# {Customer's API-Platform} Welcome Pack - Content ideas

1. Introduction
   - Welcome message from leadership (Deputy Director, Product Owner etc) - video message
2. Overview of Kong
   - What it is and key benefits
   - Link to Kong Foundations course
3. {Customer's} Implementation of Kong
   - Specifics on what has been customized or integrated within the API-M Platform
   - Architecture diagrams
   - How to get started
4. How to Use
   - Business Unit, API type (by audience, architecture type, protocols) specific examples - highlight success stories
   - Best practices and tips
5. Looking Ahead: Future Developments
   - Link to API-M Platform Roadmap
6. Important Links
   - Training : Kong Academy
   - Documentation links
   - Support : Kong support SLAs, how to access
7. Feedback Request