

CONTENT REQUIREMENTS

Please provide Fishbowl with a high resolution company logo suitable for print (300 dpi in either jpeg, tiff, png or preferably, in vector format (a native Adobe Illustrator or other vector program file) and at least 3" minimum size. Also, please provide (if possible) a high resolution photo(s) of the company executive(s) and the working environment.

EXECUTIVE SUMMARY

COMPANY:

Company Name
url of company web site

PRESIDENT/FOUNDER:

Name of President/Founder or CEO (or individuals if there is more than one)

INDUSTRY:

State the industry the business is in

BUSINESS CHALLENGE:

List a few bulleted items such as:

- Cut time and expense from operations
- Meet an important manufacturer's requirement
- Find one software solution to meet all business or warehouse requirements
- Any other unique problem or challenge that Fishbowl may have helped solve

SOLUTION:

List the Fishbowl solutions used to solve the business challenges, such as:

- Fishbowl Inventory (or FB with Manufacturing)
- Fishbowl EZ Connector
- Fishbowl as a Stand Alone Application

RESULTS:

List several bulleted items of results from the Fishbowl solution, examples:

- Saved the company time & expense or other significant savings
- Streamlined processes and procedures
- Eliminated the need for separate third-party software applications
- Eliminating double entry
- Fishbowl allowed the company to stay on QuickBooks
- Any other unique results that helped the company

Recommended content should include these items:

1. **Company Introduction:** What do you do, what is the nature of your business, what industry are you in and any other information you may feel is relevant. **Recommended Section Word Count: 150**
2. **Business Challenge:** What were you trying to fix or overcome, what were you trying to improve, what changes were you trying to implement. **Recommended Section Word Count: 200**
3. **Solutions Overview:** List the Fishbowl solutions used to meet these business challenges. May be things like Fishbowl Inventory, fishbowl Inventory with Manufacturing, Fishbowl Mobile Warehouse, bar coding hardware or Point-of-sale hardware etc. Give us some details about how these solutions were implemented. **Recommended Section Word Count: 250**
4. **Business Benefits/Results:** Give us some details about how the company benefited from the Fishbowl solution; time and expenses saved, processes streamlined, efficiencies gained, eliminated duplication, certifications earned, etc. **Recommended Section Word Count: 300**
5. **Executive Summary:** See guidelines in gray sidebar.