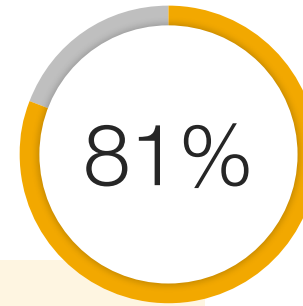




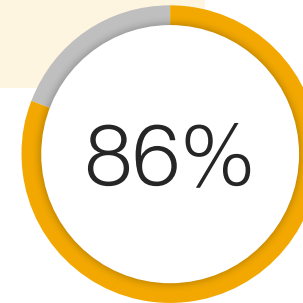
The Secret to Turning Prospects into Customers

How StoryOne, our proprietary storytelling platform, can steer tech buyers to your brand — and keep them coming back.

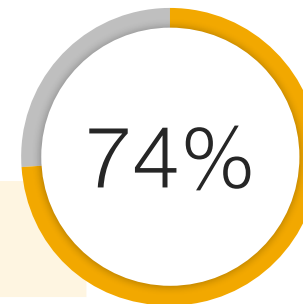
According to IDG:



of technology buyers conduct their own research online before contacting a vendor



of buyers find it challenging to locate high-quality, trusted information to help them make informed decisions



say they are more likely to consider a vendor who educates them through each stage of the decision process

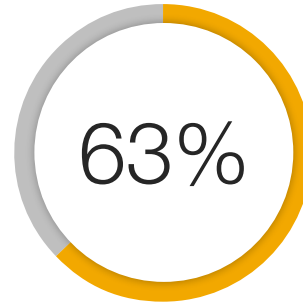
THE CHALLENGE:

Getting Technology Buyers to Take Action

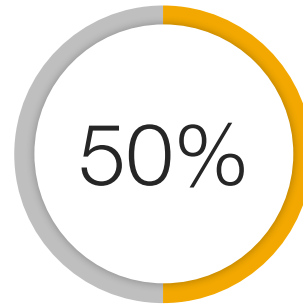
THE SOLUTION:

Give Buyers Memorable Content

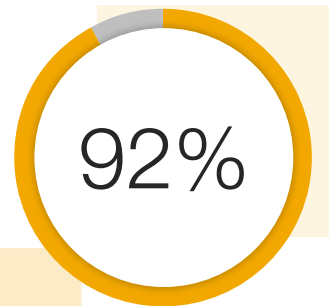
When buyers find outstanding content,
they are more likely to take action.



visit a vendor's website
or contact a vendor



participate in a product demo



share the information with peers

McLELLAN WRITING TEAM

For more than 25 years, we've helped global technology leaders deliver memorable stories across each stage of the buyer's journey. We do this through **StoryOne**, our **multi-step storytelling process**, that differentiates your company and influences technology buyers to choose your solutions.



We write for enterprises



We're trained storytellers



We understand technology



We capture the imagination of buyers



one team

working on

one proprietary

platform

to tell the

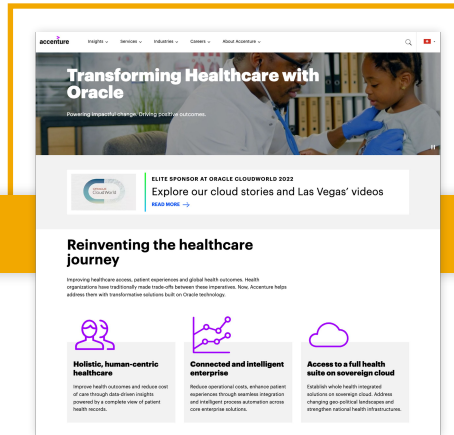
one story

that best captures your message

With StoryOne, we deliver carefully crafted stories...

SALES AND MARKETING
COLLATERAL

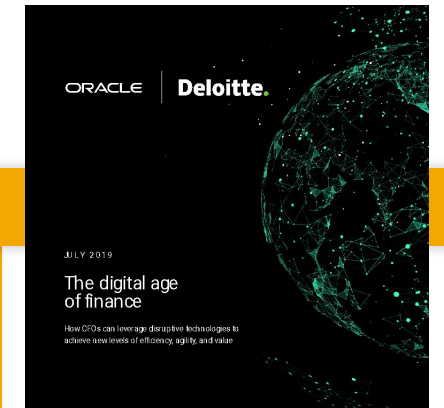
THOUGHT
LEADERSHIP



WEB

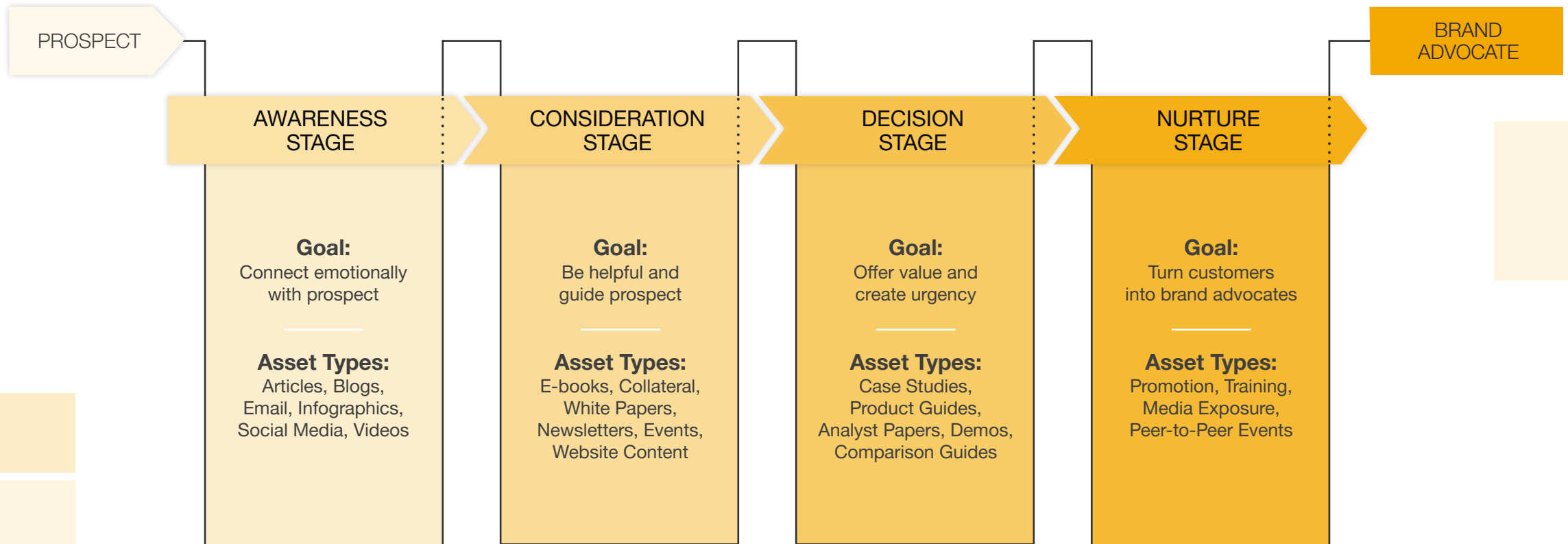


INTERACTIVE



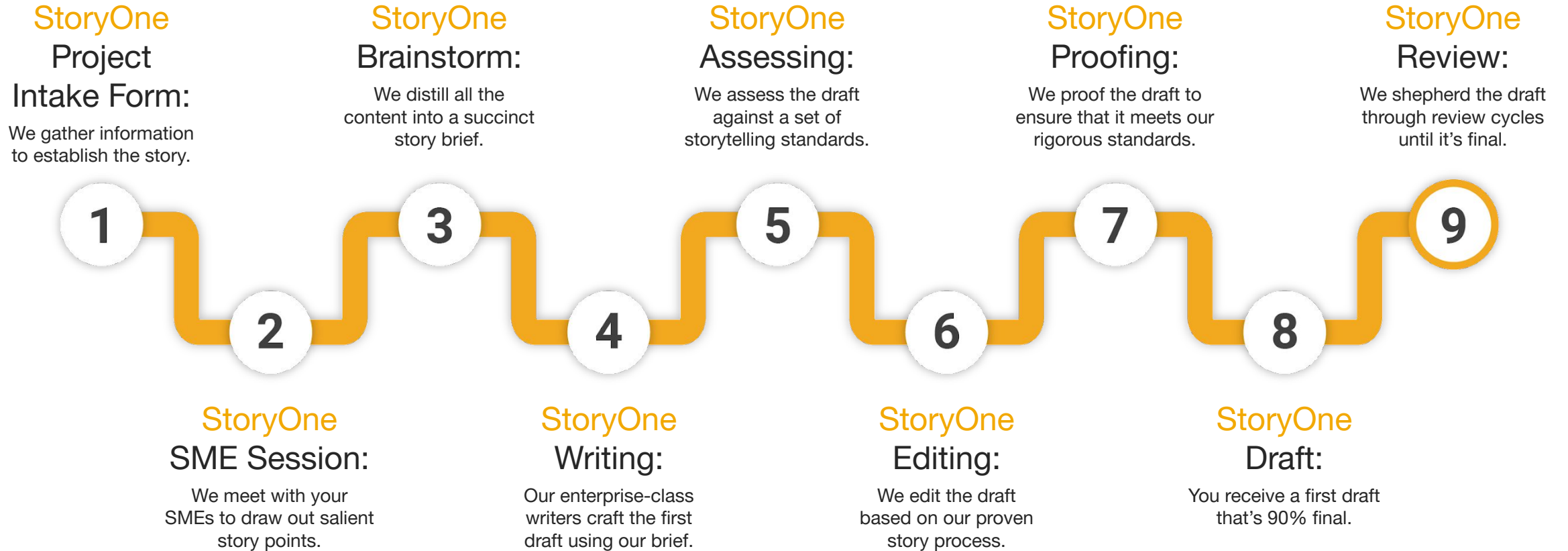
...across all customer touchpoints.

We use StoryOne to create unique content for each stage...



...helping prospects make informed decisions.

How StoryOne works...



...to tell your best story.

Our unique StoryOne platform is:

PROVEN

Our continuously tested process has been refined **over 25 years** by a team of storytelling experts

EFFECTIVE

Your custom content **stands out** from that of your competitors

POLISHED

We deliver assets that are **90% final** on first draft so you can move quickly on opportunities

SCALABLE

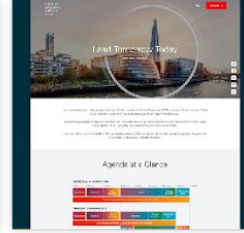
We create insightful, distinct **stories that scale** across multiple assets and campaigns

PERSUASIVE

Our carefully crafted narratives draw technology buyers to **your solutions**

Build Your Best Content on StoryOne

No one understands the power of storytelling like we do. We can develop, create and manage multiple campaigns across your organization to drive consistent messaging — and capture the attention of prospects with your best stories.

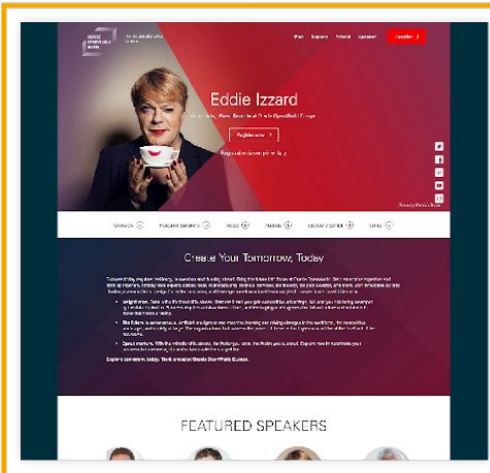


Dream Big

Success belongs to those who get certified



Today's Tax Challenges Demand an Integrated Approach



Warming Up to the Cloud:

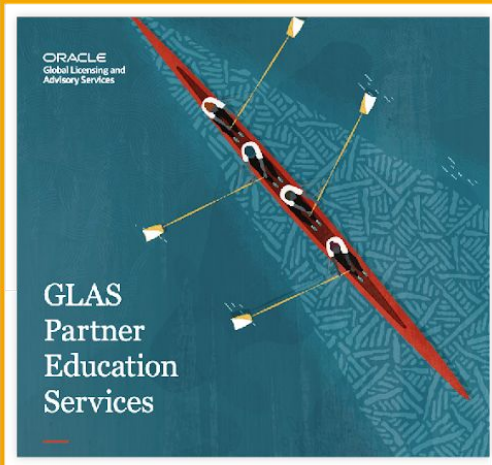
How CFOs Can Play a Critical Role in Communicating the Business Value of Cloud Adoption



Transform your future with Capgemini and Oracle



GLAS Partner Education Services





Enterprise Storytellers for the Digital Age

 541-488-2270

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