

## Apigent.com Web Site Project

The [www.apigent.com](http://www.apigent.com) web site will undergo a complete overhaul during the third and fourth quarters of 2001 in order to transform it into a more effective communications and branding tool. Marketing objectives for this project include:

- Creating a site that demonstrates and reinforces our company claim to Internet expertise through the application of innovative, interactive, and appropriate technologies
- Creating a site that enables ongoing, escalated interaction with users through the capture and use of opt-in data for communications programs
- Providing content that is targeted for and appropriate to multiple Apigent constituencies, including sales prospects, customers, partners, press, and investors
- Delivering content that is consistent with the established messaging, approach, and look and feel of marketing, training, and support materials as well as the product user interface
- Implementing a phased approach to the project that gets base level materials up quickly and allows for ongoing additions and enhancements

When developing the new web site plan, I've tried to keep four simple questions in mind:

- Why will people come?
- What will they want to know when they get to us?
- What will make them come back?
- How will we measure our effectiveness/success?

The purpose of this document is to outline preliminary plans and requirements for this project as a basis for discussion and prioritization of the work associated with it.

### Content

A formal site information architecture and navigation plan will be developed during phase one in consultation with an outside vendor. My goals for the site architecture are:

- All core site information is available in a limited (2-3) number of clicks
- Reaching core information does not require an understanding of Apigent's terminology, product names, etc.
- The site respects users' time and rewards their attention by providing easy access to essential tools
  - Site keyword search capability on every page

- Information request form/e-mail on every page
- “E-mail this link to a colleague” functionality on every page
- Site support (via a live link to CCS and the Help Desk if possible) on every page
- Links to downloadable applications such as Adobe Acrobat, etc. on every page where such applications might be required for use of full web site functionality

The following discussion provides an overview of the types of information that I plan to include in the web site. A more detailed outline is attached to the end of this document.

### *Company Information*

Philosophy, history, managed service model, executive team, relationship to Chickasaw Holding Company, partner relationships, association memberships, bulletin board (photos from recent trade shows, implementation teams, customer events, etc.)

### *Current Events*

Articles, press releases, event calendar (trade shows, seminars, webinars, etc.)

### *Product Information*

Full product offering overview, then for each product: messages by function (CEO, Operations, IT, CFO, HR), mouseover application screen with select functionality highlights, case studies (use, implementation, ROI), customer testimonials, data center, support services, case studies and high level white papers as downloadable pdf files. ZEOM.net will have a separate, market-specific set of pages for each vertical the company is actively selling in.

*Note:* The product sections purposely focus on high level business issues rather than functionality. As we all know, many times competitors use web sites to obtain competitive information such as feature-function lists, report specifications, even technical white papers. We won't be making it that easy for our rivals.

### *Apigent Challenge*

ROI calculator (limited number of variables offered), ROI case studies, CVP study as a downloadable pdf file

### *Meeting Room*

Entry point for CCS-hosted webinars and demos, registration forms for current and upcoming presentations, banner ad or other lure into rest of site.

*Note:* The company has already made the decision to start using our own web conferencing capabilities rather than an outside service. Currently, this feature can be accessed from the member services site. For the purposes of communicating with prospects, I believe that it is more effective to engage these potential customers at [www.apigent.com](http://www.apigent.com) and then encourage them to move around the site.

---

### *Survey Zone*

Internet-based market research surveys, banner ad or other lure into rest of site.

*Note:* Marketing performed our first survey this summer using an outside telemarketing firm. We are in the process of doing an Internet-based survey so that response rates in the two mediums can be compared. Assuming that response rates are equivalent, moving surveys to our web site is another way to bring people in, then allow them to educate themselves as their interest levels dictate.

### *Press Room*

Press releases, downloadable media kit, downloadable graphics.

### *Partner Community*

Pitch to potential partners, partner descriptions, logos, and links, password protected site for each active partner relationship that includes: training materials and schedule, downloadable collateral and logos, presentations and demos, partner processes, partner contacts, joint case studies, joint press releases, joint lead generation programs.

*Note:* This section of the site could grow into the primary point of contact with partners and be used to register leads, register software licenses, etc.

### *Investor Community*

Annual report, earnings forecast, company history, executive team, press releases.

*Note:* This is not an immediate need; however, we are planning for it in our site structure today so that it can be accommodated when we need it.

### *Customer Communications*

Obviously, our customers have their own web site. However, from a marketing perspective, we want to keep them up-to-date on new company and product developments to aid in retention efforts and generate add-on sales. I do not believe that there is a need for a second customer section on [www.apigent.com](http://www.apigent.com). However, I do believe that we need to populate the member services site with a highlighted feature or promotion that ties into our overall marketing efforts, as well as links to some areas of [www.apigent.com](http://www.apigent.com). In addition, our customers need to have the same opportunities to register for special interest groups (such as the survey group) and e-mail news lists as those audiences interacting with the [www.apigent.com](http://www.apigent.com) site.

### *Job Board*

Job postings, search by key word, e-mail resume to Apigent, fill out Apigent employment form on-line.

### *Any Questions?*

FAQ searchable by key word, "Ask the Jims" question posting and response forum.

### *Fun*

The ongoing adventures of Howard and Gladys as an animated cartoon, Apigent screen saver, etc.

### *Privacy Policy*

We will be gathering opt-in customer information on this site, which means that we do need to develop a formal company privacy policy and post it.

### *Contact Information*

Named e-mail accounts for all functions, offices addresses with maps and driving instructions, technical support, “show me a demo” e-mail.

## **Innovation and Interactivity**

I’ve addressed what I think each of our audiences will want to glean from our site in the preceding content section. However, in order to back our company claim of Internet expertise (after all, that’s what our customers are buying when they buy our products), we need to offer a web experience beyond the traditional brochureware approach.

### *Flash*

We will use Flash animation where it is an effective method of communication—as a benefits story on the splash page, as an intro to the operations issues each of our products is designed to solve, etc. We will not do the entire web site in Flash. I agree that the overall experience is often “cooler” in a Flash site; however, we anticipate that many members of the owner/operator audience we are targeting as prospects will be looking at [www.apigent.com](http://www.apigent.com) from their home offices. This group is not necessarily computer-savvy and may be unwilling to download programs from the Internet. Because of this, we will build an HTML site with a few optional Flash pieces.

### *Custom Communication*

Obviously, we can’t have a one-on-one conversation with every user of our web site. However, we can create a perception of customization by using forms to gather information and then route a user to the pages most likely to be of interest. We will be implementing this “perceived customization” or “custom collateral” approach for our treatment of ZEOM.net: users who choose to tell us their vertical (i.e., foodservice, c-store) and job function (i.e., operations, IT) will be directed to the page with messages that most closely correspond to their concerns. Of course, users will also have the option of clicking through rather than completing the form.

### *Instant Interaction*

There’s nothing more credible than letting a prospect “figure it out for himself.” I’ve identified two opportunities for interaction; I’d like to see us incorporate more. Ideas, anyone?

- **ROI calculator.** These are becoming common on other b-to-b web sites and I believe that we must follow suit if we are to lead with an ROI message. I plan to use only a couple of the factors that are measured in our complex ROI model.

- **Build your own portal/dashboard/home page.** Let the user identify his key business issues, job function, and market, then show him how this could be incorporated in a single screen.

### *Ongoing Interaction*

Or, why will the audience return after the first visit? I've got two plans.

- Make [www.apigent.com](http://www.apigent.com) the central point for a variety of user interactions such as webinars, surveys, event registration sign-ups, etc.
- Engage in an ongoing, personalized dialogue through the use of opt-in e-mail lists.

In order to encourage this ongoing interaction, we will need to provide easy “sign-up” opportunities at every possible point in the site. For example, if a user is looking in the press release section, he will be given the opportunity at that time to get on one or more press release mailing lists, customized by market and interest (customer announcements, product announcements, financial announcements, etc.). If a user is entering the site to participate in a webinar, he will be given both the opportunity to register for upcoming webinars and to sign up for an e-mail list announcing new webinars as they are scheduled. The goal will be to keep these sign-ups as simple as possible while ensuring that the information being sent by us is targeted enough to be something the recipient wants to receive.

*Note:* The opt-in e-mail lists bring up two technical issues. Do we try to integrate this database with SalesLogix? How do we ensure that this group of contacts is not infected when a virus is going around the office?

### *Video*

We will shoot video for a multimedia CD-ROM (customer and partner testimonials, Apigent talking heads) when our customer base has grown a bit more (probably Q1 2002). It is my plan to script the CD-ROM so that snippets of video can be fed into our company, product, investor, and partner sections.

## **Data Capture and Analysis**

In addition to voluntary information capture such as e-mail lists and surveys, the site will automate capture of the following information:

- Number of visitors to the site
- Average length of time spent on each page
- Referral URL (i.e., where the visitor immediately prior to coming to our site)
- Browser type
- Number of previous visits (i.e., we'll plant a cookie)
- Visits from competitors (guesstimate)

## Technical Specifications and Maintenance

- The web site will be written primarily in HTML.
- The web site will accommodate access speeds down to 28.8 k.
- The web site will accommodate a variety of browsers, including older versions of common browsers.
- Large files will be pulled by users as an elected download rather than pushed.
- Any functionality that requires applications other than a browser will be optional.

### *Hosting*

Rather than continuing to use BrightNet, the new web site will be hosted by Apigent in the data center.

### *Testing*

James Allen in QA will be responsible for functionality testing and version control of new web site components prior to their publication on the site. Site testing will take advantage of the same QA tools used when testing Apigent products.

### *Maintenance*

Although we are using an outside vendor for some of the initial work, at the end of the initial project the web site will be turned over to us for ongoing support. QA will test for broken links once a week and file download times twice a month. Test results will be published to an HTML page so that remedial action can be taken.

## Project Plan

The project plan (see attachment for details) is designed to quickly get a bare bones solution up, then extend the functionality in short cycles until the project scope outlined here is completed. Of course, the web site itself will never truly be done. The point team on this project includes:

Project manager and graphic design	Tara Jennings
QA and internal technical support	James Allen
Copy writer	Julie Grosse
Phase one implementation	The Worx (vendor)

A key milestone in phase one of this project is selection of a user interface/look and feel for the site. Because one of the project goals is to achieve a sense of relatedness to other company products, I am recommending that the following employees participate in design reviews:

Executive	Jim Melvin, Wade Baker
Marketing	Julie Grosse, Tara Jennings
Professional Services	Roger Groce
ZEOM product team	Susan Schlussler
Technical support	James Allen

A second important review point is editorial review of all copy generated for the site. We will follow our standard publication process for copy review: All copy is proofed by a second writer, then reviewed for content by a marketing person and Jim Melvin.

## **Internationalization**

To support international sales, we will need to offer our web site in multiple languages at some point in the near future. There are two points to be aware of as we embark on the initial stages of this project:

- Forms, databases, etc. need to be developed at the outset to accommodate both American and European addresses, date styles, telephone numbers, etc.
- We should quickly determine how we will route audiences from different countries. One option is a selection box off of the [www.apigent.com](http://www.apigent.com) home page; the other is using and publicizing variants of the main web site address (i.e., [www.apigent.uk.com](http://www.apigent.uk.com), etc.)

Web site creation should be incorporated into the entry plan/timeline for each country.

It is my recommendation that each international web site first replicate the content of the main [www.apigent.com](http://www.apigent.com), with sensitivity to differences in organizational structures, titles, and language use. As international operations (and sales) grow, putting time and money into expanded web sites that reflect unique international markets, products, programs, and initiatives is appropriate. At all times, core Apigent messages and look and feel should be maintained. Under no account should an international web site be “built from scratch”—leverage is the only reasonable approach.

## **Launch**

The new web site will be launched through a renewed focus on search engine listings, coupled with a multi-faceted marketing communications program.

## Attachment: Content Outline

INFORMATION CATEGORY	TOPIC COVERED	AUDIENCE
<b>COMPANY</b>	Philosophy	General
	History	General
	CHC history	General
	Executive team bios	Investors, press
	Customer/partner endorsements	Prospects
	Understanding the managed service provider model	Prospects, investors, press
	Partners (description, logo, link)	General
	Association memberships (description, logo, link)	General
	Apigent team bulletin board (pictures from trade shows, implementation teams, etc.)	Customers, internal Apigent
<b>CURRENT EVENTS</b>	Press coverage (downloadable articles and/or links to publication sites)	General, investors, press
	Press releases (links and downloadable pdf files)	General, investors, press
	Search press releases by key word functionality	General
	Event calendar with virtual trade show extensions and seminar/webinar registration form	General
	Opt-in company news release e-mail list registration form—customizable mailing content <ul style="list-style-type: none"> <li>- customer announcements</li> <li>- partner announcements</li> <li>- product announcements</li> <li>- financial announcements</li> </ul>	Press, investors
	Opt-in seminar e-mail list registration form	Prospects, press
<b>PRODUCT</b>	Overview of the complete offering	General
	ZEOM discussion by vertical (foodservice, c-stores, etc.) <ul style="list-style-type: none"> <li>- Messages by function (CEO, Operations, IT, CFO)</li> <li>- Operations issues (sales, labor, loss prevention, energy monitoring, food quality, speed of service)</li> <li>- Mouseover portal with described functionality</li> <li>- Case studies (use, implementation,</li> </ul>	Prospects

	<p>ROI</p> <ul style="list-style-type: none"> <li>- Customer testimonials</li> <li>- Data Center</li> <li>- Support services</li> <li>- Case studies and outsourced IT white paper available as downloadable pdfs</li> <li>- Link to Apigent Challenge</li> <li>- Opt-in ZEOM updates e-mail list registration form</li> </ul>	
	<p>IntelliKitchen</p> <ul style="list-style-type: none"> <li>- Messages by function (Operations, IT, CEO, CFO)</li> <li>- Mouseover screen with described functionality</li> <li>- Case studies—use, implementation (link and downloadable pdf)</li> <li>- Customer testimonials</li> <li>- Support services</li> <li>- Issues white paper downloadable as pdf</li> <li>- Opt-in IK updates e-mail list registration form</li> </ul>	Prospects
	<p>Lawson HR</p> <ul style="list-style-type: none"> <li>- Messages by function (CEO, HR, IT)</li> <li>- Mouseover screen with described functionality</li> <li>- Case studies—use, implementation, ROI (link and downloadable pdf)</li> <li>- Customer testimonials</li> <li>- Data center</li> <li>- Support services</li> <li>- Issues white paper downloadable as pdf</li> <li>- Opt-in Lawson updates e-mail list registration form</li> </ul>	Prospects
	<p>Lawson Finance</p> <ul style="list-style-type: none"> <li>- Messages by function (CEO, CFO, IT)</li> <li>- Mouseover screen with described functionality</li> <li>- Case studies—use, implementation, ROI (link and downloadable pdf)</li> <li>- Customer testimonials</li> <li>- Data center</li> </ul>	Prospects

	<ul style="list-style-type: none"> <li>- Support services</li> <li>- Issues white paper downloadable as pdf</li> <li>- Opt-in Lawson updates e-mail list registration form</li> </ul>	
	<p>Atlas (if we decide to offer as stand-alone product)</p> <ul style="list-style-type: none"> <li>- IT messages</li> <li>- Finance messages</li> <li>- Case study (link and downloadable pdf)</li> </ul>	Prospects
<b>APIGENT CHALLENGE</b>	ROI calculator (limited number of variables offered for calculation)	Prospects
	ROI case studies	Prospects
	Downloadable CVP study	Prospects
<b>MEETING ROOM</b>	Access point for CCS-hosted webinars and product demos	General
	Current session registration form with option to opt into webinar e-mail list	
	Registration for participation in seminars/webinars	General
	Banner ad or other lure to encourage movement into more of the site	General
<b>SURVEY ZONE</b>	Host market research surveys off of <a href="http://www.apigent.com">www.apigent.com</a>	Prospects, customers
	Opt-in survey e-mail list registration form	Prospects, customers
	Banner ad or other lure to encourage movement into more of the site	Prospects, customers
<b>PRESS ROOM</b>	Downloadable media kit in pdf format - Customizable by market and product interests	Press
	Downloadable graphics and screen shots	Press
	Links to Current Events section	Press
	Opt-in press release e-mail list registration form—customizable mailing content	
	<ul style="list-style-type: none"> <li>- Customer announcements</li> <li>- Partner announcements</li> <li>- Product announcements</li> <li>- Financial announcements</li> </ul>	
<b>PARTNER COMMUNITY</b>	Pitch to potential partners	Partners
	Links to existing partners, logos, web sites	Partners
	Password-protected site by partner with specifics of the relationship	Partners

	<ul style="list-style-type: none"> <li>- Training materials, schedule, registration form for training webinars</li> <li>- Downloadable collateral, logos, style guide</li> <li>- Downloadable presentations and demos</li> <li>- Joint case studies, press releases, lead generation programs</li> <li>- Partner policies (getting a password to the live demo site, calling in Apigent resources, registering a lead, etc.)</li> <li>- Contact info (e-mail and telephone)</li> <li>- Software license registration?</li> <li>- Hardware suppliers?</li> </ul>	
<b>INVESTOR COMMUNITY</b>	Annual report	Investors, press
	Earnings forecast	Investors, press
	Company history	Investors, press
	Executive team	Investors, press
	Press releases	Investors, press
	Opt-in investor e-mail list registration form	Investors, press
<b>CUSTOMERS</b>	Feed featured news, programs, etc. to member services site	Customers
	Offer links to Apigent.com from member services site	Customers
	Offer registration form for opt-in e-mail lists from member services site	Customers
<b>JOB BOARD</b>	Job postings (searchable with the ability to apply on-line)	Job hunters
	Search listings by key word	Job hunters
	E-mail resume to Apigent HR functionality	Job hunters
	Fill out Apigent application on-line functionality	Job hunters
<b>FAQ</b>	Common questions	General
	Search by key word functionality	General
	“Ask the Jims” question posting and response	General
<b>ENTERTAINMENT</b>	The adventures of Howard and Gladys (flash cartoon)	General
	Downloadable screen saver	General
<b>PRIVACY POLICY</b>	User data privacy policy	General
<b>CONTACT INFORMATION</b>	Named e-mail accounts for all functions	General
	Office addresses with maps, driving	General

	instructions, hotels	
	Master opt-in e-mail lists registration form	General
	Show me a demo form	General