

# Specialized Design Production

(Workbook, tab 7, Q: 6, 10)

PREPARED FOR SAP RFP: WORK EXAMPLES

# Bringing Purpose to ERP

UNIT4 CASE STUDY

# Unit4 Technologies: Case Study

Unit4 Technologies is an ERP enterprise software company based in the Netherlands that sought to expand their reach through the EU, APJ and North American market.

Their strategic focus was on businesses and nonprofits that were “people-based” organizations where the end product was their people. From accountants, to architects, to advocacy organizations, Unit4 was focused on delivering “People-Experience” software that took care of the mundane to free up their teams to focus on the meaningful work they strived to deliver.

The strategy was grounded in our strategic of recasting of the definition of ERP to “Experience Real Purpose” and that became the creative driver for the visual system or VIBE as we call it.

The CEO had stated the mandate that the Unit4 logo could not change, so we decided to flip it on its head from a short-hand perspective. So instead of U4 Software solutions, we turned that mechanism into “Creating greater value 4U.”

That simple flip of characters aligned perfectly the with strategic intent of creating software for people to deliver greater value at work.

## Unit4 Technologies: Case Study (continued)

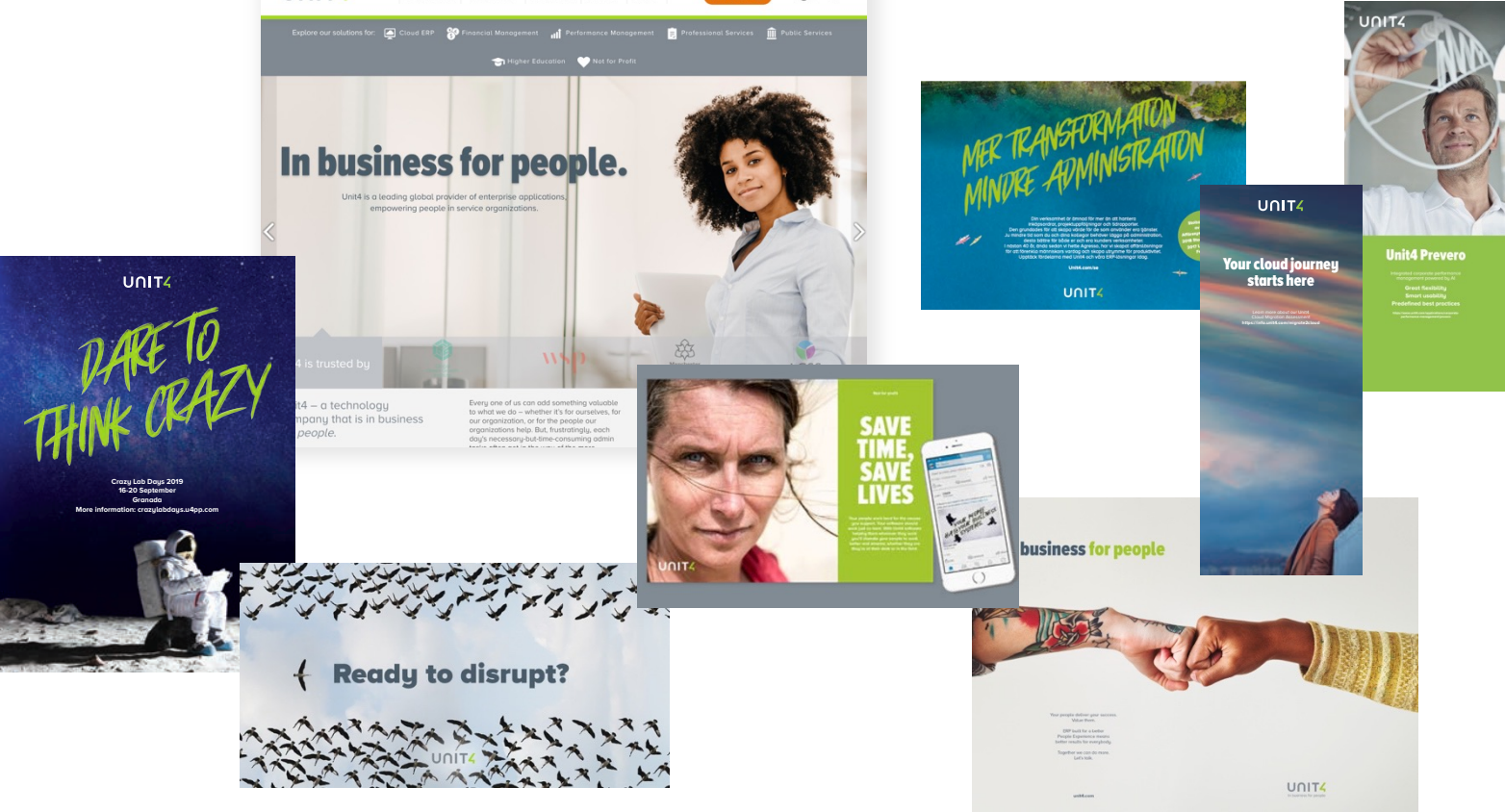
The VIBE, or Visual Identity Brand Experience, that emerged out of that simple idea was one that leveraged a visual language of iconography combined with individual and team-based imagery to better convey the notion of industry and interests coming together to deliver the perfect combination of visual personality across all touchpoints.

The project took 3 months from brand strategy to brand announcement. We then led the full website redesign as well as their sales enablement tools and core pitch deck which took about 4-5 months from initial discovery to full deployment. We continued to work with leadership time for over three years after brand launch on a variety of projects implementing the new brand identity; from customer events, to sales kickoff materials. Our influence on the brand, its identity and how it came to life for the business was both exciting and has endured over time, well beyond the initial development of the brand.

**“Sequel built a narrative and identity that became critical in telling our story, our mission and purpose for customers, investors and employees. A rebrand of this size, scope and quality is tough to do. Sequel was the right partner for us!”**

— Julie Knight, Chief Marketing Officer, Unit4

# Before



# From U4 to “In Business 4U”



## In Business



# Visual Identity by Industries



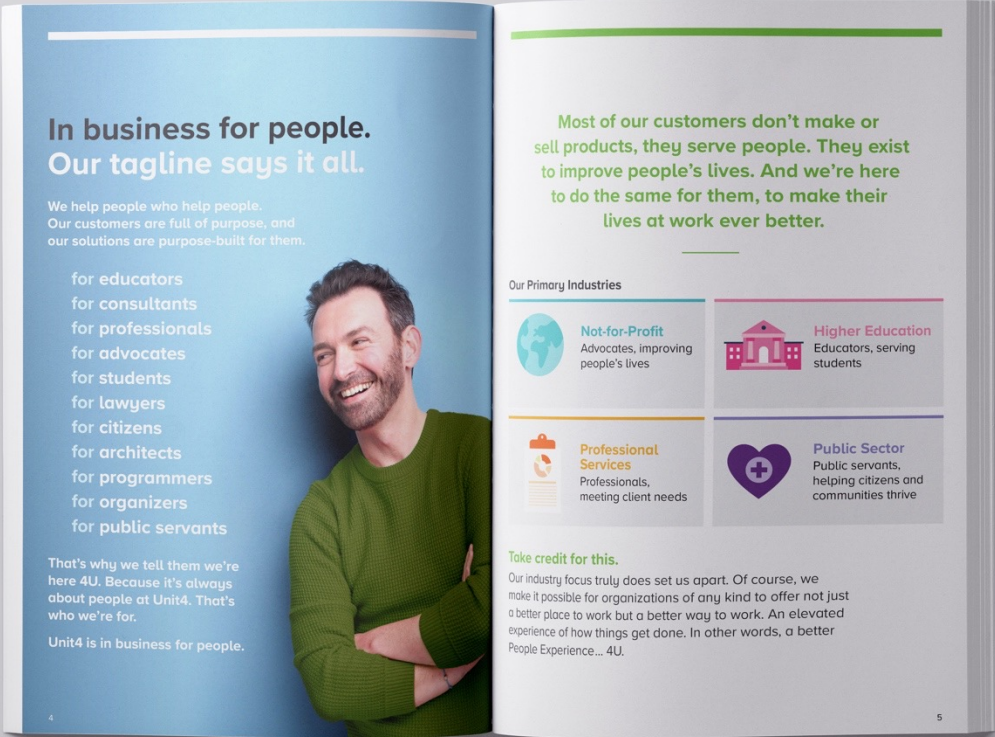


# Business Cards





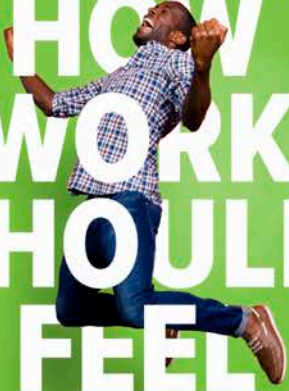
# Employee Brand Brochure



# Print Ads

People Experience enterprise software

# HOW WORK SHOULD FEEL 4U



People Experience software that is Ut quaestrum nitas  
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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



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

# 4U

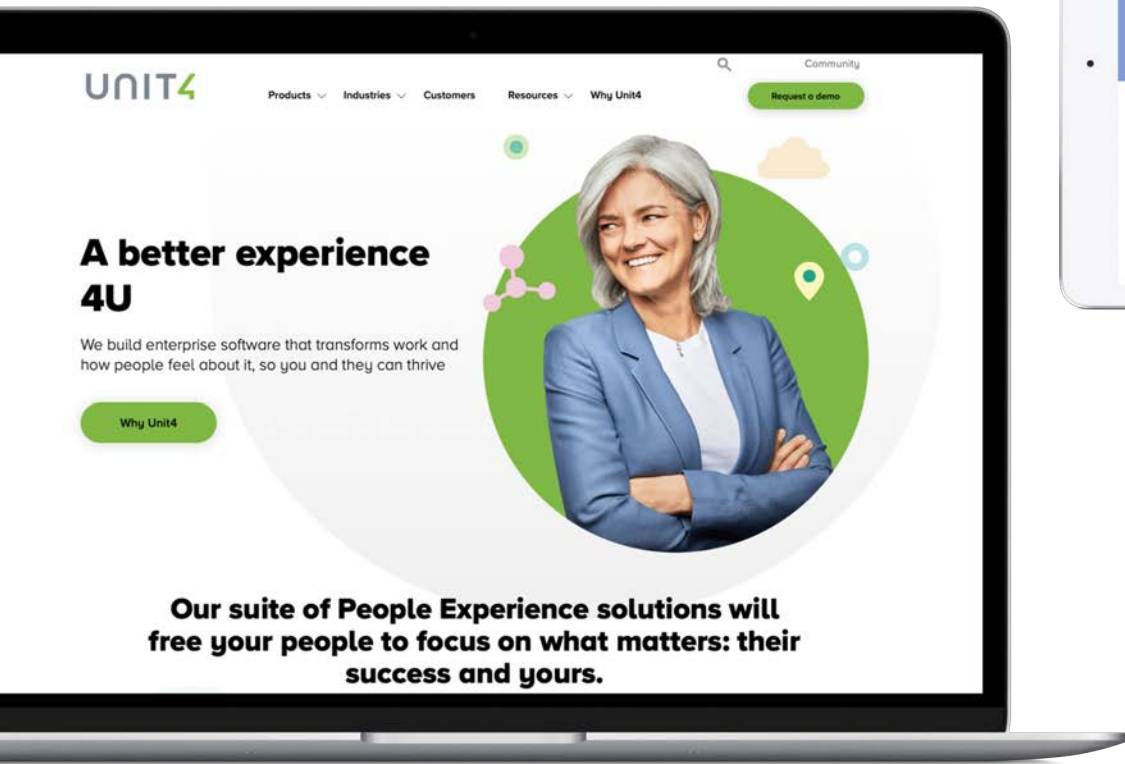


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**UNIT4**  
In business for people

# Website







# Social Media

UNIT4

The true cost of not replacing legacy systems

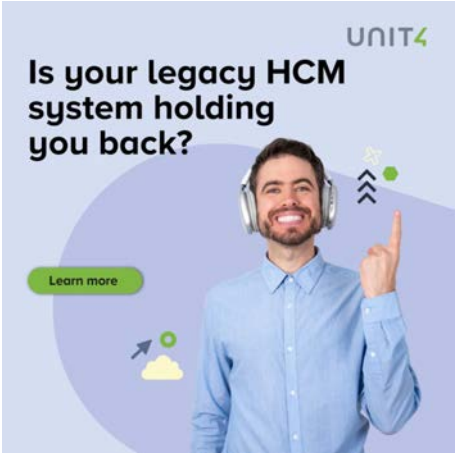
[Read it now](#)

A man with glasses and a beard, wearing a light-colored shirt, is holding a blue alarm clock. He is pointing at the clock with his right hand. The background is a solid light yellow color with some faint green and blue geometric shapes.

UNIT4

Is your legacy HCM system holding you back?

[Learn more](#)

A man with a beard and glasses, wearing a blue button-down shirt and large headphones, is pointing his right index finger upwards. The background is a solid light blue color with some faint green and blue geometric shapes.

UNIT4

The Expert View

Navigating Uncertainty in Professional Services

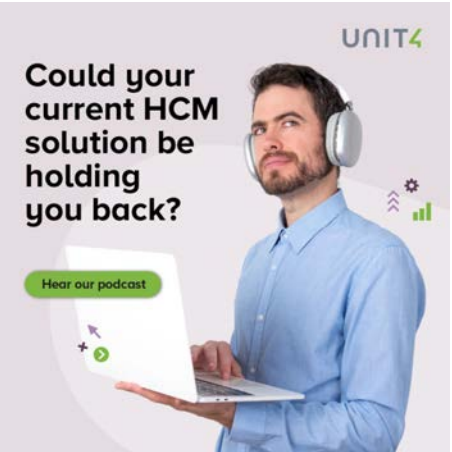
[Read the blog](#)

Two women are sitting at a desk, looking at a laptop screen. One woman is pointing at the screen. The background is a solid light green color with some faint green and blue geometric shapes.

UNIT4

Could your current HCM solution be holding you back?

[Hear our podcast](#)

A man with a beard and glasses, wearing a blue button-down shirt and large headphones, is holding a laptop. The background is a solid light purple color with some faint green and blue geometric shapes.

UNIT4

Unit4 FP&A: a global leader

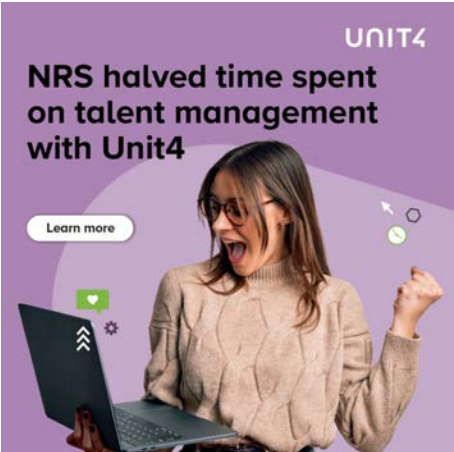
[Learn more](#)

A man with a beard and glasses, wearing a white button-down shirt, is giving a thumbs up. The background is a solid light green color with some faint green and blue geometric shapes.

UNIT4

NRS halved time spent on talent management with Unit4

[Learn more](#)

A woman with glasses and a beard, wearing a beige sweater, is holding a laptop and celebrating with her mouth open and one hand raised in a fist. The background is a solid light purple color with some faint green and blue geometric shapes.

# 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 **PSG firms** view legacy applications as a primary barrier to driving innovation!




UNIT4

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.



UNIT4

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



# 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 do 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, helping people to focus on what matters improves how work feels, and means you can better serve your people and customers.

**"Companies are increasingly valuing the power of collaboration amongst their employees, transitioning from being knowledge-based to people-centric firms."**

Harvard Business Review

**Unit4 People Experience Suite:**

- Unit4 Enterprise Resource Planning (ERP)
- Unit4 Human Capital Management (HCM)
- Unit4 Financial Planning & Analytics (FP&A)
- Unit4 Student Management


UNIT4

In business for people

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 streamlining 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 unifies the enterprise and better integrates the needs of the business, with the needs and interests of the 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.



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UNIT4

In business for people

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 extendable 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

UNIT4

In business for people

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 people strategy, to inform your people doing the right things to propel your organization forward.

**"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. Finanzien & Rechnungswesen/Controlling  
Deutsches Werk im Reichertsweg Beckinghausen GmbH

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

Patrick Colwell, Managing Partner/CEO, ABC Group

**50%↓**

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UNIT4

In business for people

# Brand Launch Video



# Rebrand: Launch Experience at Customer Tradeshow





# Elevating the Passenger Experience

OTIS TECHNOLOGIES CASE STUDY

# OTIS Technologies: Case Study

Having entered a new era with its recent spin-off from United Technologies, Sequel had the opportunity to develop its inaugural annual report and investor communications narrative. Our goal was to craft a story commensurate with Otis' legacy, reflect the ambition of its strategy, celebrate its enduring strengths and communicate the vision for the future.

We were also engaged to set the visual standards for the brand and as part of that work stream, plan, art-direct and coordinate a series of photo shoots and videos of Otis' products in locations from Mumbai to Bogotá. Created for both the immediate corporate communications needs as well as the starter kit for a global, custom image library, our team worked closely with local client teams as well as local creative photographers, directors and producers to ensure that localized and cultural sensitivities were aligned with a consistent brand perspective.

In addition, we developed a Strategic Communications Framework for Otis' ESG efforts — one that allows Otis to effectively communicate its commitment to, and actions surrounding, ESG, while reflecting the spirit of the Otis brand and its unique culture. Deliverables included a proprietary theme that builds upon the existing Otis brand and presents a unique promise to core audiences, plus a set of supporting messaging pillars that present Otis' philosophy and priorities.

# OTIS Global Photo Library and Production

- Select & art direct local photographers/videographers and producers
- Develop detailed shot list/storyboards in collaboration with the local client rep
- Conduct initial shoot in the US to set the standard
- Create comprehensive photo guidance for local photographers/videographers and client reps (addressing local customs, attire, look and feel, key objectives, etc.)
- Provide remote art direction
- Create final image library



## PLACES

### Canada

Vancouver  
Toronto

### US

Alaska  
California  
Washington  
Massachusetts  
Michigan  
Illinois  
New York  
Florida

### Kentucky

Louisiana  
Texas  
Pennsylvania

### Central America

Columbia  
Mexico City

### Europe

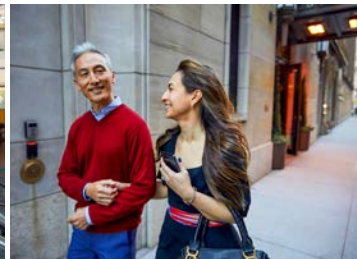
Paris  
Milan  
Berlin

### Rome

London  
Dublin  
Amsterdam  
Brussels  
Moscow

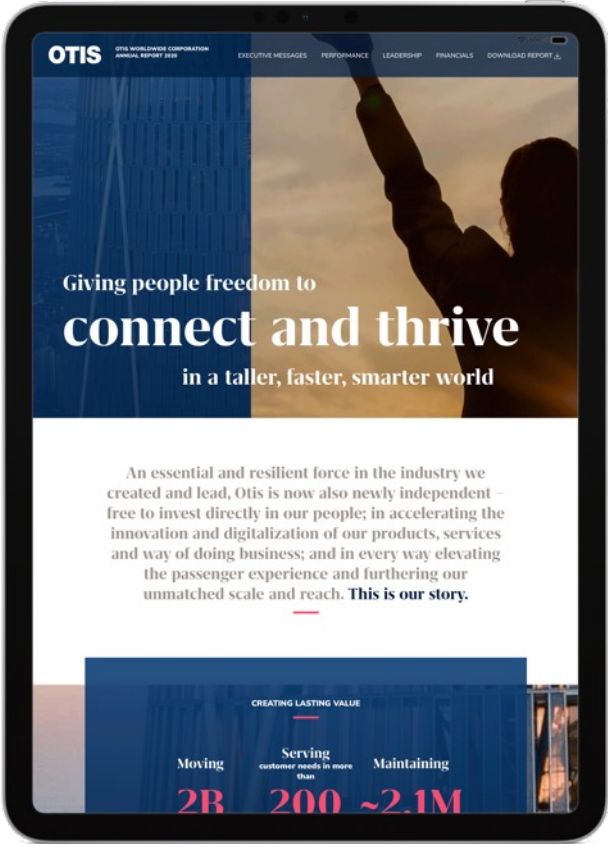
### South Asia & Asia/Pacific

Gujarat  
Chennai  
Tokyo  
Hong Kong





# Otis Annual Report: Microsite





# Otis Annual Report



OUR SCALE & REACH

# Aligning our global reach

MOVING PEOPLE THE WORLD OVER

With customers in 200 countries and territories, we are globally recognized for our quality, safety and reliability. You will find us in the world's most iconic structures, as well as residential and commercial buildings, transportation hubs, and everywhere people are on the move. And whatever the post-pandemic world looks like, we embrace the view that diverse, resilient, livable cities remain our best hope for the future – as centers of community, innovation and economic opportunity.

OUR INNOVATION & TECHNOLOGY

# Linking our innovation with your freedom

Smarter, faster, more connected

We are applying technology to help the world grow taller, faster and smarter. In doing so, we are connecting people not just physically – where we collect and do not measure them – but also better, as well. The data

OTIS WORLDWIDE CORPORATION ANNUAL REPORT 2020

4.4B people living in cities\*

6.7B people projected to live in cities by 2050\*

85% OTIS colleagues located outside U.S.

\*United Nations World Urbanization Prospects 2018

# with your local connections

A part of people's daily lives

We are local, everywhere. We operate through 1,400 branches and offices and maintain a local workforce in both metropolitan areas and community neighborhoods. We understand that trust is built on the knowledge and experience that can only be gained on the ground. Our 33,000 service mechanics are in the field talking with customers every day, making connections. We are their local elevator company.

**Xixi Centre**

With its dramatic curvilinear facade and reimagining of the Moon Gate found in traditional Chinese gardens, the Xixi Centre serves as a stunning gateway to Hong Kong's West Kowloon Cultural District, the city's new precinct for arts and culture. In keeping with its green design, the building features a dozen energy-efficient Otis Gen2 elevators from Otis. Gen2 systems with iKeyGo drives are capable of reducing energy consumption by 75% under normal operating conditions compared to conventional systems without regenerative technology.

Photo courtesy of West Kowloon Cultural District Authority

**Transforming daily life for urban commuters in Panama**

The Panama Canal remains among the world's most impressive infrastructure achievements. Now Panama has another landmark project: Central America's first metro system, built to relieve traffic congestion in Panama City and the western part of the country. The transit authority tapped Otis to supply nearly 300 elevators and more than 120 elevators to ferry passengers from street level to the train platform at more than 100 stations along Line 1 & 2 of the new metro system. We developed a special interface to integrate the Otis EMS Panorama® elevator management system with the metro's sign monitoring and control system to provide a single view of all operating systems, including the elevators and escalators.

OTIS WORLDWIDE CORPORATION ANNUAL REPORT 2020

# with your freedom

INVENTING THE FUTURE, TODAY

Our industry continues to be defined by Otis-inspired innovations. Our investments in research and development, along with investments in digital and strategic initiatives, have increased by approximately 60% since 2015. And we count among our 1,300 R&D engineers a growing number of software engineers, data scientists and experts in user interface (UI) and user experience (UX) design.

In 2020, amid the COVID-19 pandemic, our engineers quickly developed and advanced solutions to help customers prepare for the safe reopening and maintenance of their buildings, including touchless elevator technologies, purification products, and traffic-flow analysis and solutions to support social distancing. We also commissioned an independent academic study on elevator airflow, how it affects the risk of coronavirus transmission among passengers and how to mitigate those risks with science-based safety protocols. The study concludes that a short elevator ride represents a relatively low risk of exposure compared to several everyday activities – less than outdoor dining and comparable to a trip to the supermarket – when simple mitigation strategies are in place, including all passengers properly wearing a surgical-style mask and the installation of a common type of air purification system. To learn more, visit [www.otis.com/airflowstudy](http://www.otis.com/airflowstudy).

**~60%** increase in R&D and strategic investments since 2015

**3X** increase in U.S. patents granted in 2020 vs. 2015

**>200%** increase in new product releases since 2018

**Forefront Resort Casino pilots elevator voice and gesturing technologies**

Otis is partnering with key customers to pilot innovative touchless solutions. As part of its focus on a safe reopening plan, Connecticut's Forefront Resort Casino in the United States teamed with Otis to pilot the use of voice technology and gesturing to summon elevators and reduce guest touchpoints. Users can simply state their destination or wave their hand to call the elevator. Otis is also working with other customers to pilot and mature these technologies for use in apartment buildings, hospitals and other settings.