

# Why Immersant



**Global Expertise**

**Methodology & Solutions**

**Proven Success**

## Global Business Needs – Requiring Smart Solutions



**My business is global, the web is global – do I have a Global Online Business Strategy?**



**How do we deploy an online business that attracts, engages and retains customers?**

**Can you help me design a user-focused online business site?**



**Is our web site architecture able to respond to global users?**

**Is our web site investment meeting our business objectives?**

**How do I distribute, manage and publish new content on our web site?**

**Can you help me deploy a scalable, robust, secure and globally-aware web platform?**



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**Global Expertise**

**Methodology**

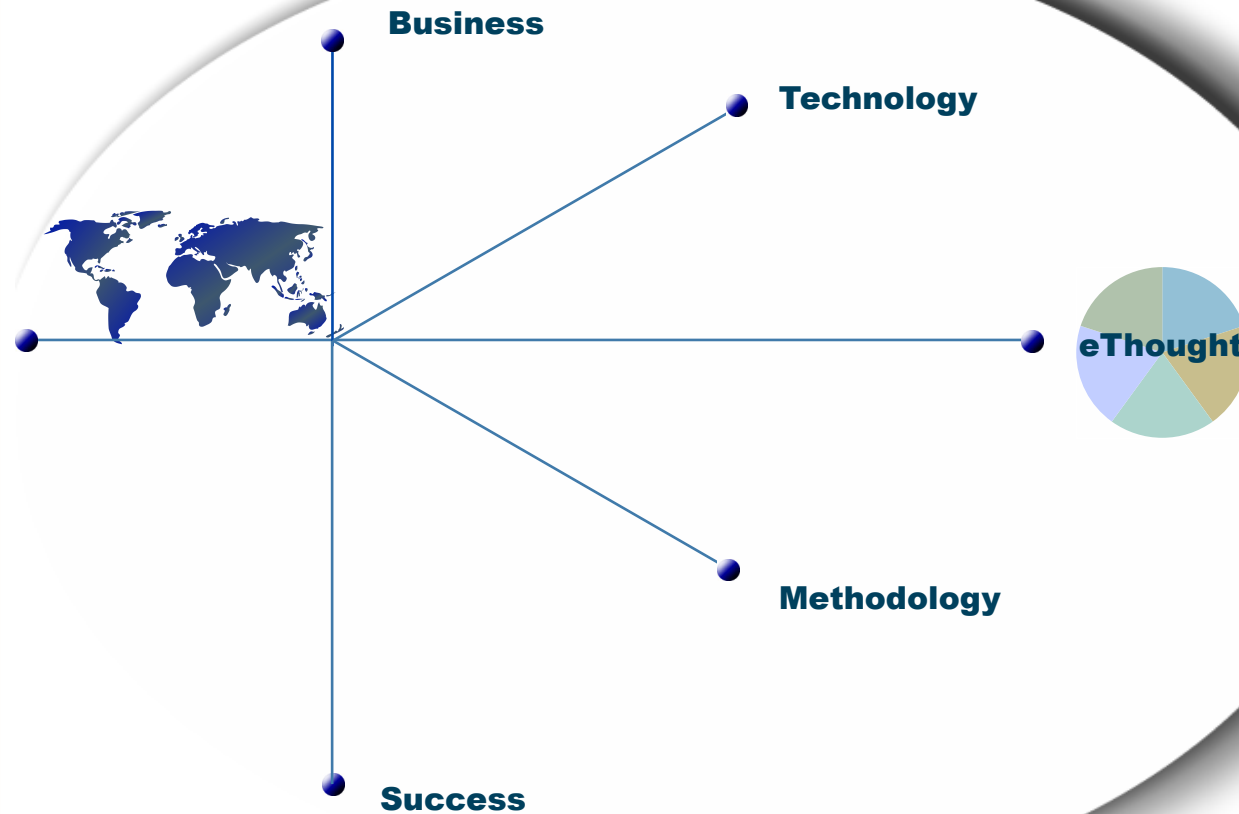
**Proven Success**

## Why Immersant – Agenda

Global Expertise

Methodology

Success



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Proven Success

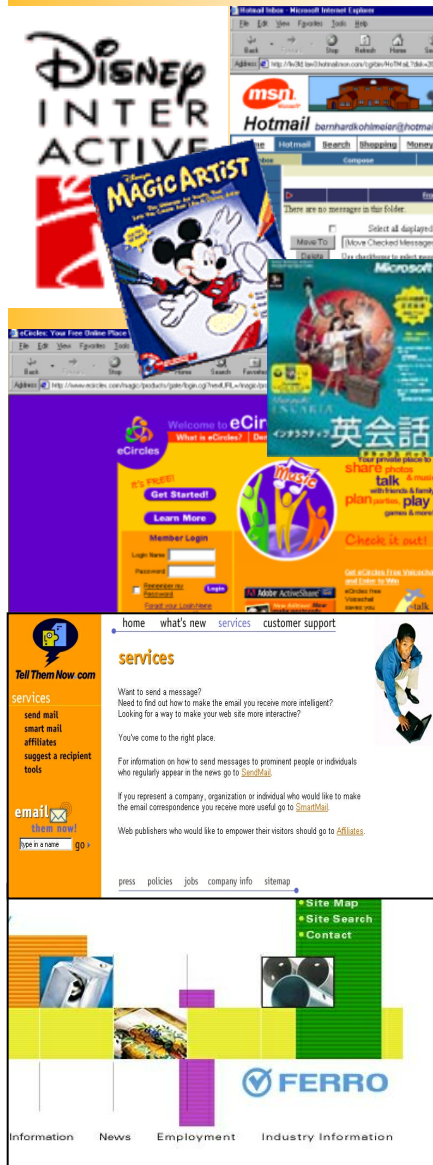


- reach – offices in 26 locations worldwide
- stability – subsidiary of Bowne & CO.  
world's largest financial printer and document specialist with over \$1.2 billion in revenues
- talent – top industry consultants, technical architects and usability experts
- vision – positioned to see opportunities to enhance ROI



## Global Expertise

: market reach



## clients :

MSN Communities  
Hotmail (65 million users)  
Expedia ([www.expedia.com](http://www.expedia.com))  
Discovery Channel  
Shopnow.com  
Disney Interactive  
FleetBoston

## markets

- financial
- insurance, health & manufacturing
- high tech
- eCommerce
- digital entertainment
- b2b



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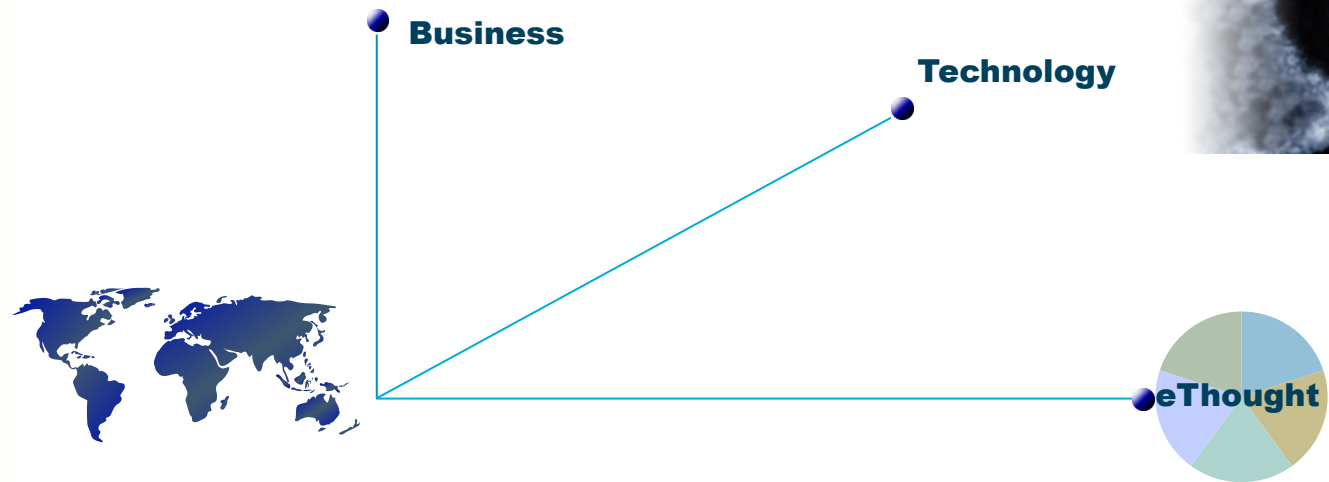
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### markets

- financial
- insurance, health & manufacturing
- high tech
- eCommerce
- digital entertainment
- b2b



- deep vertical expertise to develop strategy in industry context
- grasp of ebusiness trends and how to meet new market demands
- understand the strategic challenges of taking initiatives global
- vision and delivery:
  - analyze ebusiness strengths, weaknesses, opportunities, threats
  - assess the competition
  - profile market and segmentation
  - evaluate value proposition
  - deliver comprehensive internet plan



### Business

#### strategy

project management  
ROI analysis





- Immersant's project management: a critical set of added-value activities that save time and money
- employ best of breed web based and traditional management tools
- knowledge management: storehouse of application frameworks and code objects for reuse



**Business**

strategy

project management

ROI analysis



- Immersant tests ebusiness opportunities against corporate strategy
- ebusiness strategic analysis
  - industry trends
  - core competencies
  - brand strategy:
  - filtering workshops
- key outputs:
  - list of strategic criteria for evaluating internet opportunities including ROI metrics for each one



**Business**

strategy  
project management  
ROI analysis



- global security
  - providing secure site development for major financial institutions such as fleet.com, DeutscheBank and others
  - Immersant utilizes both identification and authentication (i & a)
- scalability and performance issues
  - tiered architecture
  - clustering
- wireless
  - Immersant has the knowledge to leverage the the momentum and the building global market potential
  - co-authored a Redbook with IBM on this emerging technology



### Business

strategy  
project management  
ROI analysis

### Technology

global security

scalability

wireless

systems integration  
content management



- i 18n technical assessment (internationalization)
  - determine systems reengineering to recognize and process any language
  - understand differences in currencies and date format
- natural language search technologies -
  - easy access to your website's content through state-of -the-art search technologies
- integration
  - integrate legacy systems with current web servers, multiple platforms, third party application service providers



**Business**

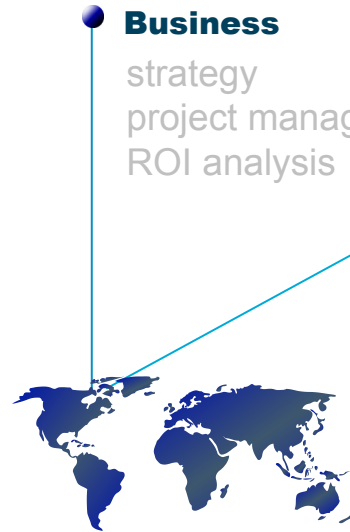
strategy  
project management  
ROI analysis

**Technology**

global security  
scalability  
wireless  
systems integration  
content management



- tools (buy or build)
- automation
  - tracks changes to original language sites and automatically notifies staff of translations that must be made
- editorial workflow
- frequency of update
- in-country resources
  - staff in 22 global markets
- multiple languages, central database



### Business

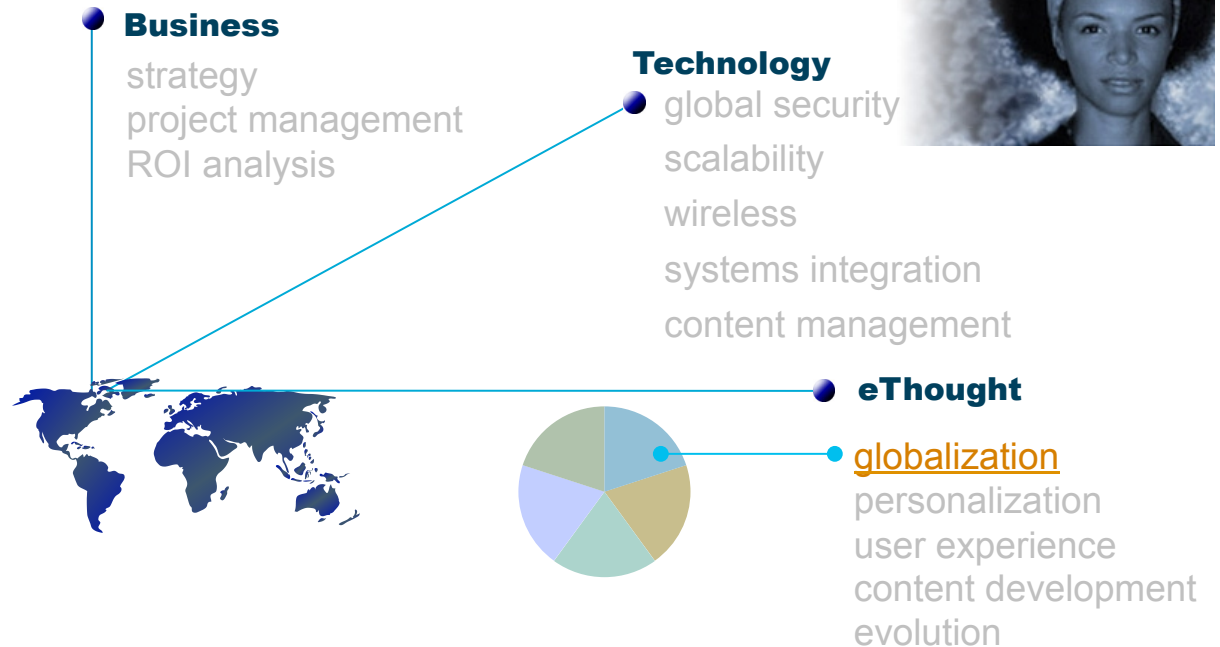
strategy  
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### Technology

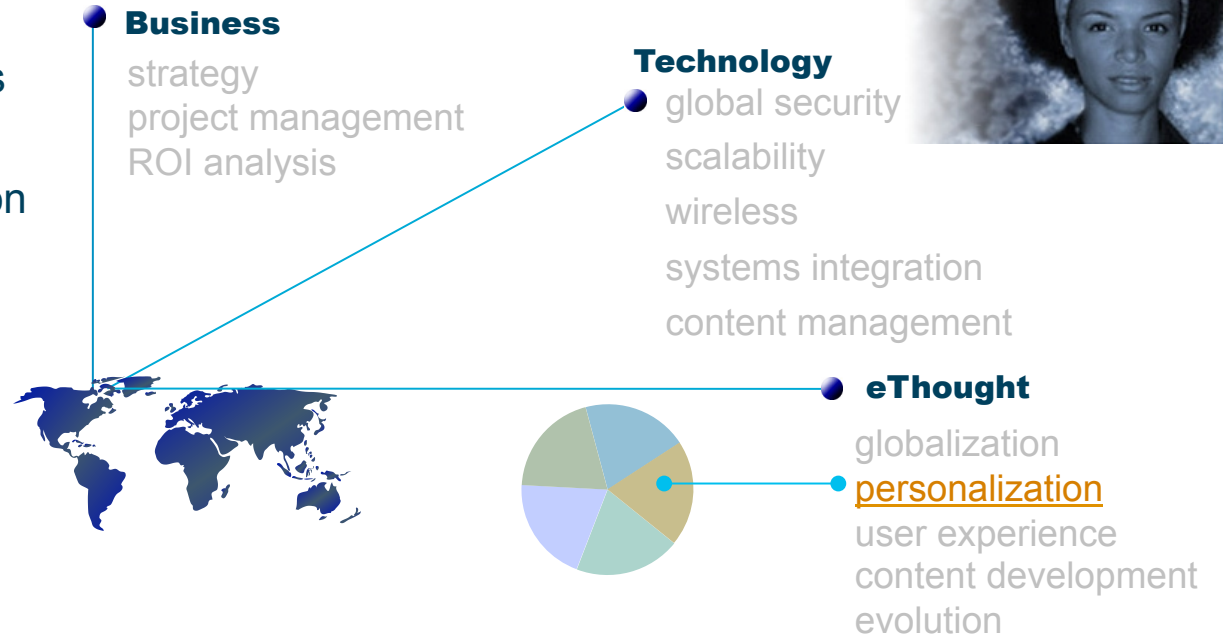
global security  
scalability  
wireless  
systems integration  
content management



- customized content
  - culture
  - language
  - rules
  - group
  - behavior
- “now, anytime, for me”
- smart tracking
  - cross sell
  - up sell
- synchronize multiple media channels
- customer relationship management (CRM) to retain customer loyalty



- Immersant's approach includes demographics plus + culture
- culture is the relevant dimension in
  - language
  - locale
  - social conventions
  - legal conventions
- leveraging the cultural dimension deeply binds the customer to your web site

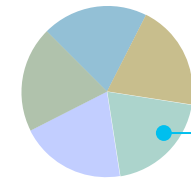


- core - content localized for all regions
  - corporate background information
- locale-specific - content adapted for specific regions
  - pricing and product availability
- locale-specific - content created for individual regions
  - regional conferences, news, support information, local contacts. personalization: the “holy grail” of one-to-one marketing
  - based upon individual info gathered, the site delivers specific, unique, relevant content



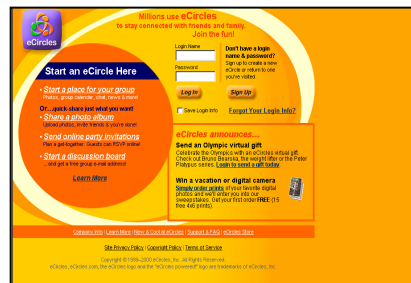
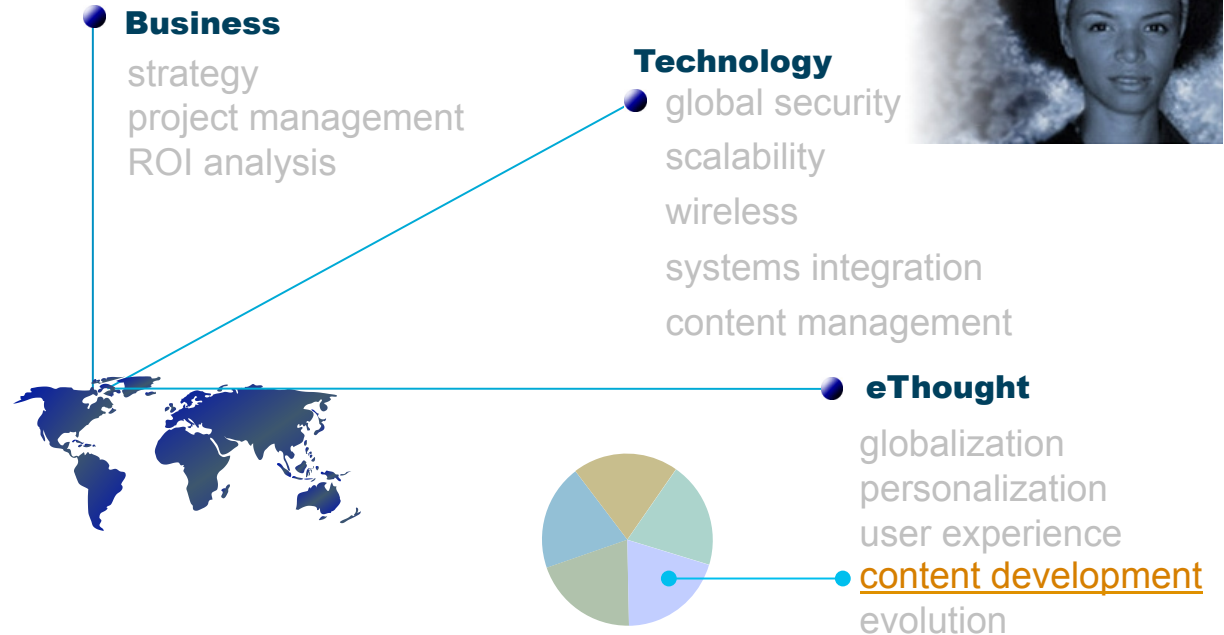


- usability analysis with state-of-the-art techniques
  - multiple testing types - from heuristic reviews to one on one testing
- interactive designs based on user needs such as:
  - sites that effectively communicate
  - users quickly find what they want
  - provides customer support through out the site
- leading edge design leverages brand awareness, equity
- audit of current marketing plans
- consumer / market research
  - provide specific, fact-based information on current or intended customer bases

**eThought**

globalization  
personalization  
user experience  
content development  
evolution

- creation
- personalization
- re-purposing
- partnering
- management



Portal for consumer related content

- Internet constantly evolving 24/7...
- Every phase is strengthened by intelligent evolution
  - Review of efficiencies, user acceptance, content management and ease of use
  - Review of branding and visual appeal
  - Recommendations incorporated into living documents
  - Feedback system from users and from site teams
  - Testing as we go

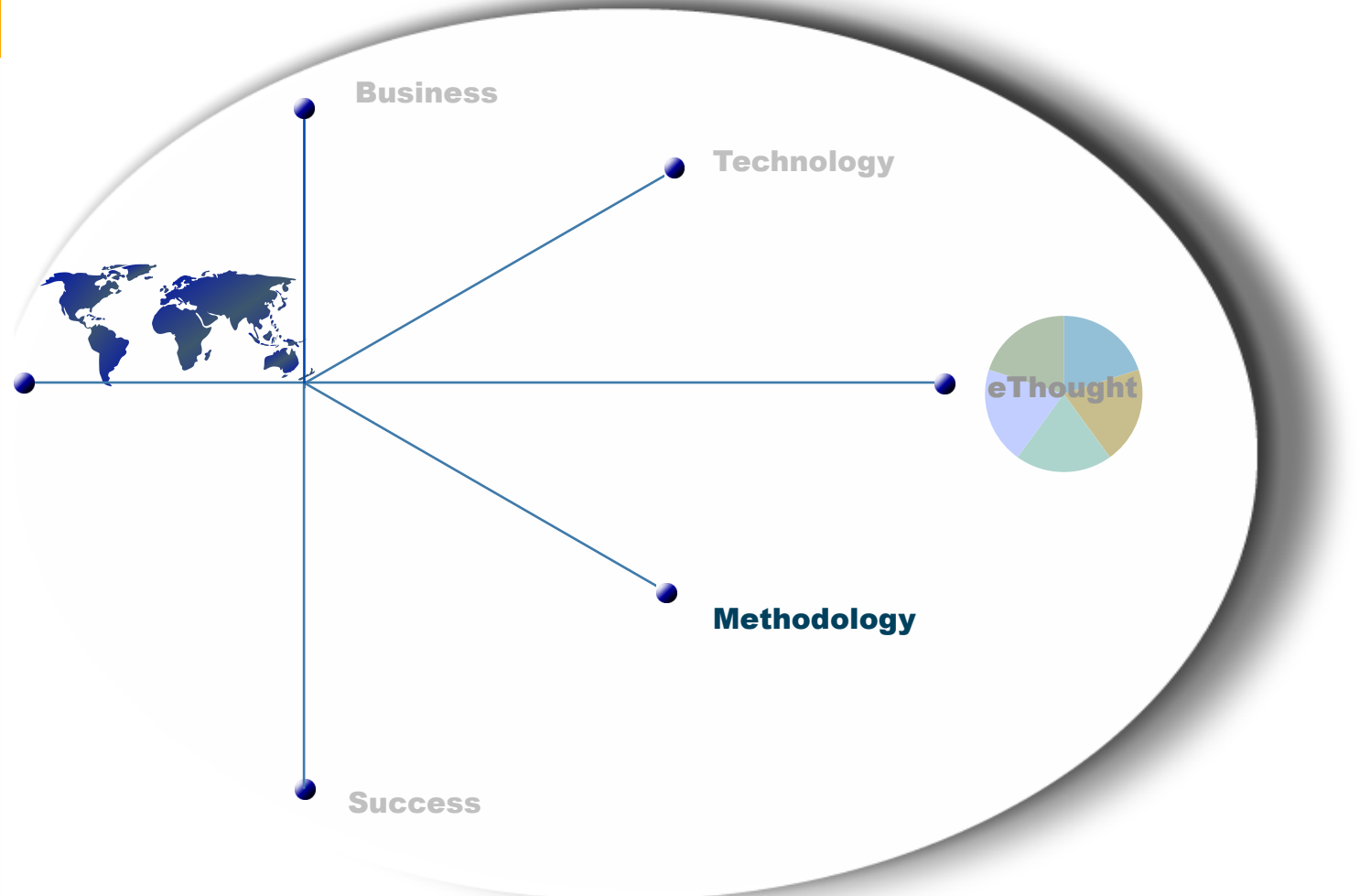


## Why Immersant – Proven Methodology

Global Expertise

Methodology

Success



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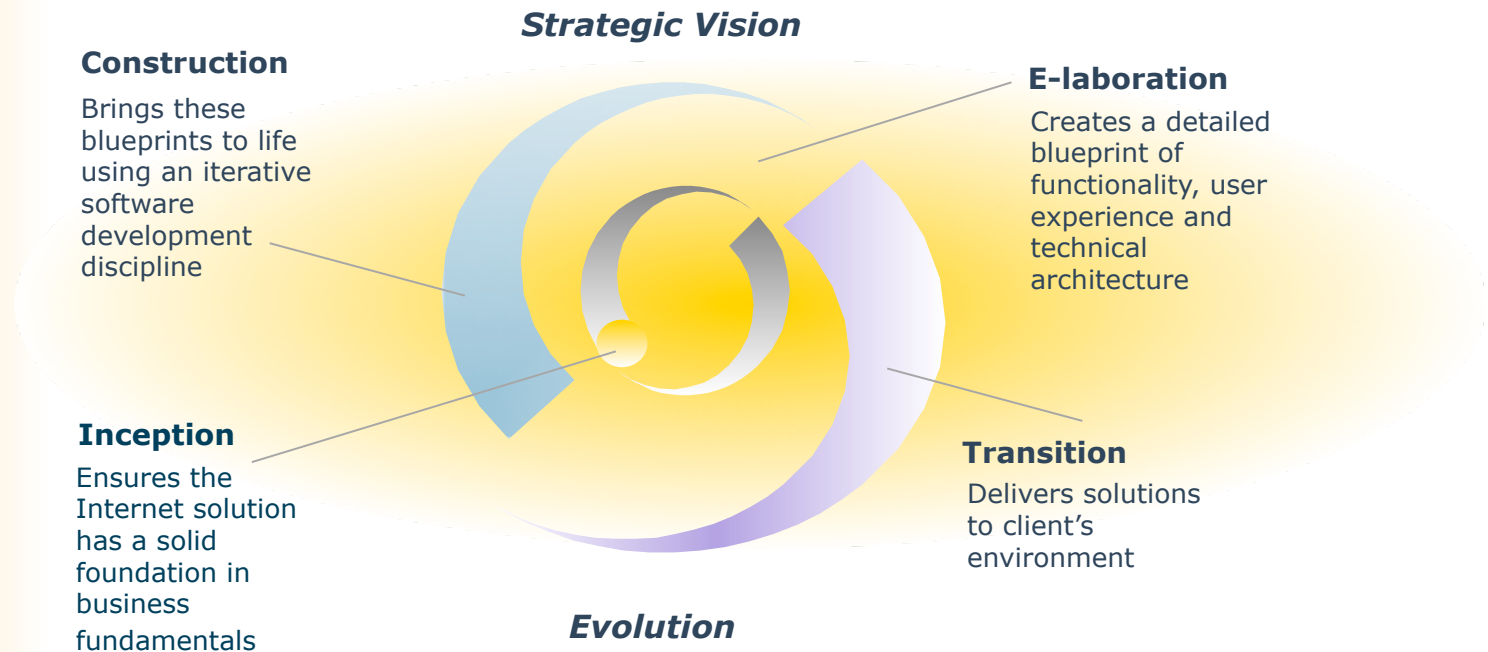


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**Methodology**

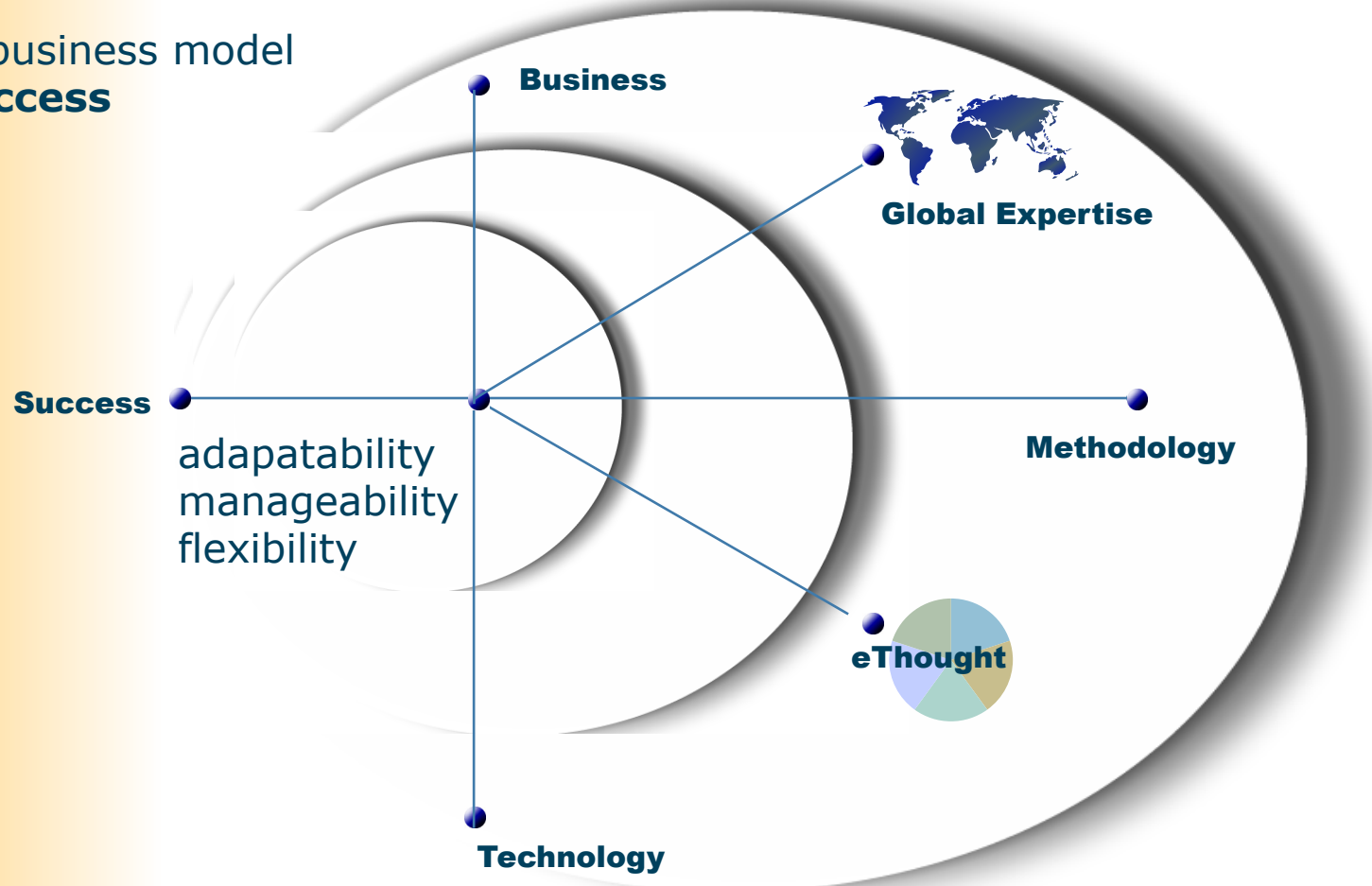
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- solid methodology reduces risk by using best practices from start to finish.
- rational unified process (RUP) enables flexible systems that develop iteratively, manage requirements and utilize component architectures, allowing for change and scalability, and minimizing time and cost



## Why Immersant – Evolutionary Business Model

dynamic business model  
drives **success**



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Methodology

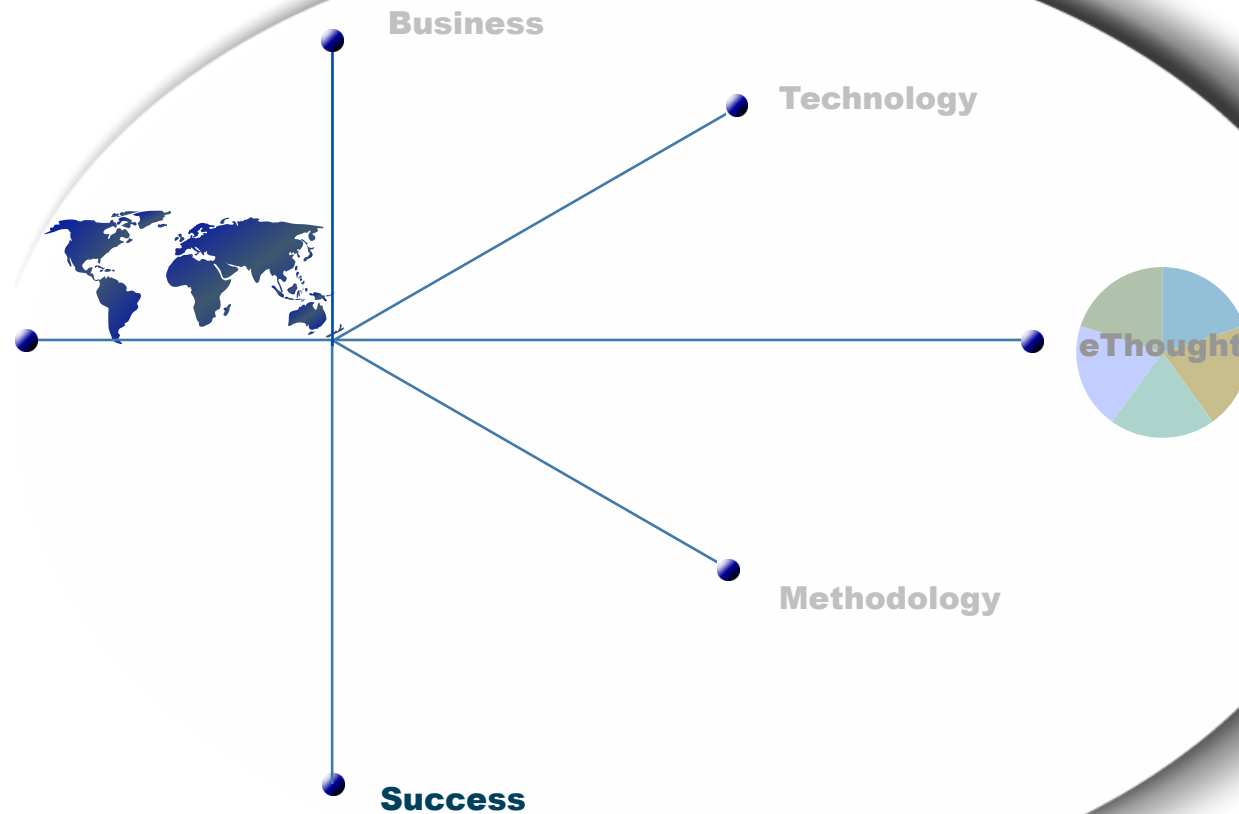
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## Why Immersant – Proven Success

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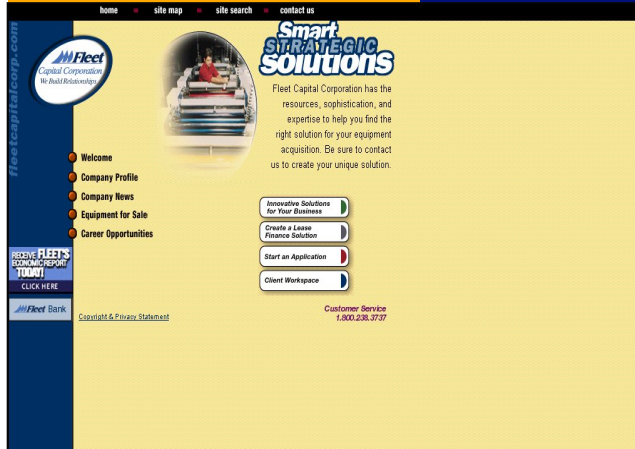
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**Methodology**

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## Proven Success

## Financial Services Clients



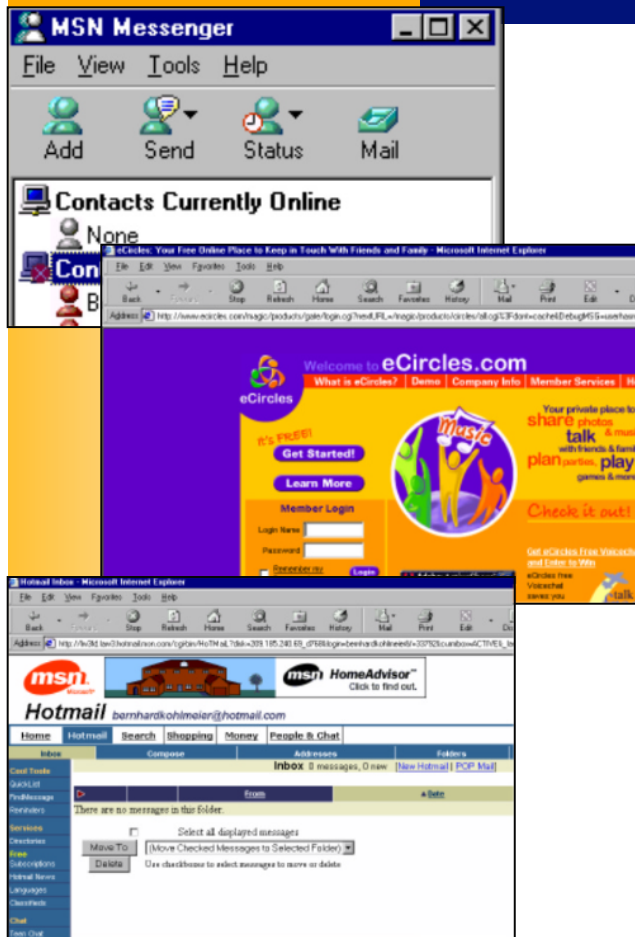
- E-Barter Trade EBT Global
- Fleet Capital Corp.
- MoneyLoop, LLC
- Quick & Reilly, Inc.
- Standard & Poor's
- Summit Bancorp
- Thomas Cook Group
  - (Canada) Limited
- United Asset Management Corp.
- XL Capital Ltd





## Proven Success

## High Tech and E-Business Clients

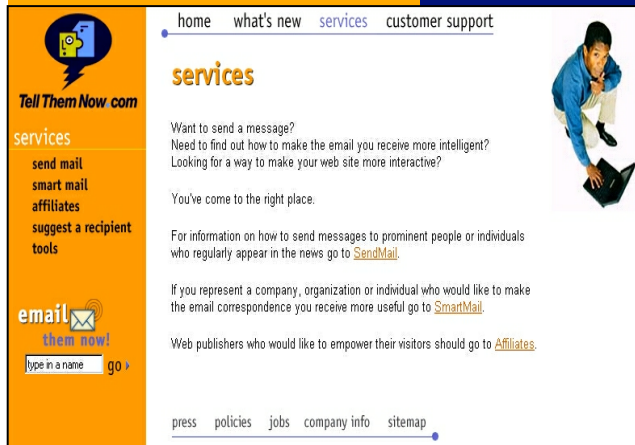


- Hotmail (65 million users)
- Messenger, Outlook Express, Chat
- Expedia (www.expedia.com)
- MSN Communities
- MSN Search
- eCircles.com
- Shopnow.com



## Proven Success

## High Tech and E-Business Clients



- Apex Inc.
- Built2xl, Inc.
- Canadian Film Centre
  - Great Canadian Story Engine
- Canadian Youth Business Foundation
- EngagingNature.com, Inc.
- Here2Listen.com, Inc.
- Infinite Data Structures, Inc.
- Microsoft
- System 1 Software Inc.
  - Capital Stream, Inc.
- TellThemNow.com, Inc.
- Webloyalty.com, Inc.
- Word of Mouth Planet.com, LLC



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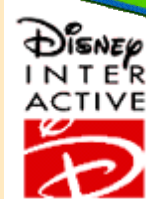
- Blue Cross of Atlantic Canada
- Do Health (RX Remedy, Inc.)
- Ferro Corporation
- Mutual of Omaha Insurance Company
- The Equitable Life Assurance Society of the United States





- Microsoft Encarta Encyclopedia
- Microsoft Encarta World Atlas (Virtual Globe)
- Microsoft Encarta International English Learning
- Microsoft Encarta Business English Learning





- Disney Interactive
  - Mattel Barbie
  - 3DO Games
- Havas Games  
Microsoft Press CBTs





[www.ferro.com](http://www.ferro.com)

- Ferro Corporation is a major manufacturer of specialty chemicals, plastics, coatings, electronic materials, and colorants used in cars, appliances, furnishings, and industrial products. Ferro generates more than \$1.3 billion in revenues each year. The company has operations in 18 countries.
- Business Goal
  - Create a scalable Web site that would position Ferro as a global market leader to its customers and potential investors. A thorough business analysis revealed the need for a Web site with control that is centralized for design and localized for site information
- Immersant solution
  - We designed a clean, spacious graphic treatment and created an architecture that united all Ferro businesses under a single corporate brand. The new site, organized by product groupings (chemicals, plastics, coatings, etc.) rather than by business, gives investors a cohesive yet broad view of a company that supplies a wide range of materials to manufacturers. It also provides the detailed, up-to-date facts that bench chemists and materials engineers require.



## Proven Success

## Success Stories – Attachmate Localization Consulting



[www.attachmate.com](http://www.attachmate.com)

- Attachmate is the leading supplier of enterprise information access and management software and services to major corporations and government agencies worldwide. Eighty percent of the Fortune 500 and Global 2000 companies trust Attachmate® products to manage access to their mission-critical host applications and databases.
- **Business Goal:**
  - In December, 1999 the Immersant team was enlisted to present a large team of Attachmate web developers, product managers, technical writers and software developers with an informational seminar about internationalization and localization. Soon our critical role as advisors put our team in the position of helping make decisions with regards to functionality and development schedules.
- **The Immersant solution:**

The result is a fully internationalized product, a well informed client development team, lower localization costs as well a more streamlined localization process. Since then we have been involved in three other similar projects with Attachmate, and can boast a healthy ongoing relationship with future work on the horizon.

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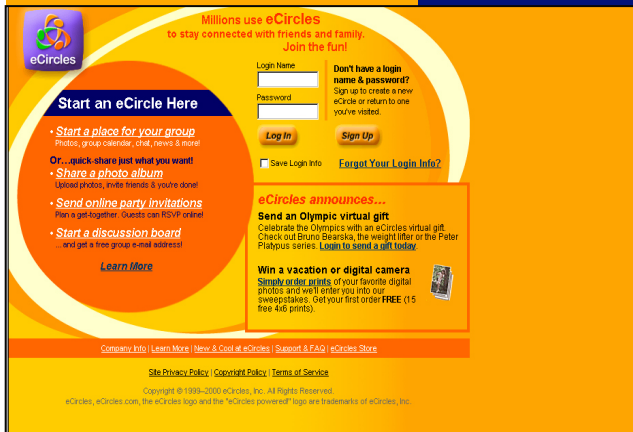
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## Proven Success

## Success Stories – eCircles



<http://www.ecircles.com>  
and the Japanese site at  
<http://adobe.jp.ecircles.com>

- The US Leader in Family & Friends Communities and selected by PC WORLD as the "Best Online Community Site" in 1999 and by Technologic Partners as "Most Likely to Succeed" through its Investors Choice award, eCircles.com is a free service that gives small groups a central, private place on the Internet to communicate, organize and share ideas and comments. It provides a portal for some consumer related products.
- Business Goal:
  - After signing a very important bundle contract with Adobe, eCircles needed to have a Japanese version of eCircles running within 4 months.
- The Immersant solution:
  - We gave a lot of care to the preparation phase: our Japan Content, a "Graphic Analysis" and a "Competitors Analysis". In essence, we researched how the Japanese audience would react to the original site and how to differentiate the site with those of competitors. The product was successfully released to the web in April.

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## Proven Success

## Success Stories – Fleet Capital Corp



[www.fleetcapital.com](http://www.fleetcapital.com)

- Fleet Capital Corporation is a leading US commercial finance company. Its Equipment Leasing and Finance unit manages approximately \$12 billion in assets and serves customers in more than 40 offices worldwide.
- **Business Goal**
  - Use the Internet as a tool to build strong one-to-one relationships with customers.
- **Immersant solution**
  - Create a secure document management solution that allows customers to share and access loan documents more efficiently and conveniently than before

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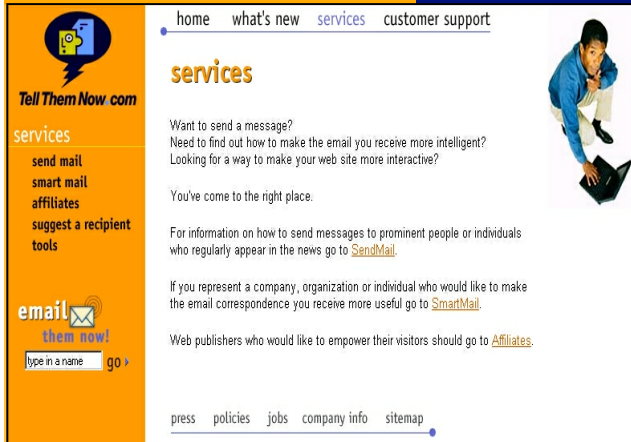
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## Proven Success

## Success Stories – TellThemNow.com



**www.tellthemnow.com**

- TellThemNow.com is a company that strives to make communication on the Internet easier and the news people receive more interactive.
- **Business Goal**
  - First, to become a leading communication conduit that provides users with direct access to the people, companies, and organizations that affect their lives. And second, to give businesses, organizations and others the tools they need to take this feedback and use it to improve relationships with their constituents and customers.
- **Immersant solution**
  - Conceive and build a unique new site based on the highly scalable, cost-effective Microsoft® Windows DNA (Distributed InterNet Applications Architecture)

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**Methodology**

**Proven Success**



[www.microsoft.com/  
germany/homeoffice/  
encarta](http://www.microsoft.com/germany/homeoffice/encarta)

- Beginning in 1994, Immersant and Microsoft began work on international versions of Encarta Encyclopedia.
- **Business Goal:**
  - To deliver the first localized version of Encarta Encyclopedia to the German and Spanish markets within 18 months. Other versions followed. Here are some of the challenges:
    - 9 million original words
    - 3000 media elements
    - A full range Chronology
    - Interactivities
    - Monthly updates through the Internet
- **The Immersant solution:**
  - One of the most important steps was to analyze the original content, selecting valid entries for the new versions, and planning a process to adapt the resulting product to a new cultural environments.
  - Encarta Encyclopedia and associated products have won praise and awards all over the world.

## Proven Success

## Success Stories – Localization of Microsoft's Office Update



<http://officeupdate.microsoft.com/Articles/ouworld.htm>

- Microsoft's premier office suite, Microsoft Office, the suite of office products that includes Ms Word, Excel, PowerPoint, etc. is promoted and marketed to a global audience through this web site.
- **Business Goal:**  
Turnkey web localization service, from very early project preparation to final delivery of the sites. And the process encompasses 30 steps (less for the downloads). Starting in 1999, Microsoft asked us to manage the relationship with local MS subsidiaries in order to accommodate needs for specific locales.
- **The Immersant solution:**  
After a year of team building and process definition in 1998 (while still delivering!), the first quarter of 1999 was spent scheduling and ramping up for the (major) release of the Office 2000 update site. The result was the simultaneous launch of the site (about 100,000 words or 900 pages; 3 downloads per market) in 12 markets (in Europe, South America and Asia) on the same date as the product street date! A world premiere at Microsoft.

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## Proven Success

## Success Stories – Microsoft's OEM Division



“Immersant has really become our technology visionary, crafting a solution that is flexible to our needs and scalable for future integration. The impact this has had on our business is astronomical. For the first time, our data is real-time, accurate, secure, and all in one place.”

Christine Courtie  
Marketing Specialist,  
Microsoft OEM Sales Division

[www.microsoft.com](http://www.microsoft.com)

- Microsoft's OEM ("Original Equipment Manufacturer") Sales Division licenses Microsoft software to hardware manufacturers such as Compaq, Dell, and Gateway. We created two solutions for the Marketing group within OEM Sales: a budget tracking extranet for a joint alliance between Microsoft and Compaq, and - based on the success of the first project - budget-tracking intranet for the OEM Sales Division itself.
- **The Business Goal**
  - Microsoft needed to streamline the inefficient process for requesting, tracking, and allocating funds both in partnership with Compaq and internally.
- **The Immersant solution**
  - By transferring manual processes (requests for funds via Word documents, approval messages via e-mail, and budget tracking on Excel spreadsheets) to the Web, our solutions remarkably improved accuracy, efficiency, and communication.

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[www.xl-capital.com](http://www.xl-capital.com)



- XL provides insurance, reinsurance, financial, and investment solutions worldwide. With \$14.1 billion in assets and a net worth of \$5.6 billion, XL Capital tailors risk management programs across a wide variety of disciplines, classes, and markets.
- **Business Goal:**
  - Use the Internet to promote a new corporate identity and brand, as well as to communicate the expanded service offerings of the "new XL" to customers.
- **The Immersant solution:**
  - Redesign the architecture and graphics of XL's Web site, transforming it into a customer-focused information resource center.



[www.citigroup.com](http://www.citigroup.com)

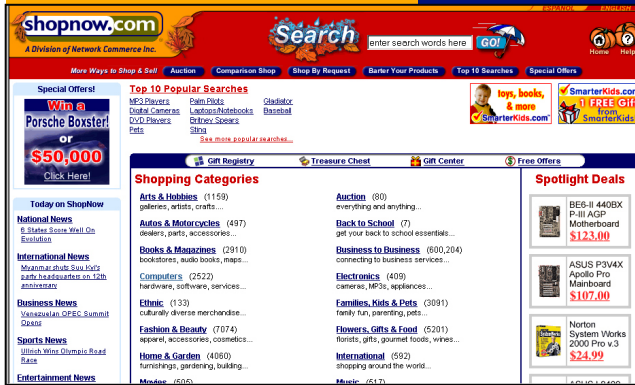
- Citibank, the largest credit- and charge-card issuer and servicer in the world.
- **Business Goal:**
  - The first broad release of a revolving credit card in selected European countries.
- **The Immersant solution:**
  - Focus group research and utilization analysis uncovered distinct patterns, and problems, by market.
  - For Citibank VISA, we conducted a television campaign in 1997 for multiple European markets, adapting a successful domestic creative approach for use in France, Belgium, Portugal, Spain and Greece.





## Proven Success

## Success Stories – Shopnow.com



[www.shopnow.com](http://www.shopnow.com)

- A popular shopping portal produced by Network Commerce Inc. (Nasdaq: NWKC), a leading provider of technology infrastructure, services and networks for businesses, merchants, Internet sites, and wireless networks conducting commerce online.
- **Business Goal:**
  - In November 1999, Shopnow.com contracted Immersant to conduct an internationalization audit before making their move to markets such as US Spanish, Japan, and possibly others..
- **The Immersant solution:**
  - In approximately one month, Immersant interviewed Shopnow's entire team and delivered a comprehensive report. The result is an audit that Shopnow is currently using as the basis for their subsequent international efforts such as:
    - Adaptation of current site for Spanish-speaking US Markets (now launched)
    - Internationalization of US Shopnow.com site
    - Consulting on rearchitecture of B2bnow.com
    - Development and launch of Shopnow's global multimarket site
    - Adaptation of current site for Japanese market

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- No better time to seize the opportunities
- Immersant offer's a business resource with unequalled breadth and depth of expertise
- We're ready to help move your business into lucrative new markets with the maximum impact and ease

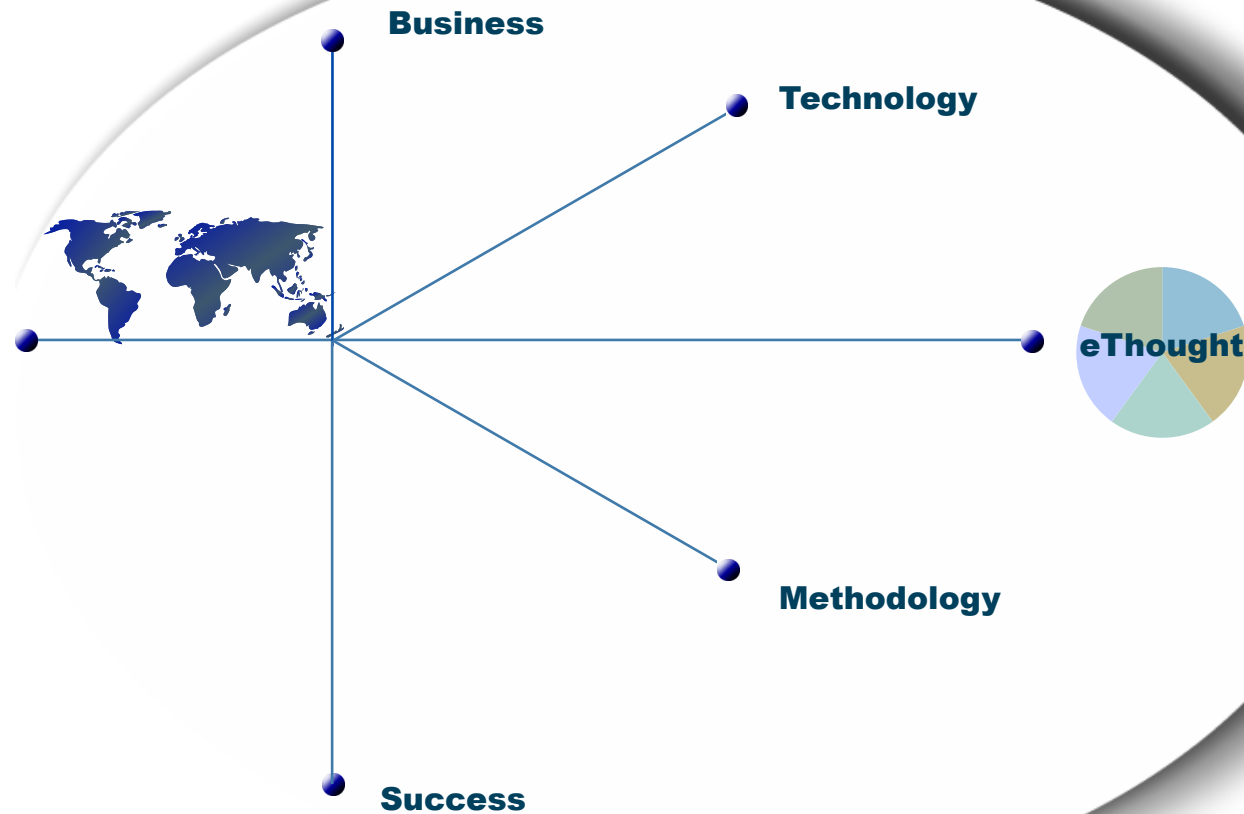


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