



High-Tech Practice – Hardware



The Challenge: Creating Mindshare to Differentiate Products

High-tech hardware manufacturers today face varied and formidable challenges. Rapid commoditization has resulted in a market flooded with virtually identical products. With little differentiation other than price, capturing mind share is as critical as gaining market share. As a result, high-tech manufacturers have to spend heavily on branding campaigns in an attempt to differentiate their “me-too” products in the eyes of customers.

Hardware manufacturers are also feeling the impact of a rapidly changing marketplace. Key industry players are undertaking mergers, acquisitions, and joint ventures with increasing frequency to gain an even greater competitive advantage. Moreover, the nature of competition has changed. High-tech manufacturers in the U.S. and other countries must now battle numerous international manufacturing powerhouses – not just local or regional companies – for business. The Internet and its business-altering dynamics are driving this competitive and ever-changing landscape. For the high-tech hardware industry, the message is clear – adapt and accept the benefits of the Internet, or perish. But how?

The Answer: 360° e-Relationships™

Does your transactive Web site empower you to interact with distributors/resellers, trading partners and end-consumers in the most effective, cost efficient way? Does your e-Business strategy fully complement and strengthen your marketing initiatives? Most of all, do you know your online and offline customer markets well enough to build long-term brand loyalty and repeat business? The answer to these complex challenges is simple: Nexgenix’s 360° e-Relationships.

In the e-Business world, simple transactive Web sites that provide users with basic content and transaction capabilities are not enough to distinguish high-tech manufacturers from their competitors. First-class relationship marketing services require the fusion of technology, branding, customer service and relationship marketing strategy. When incorporated in an e-Business environment, these are powerful competitive differentiators that enable high-tech manufacturers to optimize e-Relationships with distributors, retailers, end-consumers and other customers.

Nexgenix provides high-tech hardware companies the opportunity to stand out from the dozens of competitors flocking to the Internet with its unique relationship management solutions. We empower high-tech manufacturers to use relationship-enabling technology, database management, relationship marketing and brand loyalty programs to build true partnerships with VARS and other key audiences through each of the following processes:

- **One-To-One Marketing** – A powerful relationship marketing strategy is the foundation of any successful high-tech product offering. By defining the optimal business model, customer targeting strategy, customer interaction strategy, and customer incentive strategy, high-tech manufacturers will be able to better personalize products and services.
- **Relationship-Enabled Order Management** – Online order management has been one of the “killer apps” of Web-based interactions between high-tech manufacturers and their customers. By offering customers relationship-enabled order management features via the Web, high-tech manufacturers will be able to build stronger customer relationships.
- **Custom Fulfillment** – If a high-tech manufacturer cannot effectively fulfill orders, then it cannot build strong relationships with customers. By integrating relationship management strategy and technology into the fulfillment process, high-tech manufacturers will be able to use this channel to further strengthen customer relationships.

- **Personalized Content Distribution** – High-tech manufacturers have to distribute a wide variety of content to their customers. Content may include product pictures and specifications, pricing information, company and industry news, or customer support information. To build profitable relationships, this system must be integrated into all relationship-building processes, so the high-tech manufacturer can deliver valuable content in a personalized and timely manner.
- **One-To-One Channel Support** – Superior customer service and support is a true differentiator for high-tech manufacturers. While channel support can be delivered via call centers and on-site visits, many high-tech customers are now turning to the Web due to the personalized, 24x7 support they receive.

By utilizing Nexgenix's e-Relationship solutions, high-tech manufacturers can realize the following benefits:

- **Stronger e-Relationships with resellers, VARs and other channel partners** by delivering powerful value-added functionality to them through online presence
- **Higher brand visibility** both online and offline
- **Strong brand retention** throughout OEM products and services lifecycle
- **Increased revenues** through stronger lead generation, online promotions and personalized content aimed at specific target audiences, and based on user profiling information and strong ROI potential
- **Value-added content management systems based on workflow rules** makes creating and distributing content easier for marketing groups
- **Superior customer service** by improving the ability to help them find what they are looking for
- **Scalability on a global scale** that features ease-of-use and can be used as a foundation for other units around the world

Nexgenix's High-Tech Hardware Experience

Nexgenix's high-tech practice is uniquely positioned to help hardware manufacturers understand, segment and target the most profitable portions of their customer base. Where other e-Business professional services firms focus on building basic transactive functionality for their clientele, the Nexgenix high-tech practice marries strategy, relationship marketing and technology to deliver measurable improvements across the four dimensions that give rise to e-Relationships: *knowledge*, *touchpoint*, *reward* and *transactive* management. The company also utilizes a proven measurement-driven relationship management methodology to ensure that a client's e-Business is continually able to build strong relationships with its customers, suppliers and employees.

Nexgenix has already helped high-tech manufacturers such as **Alcatel**, **Juniper**, **Lucent**, **3Com** and **Quantum** establish themselves as e-Relationship leaders. Nexgenix's go-to-market partnerships with marquee e-Relationship software vendors such as **ATG**, **BroadVision**, **E.piphany**, **Kana**, **Vignette** and others, coupled with the deep business process expertise of its high-tech practice principals, set Nexgenix apart as *the* customer-centric high-tech solutions provider.

Are your e-Relationships as strong as they could be? Enlist the help of Nexgenix today to start building strong, lasting, profitable e-Relationships with your customers.



High-Tech Practice - Software



The Challenge: Redefining Software Distribution

The software industry is in the midst of tremendous change. While the Internet has created new sales and distribution models for software products, it has also had a major impact on how software companies service their customers. One major development is the adoption of Electronic Software Distribution (ESD) by distributors, VARs and software publishers themselves. As the distribution channel becomes more automated, these parties hope to capture significant margin opportunities through the reduced costs associated with ESD. In addition, a new model for the sale of software applications is being pursued with zeal by many start-ups and Fortune 1000 companies alike. In this new model, application service providers are now hosting applications remotely, enabling both consumers and business users to “pay as you go.” The promises of this new delivery model include reduced implementation costs, easier maintenance and faster time-to-market.

The rapid evolution in Internet technology is also changing how software applications are developed and how they are used. By producing applications of increasing complexity, software developers face greater demands for superior and convenient customer support. As such, technical support representatives must now deal with myriad technical questions in a timely manner.

The winds of change in the software industry are also affecting the nature of the relationship between software companies and their customers – distributors/resellers, direct customers and application service providers. To succeed as a software company, you’ll have to build a loyal customer base in each one of these important market segments, utilize the Internet to target new customers, retain existing customers, and establish a loyal, *profitable* customer base. But how?

The Answer: 360° e-Relationships™

Nexgenix knows that strong online relationships drive increased profitability – a requirement for the long-term success of any software company – and recognizes a powerful relationship marketing strategy is the foundation of any successful software product offering. Consequently, Nexgenix provides software industry clients with a multi-tiered approach to relationship marketing that includes:

- **One-to-One Relationship Marketing Strategy** - A successful relationship marketing strategy should provide the optimal business model, customer targeting strategy, customer interaction strategy, and customer incentive strategy. As a result, companies will be able to build the strongest e-Relationships with their customers.
- **Personalized Channel Support** - Many software customers are now turning to the Web because of the personalized, 24x7 support they can receive. By giving customer service agents access to the right information at the right time, they can effectively up-sell and cross-sell additional software products. Furthermore, the customer support channel can also be used for outbound relationship marketing, strengthening customer relationships and potentially increasing profitability.
- **Relationship-Enabled Commerce/Electronic Software Distribution** - Online commerce, specifically, ESD has been one of the “killer apps” of Web-based interactions between software companies and their customers. While there are numerous vendors who offer these capabilities to software companies, few do so from a relationship-centric perspective. By offering customers relationship-enabled order management and ESD features via the Web, software companies will be able to build stronger customer relationships.

By utilizing Nexgenix's e-Relationship solutions, software industry clients can realize the following benefits:

- **Reduced distribution costs** – By encouraging customers to obtain software using ESD technologies, software companies can save on packaging and shipping costs, as well as avoid sacrificing margins to the distribution channel.
- **Reduced customer support costs** – By providing customer support via the Web, software companies can provide more personalized customer service and support while reducing spending on costly call centers.
- **Increased revenue through relationship marketing** – Software manufacturers derive a significant portion of their revenues from upgrades. By using the Internet as a relationship marketing channel, software companies can make it easy for customers – and reward them – for purchasing software upgrades electronically. This also drives additional revenues.
- **Increased revenue through channel support** - An e-Relationship enabled channel support solution enables customer support agents at software companies to more effectively cross-sell and up-sell software as well as ancillary products. Our channel support solution uses analytic profiling methods to suggest products that are likely to be purchased based on that customer's unique profile.

Nexgenix's Software Experience

Nexgenix's high-tech practice is uniquely positioned to help software companies understand, segment and target the most profitable portions of their customer base. Where other e-Business professional services firms focus on building basic transactive functionality for their clientele, the Nexgenix high-tech practice marries strategy, relationship marketing and technology to deliver measurable improvements across the four dimensions that give rise to e-Relationships: *knowledge*, *touchpoint*, *reward*, and *transactive* management. The company also utilizes a proven measurement-driven relationship management methodology to ensure that a client's e-Business is continually able to build strong relationships with its customers, suppliers and employees.

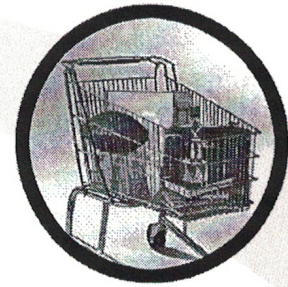
Nexgenix has already helped software companies such as **Business Objects** and **Mercury Interactive** establish themselves as e-Relationship leaders. Nexgenix's go-to-market partnerships with marquee e-Relationship software vendors such as **ATG**, **BroadVision**, **E.piphany**, **Kana**, **Vignette** and others, coupled with the deep business process expertise of its high-tech practice principals, set Nexgenix apart as *the* customer-centric high-tech software solutions provider.

Are your e-Relationships as strong as they could be? Enlist the help of Nexgenix today to start building strong, lasting, profitable e-Relationships with your customers.

© 2000 Nexgenix, Inc. Nexgenix and the 360° e-Relationship are trademarks of Nexgenix, Inc. All other names are trademarks of their respective owners.



Retail Practice – Specialty



The Challenge: Achieve Multi-Channel Integration and a Unified View of Customers

The Internet has brought about a sea of change in the specialty retail business as a new generation of marketers of books, music, toys, apparel and gifts emerged to form the new, ubiquitous phenomenon of “e-Tailing.” Nexgenix recognizes how this velocity of market change presents a new set of challenges for specialty retailers.

The need extends beyond launching a transactive Web site. Specialty retailers must integrate their Internet presence with existing and emerging channels – brick and mortar stores, catalogs, telesales, shopping kiosks, and wireless – while achieving consistency in branding, messaging and customer interface design. At the same time, with comparison-shopping on the Web, as easy as a click of the mouse, specialty retailers must seek out new sources of strategic differentiation through improved and personalized customer service. Particularly in a multi-channel environment, you must be able to answer this critical question: Who are my customers and what do they want?

Moreover, a new breed of niche e-Tailers has made a dramatic impact on the specialty retail industry. Shopping gateways, affinity portals, virtual auctions, bots, agents and crawlers, manufacturers, and a broad array of co-marketing and co-selling alliances also crowd and complicate the competitive landscape – requiring new strategies and tools for survival in the specialty retail environment.

Powerful branding, merchandising and real estate remain necessary, but are hardly sufficient elements of ongoing success. You are challenged to rethink how you will buy and sell, interact with customers and stay ahead of your competitors. To succeed, you must be able to: control customer acquisition costs, reward repeat customers to ensure loyalty, create an integrated, multi-channel business environment, and capture a unified view of your customers at every point of contact. But how?

The Answer: 360° e-Relationships™

No matter what type of specialty retailer you are – national chain, geographic niche, dot com, or hybrid – e-Relationships can position your firm for real competitive success. Backed by Nexgenix’s experience, expertise, and proven methodologies, strong e-Relationships drive profitability through the effective integration of channels, meaningful and cost effective differentiation, as well as enhanced efficiencies in customer acquisition and retention.

Nexgenix customizes its 360° e-Relationship methodology to each client's unique needs and strategies, thus helping specialty retailers overcome key industry challenges through targeted solutions. These include but are not limited to:

- Segmentation and understanding of customers and their preferences
- Analysis and predictive modeling of customer behavior
- Personalization and loyalty building for individuals and/or identifiable customer segments
- Customized and consistent outbound relationship marketing across all applicable channels

Nexgenix’s e-Relationship solutions can empower specialty retailers to deliver superior online value to customers, suppliers and business partners through a proven, integrated strategy of *knowledge*, *touchpoint*, *reward* and *transactive* management.

This approach enables retailers to present a highly tailored message and interface to shoppers each time they walk into the store, log onto the e-Retail site through a browser, leaf through a catalog, dial the 800 number, step up to a kiosk, or contact the company through a wireless handheld device.

This strategy of relationship marketing and integrated touchpoint management provides a unified view of each and every customer, regardless of which touchpoint they use to interact with a retailer's business. In turn, personalization and customized content, pushed through integrated channels to customers, provide for a consistent and unified view of a business. Nexgenix has dubbed this two-way phenomenon "retailativity." Ultimately, the Nexgenix solution for e-Relationship enabled businesses provides a unification of retailer-customer and customer-retailer interfaces – always with the most appropriate messaging.

Nexgenix's Specialty Retail Experience

Nexgenix's retail strategy practice is uniquely positioned to help specialty retailers understand, segment and target the most profitable portions of their customer base. Where other e-Business professional services firms focus on building basic transactive functionality for their clientele, the Nexgenix retail practice marries strategy, relationship marketing and technology to deliver measurable improvements across the four dimensions that give rise to e-Relationships: *knowledge*, *touchpoint*, *reward* and *transactive* management. The company also utilizes a proven measurement-driven relationship management methodology to ensure that a client's e-Business is continually able to build strong relationships with its customers and suppliers.

Nexgenix has already helped specialty retailers such as **Gifts.com**, **iMotors**, **PeoplePC**, **PRN**, **RedEnvelope**, **Rooms To Go**, **Style365** and **Visualize** establish themselves as e-Relationship leaders. Nexgenix's go-to-market partnerships with marquee e-Relationship software vendors such as **ATG**, **BroadVision**, **E.piphany**, **Kana**, **Vignette** and others, coupled with the deep business process expertise of its retail practice principals, set Nexgenix apart as *the* customer-centric specialty retail solutions provider.

Are your e-Relationships as strong as they could be? Enlist the help of Nexgenix today to start building strong, lasting, profitable e-Relationships with your customers.

© 2000 Nexgenix, Inc. Nexgenix and the 360° e-Relationship are trademarks of Nexgenix, Inc. All other names are trademarks of their respective owners.



Retail Practice – Catalog



The Challenge: Leveraging the Internet for Stronger Merchant-Customer Interaction

Long before the Internet emerged as one of the most efficient and versatile channels for marketing and business transactions, catalog retailers were selling direct to consumers – enabling consumers to shop conveniently whenever and wherever they chose. With the emergence of the Web, however, marketers, consumers, and the competition are all just a click away at any given time. As a result, many traditional principles of catalog marketing must be re-examined, if not abandoned altogether, to meet the challenges brought on by the following key trends:

- **Channel Convergence** – The techniques and technology required for setting up a virtual storefront are now widely known and available. This is enabling increasing numbers of established retailers and pure dot-coms to add new online merchandising and transactive capabilities, call centers, order fulfillment and one-to-one marketing capabilities. Direct-to-consumer marketing, once the sole province of catalog merchants, is being blended into the greater continuum of retail competition.
- **Information-Empowered Consumers** – In today's wired world, consumers have easy access to enormous amounts of information. While in the past it was often too difficult or too costly for consumers to search for alternate sources or prices, the Internet provides for dramatically more price transparency and selection.
- **Changing Customer Base** – The Internet presents both new opportunities and new challenges in adapting to shifting customer demographics.
- **Customer Acquisition and Marketing Costs** – Due to the increased level of competition, the cost of attracting the consumer's attention is increasing. Dot com retailers have spent lavishly to acquire customers while traditional brick and mortar merchants are working hard to leverage their experience and multiple customer touchpoints to replicate their success offline in the Internet space.
- **Managing Complexity** – Catalog merchants have invested heavily in order management and fulfillment technologies, which were tailored for their traditional business needs. In introducing newer Web-based tools, some have encountered functional compatibility issues which have negatively impacted site performance and customer satisfaction.

These trends require real action from catalog retailers. While limited customer-merchant interaction puts catalogers at a disadvantage in terms of building strong, personalized relationships with their customers, direct sellers' enviable legacy customer data may serve to offset this challenge. In this context, catalog retailers have been among the most successful organizations on the Web from a sales volume and fulfillment standpoint. Although catalogers have clearly been among the vanguard of e-Tailers, questions remain for direct sales firms moving forward. How can your firm ensure it remains a sales leader given this ultra-competitive retail landscape? How can you enhance your company's customer service strategies and processes to build strong, profitable, long-lasting ties with your customers *across channels*?

The Answer: 360° e-Relationships™

Building what Nexgenix calls “e-Relationships” with customers can fuel long-term sales success and provide a necessary competitive advantage in the online catalog-retailing environment. Through our relationship management strategies and enabling technology, Nexgenix can help catalog merchants build closer ties with customers and adapt to the ever-changing needs of the marketplace.

Strong e-Relationships allow catalog retailers to build and sustain customer loyalty on a one-to-one basis. Through a powerful relationship marketing strategy, the foundation of any successful one-to-one offering, Nexgenix provides catalog retailers with the opportunity to differentiate themselves from the dozens of competitors flocking to the Internet. These relationship management solutions enable catalogers to use relationship-enabling technology, database management, relationship marketing and brand loyalty programs to build deep customer relationships. As a result, retailers can:

- Fend off agile new competitors
- Improve customers’ “perceived value” and preserve margins
- Leverage existing customer information and relationships
- Strengthen brand visibility both online and offline
- Enhance e-Business ROI
- Penetrate new customer segments and extend wallet share with existing customers through segmentation, personalization and targeted marketing
- Maximize profitability by driving down customer acquisition costs and heightening customer retention rates

Nexgenix’s Catalog Retail Experience

Nexgenix’s Retail Strategy Practice is uniquely positioned to help catalog retailers understand, segment and target the most profitable portions of their customer base. Where other e-Business professional services firms focus on building basic transactive functionality for their clientele, the Nexgenix retail practice marries strategy, relationship marketing and technology to deliver measurable improvements across the four dimensions that give rise to e-Relationships: *knowledge*, *touchpoint*, *reward* and *transactive* management. The company also utilizes a proven measurement-driven relationship management methodology to ensure that a client’s e-Business is continually able to build strong relationships with its customers.

Nexgenix has already helped catalog retailers such as **RedEnvelope** and **gifts.com** establish themselves as e-Relationship leaders. Nexgenix’s go-to-market partnerships with marquee e-Relationship software vendors such as **ATG**, **BroadVision**, **E.piphany**, **Kana**, **Vignette** and others, coupled with the deep business process expertise of its retail practice principals, set Nexgenix apart as *the* customer-centric catalog retail solutions provider.

Are your e-Relationships as strong as they could be? Enlist the help of Nexgenix today to start building strong, lasting, profitable e-Relationships.

© 2000 Nexgenix, Inc. Nexgenix and the 360° e-Relationship are trademarks of Nexgenix, Inc. All other names are trademarks of their respective owners.



Media & Entertainment Practice



The Challenge: Creation, Aggregation and Distribution of Personalized Content

Information is overtaking content as king, and effectively managing each in the digital world is critical to improve profitability and gain a competitive advantage. Whether making movies, television shows, live telecasts, recorded music, videos, games, or Internet-only films, media and entertainment decision makers are dealing with an industry undergoing an evolutionary change. With the Internet as the catalyst, audience fracture, increasing content creation costs, new distribution models, and changing advertising metrics are driving this evolution.

The Internet has brought new energy to an industry accustomed to slow, methodical rollout of new distribution channels. While cable and the VCR each took an extended period to reach over 50 percent of homes, the Internet will reach that plateau in less than five years. As a result, consumer-audiences will be more fragmented than ever before, with the freedom to decide *what they want, when they want it, and in what format they choose to access it.*

In addition, the emergence of broadband Internet as a distribution channel for media and entertainment creates an instantaneous two-way communication channel between content provider/distributor and consumer/buyer. Because the Internet is both a form of distribution and a channel to provide real-time feedback on audience and effect, power is shifting from ad sellers to ad buyers, requiring new advertising strategies and approaches.

As a decision maker in the media and entertainment industry, you'll have to integrate the Internet into your business operations to keep market share and profits intact. What's more, content production and distribution companies must reevaluate how their product is created, packaged and delivered. To ensure future success, you'll need to build and implement an innovative Internet strategy in line with your core business strategy, as well as provide measurable value throughout the industry's value chain – especially when serving the fickle and demanding online consumer market. But how?

The Answer: 360° e-Relationships™

Building e-Relationships with business partners and customers can provide the necessary competitive advantage to win in the emerging world of New Media – which Nexgenix has dubbed the *My Media* era. Media and entertainment companies must provide the end consumer what they want, when they want it, and in the format they choose to access it. These demands not only drive the so-called “last mile” to the end consumer, but also have profound effects throughout the value chain from content creation, aggregation and distribution to final reception and consumption.

Just as media and entertainment companies have built an industry based on real-world relationships, in the *My Media* era, those relationships will be transformed and enhanced by e-Relationships in the following ways:

- **Content Creation** – e-Relationships play a key role in the creation of digital content as it is bartered and brokered through the value chain. As with assets in the physical world, digital assets must be stored, catalogued, maintained and protected. Additionally, to realize the full potential of each digital asset, creators must clearly understand consumer demand. Nexgenix can help by developing the digital infrastructure necessary to capture data on the use, format, and receptiveness of the asset throughout the media value chain.
- **Aggregation** – Studios, labels, networks and wholesalers that acquire content for both traditional and digital re-distribution — and the new breed of Internet portals that exclusively aggregate content digitally — must have solid e-Relationships with their core audience: consumers and advertisers. To

collect the necessary information, e-Relationship strategies and technologies must be employed — from simple data capture on usage to detailed demographics/psychographics and analytical profiling. To accomplish this, a compelling value proposition must be provided to interest consumers. Nexgenix's relationship marketing strategy provides an integrated approach to knowledge, touchpoint and reward tactics that encourage consumer knowledge transfer. Better content, stronger targeted advertising, and an unobtrusive dialogue with the consumer is the result.

- **Distribution** – e-Relationships for distributors are most critical during the transfer of content to the consumer. Capturing user data and preferences, and relaying that information back along the value chain to aggregators is paramount. Proven e-Relationship strategies such as integrated customer service via multiple channels (i.e. Web, e-Mail, phone, iTV, etc.) strengthen the distributor's last mile connection and direct billing relationship with consumers. The data collected during these customer interactions – including permission-based marketing from consumer inquiry and distributor-generated survey devices – can be used by advertisers to buy ad space, by aggregators to acquire the content in greatest demand, and by content creators to develop the next 'must see' digital asset.
- **Reception/Consumption by the End Consumer** – Consumers will dictate how and when they access their content. e-Relationships at the reception/consumption point involve all parties including advertisers, distributors, aggregators and creators. In the *My Media* era, the desired access type (phone, TV, PC) of the consumer will drive the consumption of the media asset. The e-Relationship at this stage means that the customers are receiving what they want, when they want it and how they want it. For this to occur, information collection and dissemination must be fluid and consistent along the entire value chain so that each stakeholder can apply their required analytics to produce actionable information. Nexgenix provides the mechanisms to capture, store and disseminate this information for effective use throughout the value chain.

Nexgenix has developed an integrated solution using open architectures to facilitate content and information distribution along the entire media value chain.

Nexgenix's Media and Entertainment Experience

Nexgenix's media and entertainment practice is uniquely positioned to help clients understand, segment and target the most profitable portions of their customer base. Where other e-Business professional services firms focus on building basic transactive functionality for their clientele, the Nexgenix media and entertainment practice marries strategy, relationship marketing and technology to deliver measurable improvements across the four dimensions that give rise to e-Relationships: *knowledge, touchpoint, reward, and transactive* management. The company also utilizes a proven measurement-driven relationship management methodology to ensure that a client's e-Business is continually able to build strong relationships with its customers.

Nexgenix has already helped media and entertainment companies such as **Alta Vista, CBS SportsLine, Fandom.com, FilmsOn.com, PennNet** and **Thirsty.com** establish themselves as e-Relationship leaders. Nexgenix's go-to-market partnerships with marquee e-Relationship software vendors such as **ATG, BroadVision, E.piphany, Kana, Vignette** and others, coupled with the deep business process expertise of its media and entertainment practice principals, set Nexgenix apart as *the* customer-centric media and entertainment solutions provider.

Are your e-Relationships as strong as they could be? Enlist the help of Nexgenix today to start building strong, lasting, profitable e-Relationships with your customers.