



advertising



sales literature



sales literature

<input type="checkbox"/>	advertising
<input type="checkbox"/>	direct mail
<input type="checkbox"/>	packaging
<input type="checkbox"/>	sales literature
<input type="checkbox"/>	stationery
<input type="checkbox"/>	trade shows
<input type="checkbox"/>	user interface design
<input type="checkbox"/>	web site

## Telekol Corporation Marketing Communications

[www.telekol.com](http://www.telekol.com) (now part of [www.nokia.com](http://www.nokia.com))

### The Challenge

Telekol manufactured voice mail hardware and had begun to venture into computer telephony integration (CTI) turnkey software/hardware products. The new product line would require opening a new sales channel directed at computer networking and systems integration value added resellers (VARs).

### Solution

Ms. Heydecker worked with Telekol to develop a cleaner corporate identity and tag line, then designed, wrote and produced all product identity, packaging design, advertising, direct mail activities, sales/marketing collateral, public relations activities, trade shows, and web site development, all developed internally. Ms. Heydecker also designed, wrote and produced the technical documentation suite for IntegraX product line. The suite included Technical Reference Manual, System Administrator Guide, and User Guides.

Jeanne also designed portions of the software user interfaces, icons and splash screens.

Ms. Heydecker produced and launched the IntegraX™ CTI product line and a new VAR-Connect sales channel targeting network and systems integrators. This product line attracted Nokia, who eventually purchased Telekol for USD \$56 million in 1999.



product launch presentation



direct mail



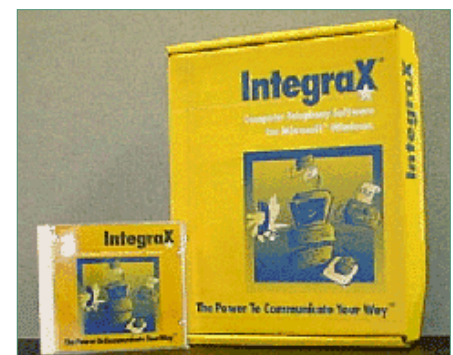
user interface design



sales literature



packaging



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