

EARTHWEB ENTERPRISE RELATIONSHIP MANAGEMENT (PROPOSED)

BUSINESS REQUIREMENT DEFINITION

TABLE OF CONTENTS

INTRODUCTION.....	1
PROCESS.....	2
IMPLEMENTATION	2
THE MHI MICROCOSM.....	2
FUNCTIONAL DESCRIPTION.....	3
THE UNIVERSAL CUSTOMER REPOSITORY	3
THE MARKETING FUNNEL.....	4
CUSTOMER CONTACT	4
WEB INTERACTION	4
WEBSITE EVENT FLOW	5
THE COMMON USER INTERFACE.....	5
HELPER APPLICATIONS	6
STAKEHOLDERS	7
NEXT STEPS.....	7
TIMETABLE	7
APPENDIX A.....	8
TOPLINE FLOW CHART	8

INTRODUCTION

This document will outline the business requirements for an EarthWeb-wide Enterprise Relationship Management (ERM) system.

At the core of the system is a Universal Customer Repository, fed by:

1. Website customer interaction (commerce and content).
2. All customer touches and reaches, via phone, email, web, mail, print.
3. Offline commerce.

The system will enable:

1. Continuous database marketing.
2. Real-time inline data mining.
3. The marketing funnel – a continuous process by which we manage the customer life cycle.

4. The pooling of all interactions by all parts of EarthWeb with each identity, whether a customer or not, ultimately leading to a continually-updated information asset that can be leveraged strategically.

The system will be structured as a modular system, permitting the addition of applications that serve its various stakeholders.

PROCESS

This requirements document will serve as the customer-centric business definition, to be extended into a technical specification.

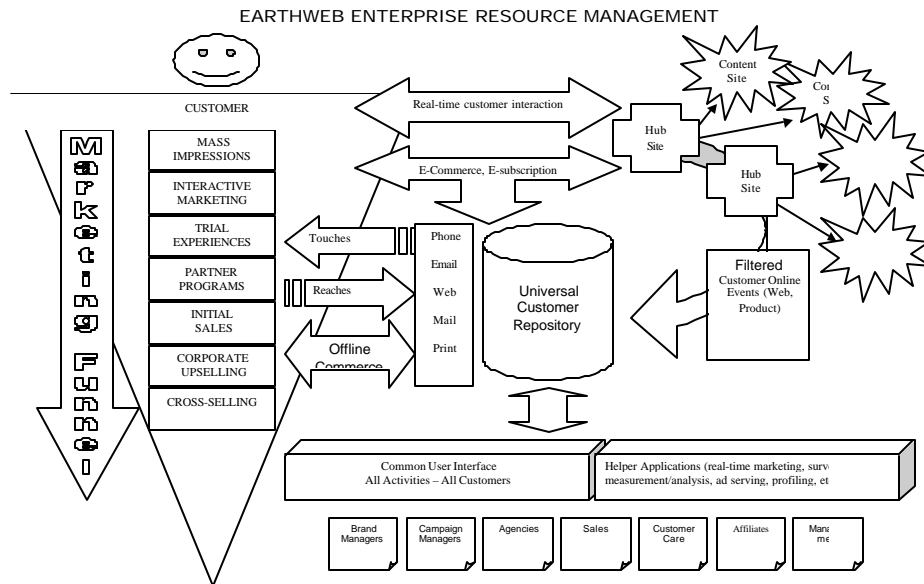
It is expected that an ERM-qualified integrator will be retained to architect, implement, manage, and potentially help maintain the system.

IMPLEMENTATION

Given the extent of point applications now being used at EarthWeb to cope with its expansion, and the scope of this ERM requirement, it is suggested that the initial implementation be piloted in the MHI microcosm.

THE MHI MICROCOSM

MHI is a superb pilot environment, because it already has the combination of offline and online interaction that we must design for, and it will ultimately house all EarthWeb-wide human sales, fulfillment, customer care and product testing activities. In other words, if it can be solved for MHI, it can be solved for EarthWeb.



FUNCTIONAL DESCRIPTION

The following outline describes each element of the above diagram (For full size version, see Appendix A):

THE UNIVERSAL CUSTOMER REPOSITORY

1. At the heart of the ERM system is a Universal Customer Repository (UCR) that captures every relevant interaction with customers and prospective customers.



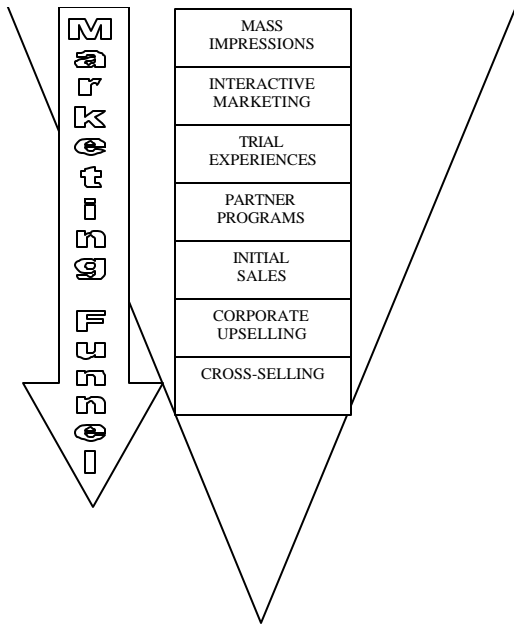
- a) The UCR is an OLTP (Online Transaction Processing) database, optimized for high-volume transaction updating.
- b) It may have a distributed architecture.
- c) OLAP (Online Analytical Processing) tools and processes may be employed to analyze the data, but this database is intended to be THE customer data warehouse, with no need to aggregate other data to get all customer events.

i) Example: a coupon promotion is run on EW sites by a couponing application. However, the applications works with and records events to the UCR, so that all interactions exist there, no matter where else.

2. Event Capture:

- a) Events that are always captured to the level of the identity:
 - i) Every human interaction.
 - ii) Every offline or online transaction (whether involving money or not).
 - a) Availability: all transactions must be available to:
 - (1) Users
 - (2) Accounting
 - (3) Marketing
 - (4) Management
 - iii) Every outgoing mass communication that targets individuals.
- b) Events that may be filtered for relevancy:
 - i) Website interactions.

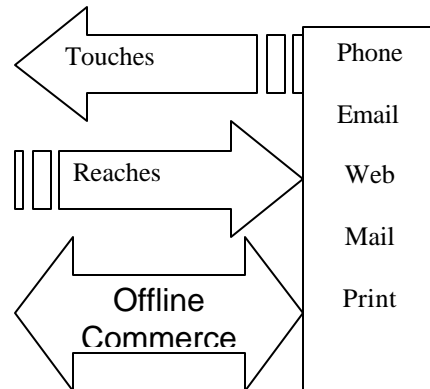
THE MARKETING FUNNEL



1. The ERM system can track the progress and status of every identity at every point in the marketing process:
 - a) Mass Impressions
 - b) Interactive Marketing
 - c) Trial Experiences
 - d) Partner (Affiliate) Programs
 - e) Initial Sales
 - f) Corporate Upselling
 - g) Cross-Selling
2. The marketing managers can design, execute and measure campaigns that target audiences by interest, behavior, and funnel status and general demographics.

CUSTOMER CONTACT

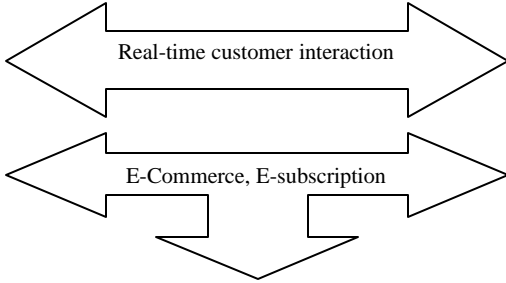
3. Every customer “touch” (outbound communication) is reported, using a nested (hierarchical) source coding system.
4. Every customer “reach” (inbound communications) is reported, using the same source coding system.
5. Types of Interaction:
 - a) Phone
 - b) Email
 - c) Web
 - d) Mail
 - e) Print
6. All offline (human) commerce transactions are recorded and available.



WEB INTERACTION

1. The interactions with EW websites are followed in real time.

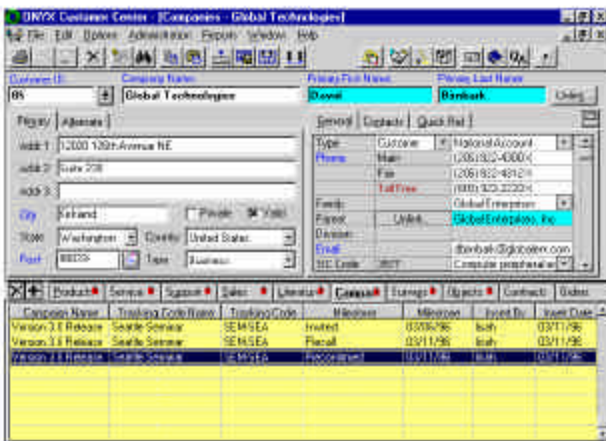
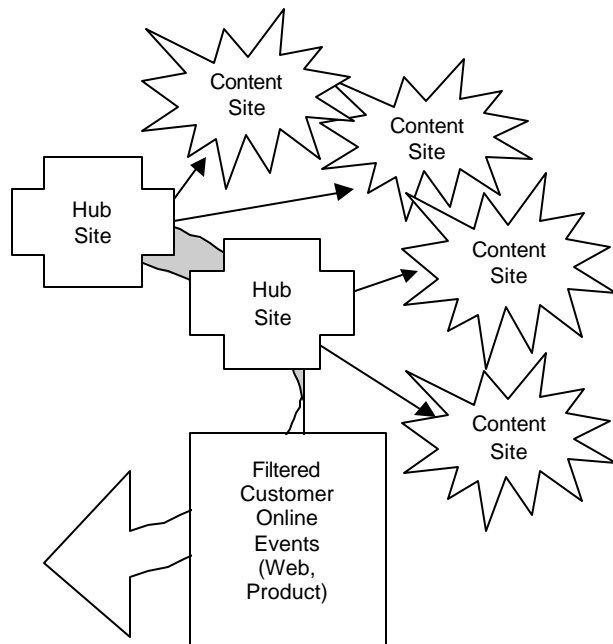
2. Processes will be designed to interact intelligently with the customer (a la *amazon.com*), and the outcomes are tracked.



- a) All E-Commerce transactions are recorded and available.
- b) All E-Subscription transactions, demands and changes in status are recorded and available.

WEBSITE EVENT FLOW

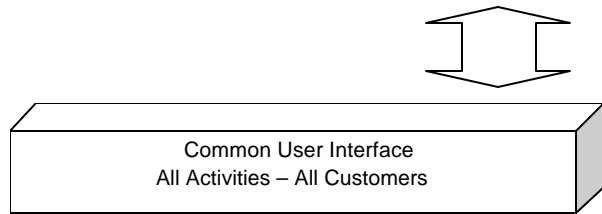
1. The different types of interactions at hub (portal) and content (delivery) sites flow toward the UCR.
2. The interactions are filtered by relevancy, to permit sufficient detail without overwhelming the data store.
 - a) All event detail is captured in archives.
 - b) Decisions as to filtering are driven by marketing considerations and are reviewed periodically.



THE COMMON USER INTERFACE

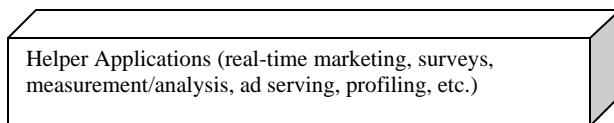
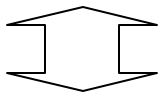
1. A common user interface (UI) exists throughout the company for all customer contact and management.
2. Such interfaces are typically designed to accommodate multiple types of customer information, in a tabbed design (see Appendix A for a large screen shot).
3. The interface must deliver complete contact and event management environments for:

- a) Sales
 - b) Customer Care
 - c) Technical Support
4. The interface must track all:
- a) Transactions
 - b) Account status
 - c) Initial and subsequent sources
 - d) Campaigns
 - e) Status and position of contact within target company
 - f) Demographics
 - g) Communications (personalized and bulk) sent to the identity.
5. The interface must provide easy, ad hoc reporting tools for managers, technicians and users.
6. The interface should be fully integrated with online customer interfaces.
7. Communication tools such as telephony, email, web-based chat, etc., must be fully integrated.



HELPER APPLICATIONS

1. The system permits helper applications to be “docked” (integrated), able to interact both with the data and the processes.



2. Such helper applications include:

- a) Real-time marketing tools (eg. Rubric, Annuncio, RightPoint, etc.).
- b) Process-based communications and surveying tools (eg. UnityMail, Brightware, Decisive, etc.).
- c) Measurement & Analysis tools (eg. net.analysis, NetGravity, Decision Support tools, etc.)
- d) Customer Profiling and management tools

STAKEHOLDERS



1. The ERM system serves all the stakeholders, which include:
 - a) In Marketing:
 - i) Brand Managers
 - ii) Campaign Managers
 - iii) Agencies
 - b) Sales
 - c) Customer Care
 - d) Affiliates
 - e) Management

NEXT STEPS

This document is to be fleshed out by circulation to the stake-holders, and passed by management as a business requirements document.

A competent integration consultant capable of operating at the MHI site without undue expense is to be selected to turn this requirement into a specification, which will be submitted to EarthWeb technical services for final approval.

A selection of implementation vendors will be given the opportunity to bid on this project (MHI Pilot), management including Finance will determine the selectee, and the selectee will carry out the implementation.

Following the MHI pilot implementation, a full review will be carried out, with the purpose of extending the system to the entirety of EarthWeb.

TIMETABLE

The Project should be evaluated, an implementation vendor selected, and the MHI implementation launched this quarter.

The MHI Implementation must be completed within the 3rd Calendar Quarter.

The EarthWeb-wide implementation must be completed this year.

R. Eckelberry
VP, SupportSource Marketing

*Excerpts from a Hypothetical Planning Document.
No Element Of This Document Was Adopted By EarthWeb.*

APPENDIX A

TOPLINE FLOW CHART

*Excerpts from a Hypothetical Planning Document.
No Element Of This Document Was Adopted By EarthWeb.*

EARTHWEB ENTERPRISE RELATIONSHIP MANAGEMENT (PROPOSED)

