# A Software Company Creative Brief for Supplemental Icons

**Agency/Graphic Designer:**      A Design Firm

**Agency Phone:** （888) 888-8888   **Fax:** （888) 888-8888 **Email:** lead@adesignfirm.com

**Agency Address:** 888 Camino Real, 2nd Floor, San Jose, CA 94583

**Project Summary:** *Clear, concise description of project – keep brief.*

The development of 5 new icons to the A Software Company's existing set of visual icons used in presentation and print content.  These icons should be consistent in look, feel, and tone of the base icon set previously developed.

**Target Audience:** *Whom are you trying to attract?  Be specific.*

A Software Company's presentation and print content reaches both business as well as technical audiences.   These icons are normally used in technical descriptions and discussions of the product suite.

**Key Messages:** *One or two key "thrusts" – those most important to the project's success.*

Not applicable.

**Key Benefits:** *What's in it for the audience?*

Not applicable.

**Background/Competitive Positioning:** *Briefly discuss the competition, market realities, obstacles, etc.*

Not applicable.

**Communication Strategy:** *Indicate any specific elements to be included (logos, key visual images,key words and phrases, key contact information, specific internet links etc.)*

These icons will be used in presentations (PowerPoint) and print illustrations (brochures, white papers, etc.).  These icons should share the same look, feel, and tone of the base set of icons originally developed.

**Desired Message Tone:** *How do you want the message perceived -- creative, fun, warm, active?*

Not applicable.

**Project Timeline:** *Indicate major milestones.*

Brief team on the five icon concepts (week of November 7$^{th}$)
Creative development (week of November 7$^{th}$ and November 14$^{th}$)
Creative revisions (week of November 14$^{th}$ and November 21$^{st}$)
Final layouts, copy, mechanical files (week of November 28$^{th}$)

**Anticipated Budget:**

$1,500 - $2,200 as stated in the signed proposal

**Other:** *Add any key information not covered under the above items.*

Each icon creative will be discussed below:

1. **Web services:**
   - Definition:  Web services are programmatic, application services described with the Web services standard WSDL.
   - Background: The Web service definition language (WSDL) which defines how Web services are described focuses on descriptive name, inputs, and outputs for the operations that compose a service.   The programmatic functionality of the Web service is not exposed.  Web services are often components of business services (for which we already have an icon) and are developed on top of the information assets (for which we also have icons).
   - Use: Web services are both consumed as well as produced by A Software Company CAP.  Web services are one type of "raw" material (often sourced from existing applications) that can be consumed in A Software Company Studio.  A Software Company Studio also enables the creation of business services that can be exposed externally from A Software Company Studio as Web services.   Web services produced by A Software Company Studio are deployed via the Server.

2. **Business processes:**
   - Definition:  Business processes are multi-step processes that drive business activities.
   - Background:  Business processes orchestrate a set of tasks to deliver a completed business activity.   They are composed of individual tasks (steps) that are connected together to produce a flow from inception to completion.  In our market, there are tools that use Web services as the mechanism to represent individual tasks (steps).  These tools connect the Web services together (sometimes with logic in between).  Runtime environments then support the execution of these business processes step-by-step.
   - Use: A Software Company Studio doesn't really support the creation of business processes.  Instead, A Software Company Studio works with Web services as they represent a component (step) of a business process.  We say that A Software Company Studio can accept (import) a set of Web service definitions (where the Web service definition represents one step in a business process and where the programming detail that makes the Web service actually work does not yet exist).  Using Studio, a developer can then implement the behavior of those Web services (business process steps).   These Web services (steps) would then be exported for use in the business process modeling tool – where the real orchestration (connection and sequencing) takes place.

3. **Embedded user interface for deployment:**
   - Definition: A composite application (including user interface) that is deployed so that it is invoked by a host application.  The composite application user interface is presented as if it was part of the host application.
   - Background:  Knowledge workers have specific roles in a company – customer support, customer service, order entry, sales management.  They tend to have one host application where the majority of their work is done (Siebel, SAP, salesforce).  However, they may also rely on information and access to other applications to supplement the main system to do their job.  Since the knowledge worker has one main application, they would benefit from having the sub-functionality they need from the other systems present in their host application.  This is what composite applications do.  They deliver integrated access to a variety of applications.   In order to be most productive, the composite applications are developed to look like the main host application, and using hooks made available by the main host application, are embedded so that they appear to be a seamless part of the host application.
   - Use: Composite applications created in A Software Company Studio are developed to have a look and feel similar to the main host application.   They are deployed using one of the client deployment options.  Then development work is done in the host application so that it can invoke and interact with the composite application.

4. **Business services:**
   - Definition:  A Web service that is defined in terms that are well understood by the business.  These business services represent activities that support the business and business processes.
   - Background:  Today, many of the Web services that programmers are defining relate to the programming world.   They solve programming problems (sort array) and are defined in cryptic programming language.  These programmatic Web services become the components for more business-oriented services (get customer list).  Business services can be Web services themselves (described using Web Service Definition Language).   However, their use is farther reaching as they bring both programmers and the business together using a common language which aligns with the business and business activities.
   - Use:  One focus of the A Software Company CAP is the creation of business services.   Business services are developed from Web services and other services imported via KPs into A Software Company Studio.  The process of refinement takes the native, imported services and aggregates them, updates them, enhances them so that they now form business services.   Refinement is done automatically with KPs and manually by developers in A Software Company Studio.   We already have an icon for business services as they are created and reside in the A Software Company Studio environment.  We want a new icon which shows business services that are exposed as Web services for deployment.   This new icon will probably share some of the same characteristics as the Web services icon in #1.

5. **Third party tools:**
   - Definition:  Third party tools are application development, business process modeling, UML modeling, user interface creation, composite application assembly tools, deployment management that are not sold by A Software Company.
   - Background:  Web services exported by A Software Company Studio can be consumed by third party tools.   These third party tools would be used because developers have familiarity with them and because the tools perform functions that A Software Company does not perform.
   - Use: Business services created and refined in A Software Company Studio would be exported as Web services.   The third party tools would import the Web services and use them for the purposes their tool was designed for.   Some of the complementary/competitive functions that third party tools perform include:  complex user interface design, business process modeling, composite application development, and Web service deployment management.

**Prepared by A Software Company :**
_____**Date:**_____

**Accepted by:**
**Agency/Graphic Designer Signature:** _____

**Title:** _____

**Date:** _____