

2023 Writing Samples for Molly McHaney

This presentation shows examples of various kinds of content writing I have done more recently on a global scale, from social media promos, to articles, blogs, use cases, user profiles and UI journeys, Sales Enablement, and FAQs.

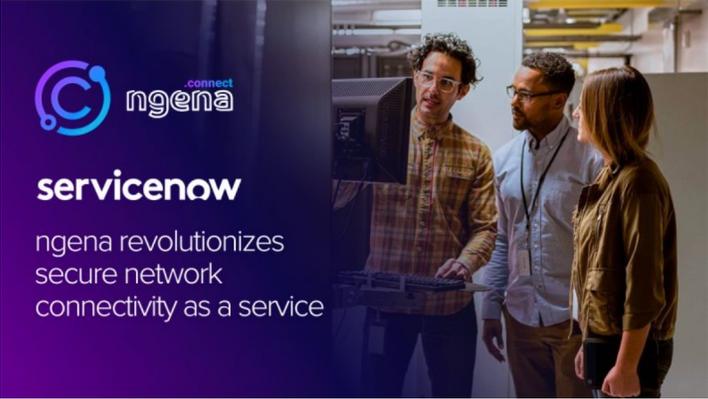
Social Media Promotions

ngena
4,438 followers
2w · 🌐

ngena revolutionizes secure network connectivity with ServiceNow. ngena hosts its versatile toolset on ServiceNow, with an intuitive self-service operational portal for its partners.

These personalized portals empower scalable customer deployments, automate time-consuming integration processes, streamline everyday operations, and shorten time to revenue from months to weeks.

Read more here: <https://bit.ly/3W8XozZ>



ngena
4,438 followers
2w · Edited · 🌐

Are you using the true potential of your network infrastructure? Most companies are in progress or need some form of digital network transformation these days, but are your efforts running with efficiency? Find out how ngena can help you access the true power of your entire network with efficiency, the best security, and scalability for your-sized business. Learn more in our infographic: <https://bit.ly/3vTclpG>

#sdwan #networks #sase #trasnformation #digital #ngena #security #aas



ngena
4,438 followers
1mo · 🌐

Take the complexity out of running a smooth hybrid work network! Remote operations need solid and secure networks to drive innovations in hybrid work productivity with secure Wi-Fi as a Service, only from ngena. Download the ngena Wi-Fi as a Service use case to learn more: <https://bit.ly/3WyV2Lw>



Social Media Promotion Samples

ngena
4,438 followers
1w · Edited · 🌐

Harness the power of your network connectivity with ngena.
Is your network handling the consumer demand and continued need for streamlined capabilities within efficient network operations?
Read more about it in the blog:
<https://bit.ly/3XIB47z>



ngena
4,438 followers
1d · 🌐

Transform your Wi-Fi offering from a cost utility into an operational asset that your enterprise, and your customers will love, from ngena.
Find out why in our case study: [...see more](#)



ngena
4,438 followers
2mo · 🌐

With ngena, you can complete your company's complex digital transformation at the touch of a button using our managed platform. Simply select, enhance, deploy, and operate global network solutions quickly.

[#ngena](#) [#digitaltransformation](#) [#global](#) [#select](#) [#enhance](#) [#deploy](#) [#operate](#)



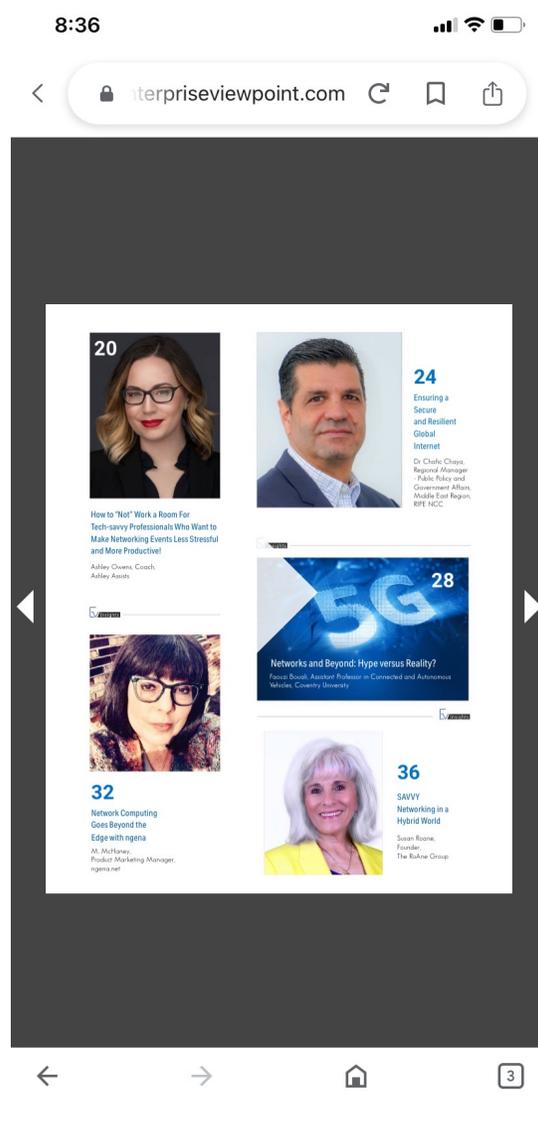
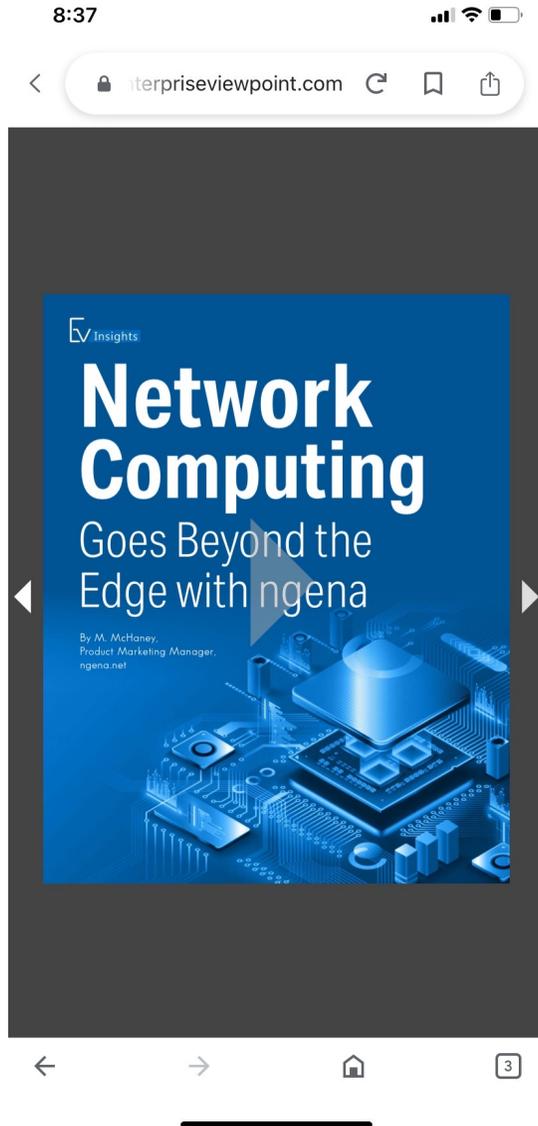
Writing samples



A Brief History of Networking

Back in the 1960s, networks were mainly used for storing static data in centralized locations. These huge computers that took a long time to compute, were costly to operate, maintain, and keep. It didn't take long (a mere quarter of a century) before everyone was walking around with network access devices in their pockets with the advent of the internet in the 90s and Wi-Fi capable mobile phones. And of course then came smart phones. Futuristic technology intertwined with AI is rapidly developing since then and continues to cross over into human intelligence that exploits network capabilities beyond human scale to manage it all.

Article in Print Version of Enterprise Viewpoint Magazine, Pub Date January,12, 2023



Infographic & Use Case Examples

ngena
Redefining Network Transformation with ngena

1. Digital Transformation and Network Infrastructure Optimization
= Network Transformation

Digital transformation investments worldwide (USD Billion)
\$1.8 Trillion in 2022 and up to \$3.4 Trillion by 2026.

From an industry perspective:
Network infrastructure spend
\$100 Million for digital transformation in 2022.

By 2028 AI-automation will account for 20% of the global workforce

Does your retail wireless network have the backbone and the data analysis capabilities to reach your customer?
Even in an inflation, the retail industry has seen an increase in customer expectations in 2022 by using digital coupons, for loyalty member-killing tools.

2. SASE (Secure Access Service Edge)

60% of organizations at least would see a strategic advantage to the adoption of SASE by 2025.

43% of the respondents is that the top reason to adopt SASE is to improve the security of applications and services to remote users.

3. SD-WAN

92% of IT decision-makers plan to use SD-WAN to improve their network performance and other benefits. **they plan to adopt SD-WAN by 2026**, and more than half plan to use SD-WAN in public-private models.

4. Security

Cybersecurity fatigue has been cited the most reason for network transformation delays.

The baseline cost has doubled exponentially from \$3 trillion USD 2015 to \$10.5 trillion USD annually 2025.*

Enterprise can be confident to have robust security by adopting the most appropriate network transformation solutions.

Agility, Security, Manageability, Cost Efficiency, Flexibility

ngena
Connect the Platform. Live a Service.

Hybrid Work Solutions

Uncomplicate modern hybrid work wireless, with innovative ngena WI-FI

The coronavirus pandemic created a seismic shift in the corporate workplace culture by suddenly forcing an unprecedented number of employees worldwide to work from home in 2020. Since 2020, some companies have embraced a total work from home (WFH) environment or a hybrid work schedule for their employees, all of whom need best-in-class Wi-Fi and corporate network access to thrive in a hybrid world. That's where the experts at ngena can help.

Challenge

For many enterprises however, though the pandemic may have served as an accelerant, the shift to more employees working from home (WFH) or in a hybrid environment will remain a permanent option. Can your Wi-Fi handle it all?

Solutions

ngena understands that the base of any remote operations is solid and secure Wi-Fi to drive innovations of the workplace. At the same time, within an unpredictable time, enterprises also have the urgent need and opportunity to manage the costs of operations with potentially hundreds, to thousands of employees working from home or out of the office at any given time. CFOs, who are already under pressure to tighten budgets and manage expenses are always looking for ways to seize and leverage opportunities to reduce the cost of daily operations.

According to a 2022 Gallup poll, approximately half of the U.S. full-time workforce -- representing about 60 million workers -- report that their current job can be done remotely working from home, at least part of the time. We refer to these workers as "remote-capable employees."

The challenges of hybrid work wireless requirements

Maintaining the digital operations of the corporate hybrid workplace on such a massive scale is not without challenges. Gallup also stated that, failing to offer flexible work arrangements is a significant risk to an organization's hiring, employee engagement, performance, wellbeing and retention strategies. Flexibility and mobility of employees requires stable, secure, and flexible Wi-Fi to ensure enterprise's employees stay connected, productive and all enterprise data remains secure.

To successfully navigate this current great migration to virtual work connectivity without adding additional cost savings requires an entirely new approach. That is where ngena Wi-Fi comes in. We offer the best in Wi-Fi solutions with fortified security, all with a simple platform that can expand with ease with just a few clicks.

ngena solutions provide new and unique business advantages for any sized enterprise including:

- Designed to continuously extract cost and operational complexity, reducing OPEX by up to 90% and CAPEX up to 30x.
- AI-core, true virtualization, SDN and open systems drives lights-out, automated, hardware-agnostic, 24x7 access network orchestration.
- Freedom from locked-in expensive, burdensome, proprietary vendor systems and contracts.
- Highest levels of agility and flexibility in access network deployment.
- Dramatically lower total cost of ownership compared to proprietary vendor systems, delivering a significant faster breakeven and return on investment.

www.ngena.net

Video examples

[IBM video writing and creative direction](#)

[Proactive Support Video Scrip...](#)

<https://youtu.be/zlQQ8MmBiNI>

ngena

.connect demo – I wrote the script and developed the creative ideas

<https://youtu.be/oL2PUoLs79w>

ngena Network chats – I wrote the script for the interviewees

<https://youtu.be/3yGCiGmCFrk>

ngena NaaS QuickSizer Intro _ I developed the script and creative direction.

<https://youtu.be/D2AV39bqQpw>

UI Persona example

- Example of an aspect of the Network Operations application as they relate to two personas who might use the tool in a B2B sales capacity.

hello. hola. hallo. olá

UX/UI Office | Solution Architect Persona



Persona User Journey / Solution Architect

ACTION	Training	Pre-Sales Consulting	Network Design Quote	Reworking Quote	Fulfillment Installation
TASK LIST	Easy onboarding and access to Training	Assist salesperson with first design examples for potential customer.	Solution architect supports sales representative on first quotes.	Solution architect should easily design, save, and export quotes in Quicksizer	After network design quote is agreed and NDA is signed, solution architect may assist with install.
FEELING	Open-minded	Confident	Knowledgeable	Detail-oriented	Curious
IMPROVEMENT/ OPPORTUNITIES	Easier sign-up process Internal / external onboarding kit Internal / external	Solution architect should be able to design quote with full automation of Quicksizer	Sales should rely less on Solution architect so they can be working on bigger projects.	Solution architects should be able to adjust quote with simplicity in Quicksizer format Price list options	If customer needs assistance that should be more installer role than architect.



Sales Enablement Material Example

The following is an example of copy I created as part of a longer PPT presentation.

What Does ngena Offer Partners?



The ngena advantage for partners is strategic for network operational efficiency and return on investment (ROI).

Challenges

- 1) Finding the best areas to **expand your** business.
- 2) **Avoiding** large upfront investments and manage cashflow.
- 3) Keeping commercial/ **financial risk** under control.
- 4) Shorten **time to revenue**/ increase speed to market.
- 5) Constantly racing to **control** and secure network.
- 6) Ensuring **technical risks** stay under control.
- 7) **Reducing the complexity** of building, expanding, and operating networks.

Solutions

- 1) ngena offers fast “**secure connectivity**” on a **global scale**
- 2) **Pay for only what you need** and have full cost transparency with no hidden contracts or lock-in rates.
- 3) Quick delivery means faster time to market and revenue
- 4) You can **start selling immediately after signup.**
- 5) **E2E visibility** of all network activity , from anywhere.
- 6) ngena service is **reliable and stable**
- 7) ngena **automation** creates unbeatable operational efficiency.

FAQ Example

The following is an example of copy I worked up an FAQ.

I'd like to roll out or upgrade my global network now. Can ngena help me reduce installation time?

The Challenge

Today, a change to an existing enterprise network or the addition of new company sites can be very time consuming. Especially when you are using a relatively inflexible MPLS network, it can take months until new office locations or remote workforces can be added to your global WAN.

The complexity is even higher when it comes to Mergers & Acquisitions and two separate company networks must be merged into one. Especially when you are not using a fully managed service, your ICT teams can be overloaded with work. But as installation time is business-critical and influences your time-to-market, it's crucial for your business to find a faster solution.

The Solution

The ngena service has been designed to reduce enterprise-network installation times by automating network configuration and maintenance tasks. Today, ngena can bring a medium-sized enterprise network into service within two weeks of receiving an order. Assuming the availability of Internet connectivity, and that the Customer Premise Equipment (CPEs) can be shipped in time. Network upgrades with private or additional Internet links can then follow in a second step. ngena uses a zero-touch provisioning process to add new sites or make changes to existing network architectures.

This means that, once the CPE has arrived at your office, it auto-configures on power-up and no specialist skills are needed on-site; if the device can be plugged into its supply and the network cable is attached, the service is configured centrally. New branch offices will be online almost instantaneously, thereby significantly increasing the productivity of your company.