



OVERLAND AGENCY

"WE WERE LOOKING FOR A HIGHLY CREATIVE WAY TO SHOW CUSTOMERS THAT WE HAVE THE EXPERTISE TO DESIGN THE RIGHT MIX OF SOLUTIONS AND ACCESS TO FIT EVERY UNIQUE BUSINESS. OVERLAND CREATED AN INNOVATIVE DEMO THAT SHOWCASES OUR OFFERINGS AND SPEAKS TO THE NEEDS OF OUR TARGET CUSTOMERS."

-MICHELLE DAVIS, DIRECTOR OF MARKETING, NEW EDGE NETWORKS

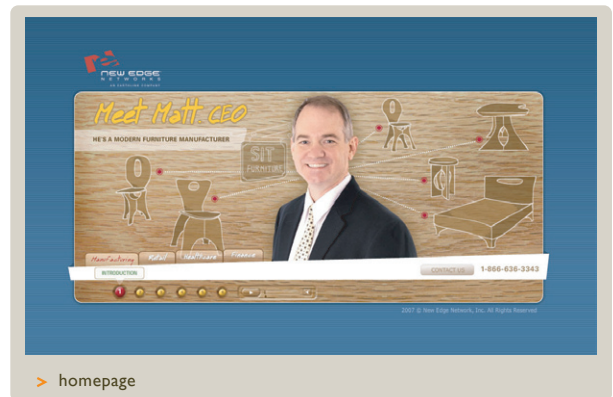
New Edge Networks Demonstration

CLIENT: New Edge Networks (NEN) is a wholly owned subsidiary of Earthlink, Inc. (NASDAQ: ELNK), and a leading provider of private IP network solutions. Through its nationwide network backbone, New Edge uses various technologies to provide high-speed connectivity to businesses. NEN is known for its unparalleled customer service, and for being a single-source provider of network solutions to companies of all sizes and industries.

CHALLENGE: NEN was looking for an innovative way to showcase the depth and benefits of their suite of network solutions, and at the same time, enhance their brand against larger network competitors. They also wanted to target medium-sized enterprises looking for the speed, security, and reliability of private networks. Impressed by a proven track record of award-winning interactive work and brand building, NEN partnered with the Overland Agency to devise a new strategic approach for their sales effort.

SOLUTION: Overland successfully scripted, designed, and built a unique, Flash-based product demonstration that NEN salespeople can use on the road, at trade shows, and on their website. The demo features the entertaining yet informative situation of a fictitious company, "Sit," a mid-sized modern furniture manufacturer. Viewers learn how NEN's solutions address the needs of their CEO, and solve the network issues felt by each member of the management team: IT, operations, and sales.

RESULT: The result is an innovative, interactive Flash-based product demo that is visually alluring, unique to the industry, and allows customers to quickly see how NEN uses MPLS (multiprotocol label switching) technology to bring all the network pieces together for a typical mid-sized company. The demo is also a brand-building tool that positions the company as a single-source provider, and helps the sales force compete on cost of ownership, efficiency, and better customer service and project management.



> homepage



> www.newedgenetworks.com/_apps/ipstory.html

"THE STRATEGY BEHIND THE FLASH PIECE WAS TO SIMPLIFY THE SALES PROCESS AND ENHANCE THE BRAND AGAINST LARGER COMPETITORS. THE INTERACTIVE DEMO SHOWS THAT NEW EDGE HAS A LARGE NETWORK AND A COMPREHENSIVE PRODUCT SUITE THAT'S RICHER—PROVIDING GREATER VALUE THAN THEIR GLOBAL COMPETITORS."

-ARVE OVERLAND, CEO AND EXECUTIVE CREATIVE DIRECTOR, OVERLAND AGENCY



This project won:

2007 W3 Awards Silver Winner