

Model N Website Persona — High Tech

High Tech pages of Model N website copy targets, in this order:

1. VP/SVP/EVP of Worldwide Sales, top salespeople, managers/directors of sales and/or operations.
2. C-Level executives at semiconductor companies: CEO/CFO and those under the Head of Worldwide Sales.
3. Sales operations—lower level employees that report to salespeople.

“Decide” and “Be Successful” pages should be more focused on the C-Level executive experience.

Deeper pages with greater detail/more links and content resources target lower-level employees who need to gather information before approaching C-Level executives to take action.

Key issues, pain points and solutions: (need more from Kin here)

- Look at the opportunities you're missing!
- Money left on the table

Competitors:

- Homegrown Consulting
- ?

Key differentiator vs. competition:

Homegrown Consulting and others are single point solutions. Model N is an end-to-end solution for top semiconductor companies. Model N offers depth and breadth.

Who downloads Model N assets and what are their titles/levels?

- Depends on the asset
- Whitepapers: All audiences
- Data sheets: Salespeople, generally not CEOs