



May 22, 2014

To: Bill, The Finance Department

From: Crystal Gordon, CEO

Subject: Time For A Change

I am writing to inform you that times have changed. Almost every 18 months the market changes in the Graphic industry, with these changes comes progress or failure. I know we can't change every 18 months, but it has been three years since we last had any change in this company. I as the owner of Seven Moons Design would love to see progress, but how can we have progress without change. The technology that we use is out of date and needs to be updated. This I know will cost a lot of money, I'm willing to allow a budget of \$15,000 for this update that we badly need.

In this report, I will explain the need for this purchase, as well as its structure and cost.

Change needed for progress

There's a Japanese company called Wacom. If you have not heard about them they specialize in graphic tablets and related products to this field. They have been known to produce some of the best of graphic tablets worldwide. It has been brought to my attention, they have created a new type of tablet called Cintiq companion, which they have two versions of it. My design team can design anything they want from Adobe products to animation on this little device, at anytime without the need of a computer. They can work anywhere! I feel this device is very convenient and needed in this Industry.

The Cintiq companion key points:

- Design on the go
- No need for sketch books
- Can be use for presentation with a client or our group meetings
- Less time and money used to set up meetings
- Brainstorming just became easier
- Compatible with Mac or PC (hybrid version)

The Cintiq companion Hybrid

I understand you would like to know more about this device. Cintiq companion Hybrid is an android tablet, which you can design on. It gives the person freedom to express them self through sketch concepts, develop characters, draw and paint. It has a range of features to make-work easier. It has a full HD, 13.3” display with a wide viewing angle, and a compact slim design, allowing anyone to take it everywhere. Last but not least it has been rated 4 ½ stars, talking about how great this product is.

Cintiq companion Hybrid specifications:

- 4.2 Jelly Bean.
- Full HD, 13.3” display
- Quad-core NVIDIA TEGRA 4
- 2048 levels of pen-pressure sensitivity
- Android files transfer easily from Android to your PC or Mac

Time to save

Let me ask would somebody buy Cintiq 24 HD Touch costing roughly around \$3000 without tax or the companion for half that amount? Just the purchase of six Cintiq 24 HD Touch the cost is roughly \$18,000 without taxes. How can we afford it on the budget we have? The Cintiq Companion hybrid costs roughly \$9,000 without taxes; with this we saved \$9,000. The companion is just a mobile version of the Cintiq 24 HD Touch, with almost all the features in the palm of your hands. We wouldn't have to throw out some of the Macs and PCs, we have. Instead of buying fully new let's just upgrade. All I would need is just six tablets for six best designers. The money left over from \$15,000 budget can go to other places in the office like upgrading our programs; this way we kill two birds with one stone.

Overall, as head of this company, I am only insisting us to address this and consider the option of upgrading. I feel this would be beneficial to our company and its overall goal in becoming one of the best Design companies out there.

