Building STRONG e-Relationships
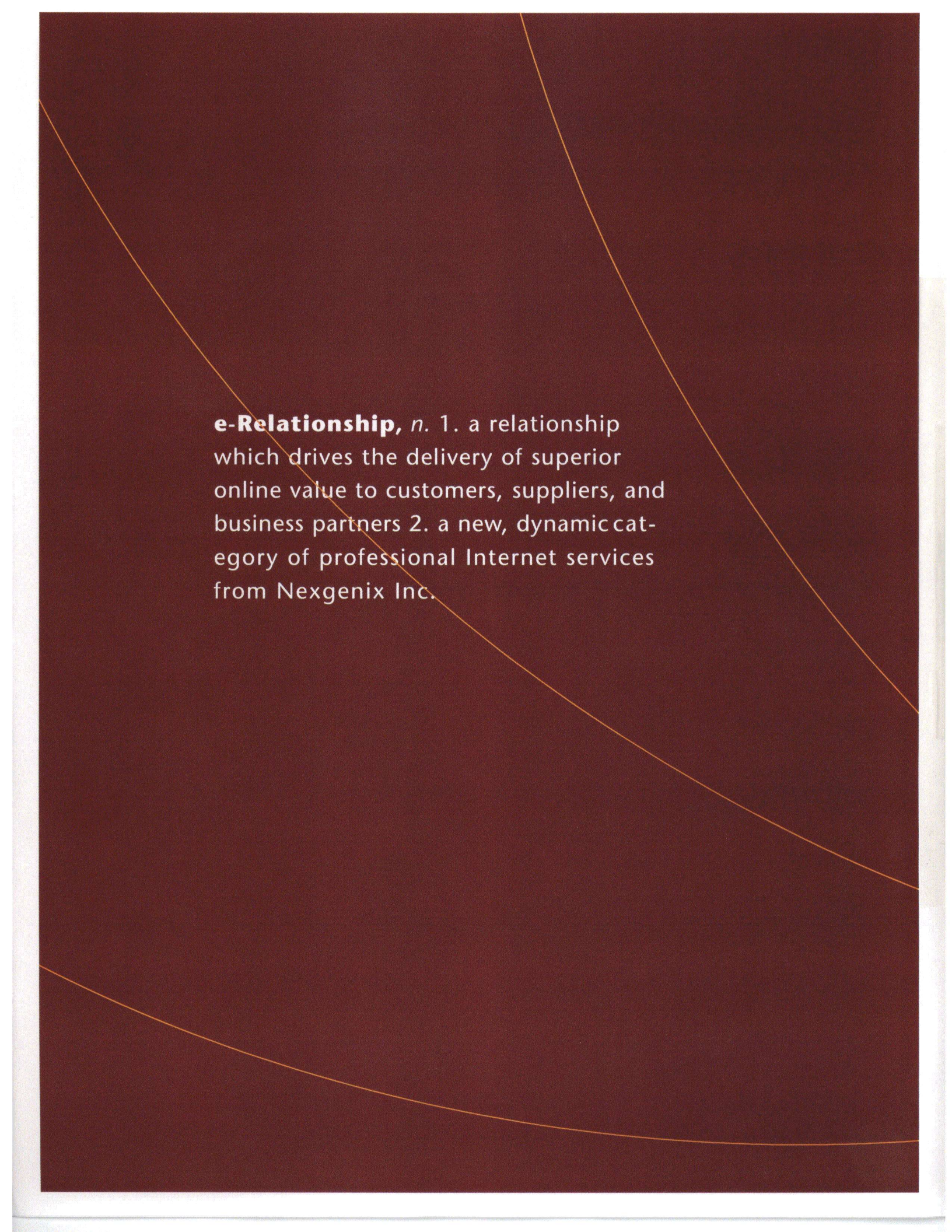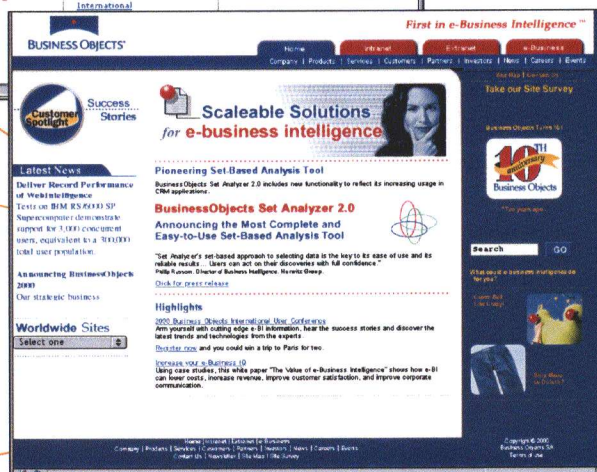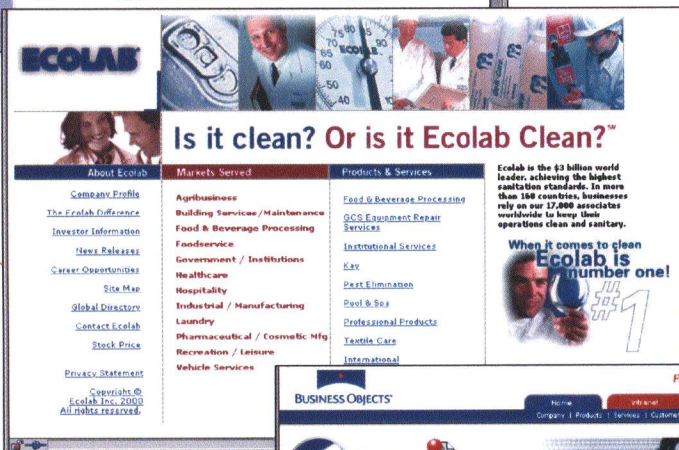## FOR THE NEXT GENERATION of e-Business™

nexgenix™

www.nexgenix.com

e-Relationship, *n.* 1. a relationship which drives the delivery of superior online value to customers, suppliers, and business partners 2. a new, dynamic category of professional Internet services from Nexgenix Inc.

MEETING THE CHALLENGES OF THE NEXT GENERATION OF e-BUSINESS

Today's e-Businesses cannot ignore the dramatically escalating needs of the next generation of online users. With more than 1000 business-to-business e-Marketplaces in existence – and an equally crowded business-to-consumer market space – competitors are increasing in number and sophistication. To compete, you need to find innovative and value-added ways to leverage the Internet. What's more, you need to improve your business performance and better serve your customers. For this, you need Nexgenix.

BUILDING e-RELATIONSHIPS IS THE KEY TO e-BUSINESS SUCCESS

In every e-Business scenario in every industry, long-term profitability results from targeting the right online customers, encouraging repeat usage, increasing transaction size, and reducing costs - all of which are driven by strong online relationships. At Nexgenix, we call these vital relationships e-Relationships - and we are committed to helping companies like yours answer critical questions like these:

- Is my e-Business pursuing an optimal relationship-building strategy based on its unique business model and target customer profiles?

- Do I know who my online business customers are and their unique needs?

- Is my e-Business serving its customers as best it could?

- How am I rewarding my customers for patronizing my e-Business?

The challenge is clear: Building strong e-Relationships with your customers is the only way to ensure long-term success. Whether your company provides value online to an individual consumer or to a business, Nexgenix can help you thrive in the next generation of e-Business.
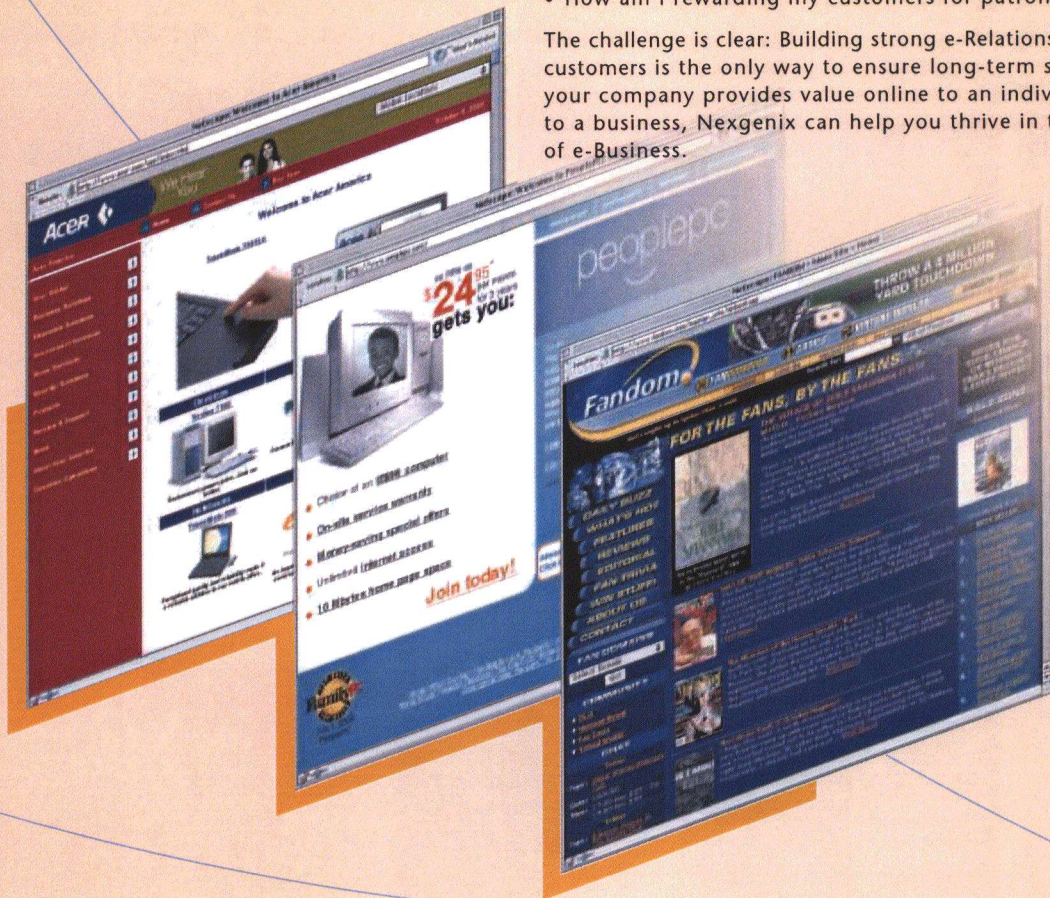
So, are your e-Relationships **as strong** AS THEY COULD BE?

ACHIEVING MAXIMUM PROFITABILITY THROUGH e-RELATIONSHIPS

Some companies advertise heavily to attract new customers and business partners. Smart companies use Nexgenix. The reason: our solutions focus on four key business goals that are essential for achieving long-term customer relationships and maximum profitability:

Target the right customers
Initiate and retain profitable online customers through relationship marketing strategies, including superior branding, marketing campaigns and customer segmentation.

Encourage repeat patronage
Each customer that walks out through the virtual door represents not only lost long-term profitability, but also lost investment dollars.

Increase average transaction size
Provide online customers with the right mix of products and services, top-notch branding and marketing, and superior online service – all foundations of a successful online relationship.

Increase margin through increased efficiencies
Drive increased profit margins through relationship-enabling strategies and technologies. This enables 24/7 interaction with your e-Business in more convenient and efficient ways.
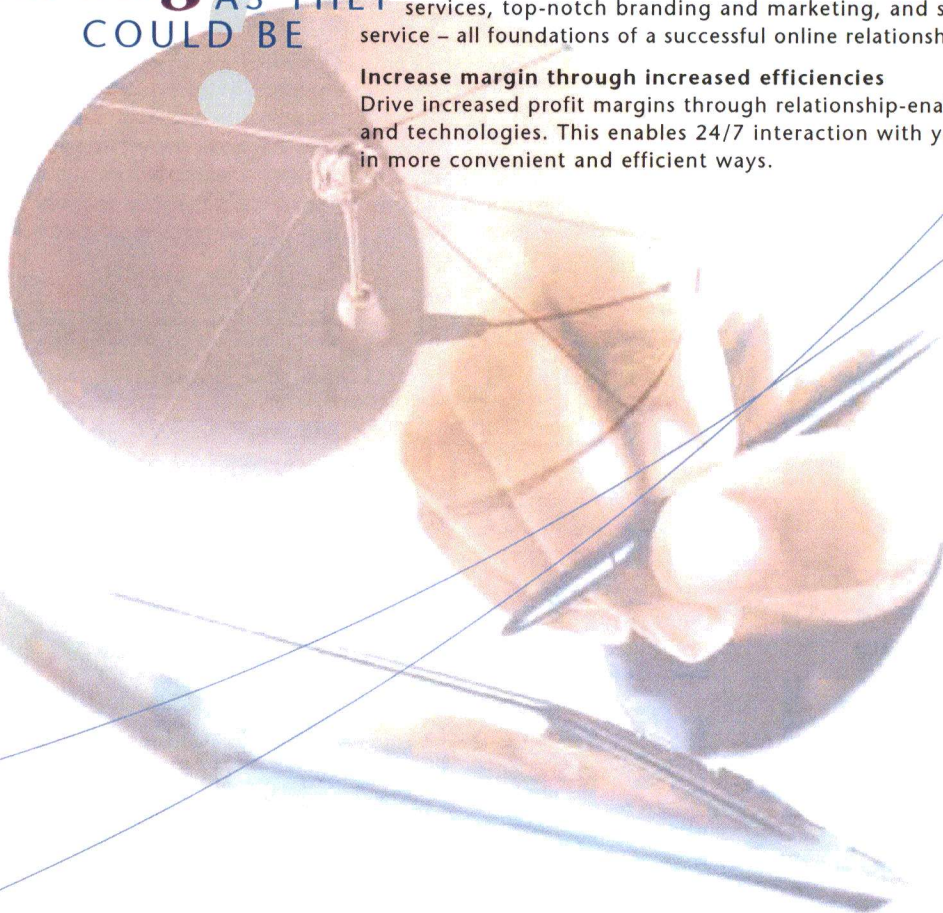
NEXGENIX: POWERING THE NEXT GENERATION OF E-BUSINESS

The Nexgenix 360° e-Relationship™ solution incorporates multiple competencies to empower e-Businesses to build lasting, profitable relationships with all audiences. This holistic approach allows us to align a company's relationship marketing strategy and technology to deliver an optimal e-Relationship solution.

- **Relationship Marketing Strategy**
  Nexgenix develops a relationship marketing strategy specific to both an individual company's business model and its target audience profile. This approach ensures that your e-Business strategy is focused on your company's unique competitive position, and that your e-Business is utilizing the optimal business model, targeting, interaction and incentive strategies to build strong e-Relationships. Based on this approach, Nexgenix delivers an optimal e-Relationship technology solution – encompassing the right blend of Transaction Management, Knowledge Management, Reward Management, and Touchpoint Management solution components.

- **Transaction Management**
  You can't deliver value and build relationships if online users can't access your e-Business in a timely manner and execute their transactions – whether the goal is purchasing physical goods or downloading information. Nexgenix helps you meet the 24/7 challenge of e-Business with a reliable and scalable Web site that includes leading-edge e-Commerce and content management functionality.

- **Knowledge Management**

  Who are your online constituents? Where do they navigate on your site? What motivates them to purchase? Nexgenix provides the answers through advanced information gathering and analytic profiling solutions – such as permission marketing campaigns, data mining, and predictive modeling – to help you gain a thorough understanding of your customers' needs. As a result, B2C marketers can respond with personalized product and service offerings that inspire repeat purchases and make it easier to market complementary and higher-end products to active buyers. Similarly, B2B marketers can provide greater visibility of information targeted to specific distributors or trading communities.

- **Reward Management**

  Successful e-Businesses reward their customers to encourage the growth of long-term relationships. Nexgenix empowers your e-Business to reward your customers through the design and delivery of incentive campaigns and loyalty-building processes. Nexgenix offers proven programs to build loyalty among customers, suppliers and business partners.

- **Touchpoint Management**

  How many ways can your online customers reach you for the instant service they demand? Nexgenix positions you for superior online service response through personalized assistance via the Internet. Touchpoint Management services include proactive Web capabilities such as automatic e-Mail response, Internet-based self-help, live online chat with customer service agents, and status checking of inventory, orders and shipments.
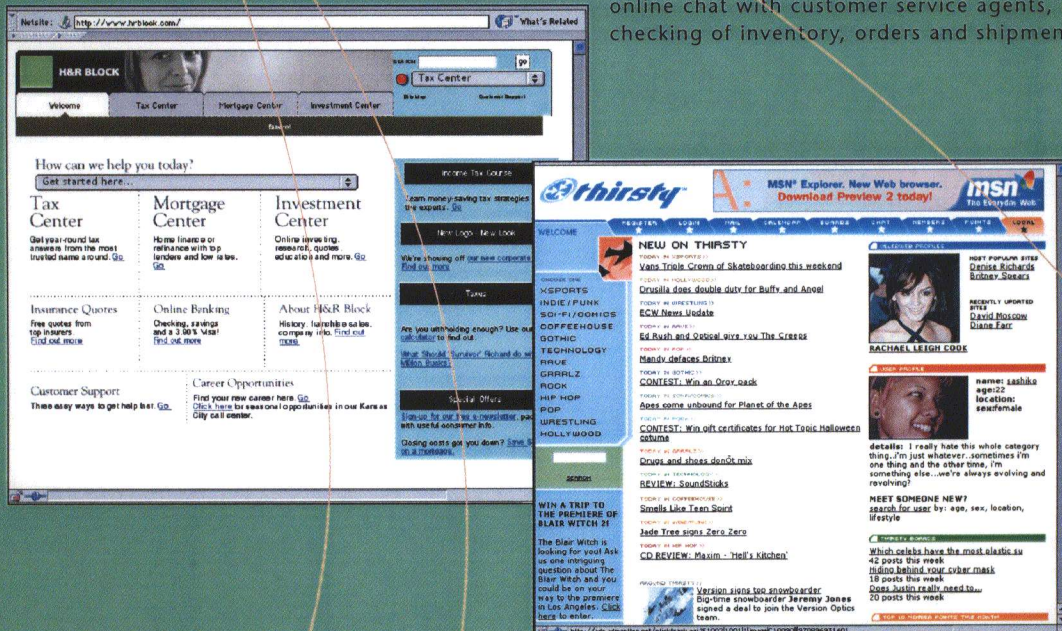
HOW YOUR BUSINESS MODEL CAN BENEFIT FROM e-RELATIONSHIPS

Successful businesses of the future will utilize relationship-driven strategy and technology to deliver superior online experiences to all customers, suppliers, and business partners. The following examples illustrate how e-Businesses can benefit from Nexgenix's vertically-focused solutions.

An online retailer of sports merchandise employs a relationship marketing strategy that combines branding, creative design, and targeted marketing to attract the most profitable customers. Using permission marketing, this strategy collects customer information by incorporating information gathering processes. The company stores this information in a customer data mart and uses personalization technologies to provide targeted customers with individualized promotions. As a result, the company is able to increase revenues and build loyalty with its most profitable customers.

A community portal targeted at teenagers makes innovative use of wireless technology to allow members to access content, and participate in activities via Web-enabled mobile phones. Community members have wireless and PC-based access to personalized content based on Web-stored profiles of their lifestyle interests, and can also participate in games and online contests. The high-level of interactivity dramatically increases the site's usage, as the teens spread word of this novel community to their friends. Using member profiles, the portal can segment its member base by lifestyle interest and deliver targeted promotions to specific audiences. As a result, the portal is able to charge a premium for advertising and increase its revenue growth.

RETAIL

MEDIA & ENTERTAINMENT

A manufacturer of electronic components deploys a Web self-service system that offers advanced content management functionality. This system allows the manufacturer's clients to access personalized customer service pages. Content is customized depending on the audience. For example, an engineer is presented with technical specifications, while a financial analyst is presented with historical purchasing information. Because of the system's ease-of-use and the relevance of the content, many of the manufacturer's customers seek service and support through the firm's Web self-service system. The manufacturer benefits through reduced call center costs and increased customer loyalty.

A large investment management firm implements a business-to-business, virtual private network to offer its 2500 independent brokers access to detailed client information and powerful analytical tools in the field. The system empowers the firm's financial consultants with relationship-centric applications for customer profiling, account management, and targeted selling – all in real-time. Using the system, brokers can execute transactions, provide highly personalized customer service, and, ultimately, increase assets under management.
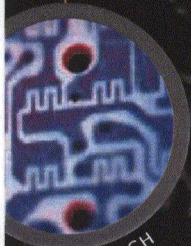
HIGH-TECH

FINANCIAL SERVICES

Nexgenix has enabled each of these companies to build strong e-Relationships with a unique relationship marketing strategy and relationship-enabling technology. As a result, businesses and their customers can exchange value online, in an efficient, profitable, and enjoyable manner.

A 5% increase in retention *can result in* A PROFIT INCREASE between 25% and 85%

W. Earl Sasser, Jr., of Harvard Business School, and Frederick F. Riechheld of Bain & Company, Harvard Business Review

PHASES	DESCRIPTION	DELIVERABLES
Opportunity Phase	Web Opportunity Assessment	e-Business Opportunity Assessment
Strategy Phase	Web Business, Branding, Creative, Marketing, & Technology Strategy	e-Relationship Management Plan, Statement of Work
Build Phase	Planning, Analysis & Design	Marketing Communication Plan & Design Documents
	Construction, Staging, & Implementation	Content-ready and Production-ready Web Site
Measurement Phase	Tracking, Measurement, & Analysis	Analysis & Recommendations

NEXGENIX e-RELATIONSHIP QUOTIENT™

Nexgenix can measure the effectiveness of your current Web site in the context of your industry's business drivers, your customers' needs, and the competitive threats your business faces using our unique eRMetics™ solutions offering which includes the e-Relationship Quotient. These revolutionary measurement tools can help you develop an e-Business strategy for targeting the right customers, encouraging repeat usage and increasing transaction size while reducing costs. Our unique methodology can determine the capability of your e-Business to attract, build, and maintain profitable e-Relationships – the key to a successful e-Business.

BUILDING e-RELATIONSHIPS WITH NEXFRAME™

The dynamic nature of e-Business demands rapid implementation of e-Relationship practices. Nexgenix responds with our proprietary NexFrame e-Relationship Management Model. This combines our core competencies to quickly and strategically define, assess, build and measure a customized e-Relationship solution.
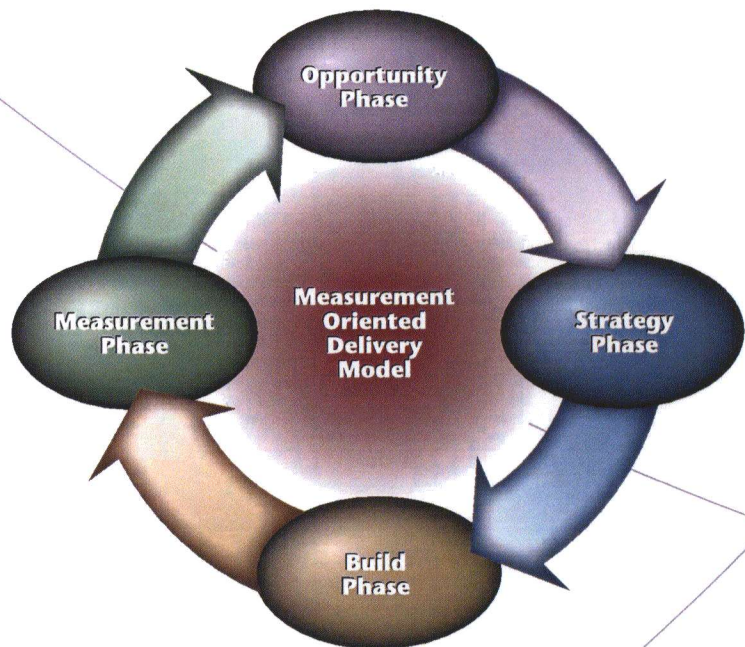
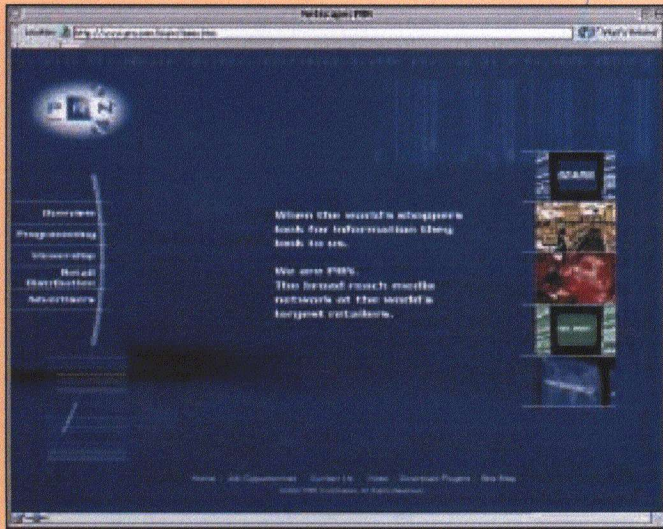NexFrame is delivered in four integrated phases:

- **Opportunity Phase**
  We begin by conducting a comprehensive study of your enterprise, the current state of the market and your competitors' approach to building e-Relationships. The outcome is to assess, define, and quantify potential online opportunity for your business. The assessment includes a definition of the product/service offerings and a high-level assessment of the organizational capability required to implement the opportunity. This offering answers the key questions "Should the enterprise develop an online business?" and if so, "What business model should be implemented?"

Opportunity Phase → Strategy Phase → Build Phase → Measurement Phase — Measurement Oriented Delivery Model

- **Strategy Phase**
  The focus of this phase is to answer the question, "How does the enterprise successfully implement the online business model and e-Relationship structure?", identified in the Opportunity Phase. It defines the most important aspects of developing a successful e-Relationship strategy, including the following:
  - Marketing, branding and positioning approaches
  - Customer marketing database strategy
  - Recommended target audience segmentation strategy
 - Creative approach for the solution.

In addition, during this phase, we define the proposed e-Business solution needed to implement the strategy; and the business requirements, technical feasibility, and creative approach for the designated online initiatives.

- **Build Phase**
  Your e-Relationship enabled e-Business comes to life in this phase. Here, we integrate our creative design, marketing, and technology expertise to design, develop, and deploy your customized e-Business solution. While performing systems integration and capacity testing, we also support your entire organization in learning and accepting the new e-Business solution. In the final and most exciting step, we launch your e-Business site with full content and e-Relationship processes – ready to provide consistent, high-quality performance for maximum online relationship-building.

- **Measurement Phase**
  The value of your e-Business solution doesn't end with the launch of your e-Business initiative – the opportunities have just begun. We track, measure and analyze the performance of your e-Business against your company's specific objectives to ensure that the strategy is in tune with your goals. In addition, we employ our proprietary *eRMetrics* practices to continuously identify and pursue opportunities to improve the performance and profitability of your e-Business even further.
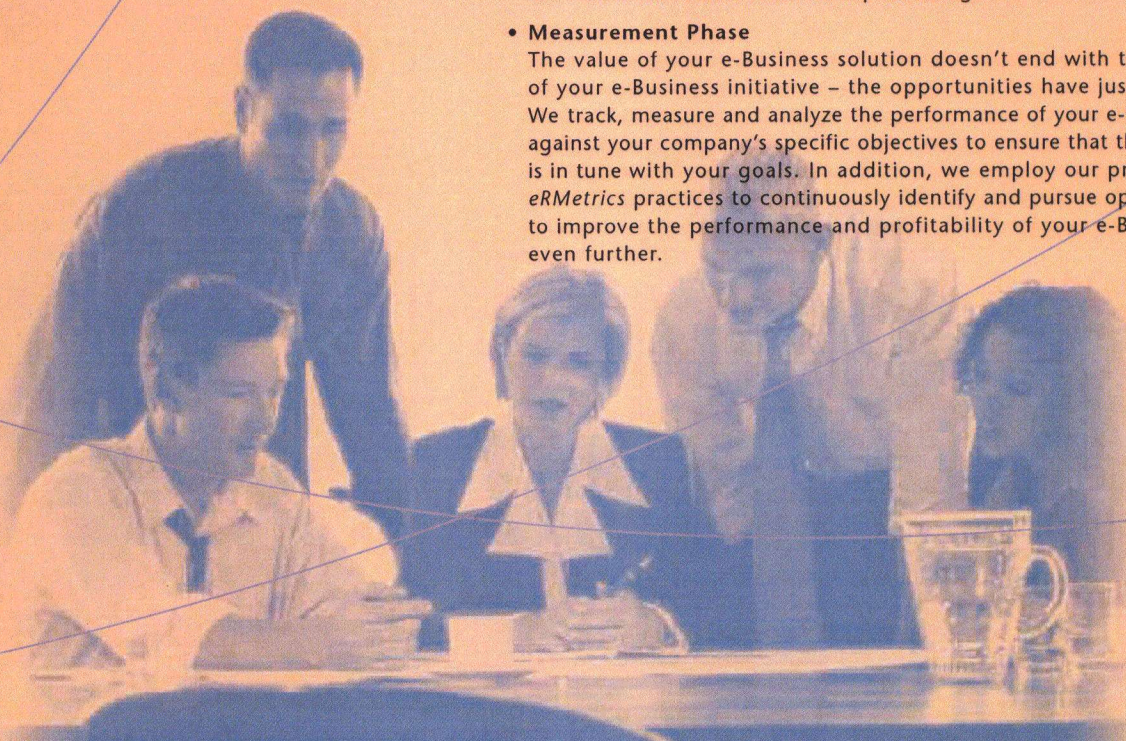
DELIVERING e-RELATIONSHIP SOLUTIONS AT INTERNET SPEED
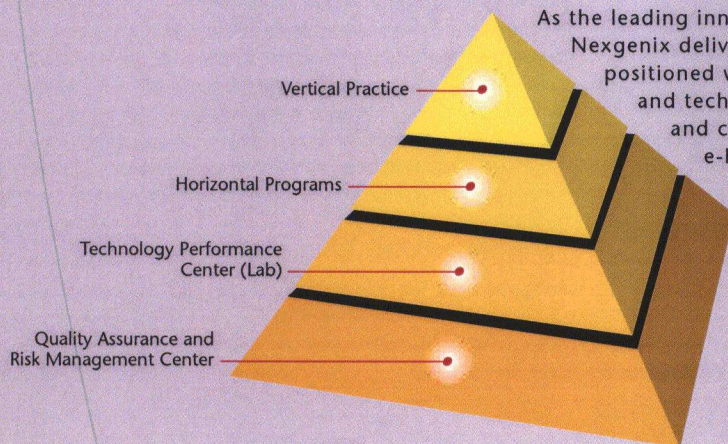
As the leading innovator in creating and building e-Relationships, Nexgenix delivers tangible business benefits. We are uniquely positioned with expertise in both relationship marketing and technology to deliver high-quality services in a timely and cost-effective manner. Our advances in innovative e-Relationship solutions are created, tested, and implemented in a seamless, rapid manner by Nexgenix professionals in four distinct Performance Centers.

- Vertical Practice
- Horizontal Programs
- Technology Performance Center (Lab)
- Quality Assurance and Risk Management Center

- **Vertical Practice Center**
  The Nexgenix Vertical Practice Center focuses on developing cutting-edge solutions catered to the financial services, high-tech, media and entertainment, and retail industries. These practice centers are staffed with industry-specific specialists who study a client's business model, compare benchmarks and best practices, develop technology-enabled business strategies, and translate traditional relationship marketing programs into a technology-enabled online business model specific to that vertical industry.

- **Horizontal Program**
  The horizontal program offices develop application frameworks through custom and package solutions for commerce and content management, customer interaction, and marketing analytics. Nexgenix is looking at different applications and any integration issues, as well as the best and fastest method of implementing them in a business environment or specific vertical market.

- **Technology Performance Center**
  The Technology Performance Center explores prototypes of new solutions to ensure they are reliable and scalable. Our professionals in this center also collaborate with the horizontal program offices to evaluate the design, architecture and scalability of e-Relationship application packages. So when your solution goes live, you can be sure it will do everything it's supposed to. This is a very critical checkpoint that enables us to build a quality solution.

- **Quality Assurance and Risk Management Performance Center**
  Quality is the driving force behind all successful e-Relationship initiatives. All work passes through this center to make sure that we can deliver functionality based on some real-life metrics, and that we're on target in our customer recommendations. This is one of the factors that enable us to execute our fixed time, fixed price delivery approach.
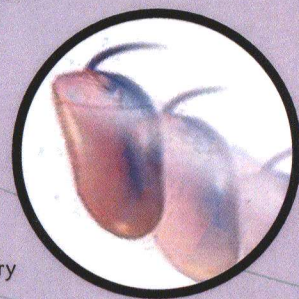
Gaining Enterprise-Wide Benefits through e-Relationships

The benefits of attaining strong e-Relationships go far beyond enticing repeat buyers to a consumer e-Business site, or ensuring that B2B customers have 24/7 visibility of project components or inventories. Our e-Relationship paradigm is designed to help you gain bottom-line benefits throughout the enterprise. By strengthening your e-Relationships, Nexgenix initiatives provide:

- New opportunities to create increased shareholder value.

- Higher yields on investments in advertising and marketing for customer acquisition.

- Recognition in the marketplace as a technologically-advanced but "customer-friendly" organization, resulting in increased sales, brand recognition, and customer loyalty.

- A new focus on anticipating customer needs and being first to market with new products and services.

- Improved levels of communication among all business entities – customers, suppliers and employees – to gain greater efficiency and productivity.

Enterprise-wide benefits like these can only be driven by e-Business initiatives that embrace e-Relationships and the increased brand loyalty and profitability that result. And only Nexgenix can offer the comprehensive Internet strategy that bridges the gap between "just a transactive Web site" and a true e-Business.

Partnerships with Industry Leaders

To enhance the delivery of its state-of-the-art e-Relationship solutions, Nexgenix has formed alliances with the following industry leaders:

| Internet Technology | Transactive Management | Knowledge Management | Touchpoint Management |

A CUSTOMER-FOCUSED ORGANIZATION

To ensure that Nexgenix exceeds customer expectations, each client is assigned a vertically-focused client partner to help determines the best e-Relationship solution service needed and to oversee the entire project. To support the client partner, Nexgenix assigns a vertically-focused project team which can consist of technology architects, creative managers, business analysts, designers, developers and technical leads.

## LET NEXGENIX CREATE NEXT GENERATION e-BUSINESS SOLUTIONS FOR YOU

The competition is fierce. Regardless of who your customers are, the next generation of e-Business demands a unique integration of business strategies, processes and technology. This is the only way to achieve strong e-Relationships. Let Nexgenix provide you with a full complement of leading-edge customer care, knowledge management, and loyalty-building services to position your company as a respected industry leader in the dynamic e-Business marketplace.

BUILDING e-RELATIONSHIPS: LEADING BUSINESSES TRUST NEXGENIX

Nexgenix provides e-Relationship solutions to an extensive, vertically-focused client base of Fortune 1000 and emerging e-Businesses, including:

H&R BLOCK	iMotors.com	CBS SportsLine	Lucent Technologies
ONYX	peoplepc	thirsty	ACER
	gifts.com		BUSINESS OBJECTS
Merrill Lynch	365 PRN	penn|NET	SENDMAIL
Financial			
WORLD	visualize art for everyday living	alta vista:	MERCURY INTERACTIVE
HR One Knowledge. Community. Solutions.	erison	Fandom www.fandom.com	3COM
ECOLAB		ROOMS TO GO	FILMSON	inServ
Services	**Retail**	**Media & Entertainment**	**High-Tech**

For more information on how your company can take advantage of proprietary e-Relationship methodologies from Nexgenix, please call 800.663.9436 or visit our Web site at www.nexgenix.com.
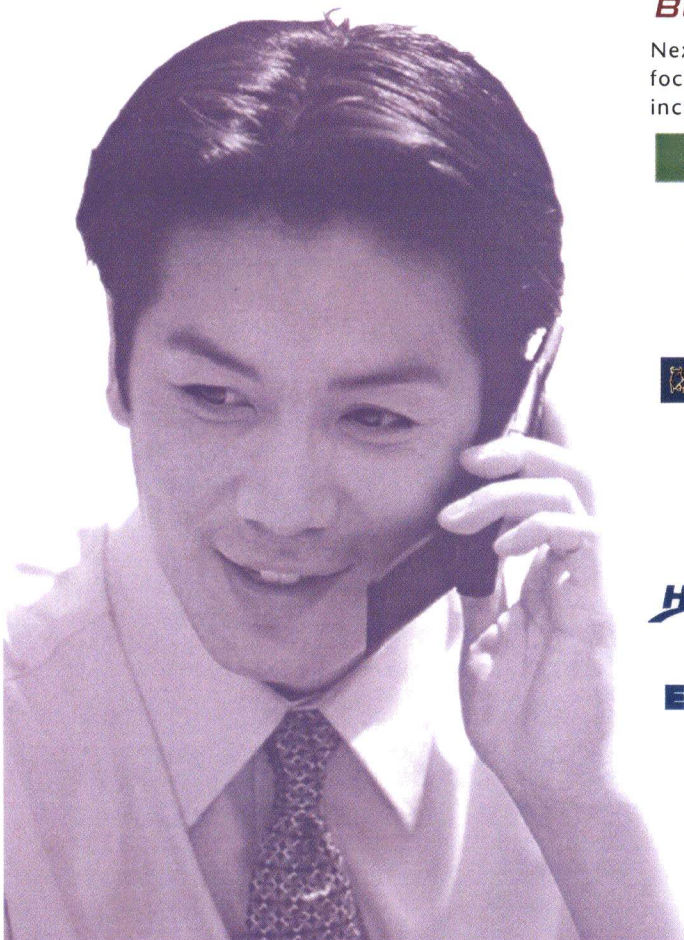
About Nexgenix, Inc.

Nexgenix, Inc. is a leading supplier of a new category of Internet professional services called e-Relationship solutions, an integrated offering of relationship marketing with best-of-breed technology solutions. By combining relationship building strategies, enabling technologies and proprietary measurement processes, Nexgenix helps clients build profitable and more permanent e-Relationships with their online constituents so they don't have to focus all of their energy on driving short-term traffic.

Nexgenix provides vertically-focused solutions for established Fortune 1000 companies and emerging e-Businesses in the financial services, high-tech, media and entertainment, and retail industries. Founded in 1990, the company today employs 480 associates in 16 offices.

nexgenix™

www.nexgenix.com

Nexgenix, Inc.
320 Commerce
Irvine, CA 92602
800.663.9436