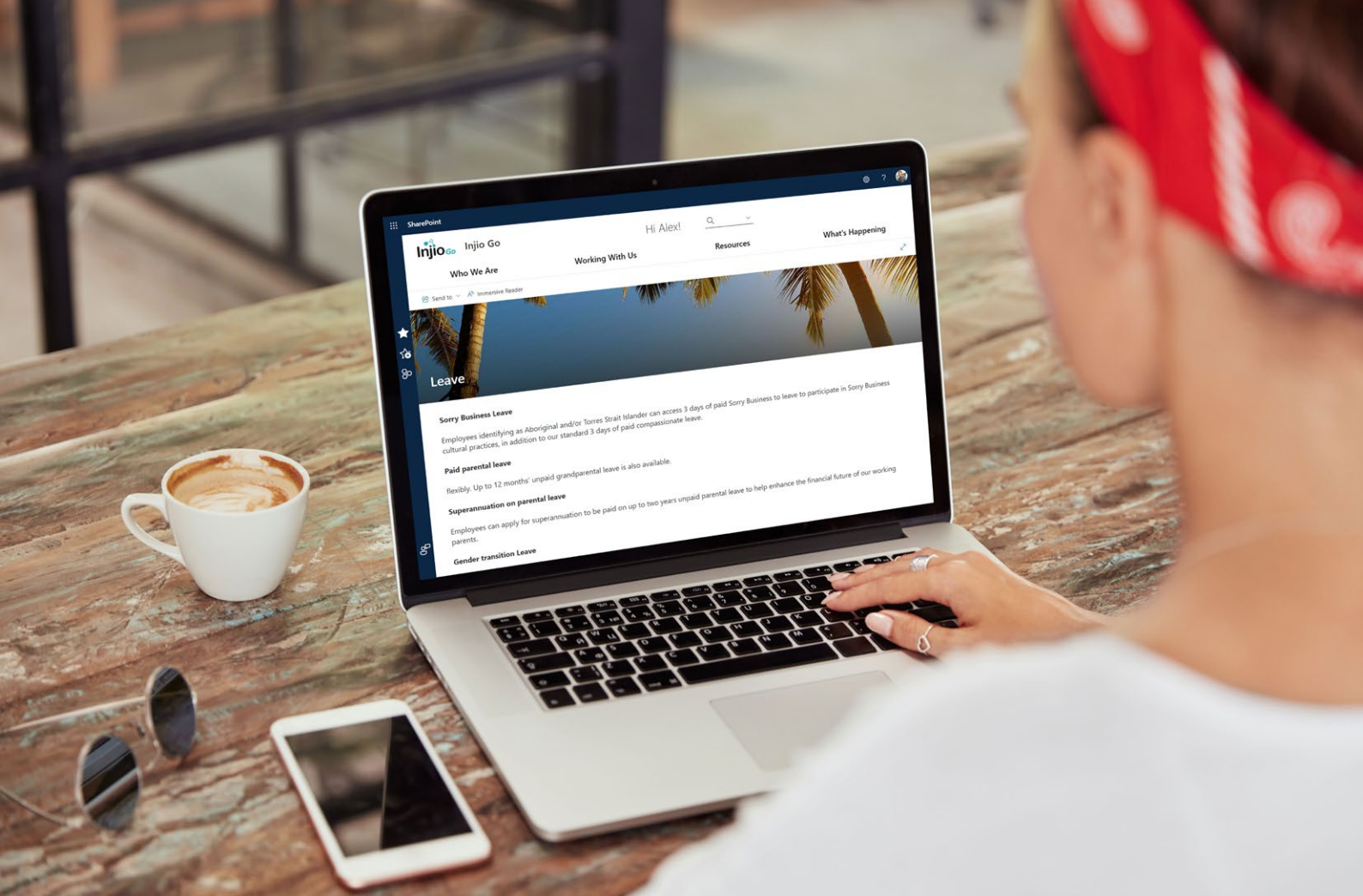




MARKETING BRIEF

Information and Resources
to sell Injio Go



1. Who needs Injio Go?

Injio Go was built for organisations employing between 20 and 200* staff who are looking to streamline their document management & internal communications and help their teams be more productive. They should be running Microsoft 365, use SharePoint for document storage and ideally have their employee information in Active Directory.

* Organisations with fewer than 20 staff might not yet need an intranet and organisations with more than 200 staff are likely to require a more comprehensive and tailored solution.

2. Why would they want it?

Small businesses often experience challenges with keeping their documents organised and setting up the systems and processes they need to support productivity and growth. Often pre-built intranet products are complex and expensive, requiring too many resources to build and manage.

Injio Go offers a **simple, affordable, modern intranet and document management platform** for SMEs. It is fast to install and easy to maintain.

Injio Go delivers **easy access to resources**, templates, policies and people, providing a single source of truth. It is an efficient way to share updates and internal communications and build connection between remote & hybrid staff.

It is built on best of breed SharePoint architecture, ensuring scalability and security. Over 12 years of development, research and refinement are incorporated into Injio Go. The people who built it - WebVine - are intranet experts.

Users can **access Injio Go from anywhere on any device**, including via Teams.

Here are some of the typical problems Injio Go solves



Single doorway to the organisation



A simple, searchable access point for essential documents



Communications hub



Home for policies and procedures



Platform to build organisational culture

3. Sales Process

Selling Injio Go is easy! When you identify a client that could benefit from a cost-effective, modern intranet, we recommend the following process:



1. Site Demo

Show them Injio Go! It's the best way to explain what it is and how it can help them.

WebVine will take you through the site first to help you understand what it does and how to get around. We are also happy to present directly to your clients if you prefer. Before you present the demo site to your clients, we recommend you spend 15 minutes getting to know the site menu and pages for a smooth demonstration experience. Please note, not every single page has content, so you will not be able to click on all the links.

WebVine will provide a demo environment for you to present to clients. This demo site is located within our Microsoft 365 environment so you may experience some teething problems getting access while you are logged into your M365 tenant. We recommend setting up a new Google Chrome browser profile for fast and easy access. Please see Appendix for instructions.

Here is our recommended run sheet:

MODULE	DETAILS/BENEFITS
1. Homepage	<ul style="list-style-type: none">• Introduce Injio Go: a comprehensive SharePoint intranet designed for small business.• Highlight the home page modules as per items below.
2. Mega menu	<ul style="list-style-type: none">• Main menu available from any page• Quick access to view & visit pages• Easy to update
3. Search	<ul style="list-style-type: none">• Search all of SharePoint for documents, resources and people• Multiple filters, refiners and preview pane for ease of use
4. News	<ul style="list-style-type: none">• High-impact space for internal communications• Scrolling carousel displays top news items• Staff news, industry updates and announcements• View all news stories with the “See all” link
5. News ticker	<ul style="list-style-type: none">• Scrolling messages for current announcements• Fast to update
6. Calendar	<ul style="list-style-type: none">• High-impact space for internal communications• Scrolling carousel displays top news items• Staff news, industry updates and announcements• View all news stories with the “See all” link
7. Link cluster	<ul style="list-style-type: none">• Help users find resources and websites• 100% editable

MODULE	DETAILS/BENEFITS
8. Image Gallery	<ul style="list-style-type: none"> • Build culture and celebrate the good times • Pictures from team events, social gatherings and conferences • View on the home page + dedicated Image Gallery page • Users can like and comment
9. Staff Directory	<ul style="list-style-type: none"> • Find and connect with colleagues easily • Automatically populated from Active Directory
10. Content pages	<ul style="list-style-type: none"> • Easy to use templates allow clients to create content pages for company information: history, values, leadership team etc • Examples of pages to show include Staff Milestones, Leadership Team, Onboarding, Employee Handbook
11. Policy & Document hubs	<ul style="list-style-type: none"> • Single source of truth for policies and procedures • Easy to find, presented clearly • Search, multiple filters, refiners and preview pane for ease of use • Two options are available for the Document Hub: the base module and a more sophisticated option that will require some consulting hours to set up.
12. Magic Links	<ul style="list-style-type: none"> • Link available in left hand pane of every page • User can bookmark important pages, people and documents • Click and drag to reorganise, click on link name to change colours and labels • System / apps links to help users find external systems

2. Follow up

Follow up with an email and the Injio Go brochure to remind your client of what they have seen and allow them to discuss it internally.

Some example text you might use:

Dear <name>,

Thank you for your time today, I hope you enjoyed being introduced to our new intranet platform, Injio Go. We are really excited about this product as it is based on a proven enterprise platform, delivering similar functionality at an affordable price point.

Please see attached a summary sheet with the main points. I will follow up with you in a few days to answer any questions you may have.

Kind regards
<name>

2. Objection Handling

Please see FAQs and potential questions below

3. Launch

Installing Injio Go is fast and easy:



WebVine will manage the deployment, provide training materials and support (green items). The client is responsible for intranet configuration and content, (blue items) potentially with your support.

4. Sales Materials

WebVine has been selling intranets for more than 10 years. Our professionally produced marketing materials will help you communicate the benefits of Injio Go.

1. Marketing Brief and FAQs (this document)
2. Injio Go Brochure
3. Injio Go Demo site
4. Injio Go Demo video (In progress)
5. Injio Go proposal
6. Monthly updates – tips, resources and platform enhancements

5. FAQs & Objection Handling

Your clients will probably have questions about how Injio Go works. Here are the most frequent questions and answers:

1. Do Injio Go users need a Microsoft Licence?

Yes. To use Injio Go, the client must have already purchased a set of Microsoft 365 licenses that includes SharePoint for each of their employees. Injio Lite does not support Microsoft guest access.

2. How is it installed?

Installing Injio Go is fast and easy. We will send an email with a link to the installation portal. The client will then log in using client's global Microsoft admin credentials and enter the website address of where the intranet will be installed (eg. <https://<Company>.sharepoint.com/sites/intranet>).

And that's it! Once Injio Go has been installed, you can go in and update the content and design.

3. I don't know how to use SharePoint

There are three ways to respond to this depending on the capabilities of your client/your team:

- 1. Some technical ability:** SharePoint modern is an intuitive platform, and we will provide a comprehensive manual to help you add your branding \ and colours, create pages, tweak modules and update images.
- 2. Minimal technical ability + you want the work:** We are happy to assist with the set up and population of your intranet, I can put together an estimate for this work.
- 3. Minimal technical ability + you don't want the work:** The creators of Injio Go can assist with this.

4. Why can't I just build my own intranet in SharePoint?

While creating pages in SharePoint modern is straightforward, building an intranet is a more complex process and many of our clients simply don't have the time or expertise to get it done in a reasonable period of time. There is also the challenge of integrating your Active Directory and documents plus search refiners and social capabilities. The likelihood is you will either just never get to it, or you could potentially put something together but not be 100% happy with it, and then getting your staff to use it would be challenging.

5. Where does it sit? Will I lose my data?

Injio Go sits 100% within the client environment and is underscored by Microsoft's robust, secure and innovative infrastructure. Your data remains yours even if you stop using Injio Go.

6. Who will provide support if something goes wrong?

If you experience issues using your new intranet, the first port of call is your IT Service Provider. If the issue turns out to be on the Injio Go platform, WebVine will resolve the issue and release an update in collaboration with each client and their IT Service Provider.

7. Who built Injio Go?

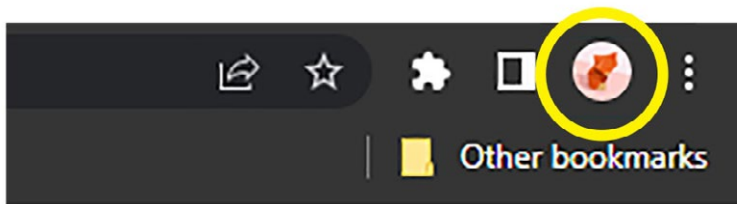
Injio Go was designed and built by WebVine, an Australian SharePoint and Microsoft 365 consulting company. WebVine have been delivering intranets to organisations within Australia and internationally for more than 12 years. Injio Go is based on a more comprehensive intranet that is used by larger organisations such as Richard Crookes, Kennards, Auckland University of Technology, Hearing Australia, Santos and City of Ryde council.

Appendix

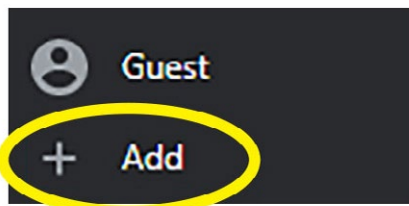
Accessing the Injio Demo site will require you to access a Microsoft tenant outside your existing login. We find the best way to do this is to create a new browser profile to adopt a new login persona quickly and easily.

How to create a new Google Chrome profile

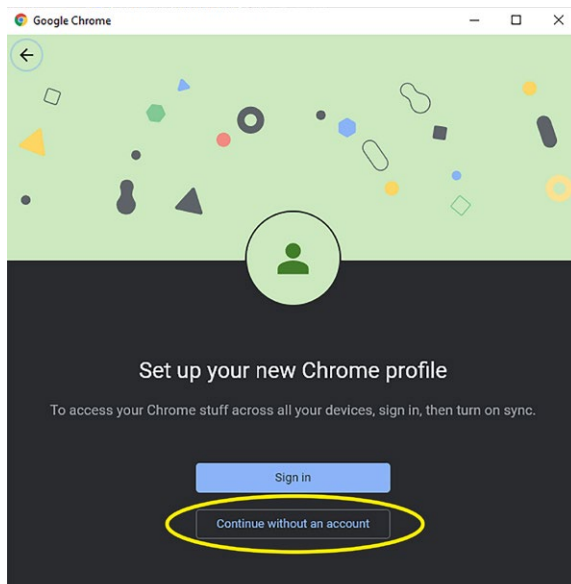
1. Open Google Chrome browser
2. Click the profile icon at the top right corner



3. Click 'Add'

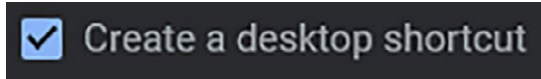


4. Click 'Continue without an account'



5. Name the profile **'Injio Go Demo'**

Note: This will create a shortcut on your desktop by default. Un-check the box if not needed



6. Click **'Done'** to complete set up.

7. Now you are logged in as your new profile, you can use the provided credentials to access our demo site:

<https://webvinedemo.sharepoint.com/sites/InjioGo>

If you have any problems with this process or with accessing the Injio Go demo site, please contact WebVine immediately.