# portfolio of JOHN-PAUL OVERTON

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#### Groovv

Social advertising campaign Design & Creative Direction









Remarketing campaign to promote new branding & Salesforce.com connectivity

Design & Creative Direction



#### **AppExchange**

Application banner for Salesforce AppExchange Design & Creative Direction



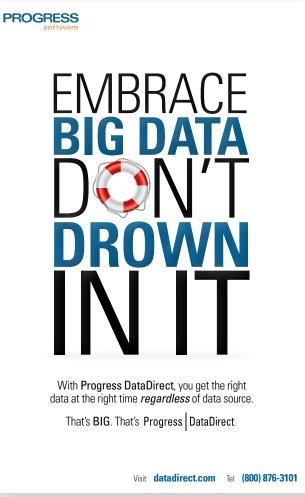




Tradeshow paper handout / advertisement

Design & Creative Direction





#### Cisco

CLUS cloud event handout / banner Design & Creative Direction



Magazine advertisement in Software Magazine

Design & Creative Direction



### **Progress DataDirect**

Magazine advertisement for EMEA vendors

Design & Creative Direction



#### **Progress Software**

Sponsorship advertisement in sporting media guide Design & Creative Direction









# **NC State University**Financial Mathematics Website Design & Creative Direction



### **Garrison Landscaping**

NC Landscaping Company
Design & Creative Direction

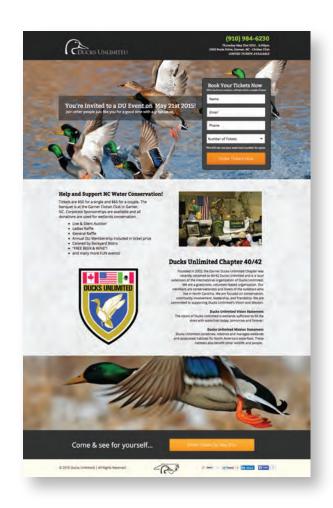




#### Groovv

Free Equipment Landing Pages
Design & Creative Direction



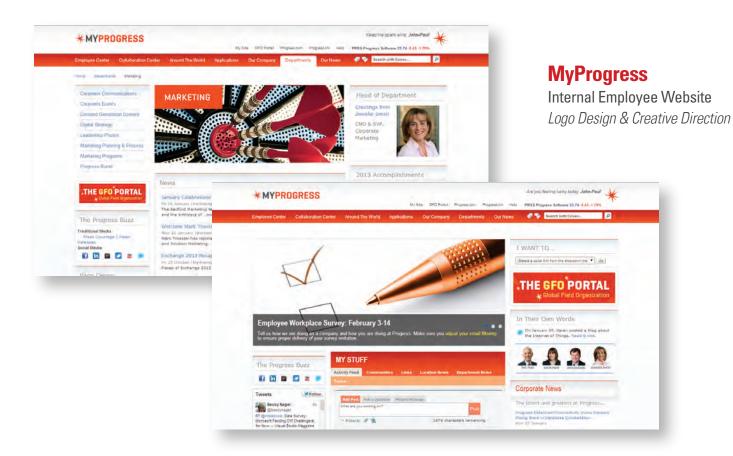


#### **Ducks Unlimited**

Landing Page for Garner Chapter Fundraiser
Design & Creative Direction









Product Explanation Page
Diagram Design & Page Layout



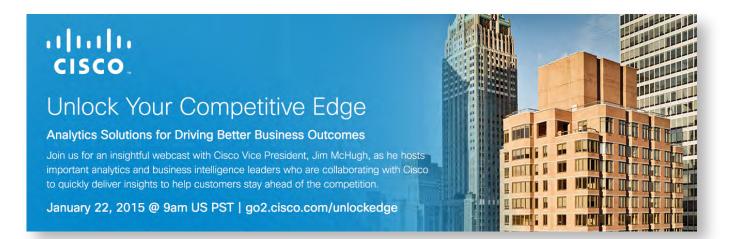






















#### Cisco

HR Undergraduate Program Logo Design

# NC STATE UNIVERSITY MASTERS OF FINANCIAL MATHEMATICS

#### **NC State University**

Master's of Financial Mathematics Logo Logo Design



#### Sam & Bill's Salon

Company Logo Logo Design



#### **Watchman Identity**

Company Logo Logo Design







### **NCSU Interfraternity Council**

Fraternity Council rebranding Logo & Shirt Design

#### **NCSU Union Activities Board**

PackFest Concert Shirt
Logo & Shirt Design







#### **NCSU EcoCAR 2**

Competition Team Logo & Shirts Logo & Shirt Design





#### **Executive Briefing**

**IoE Positioning Overview** Creative direction & layout



#### alialis CISCO

## IoE & Digital Business Linkage Cisco Positioning & Messaging Overview v2.0

of the Internet - the Internet of Everything (IoE). When people, process, data and things are connected there is an incredible opportunity to create new revenue streams, compete with disruptive competitors, deliver better experiences, and new operating models to drive both efficiency and value. To be ready for this digital ransformation, organizations need to transform their business strategy and IT, connect everything, embrace analytics, and secure their technology and operations. streams, compete with disruptive of Cisco is the only strategic partner with the solutions, people, partners, and experience to help move clients from traditional to digital and beyond.

city industry and business is becoming the unprecedented opportunities brought about by the Internet

Countries, cities, industries and businesses around the globe are becoming digital. They recognize the tremendous opportunity the next wave of the Internet - The Internet of Everything - presents for new revenue streams, better customer and citizen experiences, and new operational models to deliver value.

Today many organizations are taking their first steps towards becoming digital:

- · By 2020, 75% of businesses will be a digital business or will be preparing to become one.
- · While many organizations have digital business transformation initiatives planned or underway, Gartner predicts that only 30% of these efforts will be successful due to lack of talent and technical expertise
- · The number one reason companies fail in their digital transformation efforts is they fail to re-imagine and reinvent their business from top to bottom before they begin.\*\*



As customers embrace the Internet of Everything, they must bring together the use of information technology (IT) and operational technology (OT) in the context of their vertical industry. We see significant opportunities for our manufacturing customers, as they plan how to make connected products, and every factory represents an opportunity to link IT and OT to drive real time manufacturing agility. In the Public Sector, governments seek to create new sources of revenue, better citizen experiences, and create new jobs. Similarly, we see significant opportunities across Retail, Energy, Financial Services, and Healthcare to help customers transform to embrace the Internet of Everything.

Most organizations are not realizing the full value from their digital projects because they fail to recognize that their digital strategy and business strategy are becoming one and the same. Our Cisco Consulting team helps customers develop the right digital strategy to transform their business and win in their industry.

Customers need to rethink their business. IT and OT strategies

Over the next decade, as businesses, cities, and countries digitize to position themselves to extract the value of the Internet of Everything (IoE), the IoE will deliver \$19 trillion of value to businesses and countries. Cisco is helping our customers take advantage of the loE – and organizations that began digital transformations in 2013 captured over \$500B in value.\*\*\*

\*Gartner: Top 10 Strategic Predictions for 2015 & Beyond: Digital Business Is Driving 'Big Change'
\*\*Gartner Research Consulting - Cisco IoE Engagement Findings December 2014
\*\*\*Cisco Consulting Services, 2013

requires a strong and agile technology and significant

Becoming a digital business requires rethinking core business processes and implementing an agile IT and OT foundation that embraces new security, cloud, mobile, social and analytics technologies. At the heart of this foundation is a network that is agile, simple, and provides real time business insight. Digital transformations are costly and complex. Funding the required investments and creating the agility to become digital are the biggest impediments. Our customers are asking for this and our answer to help them is Fast IT.

Fast IT is the new model for IT that simplifies and transforms IT operations, enabling organizations to free-up resources to drive the fast innovation required for their future success

- $\cdot \, \text{Today, } \, 70\text{--}80\% \, \text{of I.T.} \, \, \text{budgets remain tied up in maintaining and supporting existing systems, preventing IT departments from shifting focus to digital projects.}$
- · Companies that adopt Fast IT can capture a 20-25% reduction in their IT operating costs which can then be deployed to new digital projects\*



Companies such as **Dundee Mines** used Fast IT to quadruple their operations from 500,000 tons to 2 million tons while saving \$2.5 million in IT costs. *Family Dollar Stores* used Fast IT to lower their store network costs by more than 75% across over 1000 stores, and *Comcast* is leveraging Fast IT to achieve massive improvements to drive substantial reductions in customer churn, while increasing their agility to enable 1200 service updates during the past year.

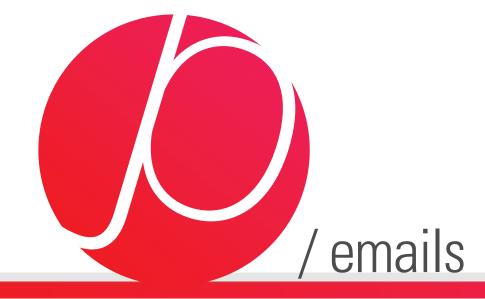
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With the internet of Everything, the expecting number of devices and applications are creating more stack
vectors for bed actors to exploit. Clock has the breakles six of solutions covering the breakles set of an
vectors, leveraging both global and local intelligence.

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Summer Series Email Blasts Banner & Logo Design

#### **RTP ECN @ Cisco**

Event Promotion Email Banner Design

#### **DataDirect Cloud**

Download Confirmation Email Banners, Sidebar, & Buttons Design



Progress DataDirect

Webinar Announcement Email Banner Design



15-DAY FREE TRIAL

#### **Progress DataDirect ODBC** Driver Release Email

Banner Design



access models, and virtualization technologies without requiring code changes. By overcoming the limitations of Type 4 JDBC drivers, they can deliver many benefits to any data-driven Java

- Improves application performance and scalability Our Type 5 drivers deliver improves response time and scalability for your applications. More efficient use of resources also means you need less hardware to support your applications, which is particularly meaningful in a shared resource or virtualized environment.
- Guarantees reliability
   As a provider focused exclusively on data connectivity, DataDirect offers the most proven and technically robust line of JDBC drivers. Our driver is stringently quality tested and certified and fully compliant with JDBC 3.0 / JDBC 4.0, supporting key functionality of these specifications.
- · Improves developer productivity Powerful interoperability features such as SQL up-leveling greatly simplify the task of supporting multiple databases.
- Reduces the cost of deploying & testing applications DataDirect's JDBC driver supports all major databases&em;Oracle, SQL Server, DB2, Sybase, MySQL, Hadoop Apache Hive, Salesforce.com and more. For

IT ISN'T TOO LATE ... features that are 100%-driver implemented, requiring no special database vendor tools or client libraries. But what does that really mean? DataDirect ODBC drivers: latest Improve application performance and scalability Because DataDirect ODBC drivers don't require database client libraries, the associated memory, CPU, and network bottlenecks are eliminated, resulting in increased **DRIVER RELEASE** throughput, even as user loads increase.

Simplify application deployment and administration

server. This simplifies installation and maintenance and considerably reduces the footprint on each machine. Improve application stability and uptime
Database client libraries introduce memory leaks, increasing the likelihood of application or platform hangs or crashes. Wire protocol drivers help you avoid these issues and dramatically improve application and environment reliability by eliminating the client.

You don't have to install and configure the database software on each client machine to access the database

Over 350 independent software vendors and thousands of corporations rely on DataDirect for the most demanding production environments. Shouldn't you?



### **Progress DataDirect**

JDBC Driver Release Email Banner Design

