

CAMPAIGN OVERVIEW · Q3 2026

CMM MODERNIZATION WITH HEXAGON MAESTRO CAMPAIGN

Marketing Strategy & Tactics—Converting Zeiss CMM installations to Hexagon MAESTRO™

01 EXECUTIVE SUMMARY

MSI Viking is executing a coordinated campaign to convert Zeiss CMM installations throughout our territory to Hexagon's new MAESTRO platform — a generational advancement in CMM technology that gives Zeiss customers a compelling reason to evaluate a change for the first time in years. The campaign runs on **three coordinated approaches**: sales rep-led outreach armed with the campaign downloads, an automated HubSpot email sequence, and Business Development-assisted follow-up that turns engagement into booked conversations — all driving to the [Conversion to MAESTRO landing page](#).

Over \$28,000

Exclusive Zeiss Transition Program — extended 2-year warranty, an additional year of calibration & SMA coverage, 3-day startup & validation assistance, Calypso program conversion & validation, unlimited transition support, and freight included with every new MAESTRO purchase.

02 STRATEGIC FRAME

Thesis. Zeiss customers aren't dissatisfied with Zeiss — they're anxious about aging installations, retiring Calypso programming expertise, and rising support costs on older machines. The campaign never attacks Zeiss quality. It reframes the decision as *modernization risk management*: your next CMM decision is really a decision about the next fifteen years of your quality lab.

Why now. - MPE EO/EI50 = $1.2 + L/350$ um (Accuracy+), up to 50% faster probe changes, up to 85% less probe calibration time); workforce reality (Metrology Mentor's no-code workflow answers the retiring-programmer problem); and a commercial window (the transition program requires PO and down payment by November 30). The central objection. Switching cost is the campaign's real adversary.

The central objection. Switching cost is the campaign's real adversary. Hexagon's Calypso-to-PC-DMIS Conversion Utility migrates existing inspection programs — including conversion and validation of one critical production program to establish a proven baseline — backed by Hexagon's regional infrastructure in Huntersville, NC and Nashville, TN alongside MSI Viking's local calibration, service, and applications engineering teams.

From 3 hours to 45 minutes — 75%+ productivity. One measured example of how MAESTRO helps inspection keep pace with production.

03 THREE CAMPAIGN APPROACHES

1 Sales Rep–Led Outreach

Reps work priority Zeiss accounts directly — Tier 1 first (machines 8+ years old or nearing end of support) — using the campaign downloads as door-openers and leave-behinds: the [intro flyer](#), the [offer flyer](#), and the [modernization article](#). The motion: personal outreach → 45-minute executive briefing (risk profile → MAESTRO → transition program → package) → benchmark demo running the customer's own part against their current Zeiss cycle time, scheduled through the [Metrology Pre-Op booking link](#).

2 HubSpot Sequence — Zeiss Conversion 7.23.26

The automated motion against the full [Zeiss Announcement Email List 7.7.26](#): **Email #1** shares the modernization article and opens the Calypso-preservation conversation; **Email #2** introduces MAESTRO and the \$28K package, led by the 3-hours-to-45-minutes proof point; **Email #3** makes the conversion ask, driving to the pre-op booking link. Contacts with open deals are suppressed; every send lands from the contact's assigned owner; all engagement is tracked to the campaign for tier-level funnel reporting.

3 HubSpot + Business Development — Jamie Tekin

Business Development converts sequence engagement into conversations. Jamie Tekin monitors opens, clicks, and landing-page visits, and executes personal follow-up outreach — calls and 1:1 emails — on engaged contacts within two business days, working from the standardized follow-up template. When interest is confirmed or a meeting is booked, Jamie notifies the assigned sales rep through HubSpot task and deal-stage updates with full engagement context, so the rep enters every conversation knowing what the prospect has already seen. Engaged non-converters route to the rep call list; non-engagers move to quarterly nurture.

04 TIMELINE

Phase	Timeframe	Activities
Foundation	Weeks 1–2	Tier segmentation, asset finalization, sequence & workflow build
Launch	Weeks 3–4	Email #1 sends; rep-led Tier 1 outreach; landing page live
Engagement	Weeks 5–8	Emails #2–3; BD follow-up & rep notifications; briefings & demos
Conversion	Weeks 9–16	Evaluations and proposals leveraging the transition package
Review	Week 12+	60-day funnel review; adjust message, list, or cadence

05 CAMPAIGN RESOURCES

Resource	Location
Landing page	https://info.msi-viking.com/cmm-modernization
Intro flyer	Hexagon_Precision Metrology Systems.pdf
Offer flyer	Modernize without Starting Over.pdf
Article	A Practical Modernization Path for Zeiss Users.pdf
Email sequence	Email Sequence in HubSpot
Booking link	Pre-Op Bookings Link
Segment (list)	Zeiss Email List in HubSpot

All Zeiss references in campaign materials remain factual and centered on the customer's own installation age and support situation — never on claims about Zeiss product quality.