



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

Quick Start Programs

Technology
e-Business
Strategy
Marketing
Creative
eCRM



180i Quick Start For ATG

The Only Implementation You Need For ATG Dynamo

Company Overview

180i is a full service e-business agency specializing in the architecture and implementation of online solutions. We translate our customer's core business strategy, technology, marketing and creative objectives into effective e-business solutions.

Are You Looking For A Complete e-Business Solution

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 Quick Start, we leverage years of experience into a rapid, feature and benefit rich program specifically designed to provide you all you need for your e-Business needs. This program is specifically designed to place you where you belong -- in the driver's seat of your e-Business future. Best of all, we provide all you need to be successful online in a matter of weeks -- not months or years.

180i Quick Start Programs for ATG

180i provides a less complicated and less time-consuming way to execute e-Business initiatives for your organization. To fast-forward the deployment and custom configuration of your enterprise needs, 180i offers four (4) Quick Start programs. These programs provide seamless end-to-end solutions for:

- eCRM
- Commerce
- Business Commerce (B2B)
- Business Portals

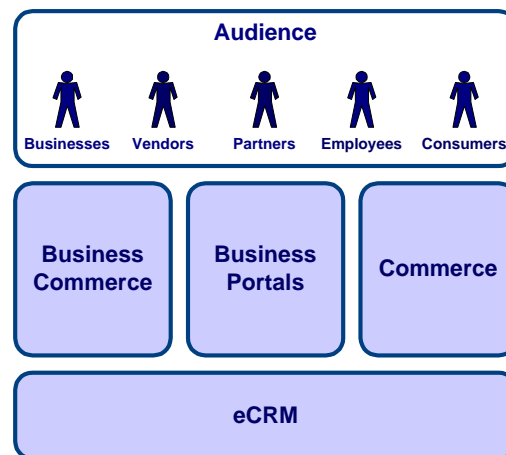
Benefits for Today's Enterprise

180i Quick Start Program provides timely, complete and profitable business solutions that address today's business needs. Together, 180i and ATG offer the solution to accomplish these goals.

180i Quick Start for ATG delivers:

- Full featured business process management
- Ease of implementation
- Rapid ROI
- Accelerated time-to-web
- Best-practices methodology
- Proven expertise

Quick Start Programs





eCRM Quick Start Summary

Maximize Your Lifetime Customer Management

The 180i eCRM Quick Start Program is the catalyst for a comprehensive and proven deployment of your CRM initiatives. It provides a full feature set of CRM capabilities to manage lifetime customer relationships. Everything needed for true, effective CRM is provided - from scenario driven personalization, an email campaign engine, test marketing tools and procedures, customer account management, and measurement and analysis to site design, business user administration, and system infrastructure set up. 180i provides you a feature rich implementation to get your key CRM initiatives up and running quickly and painlessly.

The 180i eCRM Quick Start Program provides full-featured enterprise CRM capabilities, including:

Benefits You Can Count On

The 180i eCRM Quick Start Program provides fast, tangible benefits to:

- Gain customer lifetime management
- Jump start proven eCRM business processes
- Utilize best practices with seasoned experts
- Understand all costs – no surprises
- Provide ease of implementation

Customer Relationship Management

- Scenario-driven personalization
 - Interactive personalized information
 - Interactive monitoring
- Email campaign engine
 - Email personalized information to customers
 - Email customer reminders
- Test marketing
 - Test marketing with different promotions
 - Test marketing with different pricing
 - Split testing
- Customer account management
 - Registration
 - Account management

Measurement and Analysis

- Behavior profiling
 - Categories, products & search strings tracking
 - Clickstream tracking
- Real-time metrics
 - Measurement of scenarios
 - Analysis of scenarios/clickstream
- Reports

Business Process Management

- Business control process management
- Online process management

Creative

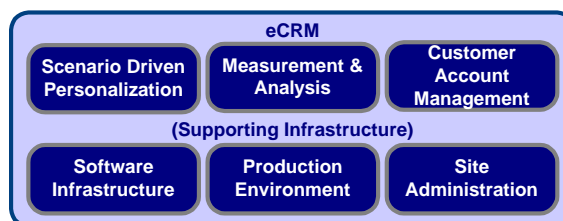
- Look and feel
- Usability
- Navigation
- Templates

Administration

- Intuitive Graphical User Interface
- Designed for business users

System Infrastructure

- Software infrastructure
 - Best practices
 - Build process
 - Revision control system
- Configure system infrastructure
 - Web servers with SSL support
 - Application servers
 - Database server
- Configure build infrastructure
 - Production
 - Staging
 - Development





Commerce Quick Start Summary

Maximize Your Revenues Through Interactive Merchandising

Full-Featured Store - To Your Satisfaction

The 180i Commerce Quick Start Program provides a full-featured online store to:

- Maximize online sales and customer service
- Jump start proven commerce business processes
- Utilize best practices with seasoned experts
- Understand all costs – no surprises
- Provide ease of implementation

The 180i Commerce Quick Start Program enables organizations to sell online using a feature rich set of tools. This program is comprised of a complete online store, including: a full powered catalog and pricing engine, interactive shopping cart, integrated order processing and fulfillment, search capabilities, effective merchandising and full featured CRM capabilities. System infrastructure is also included. Businesses can now leverage existing corporate assets into a proven, full-featured interactive store that is designed to maximize revenues and provide the highest standard of customer satisfaction. This ease of implementation program provides you the ability to reach your customers as quickly and comprehensively as possible.

The 180i Commerce Quick Start Program provides a complete CRM enabled commerce store, including:

Catalog and Pricing Engine

- Custom product catalog
 - Catalog hierarchy
 - Unlimited item capability
 - Attribute inheritance
- Dynamic pricing engine
 - Default price list
 - Discount on order total
 - Discount on number of items

Shopping Cart

- Interactive shopping cart
- Check out options
 - Standard checkout
 - Express checkout for repeat customers
 - Multiple shipping & billing addresses

Search

- Standard search - Keywords & text
- Advanced search – Detailed product information

Order Processing and Fulfillment

- Payment management
 - Credit card processing
 - Sales tax calculation
- Fulfillment system integration

Merchandising

- Scenario-driven Product promotions
 - Percentage off
 - Specific amount off
 - Free product
 - Discount product in category
 - Discount based on number of items
 - Promote products based upon profile
 - Dynamic promotions
- Product merchandising
 - Cross sell
 - Up sell
 - Coupons
 - Gift certificates
 - Product bundles
 - Product comparison

All Features of eCRM Quick Start Program

- Customer Relationship Management
- Measurement and analysis
- Business process management
- Creative
- Administration
- System infrastructure





Business Commerce Quick Start Summary

Maximize Your Profitability By Increasing Customer Loyalty

Instant B2B – In 45 Days

The 180i Business Commerce Quick Start Program provides everything to:

- Engage business-to-business commerce
- Provide increased customer service
- Utilize best practices with seasoned experts
- Understand all costs – no surprises

The 180i Business Commerce Quick Start Program offers businesses a less-complicated and timely way to perform critical business-to-business (B2B) transactions. This comprehensive program provides: customer order management – including approval workflow, catalogs and pricing engine, billing management, customer account management and full CRM targeted to maximized revenue and customer service. 180i provides you a hands-off implementation to enable you to be up and running with ease.

The 180i Business Commerce Quick Start Program provides full-featured business commerce and CRM, including:

Customer Order Management

- Customer self service
 - View open orders
 - View fulfilled orders
 - Create purchase lists
 - Schedule recurring orders
 - Save orders
- Customer approval process
 - Approval work flow
 - Order approval
 - Order approval limit
 - Email notification when an order exceeds approval limit
 - Requisitions

Billing Management

- Multiple methods of payment:
 - Purchase order
 - Requisition number
 - Charge card
- Split shipping to multiple addresses via different shipping methods
- Multiple billing addresses
- Multiple cost centers

Customer Account Administration

- Modify user and organizational profiles
- Assign roles to users
 - Buyer
 - Approver
 - Admin
- Modify cost centers
- Modify purchase limits
- Modify business units
 - Users
 - Shipping addresses
 - Billing addresses
- Modify payment methods

Catalogs and Pricing Engine

- Custom customer product catalogs
- Custom pricing engine
 - Default price list
 - Bulk volume pricing
 - Tiered volume pricing

All Features of eCRM Quick Start Program

- Customer Relationship Management
- Measurement and analysis
- Business process management
- Creative
- Administration
- System infrastructure





Business Portal Quick Start Summary

Maximize Your Communication By Collaboration

Growing Relationships

The 180i Business Portal Quick Start provides everything to:

- Manage information
- Maximize collaboration
- Jump start business processes
- Utilize best practices with seasoned experts
- Understand all costs – no surprises
- Provide ease of implementation

The 180i Business Portal Quick Start Program connects your business groups together. It offers employees, partners, and customers the capability to effectively interact with each other for optimized collaboration. 180i provides you a feature rich implementation to effectively enable your business portal initiatives to reach your target audience as quickly and comprehensively as possible.

The 180i Portal Quick Start Program provides a full-featured enterprise portal with CRM, including:

Portal Applications

- Alerts
- Announcements
- Bookmarks lists
- Community calendar
- Community members lists
- Discussion forum
- Document exchange
- Favorite communities lists
- Login / logout
- Outlook – grants access to MS Outlook Accounts
- Polls/Surveys
- Quick links (bookmarks)
- XML-feed connection feeds (stocks, news...)

Community Administration

- Role Management (leader, member, guest, registered user, anonymous access)
- Community Membership
 - New members
 - Community leader notification
 - Restrictions

Security

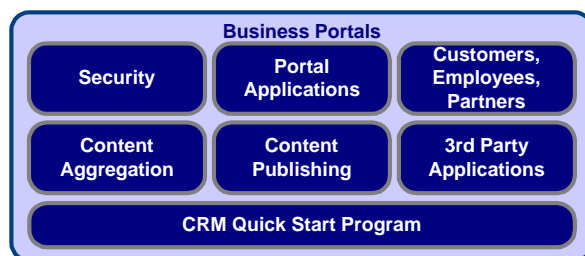
- Flexible, layered security model (community, page, application)
- Multi-level restrictions

Portal Administration

- Create, edit, view, and disable communities
 - Community Settings
 - Community Memberships
 - Community Pages
- Add, configure, and remove components
- Provide additional administration capabilities on
 - Add color palettes
 - Add page templates
 - Add gear layout templates
 - Add gear title templates (menu bar)
 - Add region templates
 - Add style sheets
 - Set user privileges
 - Specify default content
 - Specify default layout
 - Specify default colors

All Features of eCRM Quick Start Program

- Customer Relationship Management
- Measurement and analysis
- Business process management
- Creative
- Administration
- System infrastructure



The 180i Solution

At 180i, we architect and implement online solutions for our clients. Our focus is increasing your profitability, fast forwarding your e-business, and removing the complexity of execution on the most demanding initiatives - From Customer Relationship Management, custom applications, portals, commerce, campaign management, to B2B e-procurement and Enterprise Application Integration, we architect and implement solutions for your advantage.

- Effective CRM Across All Channels
- Staying Connected With Business Portals
- Custom Applications To Your Satisfaction
- Strategic Commerce That Increases Sales



Prefer to talk
instead of click?
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