Ultrastar Edge Message Map

Product Essentials	
Product Name (w/legal marks)	Western Digital Ultrastar® Edge
Product Category	Edge server
Product Title & Description [32 characters]	Ultrastar® Edge Transportable Edge Server

Product Overview	
Product Description [10 words] (What it is)	Ultrastar® Edge Transportable Edge Server
Headline – Emotional [6 words] (Create an emotional connection)	Extreme Performance at the Edge
Headline – Functional [10 words] (Product feature/use-case)	Extend Your Field of Operation
Short Copy [25 words]	The Western Digital Ultrastar® Edge high-performance server lets you make better decisions faster by deploying analytics right where the data is generated.
Medium Copy [50 words]	Your operations depend on rapid access to good data. The Western Digital Ultrastar® Edge high-performance server lets you make better decisions faster by deploying remote data capture and analytics right where you need them. Now you can process data close to where it's generated, reducing latency and giving your organization a tactical edge.
Long Copy [100 words]	Your operations depend on rapid access to good data. The Western Digital Ultrastar® Edge high-performance server lets you make better decisions faster by deploying remote data capture and analytics right where you need them. This high-performance edge server delivers data center cloud-like services where a network connection might be expensive, intermittent or even non-existent. Now you can process data close to where it's generated, reducing latency and giving your organization a tactical edge. The included robust, wheeled travel case and a rail kit make the Ultrastar Edge easy to transport and install. A militarized and ruggedized version, Ultrastar Edge-MR, is also available.

Campaign Funnel – Awareness	
Goal: Create an emotional connection and introduce product for the first time without referencing features	
Touchpoint examples: TV, OOH, Digital High Impact, Social, Print	
Product Headline Options	Gain a Tactical Advantage

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Optional Sub-head	Extend your field of operation

Campaign Funnel – Consideration

Goal: Educate by drilling down into the product's features and functional benefits, convince them to buy
Touchpoint examples: In-store displays, POP, Campaign landing page, Amazon power pages, Social, Influencers/Spokespeople, SEM, Digital Video/Sizzle
Re-Targeting: SEM, Web banners, Digital Video

Product Headline	Extreme Performance at the Edge
Optional Sub-head	Extend Your Field of Operation
Above the Fold Bullets [no more than 6] (Emotional, Functional features + Tech specs)	- Deploy extreme performance and low latency anywhere with 40 CPU cores and 512GiB* of memory. - Tackle data-intensive operations with a graphical processor unit powerful enough for AI/ML tasks. - Collect and analyze critical data at the point of generation with over 60TB of NVMe™ flash storage. - Get faster insights into data with high-performance 100GbE networking. - TPM 2.0 encryption gives you added security for your sensitive and operation-critical data. - Transport across remote environments with the included robust case with wheels plus a rail kit.
At A Glance Bullets (below the fold; for A+) [no more than 6]	- Extreme performance with 40 CPU cores and 512GiB* of memory - Powerful GPU for AI/ML tasks - Over 60TB of NVMe™ flash storage - High-performance 100GbE networking for low latency - TPM 2.0 encryption for added data security - Included rack-mount rail kit and wheeled case
Feature Modules [Ideally 6] (Emotional, Functional features + Tech specs)	**Deploy performance anywhere** Featuring 40 CPU cores and 512GiB* of memory, the Ultrastar® Edge server delivers extreme performance and extremely low latency right where you need them most.
	Perfect for complex jobs Tackle data-intensive operations with a GPU powerful enough for artificial intelligence and machine learning (AI/ML) tasks.
	Huge capacity for more flexibility Collect and analyze critical data at the point of generation with over 60TB of NVMe™ flash storage.
	Get faster insights into data Close the gap between your operations and the edge with high-performance 100GbE networking.
	Built with security in mind Trusted Platform Module (TPM) 2.0 encryption gives you added security for your sensitive and operation-critical data.
	Transportable for tactical deployment The included robust transport case with wheels make it easy to take the server with you to remote locations.

Ultrastar Edge Message Map

SEM – Search Ad [THEME]	Extreme Performance at the Edge Ultrastar® Edge Server
SEM – Search Ad [THEME]	Extend Your Field of Operation with Ultrastar® Edge Server
SEM – Search Ad [latency]	Close the Gap with Ultrastar® Edge Server
SEM – Keywords Branded	Ultrastar
Non-Branded	server, edge server, edge, server case, low latency

Campaign Funnel – Purchase/Conversion

Goal: Convince to buy and make the path to purchase seamless; sales language
Touchpoint Examples: E-commerce, Email, Digital Display, In-store displays

Product Headline	Extreme Performance at the Edge
Subheads	Extend Your Field of Operation
Email Subject Line	Make better decisions faster with Ultrastar® Edge high-performance servers
Email Snippet	Because your operations depend on rapid access to good data
Calls-to-Action (CTAs)	• Shop Now • Buy Now • Get an Edge
Design Mandatories (Visual Direction)	

Legal Copy

Disclosures/ Footnotes	* One gigabyte (GB) is equal to 1 billion bytes and one terabyte (TB) is equal to one trillion bytes. One gibibyte (GiB) is equal to 1,073,741,824 bytes. Actual user capacity may be less due to operating environment.
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