Linesight: the software story



Corvane Systems is a fictional company. Everything here is invented for the PMM Jam case study.

Everything through "Say this, not that" is for the sales team. The boilerplates at the end are written for external use.

CORE CLAIM

Your lab sets the priorities. Linesight directs the specimen flow.

The thirty-second story

Your equipment moves the specimens. Linesight lets your lab see where each one is and where work is building, and routes it by the priorities your lab sets. For labs that want the history, Analytics shows what happened, and Feed sends that data to the systems you already use, so nobody rebuilds a report by hand. When a clinic calls about a late urgent result, you look the specimen up instead of walking the floor.

Say it in your own words. If the buyer interrupts, answer and carry on. Open with the buyer's question, and name the product after the task.

No agenda on the call? Open with: "What does your team use today to find a specimen when someone calls about a late result?"

Positioning

Positioning is a set of decisions about who the software is for, what it is up against, and why it wins. These decisions come first, and every other page follows from them.

Positioning statement. For lab operations directors at hospital and reference labs who need to find specimens and move urgent work without walking the floor, Linesight is the workflow software that directs the flow of specimens by the priorities the lab sets. Unlike tracking through people and separate systems, Linesight runs on the same equipment that moves the specimens, so the lab sees and routes its work in one place.

DECISION	OUR ANSWER	WHY IT HOLDS
Competitive alternatives	Tracking specimens through people, spreadsheets and separate systems. Exporting data by hand into other business systems. Other suppliers whose software promises "AI-powered labs."	This is what a buyer does if Linesight did not exist. The first two are the real competition today.
Unique attributes	Runs on the same equipment as the lines. Routes by priority rules the lab sets. Keeps a read-only record of each processing step. Sends data to the lab's other systems through Feed.	Alternatives either sit apart from the equipment or leave the lab to connect the pieces.

DECISION	OUR ANSWER	WHY IT HOLDS
Value those attributes deliver	The lab finds a specimen without walking the floor. Urgent work moves by the lab's own rules. Reports stop being rebuilt by hand.	Each attribute ties to an outcome the operations director already cares about.
Best-fit customer	Operations directors at hospital and reference labs that run Corvane lines and feel the cost of late urgent results and manual reporting. The committee also includes lab IT and security, compliance, and the CFO.	These buyers feel the problem most and already trust Corvane with the line.
Market category	Workflow software for automated specimen processing.	The category tells a buyer how to judge it: as the part that directs work, bought alongside the line.
Proof	The lab's own early data. A side-by-side with a report the lab builds by hand. The read-only record of each processing step. An independent SOC 2 Type II attestation.	A skeptical buyer can check each one.
Boundary	Processing, routing and recording the specimen. Linesight runs no tests and makes no clinical decisions.	Stating what the software does not do keeps every claim credible.
Relationship to hardware	The equipment moves specimens. The software shows where each one is and routes it by the lab's rules. One solution.	The hardware story already works, so the software story builds on it.

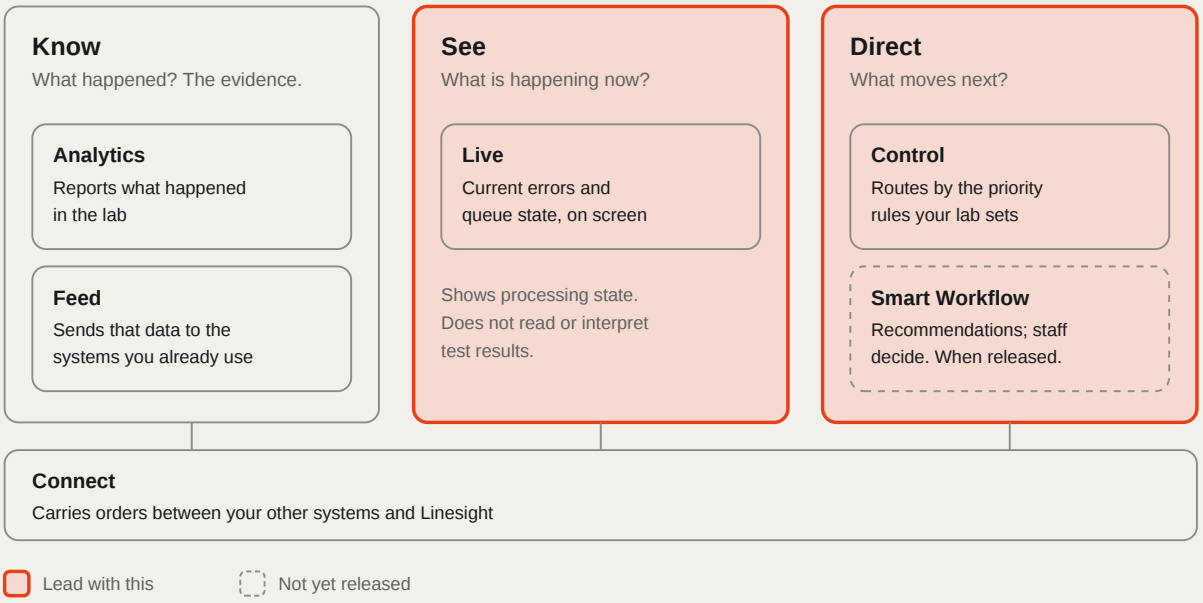
Messaging hierarchy.

LEVEL	MESSAGE	PROOF
Core claim	Your lab sets the priorities. Linesight directs the specimen flow.	The positioning above
Supporting message	Look up where any specimen is, and where work is building.	Live screens on the lab's own line
Supporting message	Move work by the priority rules your lab sets.	Control rules set with the lab
Supporting message	Learn from what happened, and send the data where you already work.	A side-by-side with the lab's own report

Know, See, Direct

The portfolio answers three questions a buying committee already asks, so reps never walk through six products. Lead with See and Direct. Know is the evidence behind them. This is our internal frame, so do not say "Know, See, Direct" to customers. Ask in their words: where is the specimen, what is backed up, what happens next?

Six products answer three questions; See and Direct lead



PRODUCT MAP

Analytics gives operational dashboards and performance metrics beyond the Live screens. Reports look back, so for the current picture go to See. Direct makes no clinical decisions and no promise about capacity. Smart Workflow will recommend once released, and staff decide whether to act on each recommendation.

The suite and bundles

What you are selling, how you sell it, and what each piece does. Lead with Pro.

BUNDLE	INCLUDES	FOR	HOW TO SELL IT
Pro	Control, Live, one order integration, and Analytics with every dashboard	Almost every customer, at any volume	Lead with Pro. Be ready to explain how customers use the dashboards to make decisions, not only that they exist.
Core	Control, Live and one order integration. No Analytics	Operationally simple labs on tight budgets	Raise it only after discovery shows a simple operation and limited analytics needs. Never present it as the cheaper way to start. A Core customer who wants Analytics moves to Pro.
Insights add-on	Analytics and Feed together	Existing customers on older terms who want dashboards and data access	Priced better together than apart. For a new customer, sell Pro and add Feed if they need it.
Network add-on	Shared or multi-site processing across entities	Labs running shared or centralized processing	Lead with the business model, not the feature.

PRODUCT	QUESTION	WHAT IT DOES	WHERE IT IS	HOW TO SELL IT	DO NOT
Control	Direct	Routes specimens by the priority rules the lab sets, and runs the lines	Core and Pro	In every bundle. Open with it when the question is what the annual payment keeps running.	Say it decides or optimizes
Live	See	Current errors and queue state on screen	Core and Pro	Where a new customer starts. Use it for the first 90 days.	Say as it happens or right now
Analytics	Know	Operational dashboards and performance metrics beyond the Live screens. It looks back.	Pro, every dashboard. Existing customers: bought separately or in Insights.	New Pro customers: the history behind Live, on their own data. Existing customers: set it beside a report they build by hand.	Imply existing customers are entitled to it
Feed	Know	Sends data to the systems a lab already uses, so nobody rebuilds a report by hand	A separate add-on, or in Insights	Introduce it when a lab exports by hand or wants data outside Linesight. Best for labs with their own analytics team. Your account manager quotes it.	Say it comes with Analytics
Connect	Under all three	Carries orders between the lab's other systems and Linesight	One order integration in Core and Pro. Cloud by default. On-site for an additional annual fee.	Raise it with IT, not the operations director.	Promise integration scope beyond orders
Smart Workflow	Direct	Will add recommendations on top of Control once released. Staff decide.	Not yet released.	Do not sell it. Answer "is it what we already own" and nothing more.	Say AI-powered, or that it decides

Tailoring the message to each customer situation

The same three questions do not open every conversation. What the customer owns and what stops them change the opening, the proof and the next step. Entitlements are fixed: new customers on Pro receive Analytics with every dashboard, new customers on Core do not, and existing customers stay on older per-product terms. The story has to make a paid product worth paying for without changing what it costs.

CUSTOMER	WHAT STOPS THEM	OPEN WITH	PROOF, THEN NEXT STEP	WATCH FOR
New, on Pro	They own Live and every Analytics dashboard and may not know how to use them. On Core they own Live only.	"You already own live views of your line. What does your team use them for today?"	Their own early data, then a first-90-days plan with customer success.	Do not sell a product they already own. Analytics comes second, as the history behind Live.
Existing, open to cloud, without Analytics	The value has to beat what they do by hand today.	"Show me the reports you put together by hand today. Let's set them next to what Analytics gives you from the same data."	A side-by-side on their own data, before any budget conversation.	Existing customers are not entitled to updated bundle contents. Do not imply they are.

CUSTOMER	WHAT STOPS THEM	OPEN WITH	PROOF, THEN NEXT STEP	WATCH FOR
Existing, resists cloud	Approval from IT, legal and compliance: breach liability and PHI handling.	"Let's start with your IT and legal questions: what leaves your site, and who can see it. Your lines keep running on your own servers."	The Corvane data and security sheet, then an approval path. The value conversation waits for one.	Breach liability is a contract question. Legal owns it. Never promise terms.

The first 90 days

Customer success owns the plan with the customer. This is its typical shape, for Pro customers. A Core customer follows steps 1 and 2, and the Analytics steps wait for an upgrade conversation.

1. **Week 1.** Walk through the Live screens on the customer's own line.
2. **Weeks 2 to 4.** Review the priority rules the lab has set in Control, and adjust them with the lab.
3. **Day 30.** Open the Analytics dashboards on the lab's own data. The customer picks one report they build by hand today.
4. **Day 60.** Set that report beside the Analytics version. If the lab exports data by hand, set up Feed.
5. **Day 90.** Review what the lab now looks up instead of walking the floor, and what it still does by hand.

Cloud and AI in plain words

Cloud, in two lines. Your lines keep running on your own servers. The cloud takes the work that competes with production, which is integration, reporting and monitoring.

Why that helps:

- **Production stays fast.** Connect defaults to a cloud order integration, so order traffic stops loading your on-site servers and network. Analytics reads from a cloud copy, so reports do not query the production database while the line runs.
- **Orders keep an on-site option.** A site that needs an on-site order connection can have one for an additional annual fee. Cloud is the default for orders, and the on-site path is not removed.
- **Problems surface sooner.** Corvane can monitor cloud services directly, so it can detect issues earlier with less effort from your IT staff.

What the cloud holds. The application, Control and Live run on your site. Analytics is hosted in Corvane's own cloud environment, and Connect is cloud-based. Monitoring agents report system health, and no PHI or PII is collected through them. Traffic is encrypted and outbound only. Remote access is used only when required, under your firewall rules and approvals. If the cloud connection is lost, your lines keep running and Analytics reports pause until it returns. Corvane holds a SOC 2 Type II attestation covering Security, Availability and Confidentiality, a HIPAA attestation, and annual third-party penetration tests. Data is encrypted at rest with AES-256 and in transit with TLS 1.2. Single sign-on and multi-factor authentication come through your existing identity systems, with role-based access. Audit logs cover prescription-level and system events. The software deploys inside your own infrastructure and inherits your security controls. Say "attestation", never "certification". The Corvane data and security sheet puts all of this on one page for IT and privacy teams.

What stays with legal. Contract terms and breach liability belong to legal. Reps open that conversation and promise nothing.

The AI question, in two lines. Linesight today follows rules your lab sets. It routes, tracks and records specimens, runs no tests and makes no clinical decisions. Smart Workflow will offer recommendations once released, and your staff decide whether to act on each one.

If an RFP asks about AI governance, point to what each product does with data, using the data and security sheet. Do not argue that having no AI is a strength. A buyer can check what the product does. A buyer cannot check a boast.

One answer per reader

The operations director is first. Three other readers sit on the buying committee, and each needs a different answer.

READER	THEIR QUESTION	LEAD WITH	BRING
Lab operations director	Where is the specimen, and where is work building?	Live and Control	Their own early data
Lab IT and security	What connects, and what leaves the site?	The hybrid model and Connect	The Corvane data and security sheet
Compliance or privacy	What data is involved, and who is accountable?	The product boundary and the record of each step	The boundary, the read-only record of each step, and the SOC 2 and HIPAA attestations
CFO	What do we pay for each year, and what keeps running?	What each payment covers	The bundle table in this document. No ROI number.

Objection answers

Each answer takes about one breath. Grouped by who usually asks.

ASKED BY	THEY SAY	THE REP SAYS
CFO, new customer	"What exactly are we paying for every year?"	Control is what runs your lines. The annual payment keeps your bundle supported and updated, including Live and Analytics. I will send you the list of what each bundle includes.
CFO, existing customer	"What exactly are we paying for every year?"	Control is what runs your lines, and the annual payment keeps it supported and updated. Analytics is separate on your terms. Let's set it beside a report you build by hand before we talk about adding it. *(Do not imply Analytics is included.)*
CFO	"Another supplier includes this for free. Can you match it?"	I can't offer that on this call. Can you tell me what their offer includes, and what you pay once any free period ends? I'll take that comparison to our sales leadership, who respond within two business days. *(Never promise an exception exists. No ROI number.)*
Operations	"Our own analytics tools are better."	Keep them. Analytics works from the data you already have, and Feed sends it where your tools expect it. Show me a report you build by hand and we will compare.
Operations	"We already export the data by hand."	That is the job Feed does. It sends the data to the systems you already use, so nobody rebuilds it by hand.

ASKED BY	THEY SAY	THE REP SAYS
Operations	"Smart Workflow sounds like what we already own."	Control routes by the rules your lab sets today. Smart Workflow adds recommendations on top, and your staff decide whether to act on each one.
Operations	"What do we get in the first 90 days?"	You will see the live views you already own. I will bring in customer success to agree a first-90-days plan with you. Typically we start with your live views, then your Control rules, then Analytics on your own data. *(New customers only.)*
Operations	"We have never used the dashboards we own. Why not?"	Most teams start with Live. What does your team use it for today? If anyone builds a report by hand, let's set it next to what Analytics shows from the same data. *(Pro customers only.)*
Operations	"What does Analytics cost, and is Feed included?"	Feed is separate from Analytics. It sends your data to the systems you already use. Your account manager quotes both, and they can be bought together as Insights. First, let's compare Analytics with a report you build by hand.
IT	"What leaves our site? Does PHI go to the cloud?"	Your lines keep running on your own servers. Cloud products take on integration, reporting and monitoring. Monitoring agents report system health, and no PHI or PII is collected through them. I will bring the Corvane data and security sheet so your IT team can go through it line by line.
IT	"Why would we want cloud at all?"	It takes work that competes with production off your servers, keeps an on-site option for orders, and lets us see problems sooner.
Compliance, legal	"Who carries the risk if there is a breach?"	That is a contract question and our legal team owns it. I will connect them with yours while IT does its review, so neither waits on the other. *(Never promise terms.)*
Compliance, legal	"Is it audit-ready?"	Linesight keeps a record of each processing step for each specimen: who did what, when, and at which workstation. Records are read-only and export to PDF or Excel. I will show you exactly what the record holds so your compliance team can judge it.
Anyone	"Is this AI?"	Linesight today follows rules your lab sets. It routes and records specimens and makes no clinical decisions. Smart Workflow will offer recommendations once released, and your staff decide.

What each annual payment covers

INCLUDED IN THE BUNDLE	CORE	PRO
Control and Live	Yes	Yes
One order integration	Yes. Cloud by default. On-site for an additional annual fee.	Yes. Cloud by default. On-site for an additional annual fee.
Analytics	No	Yes, every dashboard
Feed	Add-on	Add-on
Support and updates	Covered by the annual payment	Covered by the annual payment

If maintenance lapses, the license keeps running, updates and support stop, and reinstating means paying the missed maintenance. Existing customers on older terms can buy Analytics and Feed separately, or together as Insights.

Say this, not that

SAY	AVOID	WHY
Your lab sets the rules. Linesight moves the work by them.	Linesight optimizes your lab.	The first limits the software to the lab's rules. The second implies the software decides.
Look up where a specimen is.	Tells your team where each one is.	The first names a task. The second promises an alert the product may not send.
Shows current queue state.	Shows it as it happens.	Avoids a timing promise the product cannot back up.
Smart Workflow recommends. Your staff decide.	Smart Workflow decides what goes first.	Keeps accountability with the lab.
Your lines keep running on your own servers.	Move to the cloud.	Matches the hybrid model buyers are offered.
What do you use today to see where work is building?	Other suppliers cannot do this.	A question invites an answer. A claim about rivals invites a challenge.
Contract terms sit with our legal team. I will connect them with yours.	We take on the risk. I will pass that on.	Reps do not answer or promise what PMM and sales do not own.

Boilerplates

Written for external use at tradeshows, in publications, and for awards and directories. Use them as written. Use the short version for badges and programs, the standard version for awards and press, and the long version where space allows. Add no AI, capacity or timing claims.

The Linesight suite

VERSION	BOILERPLATE
Short (about 30 words)	Linesight is Corvane's workflow software for automated specimen processing. It shows laboratories where every specimen is and directs work by the priorities the lab sets.
Standard (about 70 words)	Linesight is the workflow software from Corvane Systems for automated specimen processing. Running alongside Corvane's processing lines, it shows laboratories where each specimen is and where work is building, routes specimens by priority rules the lab sets, and sends data to the systems a lab already uses. Linesight tracks, routes and records specimens. It runs no tests and makes no clinical decisions. It is offered in Core and Pro bundles, with Insights and Network add-ons.
Long (about 120 words)	Linesight is the workflow software from Corvane Systems for automated specimen processing. Running alongside Corvane's processing lines, it shows laboratories where each specimen is and where work is building, routes specimens by priority rules the lab sets, and sends data to the systems a lab already uses. Linesight is a hybrid: the application, Control and Live run on the laboratory's own servers, while Analytics and Connect run in the cloud so that reporting and integration do not compete with production. Corvane holds a SOC 2 Type II attestation and a HIPAA attestation. Linesight tracks, routes and records specimens. It runs no tests and makes no clinical decisions. It is offered in Core and Pro bundles, with Insights and Network add-ons.
About Corvane Systems	Corvane Systems builds specimen-processing lines and the Linesight software that directs them for hospital and reference laboratories.

Bundles and add-ons

NAME	BOILERPLATE
Linesight Pro	Linesight Pro is Corvane's standard software foundation for automated specimen processing. It includes Control, Live, one order integration and Analytics with every dashboard, giving laboratories control of the line and a complete record of what happened from the day they go live.
Linesight Core	Linesight Core is a focused software foundation for operationally simple laboratories. It includes Control, Live and one order integration, giving a lab priority-based routing and a live view of its line. Laboratories that want Analytics move to Linesight Pro.
Linesight Insights	Linesight Insights is an add-on that combines Analytics and Feed for laboratories on earlier terms. It provides operational dashboards and performance metrics, and sends the same data to the systems a lab already uses.
Linesight Network	Linesight Network is an add-on for laboratories that run shared, multi-site or centralized processing across entities. It extends Linesight's routing and visibility beyond a single site.

Products

NAME	BOILERPLATE	USE
Linesight Control	Linesight Control runs the specimen-processing lines on the customer's site and routes each specimen by the priority rules the lab sets. Labs change the rules as their day changes, and Control follows them. Control makes no clinical decisions and is included in every Linesight bundle.	Any time
Linesight Live	Linesight Live shows laboratory staff current errors and queue state on screen, so they can see where work is building without walking the floor. Live shows the state of processing and does not read or interpret test results. It is included in every Linesight bundle.	Any time
Linesight Analytics	Linesight Analytics gives laboratories operational dashboards and performance metrics beyond the Live screens. It reports what happened across the lab, using a cloud copy of the data so that reporting does not compete with production. Analytics is included with every dashboard in Linesight Pro and is available separately to existing customers.	Any time
Linesight Feed	Linesight Feed sends laboratory data to the business systems a lab already uses, so teams no longer rebuild reports by hand. It suits laboratories with their own analytics or reporting teams, and is available as an add-on or together with Analytics in Linesight Insights.	Any time
Linesight Connect	Linesight Connect carries orders between a laboratory's other systems and Linesight. Cloud order integration is the default, which keeps order traffic off the lab's on-site servers, and an on-site connection is available for sites that need one. One order integration is included in Core and Pro.	Any time
Linesight Smart Workflow	Linesight Smart Workflow, planned for release later this fiscal year, will add recommendations on top of Control's priority rules. Laboratory staff decide whether to act on each recommendation.	From the launch announcement only