

SEQUEL

# Copywriting

(Workbook, tab 8)

PREPARED FOR SAP: UNIT4 TECHNOLOGIES WORK EXAMPLE

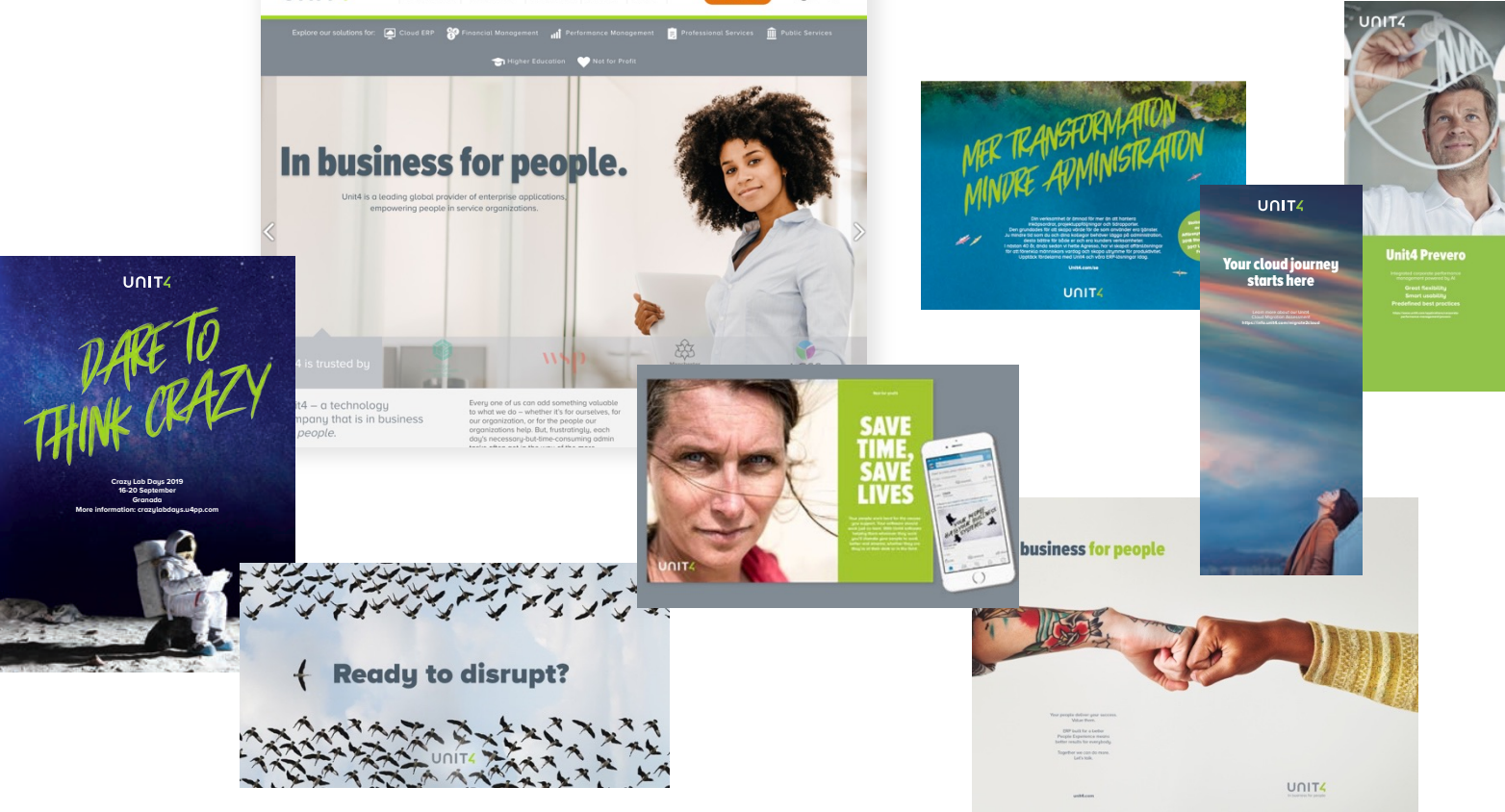
# Bringing Purpose to ERP

UNIT4 CASE STUDY

How do you help a regional ERP software provider take the next step and truly become a global player?

Establish the right brand foundation, and create a new, differentiated narrative that brings to life its “one true thing.”

# Before



## Brand Story

**Experience real purpose.  
That's what your people want.**

Now you can offer them not just a better place to work, but a better way to work. An elevated experience of how things get done.

That's what we deliver for students and professionals to the public servants and non-profits doing good in the world. For people in the business of helping people.

For you.





## Brand Story

We provide People Experience software that's self-driving, adaptive and intuitive, purpose-built for people-centered organizations like yours.

Systems that set people free and guide them to the right answers, right now.

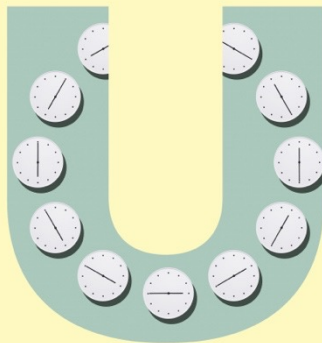
So your people can spend more time doing the meaningful, high-value work they live for. Working at their best to improve people's lives.



# Brand Story

People Experience.  
It's how work should feel.

**Unit4**  
In business for people





# Product Taxonomy and Nomenclature

MOVE FROM  TO

Existing Corporate Name:

**UNIT4**

Continuing Corporate Name:

**UNIT4**

The corporate name remains — mitigating much of the cost of changing the business name.

Existing Product Suite Name:

**None**

New Product Suite Name:

**Unit4 People Experience Suite**

Unit4 is used at the suite level to add value to the brand; People Experience Suite highlights our direction and people focus.

Existing Product Names:

**Unit4 Business World (Agresso)**

**Unit4 Financials**

**Prevero**

**Intuo**

**Unit4 Student Management**

**Unit4 PSA Suite**

New Product Names:

**Unit4 Enterprise Resource Planning**

**Unit4 Financial Planning and Analysis**

**Unit4 Human Capital Management**

**Unit4 Student Management**

**Unit4 Professional Services Automation**

Product names use industry-standard terminology to make them easily understood and easy to find for prospects; this helps SEO performance, since prospects shop for these terms. Using the Unit4 name associates the brand with the products, which is also expected to support SEO results.

# Sales Enablement Graphic

## Unit4 People Experience Suite



## People Platform

connect and create:



extensions



integrations



applications

# What Our Solutions Can Do for You

## Unit4 People Experience Suite

**elevate**  
your business

**engage**  
your people

**plan**  
your future

**People Platform**



# Elevate Your Business

## Unit4 Enterprise Resource Planning (ERP)

- Financial Management
- Budgeting
- Project Management
- Procurement
- Reporting
- Estate & Asset Management

## Unit4 People Experience Suite

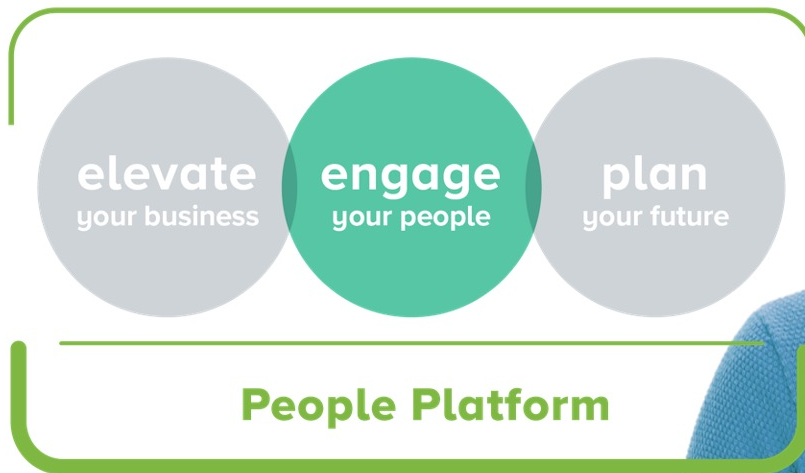


# Engage Your People

## Unit4 Human Capital Management (HCM)

- HR & Payroll
- Talent Management
  - Planning & People Analytics
  - Recruitment
  - Onboarding
  - Performance Management
  - Time & Attendance
  - Learning & Development

## Unit4 People Experience Suite





# Plan Your Future

## Unit4 Financial Planning & Analysis (FP&A)

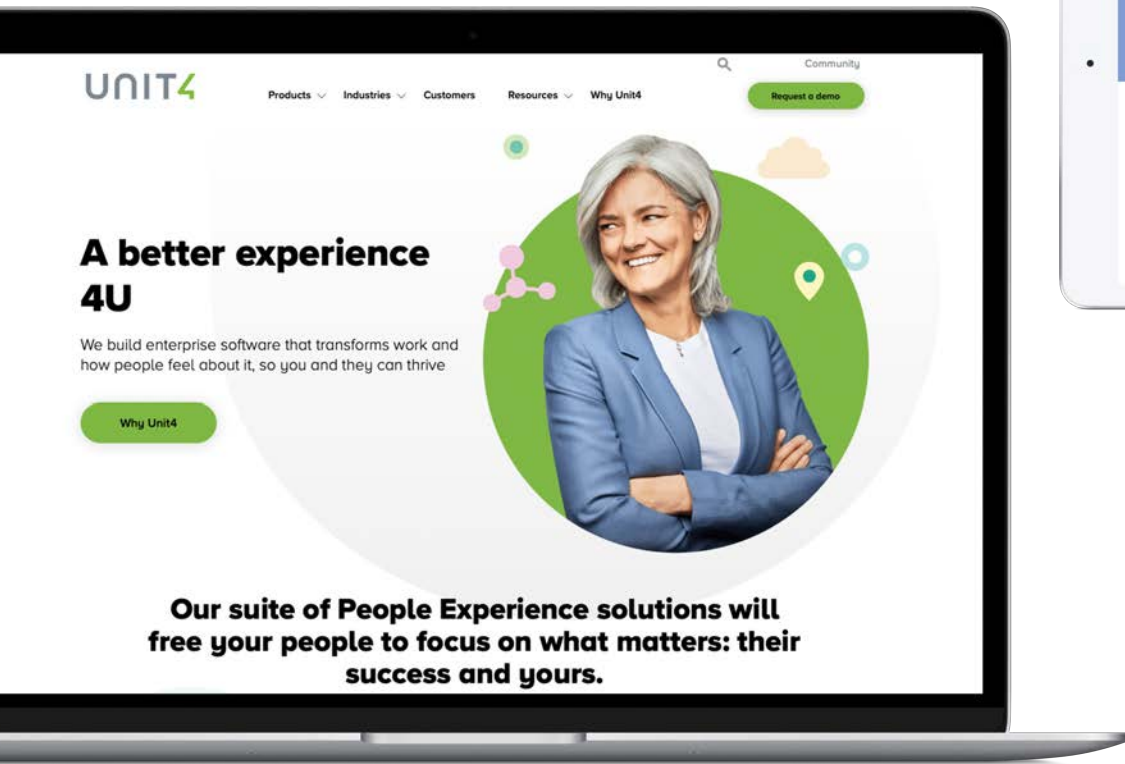
- Corporate Performance Management
- Planning
- Budgeting
- Forecasting
- Financial Consolidation
- Reporting & Analytics

## Unit4 People Experience Suite





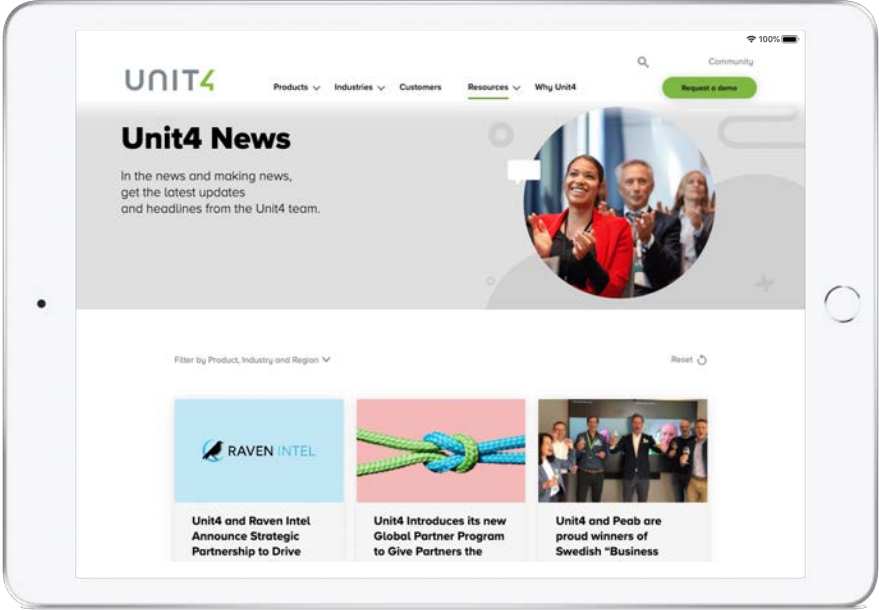
# Website



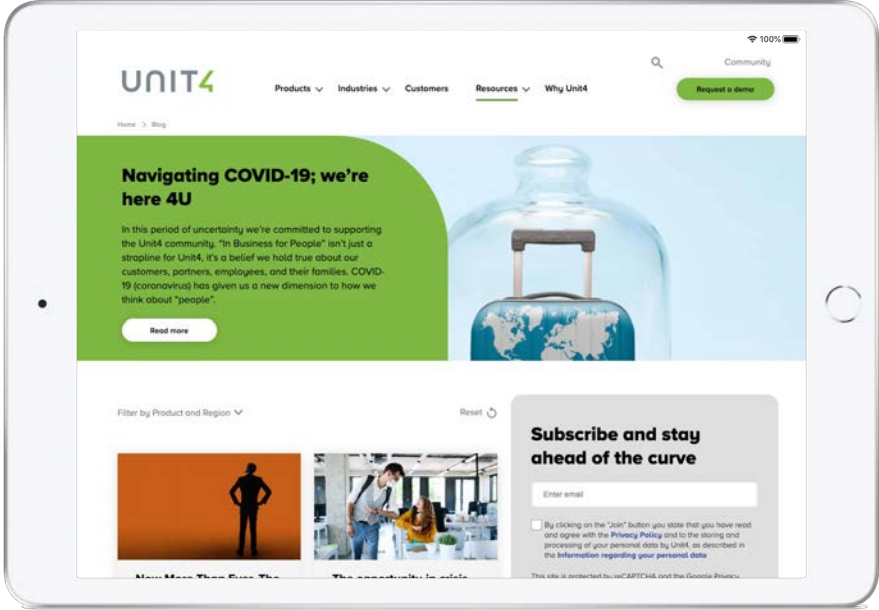
# Website



# Website



News Page

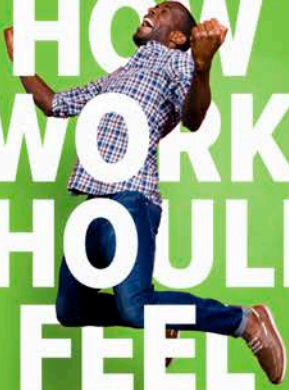


Blog Page

# Print Ads

People Experience enterprise software

# HOW WORK SHOULD FEEL 4U



People Experience software that is Ut quaestrum nitas  
natur maxim sum que plabo. Nem eos ullacis out ut volo-  
rum fugitatur, optame optibusum, inum inihit incidunt isaque  
ocur autem essum coretis delanin ppla eu.

For more information visit [unit4/solutions4u.com](http://unit4/solutions4u.com)

**UNIT4**  
In business for people

For people who are doing  
good in the world every  
day, we're here...

# 4U



People Experience software that is Ut quaestrum nitas  
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**UNIT4**  
In business for people

For professionals in  
the business of serving  
clients best, we're here...

# 4U



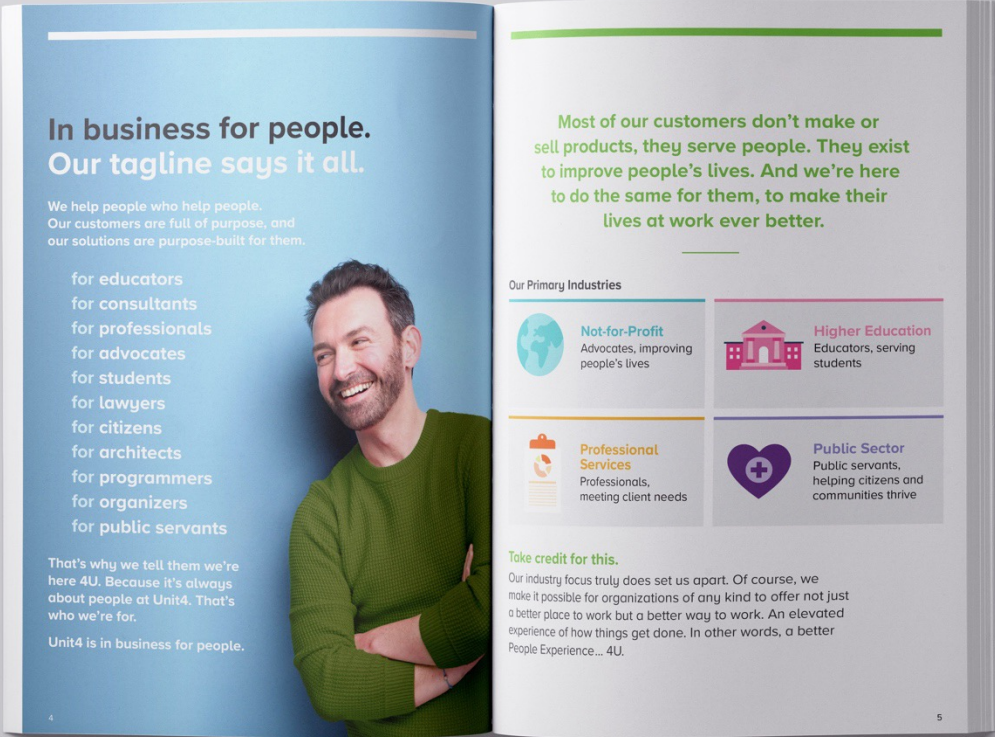
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**UNIT4**  
In business for people



# Employee Brand Brochure



# Corporate and Solution Overview: 2-pagers

Corporate Overview

Transforming the Work Experience



Unit4's next-generation enterprise software helps you deliver an exceptional People Experience for everyone your organization serves — from professionals and students to the public servants and not-for-profits doing good in the world.

People Experience is a discipline applied to software development that prioritizes human impact — making work more productive, efficient and inspiring.

Our cloud-based enterprise software is easier to use and manage, since we need people, not just tech experts, use it. You can manage projects and processes that deliver value across the service industry, quickly and flexibly, according to your specific needs.

And Unit4 has been supporting global clients for more than 30 years, so people can operate locally, nationally or internationally.

**What This Means for You**

You can transform work to be more meaningful through software that's self-driving and adaptive, intelligently automating administrative tasks. This elevates engagement and helps you attract and retain the best people.

But People Experience is not only about personal motivation — it's also about managers and staff working better together to improve organizational results. In all, feeling people to focus on what matters improves how work feels, and means you can better serve your people and customers.

For more information, go to [unit4.com](https://unit4.com)



Corporate Overview

"Employees are feeling overloaded by their digital tools. They want to spend more time with their families and friends, and they want to focus on health, career and meaning at work."

Josh Barin  
Global Industry Analyst and Founder of Josh Barin Academy



**Technology to Set You Free**

Unit4 is a modern, cloud-based enterprise software — automating and transforming work with the most advanced technologies, including machine learning, AI, analytics and natural language digital assistants.

You can use these technologies to simplify and automate repetitive or non-value-added tasks, allowing people to focus on the meaningful, important work that they want to do and that makes a real difference in people's lives.

**Value Across the Organization**

People Experience is not a function of great HCM or great business management alone.

By bringing together focused, business and planning analytics software with HCM, Unit4 makes the enterprise and better integrates the needs of the business, with the needs and interests of its people.

Work becomes more rewarding when the business is properly staffed and supported, with accurate data driving recognition and advancement.

**A Platform for You**

Our modern SaaS platform, the People Platform, is designed to drive maximum flexibility so people can work the way that's best for them. You can change, grow and configure services by connecting and creating extensions, integrations and applications with our solutions. We give people the flexibility and freedom to have what they need, how they need it.

Unit4 People Experience Suite

elevate your business

engage your people

plan your future

People Platform

connect and create

integrate

optimize

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For more information, go to [unit4.com](https://unit4.com)



Solution Overview

Unit4 Human Capital Management

Powering Today's People Experience



Raise your expectations of what Human Capital Management (HCM) can do for you and your people. Unit4's solutions are designed to deliver a superior People Experience across your organization.

Apply expertise where it's needed most. Delivering value from the start, our flexible, self-driving software is designed to work with you, so you can inspire and retain the talent that your customers have come to depend on.

**For People Who Serve People**

People working in higher education, public sector, not-for-profit, professional services and other people-based industries deserve a solution that can help them work the way they want.

Unit4 HCM blends our enterprise and analytics solutions to give you full visibility and actionable insights into your workforce while helping you to integrate with third-party ecosystem applications that you use every day — a necessity for today's HR teams.

"Failure to engage and retain top talent is the number-one issue of global CEOs and executives, before global competition and business model innovation."

The Conference Board

**Our Unit4 Human Capital Management solution includes:**

- HR and Payroll
- Talent Management
- Planning & People Analytics
- Recruitment
- Onboarding
- Performance Management
- Time & Attendance
- Learning & Development

For more information, go to [unit4.com](https://unit4.com)



Solution Overview

Unit4 HCM delivers more individualized control, surfaces insights for better decision-making, and accelerates time-to-value while delivering a better People Experience.



**Engage and Enable**

When you elevate People Experience, you support your culture, reduce attrition and improve organizational performance.

Our integrated talent enablement modules digitize and inform how your people grow, making conversations and coaching more focused and natural. We keep leaders and clients aligned to their performance and progress and make it easy for you to assess and enrich your culture on an ongoing basis. Enriching your people becomes both more efficient and more personal, and helps to drive better business performance.

**Connect and Comply**

We streamline and customize processes and repetitive tasks, supporting you in real time with a natural language digital assistant, for a better, more effective work experience.

So your people can apply their expertise where it makes the most impact — focused on the work they find most meaningful.

**Transform Decision-Making**

Better information makes for more effective people-based decisions, including deployment.

We help you put and apply data from your ERP and HCM systems with ease, giving you full visibility and actionable, combined insights into cost, value and performance across your organization.

Our analytics are purpose-built for people-centric organizations, to inform your full visibility and actionable, combined insights into cost, value and performance across your organization.

**Customer Impact**

"Since we introduced Unit4 Prevero, we've managed to save an average of 2 working days on the preparation and delivery of our HR reporting. In addition, we're able to process HR data for our business planning much faster, which saves us another 7 working days."

Dirk Schneideritz, D.L. Finanz- & Rechnungswesen/Controlling  
Deutsches Werk für die Industrie (DWI)

**"Our employee churn has been reduced by 55% in one year!"**

Patrick Colwell, Managing Partner/CEO, ABC Group

50%↓

For more information, go to [unit4.com](https://unit4.com)



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SEQUEL



# Core Sales Pitch Deck

## In Business 4U

Enterprise Solutions for a Better People Experience

Month XX, 2019

UNIT4



### For People Who Help People

- Built for people in the service industries
- Help you work the way you want to work
- Manage projects/processes specific to your industry



### What Our Solutions Can Do for You



# Sales Enablement Pitch Deck

ERPx for Your Business  
Prepared for (Client/Prospect Name)  
January 2023

UNIT4



Congrats.  
Your job just changed.

Consultancy CFOs used to focus on controlling spend.  
Now you have to worry about... **everything**.  
Strategy. Operations. Social and financial compliance. Profitability. Growth. Execution.  
Do your systems measure up?

71% of PEO firms view legacy applications as a primary barrier to driving innovation!



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ERPx from Unit4

We **harmonize** the three dimensions of excellence a consultancy business needs to succeed.

- Built on a **single data model** with a single user experience
- **Multi-tenant**
- Integrated for agility with low TCO



UNIT4

Solving 4U



UNIT4

We know you.

Our people come from your industry. We deliver leading-edge ERP systems to people-centric, project-based firms—working on every challenge you face.  
We're with you all the way.

Industry Models

guide our development, implementation, and evolution—and our Customer Success Team always has your back



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Reduce reliance on Systems Integrators.

**Minimize use of third parties** post-implementation to change, integrate, update, and deliver ongoing bottom-line impact.

**You get:**

- User-driven change
- Low-code/no-code capability
- Low TCO



UNIT4

# Unit4 Post-launch Results

## Post MVP SEO Results

ERP-based terms	→	Up 57%
Software-based terms	→	Up 28%
Solution-based terms	→	Up 65%
Financial-based terms	→	Up 27%
HR-based terms	→	Up 17%

**In 3 months after  
brand launch and site  
go-live...**

- Cloud bookings grew 87% YoY
- Total bookings increased by 55%
- Cloud subscription revenue grew by 14%