



180i

The Power to predict the future.
The tools to create it.

Strategic Analysis Reports

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180i is a full service e-business agency specializing in the architecture and implementation of online solutions.

We specialize in translating our customer's core business strategy,

technology, marketing and creative objectives into effective e-business solutions.

Is Your E-Business Up To Speed?

Would you like to understand where your e-Business investment is -- as well as where it needs to be?

If so, consider: 180i has provided innovative thought leadership and proven complex problem solving solutions for many of the leading e-businesses in the industry today. Now, with our Strategic Analysis Reports, we leverage our years of experience for your current and future business initiatives. These reports are designed to place you where you belong -- in the driver's seat of your e-business future. Best of all, you will know what your current e-business strengths and weaknesses are in a matter of days -- not weeks or months.

Here is how it works: We have a thorough scoring mechanism that scores your e-business from strategy and technology to privacy and compliance. One of our senior strategists will analyze and score your e-business in the category of your choice. Additionally, a personalized strategic roadmap and helpful analysis will be put into the final report delivered to you.

180i provides three distinct Strategic Analysis Reports to provide you a comprehensive view of your e-business:

Instant Insight For Improving Your E-Business

E-Business Analysis Report

Your personalized E-business Analysis Report provides you with the information you need to identify ways to:

- Improve revenue
- Reduce operating costs
- Improve your competitive advantage and customer usage
- Provide a sanity check on your revenue stream
- Understand effective e-business strategy
- Increase employee productivity
- Improve processes
- Understand hidden problems

More importantly, it will give you peace of mind. You will understand where you are as well as have an outside vantage point on where you need to be. You will learn the scoring of your e-business in terms of:

- Process (processes used, work flow...)
- Sales (pricing, order status, change orders, lead time)
- Service (workflow, service order request and status, knowledgebase, invoices, returns)
- Vendors (inventory, payments, fulfillment)
- Investors (press releases, annual reports, SEC filings)
- Call Center/Customer Support Automation (call center tracking, service requests and status, knowledgebase)
- Commerce (product literature, lead time, pricing, order placement, order status, change orders)
- Training (materials, online training, vendor fulfillment)
- e-procurement (vendor inventory status, fulfillment)
- General Infrastructure (application servers, product configurators, returns, invoice request,)
- Data mart/Data Warehouse (data sources, data locations)
- Content Management Systems (usage, work flow)
- Supply Chain Management (automation, capabilities)

Your tailor made road map will include strategic building blocks, personally designed to advance your e-business investments.

Technology Analysis Reports

Would you like to understand where your technology investment is -- as well as where it needs to be? Most companies today are either in search of their next-phase strategic roadmap, or in the process of cleaning up an "e-Mess" left by someone else.

Our Technology Analysis Report is specifically designed to place you where you belong -- in the driver's seat of your e-business technology future.

Your personalized Technology Analysis Report provides you with the information you need to identify key ways to:

- Reduce maintenance costs
- Plan a strategic roadmap
- Improve processes
- Increase system scalability
- Understand your technology strengths and weaknesses
- Understand hidden problems

Your technology score will be based on these key factors:

- Process (full-life cycle development, build environment)
- Architecture (servers, EAI, B2B, e-Commerce, e-Procurement, database(s), mobile/wireless, CRM, reports, measurement & analysis, email management systems, community servers, streaming, personalization, hosting)
- Maintainability (workflow, upgrades, usage of standards, documentation)
- Security (SSL, password protection, encryption, preventive plan, firewall)
- Scalability (users, technology, load)
- Reliability (failover, load balancing)

Privacy and COPPA Analysis Reports

Understand how your e-business measures under today's privacy standards. Our Privacy Analysis and COPPA Analysis Reports are specifically designed to give you the information you need for today's business and fast-paced changes.

Consider these recent privacy trends and issues:

- Privacy concerns increase for many e-businesses
- Congress and State Legislatures debate new privacy standards and legislation
- March 2001 Study determines a large number of web sites do not fully comply with COPPA
- COPPA provides for civil actions in federal court to enforce compliance and obtain civil damages and restitution
- Violators of the COPPA Rule could be liable for civil penalties of up to \$11,000 per violation
- Many companies hire Chief Privacy Officers to ensure privacy issues are addressed for their e-businesses

We offer two separate reports: Your personalized Privacy Analysis Report provides you with an independent assessment of how your e-business measures under privacy standards; COPPA Analysis Report provides an independent analysis of:

- Children's Online Privacy Protection Act (COPPA)
- The Federal Trade Commission's COPPA Rule
- Specific strategies for compliance

Your Complete E-Business Solution Provider

Achieving satisfaction for you means delivering a total solution -- whatever your strategy, technical issues, creative and marketing plans or implementation schedule.

Expertise that meets the needs of the Enterprise.

- | | |
|---------------------|--------------------------|
| ▪ B2B Fulfillment | ▪ Hosting |
| ▪ CMS | ▪ Internationalization |
| ▪ Communities | ▪ Measurement & Analysis |
| ▪ CRM | ▪ Personalization |
| ▪ EAI | ▪ Portals |
| ▪ E-Commerce | ▪ Reporting |
| ▪ E-mail Management | ▪ Supply Chain |
| ▪ E-Procurement | ▪ Wireless |

The 180i Solution

Technological, marketing, strategy and creative expertise are often called together at various phases of Enterprise site development. But until now, merging them into a solution that can be applied at every phase has been incomplete – resulting in a less than satisfying experience for many who seek a strategic Internet presence. That is why our team of industry-leading experts have joined forces to create 180i: A new paradigm where satisfaction is the predicate for achieving your goals, at every phase of our engagement.

- **Taking Personalization Beyond the Next Level**
- **Creating Communities at Internet Speed**
- **Seamless Integration of Wireless and Internet**
- **Internationalizing the World's Web Sites**



**Prefer to talk
instead of click?
Call 1.866.488.180i**

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