

New Market Demands

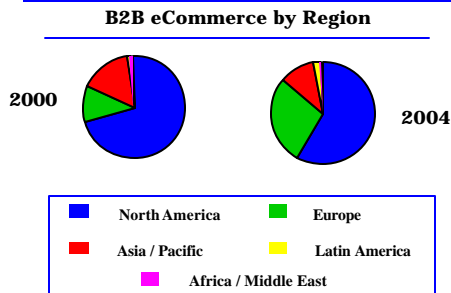
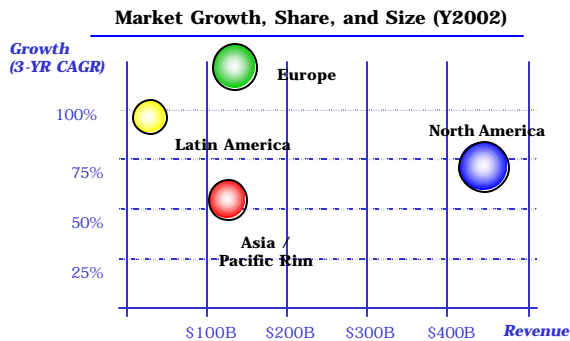
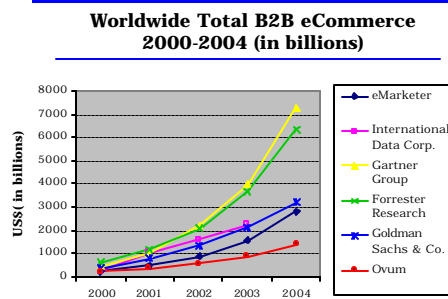
Over the last decade, economic and technological advances have created a period of intense globalization. A single world market is emerging in which the opportunities for global business are enhanced by technical advances. These rapidly evolving new technologies enable companies to reach their customers and trading partners around the world in just seconds, regardless of geographic and/or time distances, political boundaries, and other barriers.

The growth of the Internet has intensified the speed of globalization and the need for companies to implement effective global marketing and e-commerce strategies. With non-US B2B e-commerce spending projected to reach \$2.8 trillion by 2004 (87% of total e-commerce), global e-commerce is a major growth opportunity for US companies.

Target Markets

Mid-market manufacturers across industry verticals.

Global B2B eCommerce Trends



- E-commerce, and particularly B2B, is still in a rapid growth phase
- The domestic B2B e-commerce opportunity is dwarfed by the international opportunity (European e-commerce revenues will surpass those of North America by 2005)
- Trends in e-commerce adoption are rapidly shifting the buyer base away from the current North American, English language dominance
- Research indicates that B2B buyers are 3x to 4x more likely to buy from an e-commerce site presented in their native language

US manufacturers in particular must make plans to appeal and work with global customer and partner constituencies if they are to remain competitive in the global economy and win a significant share of the projected growth.

Manufacturer's Globalization Challenge

Using the Internet to improve relationships with global channel partners and customers is one of the best and easiest ways for manufacturers to make their brand and products stand out in a ferociously competitive global marketplace.

However, launching a global e-commerce initiative requires international e-business and technology expertise that may be difficult or costly to obtain and staff in-house. Nonetheless, mid-market manufacturers recognize the value of investing in global e-commerce programs and are looking for solutions that offer a competitive price point, fast return on investment, solid technology, and strong complementary services.

Solution Overview

The mid-market manufacturer's Globalization framework is an e-business solution optimized to run on Intel-based technology and offered under a managed services model. The suite of infrastructure, application software, and services is architected to support localized (language and cultural) interactions with global customer constituencies and automated business processes between manufacturers and their global channel partners.

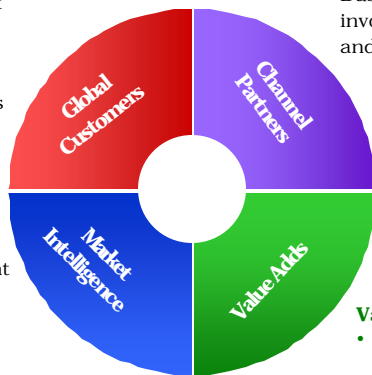
Globalization Managed Services – Key Business Features

Global Customers:

- Multi-lingual support
- Product information (specs, maintenance, operation, warranty)
- Educational modules
- Catalogs
- Channel partner information
- Promotions

Market Intelligence:

- Geographically relevant marketing campaigns and surveys
- Customer preferences and feedback
- Buying decision criteria
- Enables the analysis, interpretation, and development of customer intelligence



Channel Partners:

- Business processes (POs, invoices, order management and tracking, contract application, ASN, available to promise, split orders)
- Sales tools
- Educational modules on new products
- Collaborative marketing

Value Adds:

- Import / Export automation
- Reporting (sales, channel partner, products, end customers)

The result is a high-value offering that enables mid-market manufacturers to leverage the potential of the Internet to serve and sell into global markets, at a much improved price/performance profile than a traditional, custom-built, hosted in-house, e-business offering.