Sample Email Templates

Popdock Offer + Renewal Options for SmartList Builder & SmartView Customers on January 10, 2022

United States (USD)

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Table
of Contents

eOne Customers on:

SmartList Builder (And not SmartView)
For Customers on a Perpetual License

The goal of this guide is to assist you in emailing your customer who currently uses SmartList Builder on the perpetual license model:

Hi [Customer Name] –

I recently reviewed your account and one thing caught my attention. Your team has utilized SmartList Builder since [X date]. I believe it is a key solution for your team since it provides you with [describe their current use – for example: "all your critical GP reports, including reporting from Extender and other GP customizations," etc.]

The reason this is coming up is because eOne, the creators of SmartList Builder, has shared an opportunity for current SmartList Builder customers I think you could benefit from. They are changing their offering so SmartList Builder will be rolled into their cloud product – Popdock. If you haven't seen Popdock yet, I'd recommend checking it out here – there is a ton of value for GP customers!

Basically, they're bundling all the SmartList Builder functionality into Popdock, which already contains an additional 90% more functionality on top of what you have with SmartList Builder. GP customers who upgrade their license to Popdock Business or Premium will receive:

- Popdock (SmartList Builder-like reporting across any app, share GP data with external users, and embed GP data in other apps.)
- SmartList Builder
- SmartView
- Unlimited Support for SmartList Builder, SmartView & Popdock
- Popdock Bootcamp Training

The reason they're doing this to is to "future-proof" reporting for SmartList Builder customers. They've invested about $4 million in Popdock to give their current and future customers the ability to report on absolutely any data – regardless of the ERP or cloud application they use. In a nutshell, Popdock would be the last reporting & virtual integration tool you'd literally ever need regardless of what software you use.

Long email here, but I wanted to make sure you have context and understand **your renewal options:**

Option 1 is to make no changes and renew your SmartList Builder AEP this year at $510. Basically, you stay with SmartList Builder in the perpetual license model – which you are on now – and pay the annual enhancement as normal. In December 2022, the renewal fee will nearly double – to around $900/year (eOne must do that to provide the appropriate development resources.) So that's option 1 – keep using the perpetual license as is.

Option 2 is to purchase the Popdock Business Plan at a reduced price of $120/month, which is protected for 3 years. (RRP is $199/mo.) So, you'd have a discounted monthly payment rather than an annual maintenance payment – the AEP fee for SmartList Builder gets waived altogether. You'd also get SmartView, unlimited support, access to a Popdock Bootcamp, and of course all the additional functionality in Popdock. Today on your current license plan support alone would be an additional $1,000 per year for unlimited support.

With all your team utilizes SmartList Builder for and considering the future projects you could use the additional Popdock functionality for – I would highly recommend taking advantage of the 40% discount for 3 years.

Attached are two quotes for your review - one to move to the Popdock Business Plan and the other to renew as usual. I'd like you to take a look at each and join me on a quick call toward the end of the week.

Please let me know your availability and I can send a meeting invite your way.

[Personal Closing Greeting and Signature]

SmartView (And not SmartList Builder)

For Customers on a Perpetual License

The goal of this guide is to assist you in emailing your customer who currently uses SmartView on the perpetual license model.

Hi [Customer Name] –

I recently reviewed your account and one thing caught my attention. Your team has utilized SmartView since [X date]. I believe it is a key solution for your team since it provides you with [describe their current use – for example: "fast & flexible interface to all your critical GP SmartList reports, including reporting from Extender and other GP customizations," etc.]

The reason this is coming up is because eOne, the creators of SmartView, has shared an opportunity for current SmartView customers I think you could benefit from. They are changing their offering so SmartView will be rolled into their cloud product – Popdock. If you haven't seen Popdock yet, I'd recommend checking it out here – there is a ton of value for GP customers!

Basically, they're bundling SmartView functionality into Popdock, which already contains an additional 90% more functionality on top of what you have with SmartView. GP customers who upgrade their license to Popdock Business or Premium will receive:

- Popdock (SmartList Builder-like reporting across any app, share GP data with external users, and embed GP data in other apps.)
- SmartList Builder
- SmartView
- Unlimited Support for SmartList Builder, SmartView & Popdock
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The reason they're doing this to is to "future-proof" reporting for GP customers. They've invested about $4 million in Popdock to give their current and future customers the ability to report on absolutely any data – regardless of the ERP or cloud application they use. In a nutshell, Popdock would be the last reporting & virtual integration tool you'd literally ever need regardless of what software you use.

Long email here, but I wanted to make sure you have context and understand **your renewal options:**

Option 1 is to make no changes and renew your SmartView AEP this year at $660. Basically, you stay with SmartView in the perpetual license model – which you are on now – and pay the annual enhancement as normal.

Option 2 is to purchase the Popdock Business Plan at a reduced price of $120/month, which is protected for 3 years. (RRP is $199/mo.) So, you'd have a discounted monthly payment rather than an annual maintenance payment – the AEP fee for SmartList Builder gets waived altogether. You'd also get SmartView, unlimited support, access to a Popdock Bootcamp, and of course all the additional functionality in Popdock. Today on your current license plan support alone would be an additional $500 per year for unlimited support.

With all your team utilizes SmartView for and considering the future projects you could use the additional Popdock functionality for – I would highly recommend taking advantage of the 40% discount for 3 years.

Attached are two quotes for your review - one to move to the Popdock Business Plan and the other to renew as usual. I'd like you to take a look at each and join me on a quick call toward the end of the week.

Please let me know your availability and I can send a meeting invite your way.

[Personal Closing Greeting and Signature]

SmartList Builder & SmartView

For Customers on a Perpetual License

The goal of this guide is to assist you in emailing your customer who currently uses both SmartList Builder and SmartView on the perpetual license model.

Hi [Customer Name] –

I recently reviewed your account and one thing caught my attention. Your team has utilized SmartList Builder since [X date] and SmartView since [X date]. I believe it is a key solution for your team since it provides you with [describe their current use – for example: "all your critical GP reports, including reporting from Extender and other GP customizations," etc.]

The reason this is coming up is because eOne, the creators of SmartList Builder and SmartView, has shared an opportunity for current SmartList Builder and SmartView customers I think you could benefit from. They are changing their offering so both SmartList Builder and SmartView will be rolled into their cloud product – Popdock. If you haven't seen Popdock yet, I'd recommend checking it out here – there is a ton of value for GP customers!

Basically, they're bundling all the SmartList Builder and SmartView functionality into Popdock, which already contains an additional 90% more functionality on top of what you have with SmartList Builder and SmartView. GP customers who upgrade their license to Popdock Business or Premium will receive:

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Long email here, but I wanted to make sure you have context and understand **your renewal options:**

Option 1 is to make no changes and renew your SmartList Builder AEP this year at $510 and SmartView AEP at $660 ($1170 total). Basically, you stay on both SmartList Builder and SmartView in the perpetual license model – which you are on now – and pay the annual enhancement as normal. In December 2022, the SmartList Builder renewal fee will nearly double – to around $900/year (eOne must do that to provide the appropriate development resources.) After that, it means your total AEP for Smartlist Builder and SmartView is $1410 per year. So that's option 1 – keep using the perpetual license as is.

Option 2 is to purchase the Popdock Business Plan at a reduced price of $120/month, which is protected for 3 years. (RRP is $199/mo.) So, you'd have a discounted monthly payment rather than an annual maintenance payment – the AEP fee for SmartList Builder and SmartView gets waived altogether. You'd also get SmartList Builder, SmartView, unlimited support, access to a Popdock Bootcamp, and of course all the additional functionality in Popdock. Today on your current license plan support alone would be an additional $1,500 per year for unlimited support.

With all your team utilizes SmartList Builder and SmartView for and considering the future projects you could use the additional Popdock functionality for – I would highly recommend taking advantage of the 40% discount for 3 years.

Attached are two quotes for your review - one to move to the Popdock Business Plan and the other to renew as usual. I'd like you to take a look at each and join me on a quick call toward the end of the week.

Please let me know your availability and I can send a meeting invite your way.

[Personal Closing Greeting and Signature]

SmartList Builder (And not SmartView)

For Customers on a Subscription

The goal of this guide is to assist you in emailing your customer who currently uses SmartList Builder as a Subscription.

Hi [Customer Name] –

As I was reviewing your account the other day, one thing caught my attention. Your team has utilized SmartList Builder since [X date]. I believe it is a key solution for your team since it provides you with [describe their current use – for example: "all your critical GP reports, including reporting from Extender and other GP customizations," etc.]

The reason this is coming up is because eOne, the creators of SmartList Builder, has shared an opportunity for current SmartList Builder customers I think you could benefit from. They are changing their offering so SmartList Builder will be rolled into their cloud product – Popdock. If you haven't seen Popdock yet, I'd recommend checking it out here – there is a ton of value for GP customers!

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For your April 2022 Subscription Renewal

So as their current subscription customer, you'll move to the Popdock Business Subscription Plan at the end of Q1 2022 (unless you choose to do so before that time). They are giving current customers a discounted rate of $120/mo. for 3 years. So it's basically $20 more/month than what you're paying now, but you're getting a ton more functionality by also getting access to SmartList Builder, SmartView, Popdock, unlimited support and a Popdock bootcamp pass --- much of which I sincerely do think you can use right away.

As a next step, I've attached the invoice for your monthly payment of Popdock Business Subscription starting in April 2022.

Please let me know if you have questions at all!

[Personal Closing Greeting and Signature]

SmartView (And not SmartList Builder)

For Customers on a Subscription

The goal of this guide is to assist you in emailing your customer who currently uses SmartView as a Subscription.

Hi [Customer Name] –

As I was reviewing your account the other day, one thing caught my attention. Your team has utilized SmartList Builder since [X date]. I believe it is a key solution for your team since it provides you with [describe their current use – for example: "all your critical GP reports, including reporting from Extender and other GP customizations," etc.]

The reason this is coming up is because eOne, the creators of SmartView, has shared an opportunity for current SmartView customers I think you could benefit from. They are changing their offering so SmartView will be rolled into their cloud product – Popdock. If you haven't seen Popdock yet, I'd recommend checking it out here – there is a ton of value for GP customers!

Basically, they're bundling all the SmartView functionality into Popdock, which already contains an additional 90% more functionality on top of what you have with SmartView. GP customers who upgrade their license to Popdock Business or Premium will receive:

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For your April 2022 Subscription Renewal

So as their current subscription customer, you'll move to the Popdock Business Subscription Plan at the end of Q1 2022 (unless you choose to do so before that time). They are giving current customers a discounted rate of $120/mo. for 3 years. So it's a great offer considering you're currently paying $240/month, and then you'll also be getting a ton more functionality with access to SmartView, SmartList Builder, Popdock, unlimited support and a Popdock bootcamp pass --- much of which I sincerely do think you can use right away.

As a next step, I've attached the invoice for your monthly payment of Popdock Business Subscription starting in April 2022.

Please let me know if you have questions at all!

[Personal Closing Greeting and Signature]

SmartView & SmartList Builder

For Customers on a Subscription

The goal of this guide is to assist you in emailing your customer who currently uses both SmartList Builder and SmartView as a Subscription.

Hi [Customer Name] –

As I was reviewing your account the other day, one thing caught my attention. Your team has utilized SmartList Builder since [X date]. I believe it is a key solution for your team since it provides you with [describe their current use – for example: "all your critical GP reports, including reporting from Extender and other GP customizations," etc.]

The reason this is coming up is because eOne, the creators of SmartList Builder and SmartView, has shared an opportunity for current SmartList Builder and SmartView customers I think you could benefit from. They are changing their offering so both SmartList Builder and SmartView will be rolled into their cloud product – Popdock. If you haven't seen Popdock yet, I'd recommend checking it out here – there is a ton of value for GP customers!

Basically, they're bundling all the SmartList Builder and SmartView functionality into Popdock, which already contains an additional 90% more functionality on top of what you have today. GP customers who upgrade their license to Popdock Business or Premium will receive:

- Popdock (SmartList Builder-like reporting across any app, share GP data with external users, and embed GP data in other apps.)
- SmartList Builder
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They're doing this to is to "future-proof" reporting for GP customers. They've invested about $4 million in Popdock to give their current and future customers the ability to report on absolutely any data – regardless of the ERP or cloud application they use. In a nutshell, Popdock would be the last reporting & virtual integration tool you'd literally ever need regardless of what software you use.

For your April 2022 Subscription Renewal

So as their current subscription customer, you'll move to the Popdock Business Subscription Plan at the end of Q1 2022 (unless you choose to do so before that time). They are giving current customers a discounted rate of $120/mo. for 3 years. So it's a great offer considering you're currently paying $340/month, and then you'll also be getting a ton more functionality with access to SmartView, SmartList Builder, Popdock, unlimited support and a Popdock bootcamp pass --- much of which I sincerely do think you can use right away.

As a next step, I've attached the invoice for your monthly payment of Popdock Business Subscription starting in April 2022.

Please let me know if you have questions at all!

[Personal Closing Greeting and Signature]

Content to Reference

on eOne's Partner Resources [(linked here)](#)

- ✓ Popdock Pricing Guide (Available by Currency)
- ✓ eOne AEP Renewals Guide

Have Questions?

Email eOne Solutions at sales@eonesolutions.com or give us a call at + 1 888-319-3663.