

Contents: Key Drivers

Key Drivers for Content Services

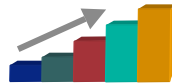
Sample dynamics and opportunities at each layer of the content services stack for both expanding customer ROI and future product and professional service offerings.

- **Profit Contribution:** Impact time to market, product quality, cost of sale & market penetration
- **Employee Productivity:** Expand communication, enable collaboration services
- **Delivery and Consumption:** Increase types of views and flexibility of entitlement
- **Storage and Organization:** Expand number and type of 'managed' assets, increase asset maturity
- **Contribution and Authoring:** Enable organizational process improvements, expand contributor base
- **Technology Stack:** Increase application integration and buy versus build ratio
- **Infrastructure:** Increase availability and capacity, decrease total cost of ownership and end-to-end latency

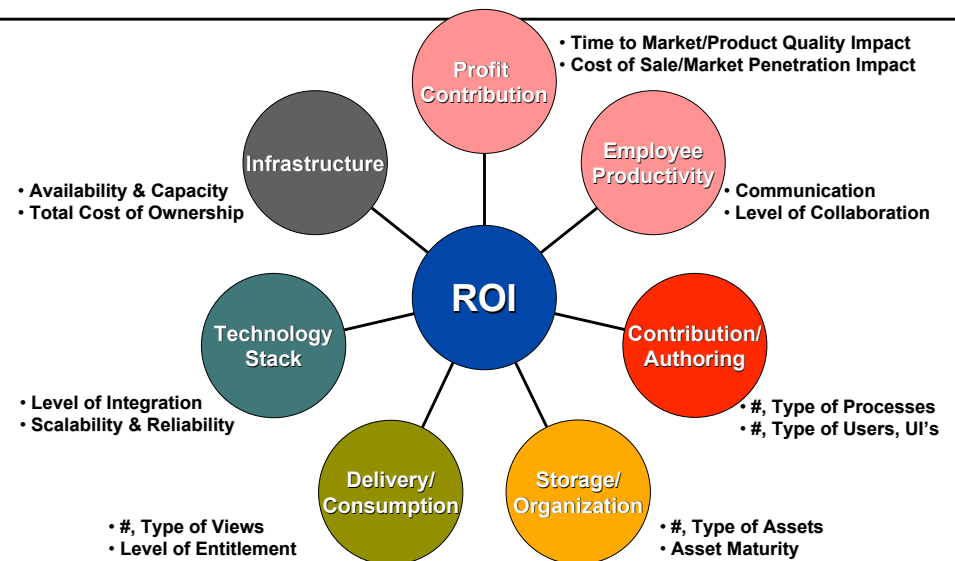
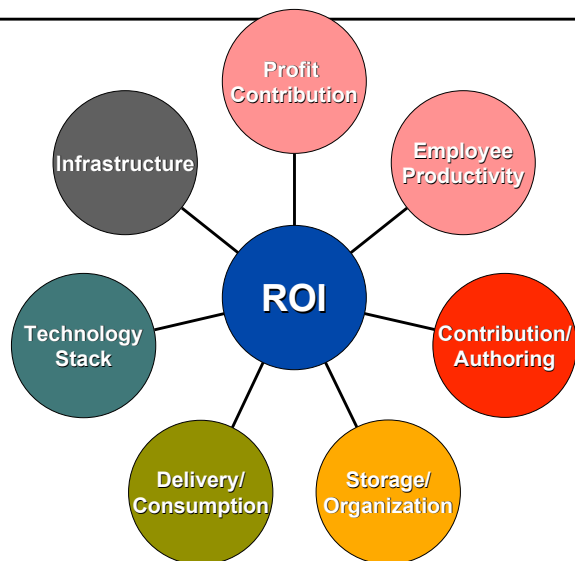
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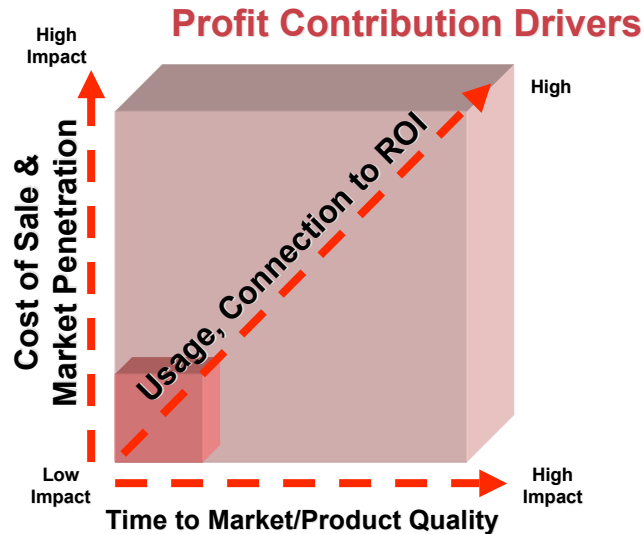
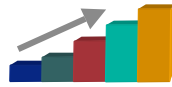
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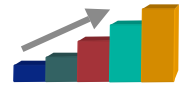
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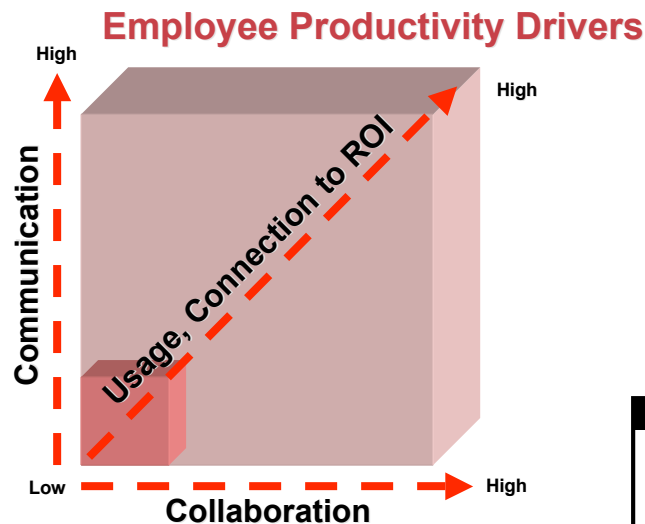
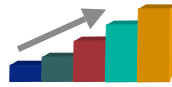


Profit Contribution Opportunities

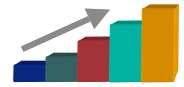
- Customer Support Solutions
- Strategic Partner and Supplier Solutions
- Sales Force Portal Solutions
- Direct Marketing Solutions
- E-Learning Solutions
- Integrated Reporting Capabilities (Business Value)

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Employee Productivity Opportunities

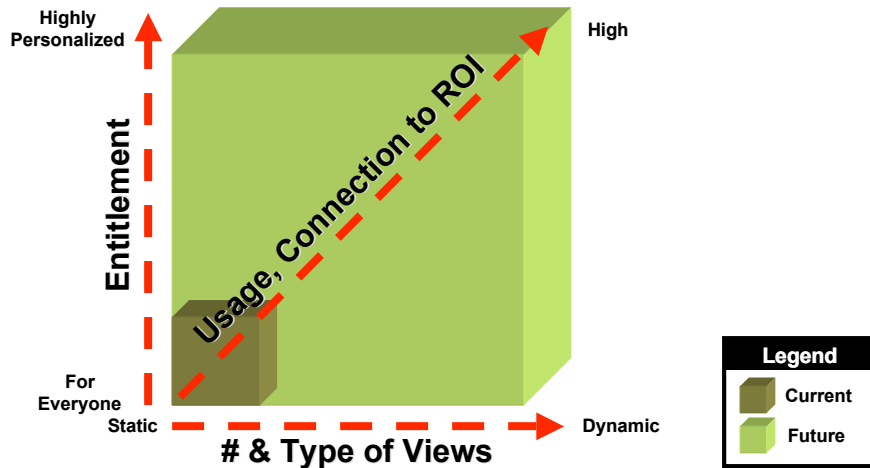
- Integrated E-Communities and Virtual Team Services
- Integrated E-Learning and Communications Services
- Scalable Roll-Based Portal Solutions
- Expertise and Context Locator Services
- Personal KM and PM Services
- Integrated Reporting Capabilities (Business Value)

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Key Drivers for Content Services



Delivering & Consuming Drivers



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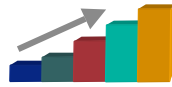


Delivery & Consumption Opportunities

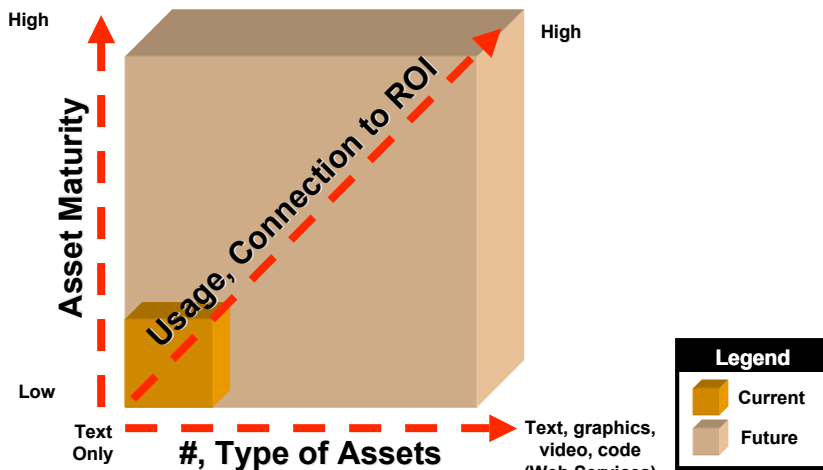
- Scalable Personalization Solutions
- Industry Vertical 'Consumer' Interfaces
- Intelligent Content Detection Subscription Services
- Integrated Collaboration Services
- Usage Based Pricing Models
- Integrated Reporting Capabilities (Business Value)

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Key Drivers for Content Services



Storing & Organizing Drivers



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Key Drivers for Content Services



Storage & Organization Opportunities

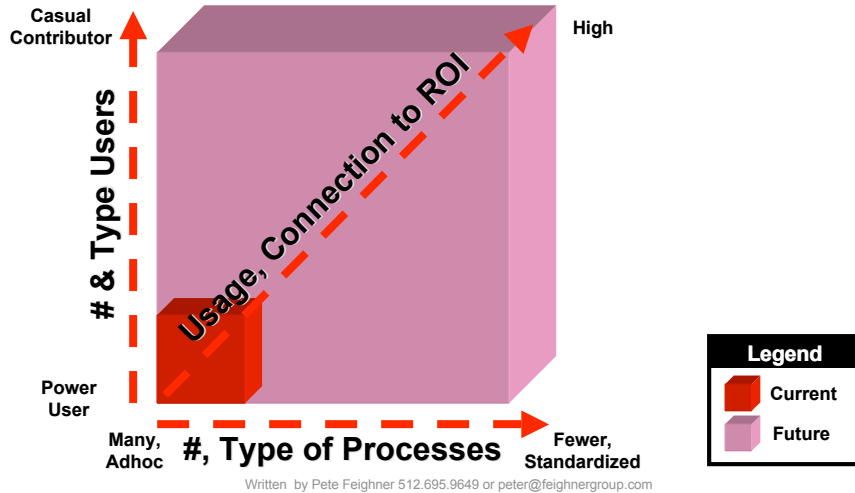
- Automated Metadata Tagging Capabilities
- Aggregation and Syndication Capabilities
- Automated Asset Maturity Solutions
- Automated Translation Capabilities
- Voice and Streaming Media Solutions
- Integrated Reporting Capabilities (Business Value)

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Key Drivers for Content Services



Contributing & Authoring Drivers



Key Drivers for Content Services

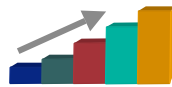


Contribution & Authoring Opportunities

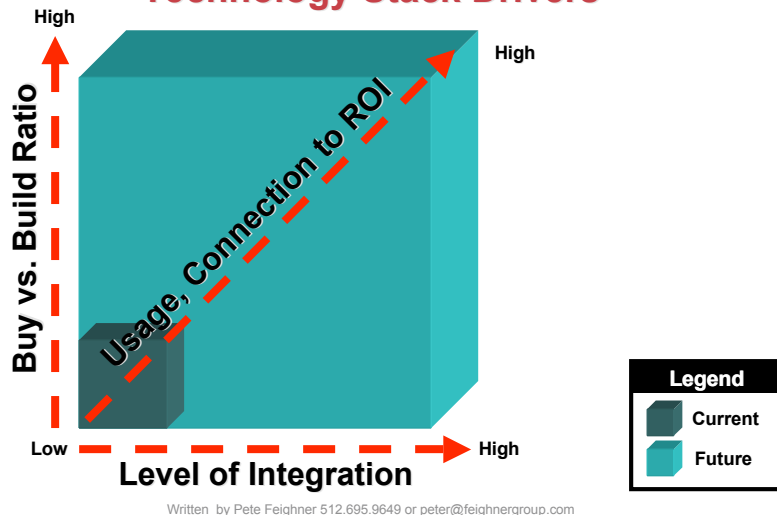
- Portal Based 'Contributor' Services
- Automated Web Based Content Migration Toolkits
- Flexible 'just-in-time' Web Based Training
- Deep Portal and Business Intelligence Partners
- Industry 'contribution' Standards & Benchmarks
- Integrated Reporting Capabilities (Business Value)

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Key Drivers for Content Services



Technology Stack Drivers



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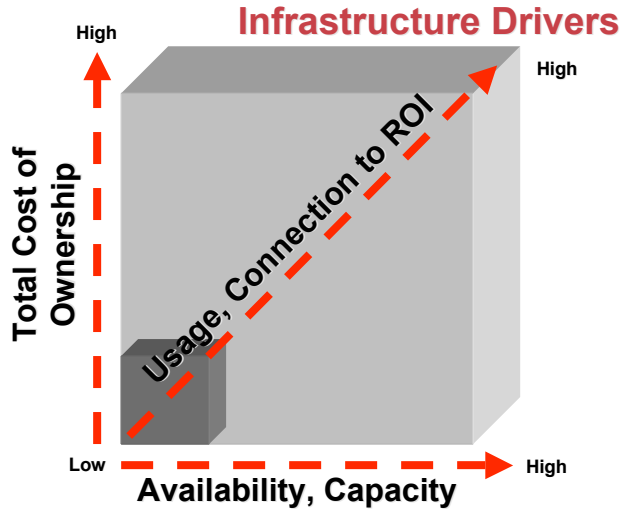
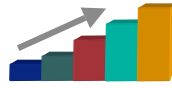


Technology Stack Opportunities

- Certified Solutions/Reference Implementations
- Integrated B2B Support Models
- Source Code Management Solutions
- Expand, Simplify Back End Data Source Integration
- CDN Application Integration
- Integrated Reporting Capabilities (Business Value)

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Key Drivers for Content Services



Infrastructure Opportunities
▪ Certified Global Environments (Include DR, Archive)
▪ Disk Space Optimization Services
▪ CPU Utilization Services
▪ Latency Optimization Services
▪ CDN Hardware Integration
▪ Integrated Reporting Capabilities (Business Value)

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