

pieces  
more than  
OPTUS

OPTUS



**Outdated Technology Campaign**

Direct Send Campaign - B2B



You wouldn't reach for an **hourglass** to tell how much time has passed or an **abacus** to do basic calculations when you have a supercomputer in the palm of your hands.

In this day and age, these pieces of technology are little more than interesting **desk decor**.

O P T U S

Technology is constantly evolving to provide you with solutions to improve and simplify your daily life.

Your business communications platform is no different.

Harness the power of cloud IT services and cloud-managed services today to ensure you achieve optimal business continuity for your growing organization. Via communication, data security, physical security, and networking, we're virtualizing connectivity in a way that optimizes your potential for years to come

Let's talk about what cloud solution works best for your business before your current platform becomes little more than a decorative paperweight **(it's sooner than you think).**

O P T U S



PACKAGING





## BOX CONTENTS

Abacus

Hourglass

## FOLDER CONTENTS (inside box)

Postcard

Handwritten, client-specific card

Services Overview



## INSIDE OF BOX





OPTUS

Say hello to simplified,  
customer-first communication  
and collaboration.

### IT made simple.

We do things a little differently. We believe in keeping it simple—creating a frictionless customer experience powered by intelligent connectivity, multi-cloud technology, and business unmatched support. As a national leader in managed IT, networking, and business communications, we deliver cloud-enabled technologies that transform how businesses communicate, and create. With over 30 years of experience and the largest national support network in the industry, we boost IT agility and provide 24/7 customer support, streamlined management, seamless cloud connectivity, and 24/7 customer support capabilities.

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COMPLETE CONTENTS