learned  
a lot!"

Jay of Texas Communications, "Sales  
people came away very motivated to go  
into their existing customer base.  
Everyone that had sold Canopy had a  
different application. It gave me a much  
broader view of what to do and who to  
sell to, then what I went in with."

Jay, "I highly recommend that you train  
your sales on this because they will be  
intimidated and view Canopy as a  
networking/computer product. The CDI  
session takes away the intimidation  
factor."

### Announcing . . .

#### **Canopy Sales Presentation CD**

CDI has announced the Canopy Sales  
Presentation CD designed for your active  
use with customers. It will include note  
pages to help you introduce Canopy and  
its applications to your customers

Request your copy by sending an email to  
[CanopyResults@corpdyn.com](mailto:CanopyResults@corpdyn.com). One CD  
per subscription will be sent.

### CDI Conference Call Schedule

We will profile Canopy wins from field sales  
people, highlighting the Canopy Sales  
Process: Who is buying? Why are they  
buying? What questions can we ask to  
discover their needs and provide Canopy  
solutions? Please give us your feedback  
on topics you would like to learn about!

#### **Upcoming Dates**

Conference Call/Webinar	June 27
Conference Call/Webinar	July 25
Conference Call/Webinar	Sept 19
Conference Call/Webinar	Nov 21

## Driving Canopy Sales Sessions

### Upcoming Dates

New Jersey	May 28
Los Angeles	June 4
Denver	June 19
Edmonton	July 8

We will hold another session in Schaumburg in July. The date will be determined shortly.

### Special Sessions:

If you would like Canopy sales training brought to your location or dealership, please contact CDI by phone or email us at [CanopyResults@corpdyn.com](mailto:CanopyResults@corpdyn.com)

## Preview of Driving Canopy Sales II

Advanced application training, with cameras, routers, and other third party solutions that will take your Canopy sale from \$40,000 to \$400,000!

Would you be interested in exploring **Video Surveillance applications** and the products that support these solutions using live customer examples?

Would you want to learn what a true **VoIP solution** entails, which products were used, and the benefits customers obtained?

Would you be interested in the details of how successfully **T1 replacement and redundant** solutions have helped reduce costs in real-world situations?

Would it be of value to view **solutions demonstrations** and for you to meet some solution providers?

Please send your feedback, your needs and wants for Phase 2 Canopy training to [CanopyResults@corpdyn.com](mailto:CanopyResults@corpdyn.com)



Driving Canopy Sales Session – Toronto 5/23

## CDI Conference Call Update

### Next Conference Call June 27 9:30-10:30CSTs

The next CDI/Canopy conference call will be the premier broadcast of the web-based seminar or webinar. The web format adds a visual presentation that you will be able to view during the conference. The new format will **limit registrations to 100 per event**. Each company will be limited to one or two feeds. When you register tell us how many feeds you need.

As a subscriber, you will receive an email notification of the upcoming Sales Canopy Conference call from CDI.

To register early, contact CDI at 630-778-9991, 1-888.CORP.DYN or send an email to [CanopyResults@corpdyn.com](mailto:CanopyResults@corpdyn.com)

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## Sales Profile – City/County Applications

### Warren Kane of Kane's Communication out of Salem, VA

Kane's Communications teamed with B2Xonline, a WISP, on a sale to a local County. Together, they called on the county to discuss their wireless broadband needs. Warren developed this prospect by researching the city planning information on their website in which he discovered they were investigating a broadband initiative for the city.

They contacted the customer, met with them and helped develop their interest in Canopy. They introduced the Canopy product and told them why it was better than other products.



Some of **Canopy's benefits** outlined were its:

- Wide array of applications
- Simplicity, ease of management and installation
- Motorola branding which represents quality and support
- Outdoor design that can withstand weather extremes

**Applications:** The customer saw the advantages of Canopy and what it could do. Kane's talked to the customer about Homeland security, how to monitor water treatment, electrical, PBX extension, remote operations management, and video surveillance capabilities.

**Anticipated Results:** The customer realized they could replace all of their wire lines, reduce their monthly expenses, and reduce their costs by providing centralized and better control of their public access areas and for monitoring their water treatment facilities. They will be able to monitor what is happening better with the Canopy system than the method they were using before. The Canopy system gives them the capability to monitor public areas and control systems using one set of Canopy systems, while offering broadband access to the public using another set.



This county has several cities and small towns in its jurisdiction. Once the county determines its standard broadband solution, the cities and towns will follow the county's recommendation. The response thus far in the process is the fact that Canopy is a Motorola designed and manufactured product. They are excited that this is an outdoor product backed by Motorola.

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## **Sales Profile – Petrochemical/Security Application**

### ***Sam Nelson of Kay Electronics in Sulphur, Louisiana***



**What was the need?** One of Sam's existing Motorola customers is the 7<sup>th</sup> largest refinery in the country. This Petrochemical company is located on the Port of Lake Charles and is considered a potential terrorist target. As part of the Homeland Security Act, this company applied and received money from a federal grant to improve its security.

**Who did he Talk to?** Sam worked with the customer's Security department who drove the project. The head of their Telecommunications contacted Sam.

**What was the Solution?** The Solution involved 70 TV Cameras placed over a 55 square mile area offering wireless control of the cameras from a central location. The Vanguard team helped them put together the right solution, incorporating, the right type of cameras and video server. Several other methods were evaluated. Canopy best fit their needs.

A command center was built including, 1 full AP cluster, 1 CMM and many SM's connecting the cameras to the Vanguard server.

**How much is the Sale?** An Estimated Value for the proposal quoted was \$1.4 million. The cameras made up the largest dollar amount for this deal. Canopy was the springboard that enabled this opportunity.

**KEY POINT:** The Petrochemical customer filed for this grant. Grant money is not reserved for government agencies only!! If you have customers that could be potential terrorist targets – they are prospects and could apply for grants to help fund their Canopy projects.

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## Sales Profile – An ISP and School Applications

### *Jay Evans from Texas Communications located in Abilene, TX*

#### ISP Provides Broadband Access to Rural Communities

Texas Communications is both an RF dealer and an ISP (Internet service provider). They were looking at ways to replace their recurring revenue stream and believed Canopy offered the opportunity to provide wireless internet capabilities to rural areas that had no broadband access.

**Need:** Targeting communities with populations of 2,500 people or less, he contacted the city manager or industrial groups, who were trying to keep or attract new businesses to their areas.

**Solution:** Offering internet capability to these communities is a crucial element in attracting businesses to build or expand in their areas. There is no competition that can supply the kind of solution that Canopy can and this is helping them to grow their Canopy business.

**Results:** They are giving them free tower space and providing high speed Internet to complete communities, which have more than replaced the recurring revenue streams they were seeking.

#### School Teachers Enter Student Grades from Home

**Need:** A school gave its teachers laptops and wanted them to be able to use the laptops to access the school network via high speed internet to enter grades and update school information from the comfort of their homes.

**Solution:** The School bought SMs and put them at the teachers' homes so they. Currently 60 teachers are online with the Canopy system. The backbone was taken care of by the ISP, since they already had backhaul systems in place.

**Funding:** The Texas Infrastructure fund allows government assistance to help schools get online.

The school used this funding to buy computers for their teachers, since the cost of the Canopy solution was so much less then alternatives.

**Results:** Canopy provides ancillary reoccurring revenue for the dealership and an avenue to help rural communities move into the 21<sup>st</sup> century with high-speed Internet access.

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**Why Canopy?** "As an ISP, we have been looking for a broadband solution for five years. After investing \$15,000 evaluating other products, nothing compares to Canopy!! It is the best solution because it is made for outdoor use. The system is designed by RF experts and handles interference issues better than any other solution. It is the only system that we can comfortably and reliably extend to our customers."

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