**Opengear 1/5/16 Meeting**

**Primary Goal:**
Make plans and decisions needed to move forward with photography and illustrations throughout the website

**Proposed Agenda:**

1. Discuss possible hero headlines again, pick 3 or 4 to pursue initially
2. Brainstorm photography/illustration style and concepts
3. Review/catalog all places photos and/or illustrations are required
4. Decide who’s doing what (Ion / Ridge / Opengear / stock)

Photo and Illustration Needs

|  |  |  |  |
| --- | --- | --- | --- |
| **Page** | **Where/What** | **Type** | **Who** |
| **Home** | Network Resilience(Disaster or threatening skies;) | Environment Photo /Resilience Gateway (larger unit) | Stock |
| Home | Smart Out-of-Band(Data center racks or Cisco router / IT guy on plane)  | Environment Photo /(IM7200 or CM7100) | Custom Photo (rack) / Stock (IT guy) |
| Home | IoT(Connected devices illustration or big iron, etc.) | Environment Photo(Product Family – IM7200, CM7100, Resilience Gateway) | Stock |
| Home | Retail | Environment Photo(Resilience Gateway) | Stock |
| Home | Testimonial Background | Environment Photo | Stock / Custom |
|  |  |  |  |
| **Solutions** | Hero | Environment Photo | Current Opengear / Stock |
| Network Resilience | Hero | Environment Photo | Home hero or similar |
| Smart Out-of-Band | In Content | Illustrated Chart | Ridge |
| Failover to Cellular | In Page | Illustrated Chart | Ridge |
| Remote Site Management | Hero | Environment Photo | Home hero or similar |
| Remote Site Management | In Content | Illustrated Chart | Ridge |
| Data Center Management | Hero | Environment Photo | Custom or Stock |
| Data Center Management | In Content | Illustrated Chart | Ridge |
| Environmental Monitoring | Hero | Environment Photo | Custom(Rack w/ water sprayed on it) |
| Environmental Monitoring | In Content | Illustrated Chart | Ridge |
| IoT and M2M | Hero | Environment Photo | Stock – connected devices (homepage) |
| IoT and M2M | In Content | Illustrated Chart | Ridge |
|  |  |  |  |
| Retail | Content Block / Hero | Environment Photo | Stock |
| Financial Services | Content Block / Hero | Environment Photo | Stock |
| Government | Content Block / Hero | Environment Photo | Stock |
| Healthcare & Pharma | Content Block / Hero | Environment Photo | Stock |
| Education | Content Block / Hero | Environment Photo | Stock |
| Service Providers | Content Block / Hero | Environment Photo | Stock(telco) |
| Cloud Services | Content Block / Hero | Environment Photo | Stock(data center or sky/clouds) |
|  |  |  |  |
| **Products** | Hero | Environment / Product Photo(s) | Custom |
| **Data Center Management** | Hero  | Environment Photo | Custom or Stock |
| IM7200 Infrastructure Manager  | Hero | Environment / Product Photo | Custom or Stock |
| IM4200 Infrastructure Manager | Hero | Environment / Product Photo | Custom or Stock |
| CM7100 Console and Terminal Servers | Hero | Environment / Product Photo | Custom or Stock |
|  |  |  |  |
| **Remote Site Management** | Hero | Environment Photo | Custom or Stock |
| ACM5500 Management Gateways | Hero | Environment / Product Photo | Custom or Stock |
| ACM7000 Resilience Gateways | Hero | Environment / Product Photo | Custom or Stock |
| ACM5000 Remote Site Managers | Hero | Environment / Product Photo | Custom or Stock |
|  |  |  |  |
| **Lighthouse Centralized Management** | Hero | Environment / Product Photo | Custom or Stock |
|  |  |  |  |
| **Accessories** | Hero | Environment / Product Photos | Stock |
| Environmental Monitoring Products | Hero | Environment / Product Photo | Custom (Rack w/ water sprayed on it)or Stock |
| Cellular | Hero | Environment / Product Photo | Stock |
| Power | Hero | Environment / Product Photo | Stock |
|  |  |  |  |
| Comprehensive out-of-band with Smart OOB™ | Product Feature | Icon – Brain, etc(Keep them simple) | Ridge |
| Failover to Cellular™ | Product Feature | Icon | Ridge |
| Strong security and authentication | Product Feature | Icon | Ridge |
| Vendor-neutral power management | Product Feature | Icon | Ridge |
| Integrates into any environment | Product Feature | Icon | Ridge |
| Scalable infrastructure management | Product Feature | Icon | Ridge |
|  |  |  |  |
| **Customer Success** | Hero | Environment Photo | Stock |
| Customer Case Studies | Content Blocks | Photos | Stock |
| Our Customers |  | Photos | Stock |
| Testimonials |  | Photos | Stock |
|  |  |  |  |
| **Support** | Hero | Environment Photo |  |
|  |  |  |  |
| **How to Buy** | Hero | Environment Photo |  |
| Become Reseller | Hero | Photo |  |
|  |  |  |  |
| **About Us** | Hero | Opengear Office Photos?Utah mountainsAustralia | CustomOffice Photosas available |
| Blog |  | No image needed |  |
| Newsroom |  |  |  |
| Events |  |  |  |
| Awards |  |  |  |
| Leadership |  |  |  |
| Strategic Alliances |  |  |  |
| Careers |  |  |  |
|  |  |  |  |
| **Contact Us** | Hero | Opengear Office Photos? |  |
|  |  |  |  |
| Schedule a Demo |  |  |  |
| Search Results |  |  |  |