



white paper

The EndPlay™ Client Services Value Proposition

Services and Solution Framework

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Introduction: The EndPlay Web Content Management Platform

The EndPlay Web Content Management (WCM) platform is the industry's first solution that solves all of the requirements of today's demanding media and enterprise clients. With its software-as-a-service (SaaS) delivery model, the EndPlay WCM platform integrates, automates and intelligently syndicates audio, video, text and rich media. It provides the ability to seamlessly connect clients with key partners and the flexibility to scale and adapt at every step.

Customers can choose to implement the EndPlay WCM themselves or enlist the help of the company's highly skilled Client Services Organization.

EndPlay Client Services Organization

The EndPlay Client Services Organization is dedicated to providing an outstanding client experience through its full engagement lifecycle and all provided value-added services. The organization supports the client's onboarding and on-going platform needs — ensuring that the EndPlay Web Content Management platform is implemented properly, functioning optimally and the client's web producers and editors are productively using the system. An EndPlay Client Services engagement is intended to maximize the customer's ability to attract more audience and monetize its digital assets through the use of the WCM platform.



Figure 1. The EndPlay Client Services Organization is divided into four functional areas.

The EndPlay Client Services Organization is divided into four functional areas: Professional Services, Education Services, Partner Services and Support Services.

Professional Services

Applying deep industry background and its robust implementation methodology, EndPlay Professional Services helps the client implement and customize the EndPlay WCM platform for its unique business requirements. With an optimized platform, clients can substantially improve and grow their business while at the same time driving down operational costs.

EndPlay has the expertise, proven track record, first-hand knowledge and commitment to ensure every client's success. All EndPlay Certified Professionals have constant access to the EndPlay product and technology development teams, leveraging the best practices gained from many successful implementations.

The EndPlay professionals will collaborate with the client to implement specific requirements — from the initial vision to the resultant monetization of digital assets. The client's customization might include digital media presentations, business processes, complex workflows, implementation of the EndPlay WCM advanced modules, integration with other internal and third-party applications, data conversion issues and more. Taking into consideration the client's company size, budget and internal IT resources — EndPlay will create an implementation approach that's precisely tailored for each client.

EndPlay offers both packaged and custom consulting services for establishing a client's digital strategy, as well as comprehensive implementations to meet unique business needs. In addition to consulting, EndPlay also offers hosted managed services, freeing the client's valuable resources to focus on other business and IT priorities.

Education Services

Every client uses its WCM system in a different way, depending on the client's unique environment and personnel requirements. EndPlay understands this and offers flexible training solutions to align its expertise with the client's specific educational goals. EndPlay offers a wide range of training courses and formats, including instructor-led classes at the client site, classes at the EndPlay corporate site and on-line courses.

EndPlay in-house training professionals provide hands-on, real-world expertise that very few other trainers can match. Training courses cater to both end users and administrators of the EndPlay WCM platform. The courses are designed to teach practical ways to leverage the platform and enhance each client's skills. The training courses provide students with hands-on experience to match each participant's job responsibilities and prepare students for their WCM-certification exams. From in-class demonstrations to hands-on-exercises, WCM instructor-led training provides a dynamic learning environment for all participants.

Partner Services

EndPlay has established a robust ecosystem of best-of-breed partner solutions and capabilities that extend the functionality of the core EndPlay WCM platform. The EndPlay Partner Network includes a community of systems integrators, software vendors, infrastructure providers and resellers that provide value-added services or complementary solutions for all EndPlay WCM deployments.

The EndPlay Partner Network includes:

- Solutions Partners that either provide complementary solutions for the EndPlay WCM platform or embed (OEM) the EndPlay WCM directly into their products. In both cases, EndPlay certifies these solutions to ensure compatibility.
- Technology Partners that provide the infrastructure or platforms required for deploying EndPlay WCM solutions. Customers can deploy mission-critical solutions with confidence knowing that all technology partners' products are certified and validated to work seamlessly in the EndPlay WCM environment.
- System Integrators which provide expertise in consulting, integration and migration services for EndPlay WCM solutions. All system integrators have trained EndPlay consultants on staff.
- Resellers that provide EndPlay-branded support and services for a specific region. All reseller partners have been trained by EndPlay and can deliver support services to end customers.

Support Services

Ongoing customer support is very important to every client's business. EndPlay is committed to answering questions and resolving each client's issues rapidly and effectively. With EndPlay support, clients get the exact level of support they need — whether it's priority access to support professionals, proactive "health checks," highly technical advice or a certified professional who takes on the administrator role for the client.

EndPlay Support Services are provided by a skilled, personable and experienced team of platform experts. Equipped with the necessary tools to effectively do their jobs, EndPlay provides a truly affordable solution that can be customized to meet each client's unique business needs. EndPlay currently offers the following support services:

- Online support through the WCM platform for easy case submission
- Priority call routing
- 24x7 support, including emergency response
- Knowledgeable support representatives as the client's first level of support
- Web, email and phone support coverage
- Case response in under two hours, including emergency response within one hour
- Weekend coverage
- Analytics and dashboards
- Proactive event notifications and event alerts
- Early notification of new releases
- FAQ
- Online user guides

EndPlay Client Services Offerings

Digital Strategy Consulting

EndPlay can help customers make sure that the development of their digital strategy is aligned with their core growth strategy. This process starts with specifying the organization's vision, goals, opportunities and initiatives in order to direct their digital investments towards maximizing the business benefits to the organization. This process can be focused at an enterprise level, which considers the broader opportunities and risks that digital media potentially creates. It often includes customer intelligence, collaboration, new product/market exploration, sales and service optimization, enterprise technology architectures and processes, innovation and governance. Or it can look at marketing and client-focused efforts such as web sites, mobile, e-commerce, social sites, search engine optimization and advertising.

Consultation Services

EndPlay Consultation Services combine real-world experience and in-depth knowledge with a hands-on, accessible approach. EndPlay staffs each consultation engagement with professionals of the highest caliber, dedicated to helping customers achieve their goals and proactively respond to issues with urgency and speed.

EndPlay helps customers build solutions that leverage their investments in the EndPlay WCM technology, as well as with their existing enterprise systems. EndPlay consulting engagements include tasks and deliverables specifically defined with the customer. The implementation of these service packages can range from simple modifications to meet individual departmental needs, to enterprise-wide WCM systems that integrate with multiple internal and external entities.

Design Services

EndPlay is committed to providing high quality and leading-edge web and mobile design services. EndPlay approaches each client design uniquely to maximize digital monetization. Regardless of the project's complexity, EndPlay's experienced designers provide customers with a solution to optimize their online presence.

Implementation Services

EndPlay offers comprehensive Implementation Services to ensure the customers' WCM solutions are rolled out effectively and meet all expectations. As part of the implementation process, EndPlay will spend time understanding each client's specifications, costs and timelines and help determine how implementing the digital strategy — namely content, community and commerce — can improve their bottom line.

Managed Services

EndPlay can also help with the day-to-day management responsibility of the WCM platform. This service is designed to provide help above and beyond the EndPlay platform subscription services. If a client is short on staff or just wants to outsource its daily activities to focus on core business — EndPlay Managed Services is an excellent solution for the organization.

Client Onboarding Services

The EndPlay Client Onboarding Service is structured to ensure smooth client transitions. The company's dependable onboarding process includes:

- The creation of accurate, reliable timelines
- Clear communication, support from a dedicated manager
- In-depth, on-site or on-line client training
- Consulting and implementation services
- Full third-party integration support

EndPlay client onboarding specialists provide the following expertise:

- Web content publishing
- Social networking
- Video systems configuration
- Mobile device implementation
- Enterprise content integration
- Enterprise application integration
- Digital asset management
- Analytics analysis
- Search engine optimization (SEO) recommendations
- Content strategy

A Solutions-Based Strategy

EndPlay clients can leverage the support from an experienced team of subject matter experts to guide the implementation and strategic use of the platform. In-house application expertise includes:

- Video
- Content management
- Content development
- Ad serving
- E-commerce
- Analytics
- Search
- Search engine optimization (SEO) and search engine marketing (SEM)
- Mobile
- Syndication
- Infrastructure and hosting
- Product development
- Engineering
- Social
- Emerging technologies

EndPlay uses a unique, proven methodology based on best practices derived from experience deploying WCM solutions to its media and entertainment customers. This methodology was designed specifically for the demanding requirements of the digital media industry.

The EndPlay methodology is founded on the belief that monetizing digital assets is the essence of a media-related business, and that there are proper processes which enable an enterprise to deliver its digital services in a manner that allows revenue growth and profit optimization. Therefore, having a firm understanding of an enterprise's key business processes, business events and key performance indicators, forms the basis of the EndPlay implementation process.

EndPlay recognizes that digital strategy and platform implementation are ongoing, changing processes that are best addressed via incremental stages of integration. The deployment of each increment is a project in its own right. The EndPlay methodology is designed to guide each project through all phases, from initialization through the production rollout of the solution. This approach creates a traceable path which starts with the business case and objectives, and continues through to the digital vision, and on to the client's ultimate goal — digital assets monetization.

EndPlay Methodology Phases

EndPlay uses an iterative and collaborative methodology to deliver a quality result in a timely manner. There are four distinct phases to this process:

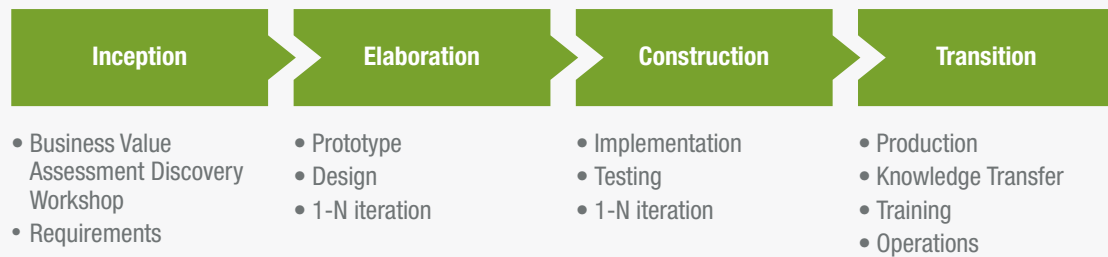


Figure 2. The EndPlay Methodology

Phase 1: Inception

The EndPlay project begins with the Inception phase. EndPlay will work with the client to understand the business challenges at hand, construct a plan for the solution while identifying any associated risks. The Inception phase starts with EndPlay's highly effective Business Value Assessment (BVA) Workshop. After the workshop, EndPlay performs a client site audit, determines the visual design and then completes a series of worksheets to document the customer's site-specific requirements. EndPlay will then produce a "vision-plan" showing how all the components fit together to meet the company's needs. EndPlay also helps create an implementation strategy, so when it comes time to deploy the system, users can quickly start working with it.

Phase 2: Elaboration

Elaboration is the second stage of a destination site project, during which the vision plan is completed, designed and prototyped in preparation for the Construction phase. During Elaboration, EndPlay will validate the solution and mitigate identified risks. A small, capable team will handle the entire process — investigating new technologies, addressing technical concerns and building out the core of the solution that will be carried into Construction.

Phase 3: Construction

The Construction phase is what most clients think about when they consider a site deployment. During this phase, EndPlay will build the solution, iterating on templates and other components until they are optimized. The Construction phase also includes rigorous quality control and testing to be sure the solution is stable and robust before it is installed at the client's facility.

Phase 4: Transition

The final phase in the EndPlay methodology is the Transition of the project into the client's environment. During this phase, EndPlay is focused on making sure that clients get complete value from their new solution. The Transition phase includes the deployment to production servers, full documentation of the solution, administrator training and help with user adoption. EndPlay will then provide to each of the client's stakeholders all the knowledge developed about the solution deployment — including how to successfully use and administer the system.

About EndPlay

EndPlay is a leading provider of SaaS Web Content Management (WCM) solutions delivered in the cloud. Powered by its unique 'Intelligent Rendering' technology, the EndPlay solution empowers clients to seamlessly produce, manage and instantly deliver content optimized for virtually any device. The company's extensible architecture and integrated partners ensure EndPlay clients can expand, engage, monetize and leverage their WCM solution against the complexities facing all brands in the era of Big Data and Quantum Content.

Enterprise clients in media, entertainment, consumer packaged goods (CPG) and education verticals have turned to EndPlay's experienced Client Services team to support collaboration, implementation and optimization of their EndPlay solutions. EndPlay's commitment to innovation and customer-centric approach enables clients to stay ahead of their competition, increase audience engagement, and future-proof their digital business investment.

EndPlay is headquartered in Los Angeles, California with regional offices in Florida and New Jersey, and currently expanding to Europe and Asia. For more information, visit www.endplay.com.