



Rich

theRichpartnership

## Aspective's Dean Carroll explains how Tx enabled him to create a professional, post event CD ROM in under an hour and then deliver it to 200 prospects in just 5 days.

TX was launched to the Microsoft Business Solutions channel just couple of days after a major Aspective prospect event. I had been promised great things by Chris Green, Microsoft's Partner Marketing Manager, so when so when I attended the Tx training session my mission (and expectation) was to learn how to create the post event CD ROM for mail out to all attendees.

Four hours later and I'm back at my desk, armed with Tx, my new knowledge and a plan to create an Aspective branded CD ROM. So I set about creating a menu system and pages containing:

- The presentation slides for our four key speakers
- A variety of product literature in PDF format
- Information and positioning about Aspective
- Three case studies (two PDFs and a video)

Once I've collated all the files I want to include, it's really easy to create the structure and pages I want, add Aspective's logo, colour scheme and contact details, then compile a master. Tx creates all the files I need and delivers them to a folder. I just have to burn them to disk to create an autoplay CD.

So the presentation is looking good, now I need the physical CD to match it. I ftp the presentation, our logo and the presentation title to Rich Partnership and three days later I receive 200 professionally printed CDs ready for mail out. The total time from arriving at the training to receiving the disks is four and half days.

Aspective is a market leader in a competitive space, so we are very deliberate about the way we present ourselves. **Tx has eliminated the time and cost involved to produce a CD ROM to the standard we require and, in doing so, has given us a valuable sales and marketing tool to add to our armoury.** We're now busy planning a number of Tx presentations that we can use throughout our sales activities.

**Key Facts**

**Tx enabled Dean to:**

- Create** a professional CD ROM with Aspective branding in less than an hour
- Include** all slides from the event, PDF product information and a video case study
- Deliver** 200 professionally printed CD within 5 days



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