



METRICS-RICH CASE STUDIES ENERGIZE SOLYNDRA FINANCIERS

HIGHLIGHTS

Challenges

- Develop customer case studies as proof points for financiers
- Present new technology for non-technical readers
- Highlight advantages over competing solutions
- Develop customer profiles for S1 SEC filing
- Deliver to turn-on-a-dime deadlines

NAVAJO Services

- Program management
- Writing
- Design and graphics production

Results

- Ramped up in-house content knowledge and program management within days
- Delivered five stories within three weeks
- Articulated complex messages in simple words
- Created team collaboration Web site

Showcasing customers

In a nascent industry, real customer examples are a powerful business development tool. They can also be especially cost effective, delivering more returns on marketing dollars than most other high-profile campaigns.

The solar power industry is a good example of where this testimonial approach works well. Take the case of Solyndra, a Fremont, California-based manufacturer of photovoltaic systems for the commercial rooftop market. Its proprietary CIGS cylindrical module and thin-film technology competes fiercely with crystalline silicon solar panel solutions.

With existing and potential financiers pressing for proof points, Solyndra needed real customer examples to make the case that its technology offers the lowest total system cost per watt and the highest kilowatt hour production per rooftop. And it needed these case studies in short order.

Responding quickly, NAVAJO completed all vendor agreements within 24 hours of being approached by Solyndra. "I like your speed," was the response from Solyndra's marketing director. Intensive briefings with the company's marketing and business analytics team followed. In the meantime, NAVAJO's account team got busy scheduling interviews with US and international clients, often outside regular business hours, providing translation services when needed.

NAVAJO ramped up its content expertise and program management within days to deliver detailed, metrics-rich case studies and customer profiles.

Measuring ROI

Quantifying returns on new technology investments can be difficult and customers often hesitate to do so. NAVAJO writers are familiar with this challenge, however, and over the course of conducting hundreds of interviews have honed the art of helping customers come up with valuations that pass legal scrutiny.

Before speaking with Solyndra's customers, NAVAJO writers interviewed its integration and installation partners to gather background information. Well prepared with rough calculations, they then interviewed customers and were able to demonstrate how the business benefits derived from the Solyndra solar panel installations could be quantified.

NAVAJO's success in extracting important ROI metrics and quick turnaround of customer approvals surprised even Solyndra experts. The global market analytics manager at Solyndra noted: "I was really impressed with the way NAVAJO conducted the interview—it showed you have done your homework on the photovoltaic industry and Solyndra specifically."

Rising expectations

With the first three case studies completed, Solyndra enlisted NAVAJO to create shorter customer profiles to be included with the company's S1 filing with the U.S. Securities and Exchange Commission (SEC), ahead of its original initial public offering. NAVAJO created a one-page profile that succinctly describes the customer's project and captures the business value.

Next, Solyndra asked NAVAJO to design a template for the layout of the case studies. The new template reflects the company's key brand values—innovation and efficiency. Printed case studies are planned for use in customer presentations and at trade events.

Profitable investments

As the case studies proliferate among Solyndra's sales team, the positive feedback has enabled management to provide additional funding for these deliverables. Senior executives are using the case studies in their business presentations. Customers and business partners too have welcomed these as tools they can use for business development and media outreach.

As Solyndra invests in its future with new manufacturing facilities, it has found an able marketing partner in NAVAJO—one who understands its technology and market.

For more information about NAVAJO, visit www.navajocompany.com



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