



Cistech Web Site Redesign

Strategy and Planning Session Summary

July 9, 2007

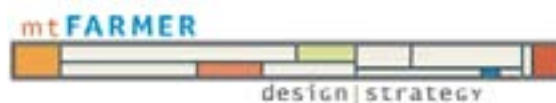


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Introduction

Cistech engaged **MT Farmer Design|Strategy** to develop a coherent, customer-focused approach to their online initiatives and ultimately redesign and rebuild their online presence.

What follows is the summary of the market positioning workshop conducted on 07.02.2007 along with high level design guidelines. It represents what we have found to be an industry-tested approach aligned with the company's unique capabilities and limitations. The contents of this document will be used as a basis for developing the information architecture and visual style of the new Cistech web site. It contains the following sections:

- Web Positioning
- Audience Segments and Tactics
- Creative Tactics
- Technical Requirements

While primarily focused on the development of the company's web initiative, all decisions were made with the big picture in mind. Consequently, the strategy balances the company's short-term needs with ideas directed toward long-term goals.

Web Positioning

The web positioning statement was jointly developed during the planning session as a means of focusing the web development efforts. While it is not intended to be used literally or verbatim in the web site itself, it is intended to be used as a touchstone when making decisions regarding the prioritization of effort, audience targeting and overall tone of the site's content and functionality.

It is organized in such a way as to answer the following questions about the organization and its market position:

- Who is Cistech?
- What does Cistech provide?
- For whom does Cistech provide its offerings?
- Against whom does Cistech compete?
- What makes Cistech different?
- What is the end result for Cistech's customers?

The Positioning Statement

"Cistech is the largest, most certified and most experienced provider of services for users of Mapics/Infor products.

We provide this client base with software sales, implementation, enhancements and support—a range of offerings that is more extensive than that of other Infor partners and more keenly focused on mid-market manufacturing companies than traditional ERP vendors.

The top-notch quality of our people and their deep industry experience provides an unsurpassed suite of services that enables our customers to improve the way their businesses run with minimal disruption."

Audience Segmentation

Core Audience Groups

Based on our discussions, we have identified the following key audience segments for Cistech. They are organized according to their priority as web users:

1. **XA IT Managers** — current users of Infor XA who manage those who maintain and use it on a daily basis. This group is the gatekeeper of XA knowledge Cistech clients' organizations. In many cases they are also the primary decision-maker with regard to purchasing Cistech's products and services
2. **XA Executives** — C-suite decision-makers (primarily the CFO/Comptroller) in organizations that currently use Infor XA. In many organizations this group needs to be addressed because they are the ultimate link in the purchasing decision chain.
3. **XA Power Users** — current users of Infor XA who maintain and use it on a daily basis. While they may not make actual purchasing decisions, their satisfaction with the products and services they receive from Cistech often make them crucial influencers in the selection of Cistech as a vendor.
4. **Syteline Prospects** — prospective purchasers of Infor Syteline. Typically, these will be prospects already in the sales pipeline who are looking to the web site as an additional or supplemental source of information about the Syteline product and Cistech's associated offerings.
5. **Infor Partners** — other providers of Infor services and products. In some cases, they will look to Cistech to fill gaps in their own service offerings and work with Cistech to better serve their own client base.

Audience Tactics

Based on our discussions around the five audience segments and their needs, we have developed this matrix outlining each segment’s primary objective and their core requirements in four categories:

- “Testing the Waters” — activities for users looking for quick, basic information.
- “Digging for Detail” — activities for users seeking a complete picture of your capabilities.
- “Making it Personal” — activities that help users tailor Cistech’s offerings to their needs.
- “Taking Action” — activities that elicit a trackable response from site visitors.

	XA IT Managers	XA Executives	XA Power Users	Syteline Prospects	Infor Partners
Segment Goal	Portray Cistech as the XA expert for everything — a full service provider.	Provide value and comfort. Show Cistech as an established, referencable company.	Enable better comfort with XA products, reinforce Cistech’s expertise. Show that Cistech can help them enhance their daily activities.	Help Cistech stay in the deal by showing its expertise in product sales and implementation.	Portray Cistech as the XA expert for everything — a full service provider.
Testing the Waters	<ul style="list-style-type: none"> • Overview of S/I/E/S* offerings 	<ul style="list-style-type: none"> • Overview of S/I/E/S offerings – especially managed services 	<ul style="list-style-type: none"> • Not really a focus for this group 	<ul style="list-style-type: none"> • Overview of sales and implement. offerings 	<ul style="list-style-type: none"> • Overview of S/I/E/S offerings
Digging for Detail	<ul style="list-style-type: none"> • Detailed offering descriptions • Customer testimonials • Case studies • Information on onsite and online training seminars • Staff bios • Link to Infor product information 	<ul style="list-style-type: none"> • Corporate information • Staff bios • Case studies • Strategic partnerships (IBM/Infor) 	<ul style="list-style-type: none"> • Ask the Expert Q&A section • Information on onsite and online training seminars • Staff bios with skill sets 	<ul style="list-style-type: none"> • Detailed offering descriptions • Corporate information • Staff bios • Case studies • Link to Infor product information 	<ul style="list-style-type: none"> • Detailed offering descriptions • Customer testimonials • Case studies • Information on onsite and online training seminars • Staff bios
Making it Personal	<ul style="list-style-type: none"> • Register for online training seminars 	<ul style="list-style-type: none"> • ROI calculator (if available) 	<ul style="list-style-type: none"> • Register for online training seminars 	<ul style="list-style-type: none"> • Not really a focus for this group 	<ul style="list-style-type: none"> • Not really a focus for this group
Taking Action	<ul style="list-style-type: none"> • Download product information docs • Product demos • Contact Cistech 	<ul style="list-style-type: none"> • Download product information docs • Contact Cistech 	<ul style="list-style-type: none"> • Contact Cistech • Product demos • Message board (possible later phase feature) 	<ul style="list-style-type: none"> • Contact Cistech 	<ul style="list-style-type: none"> • Contact Cistech

*Sales, Implementation, Enhancement and Support

Creative Tactics

Image Analysis Exercise Summary

As a means of discovering which types of imagery might be most appropriate for use on Cistech's web site, fifteen different images were shown in the planning session. The goal was to elicit "first impression" comments. These comments, as well as some overall conclusions are listed below alongside each image.

The colored border surrounding each image is coded to designate the relative appropriateness of each image with a green border signifying a highly appropriate image, orange signifying one that has elements that are appropriate and red signifying one that is inappropriate.



Image #1

Comments:

- Looks like Microsoft
- Too edgy

Conclusions:

Stylistically inappropriate, do not use.



Image #2

Comments:

- Kindergarten feel
- What does it tell you?
- Quiet

Conclusions:

Too childish. This type of "playful" image does not speak to the core audience.



Image #3

Comments:

- Blurry
- Looks like Cistech's core customer
- Reams of paper typical

Conclusions:

Blurring possibly inappropriate but the person (short sleeve, tie, lots of paperwork) seems to be a spot on representation of Cistech's typical client.

Technical Requirements

Usability Requirements

Navigation

All site-wide navigation elements should be kept “above the fold” on all pages.

Content Access

All content should be accessible from any page by no more than three clicks.

Browser Windows

Content should be displayed within a single, persistent browser window except where:

- A link redirects the user to another web domain.
- Printer-friendly pages are displayed.
- Graphics too large for the original window are required.

In the second and third cases the new windows may be created without IE navigation bars and a “close window” link should be provided to dispose of the browser window object.

Rollovers

If rollovers are employed to indicate clickable areas of the page, they should be used consistently throughout the site and apply both to clickable images and HTML hyperlinks.

ALT Tags

All images should have descriptive ALT tags to enhance site accessibility.

Scrolling

Scrolling should be limited to the vertical direction. Pages should be checked to ensure horizontal information is contained within the browser width specified in section 3.5.

Related Links

Users should be able to access topics that extend or enhance a page’s content using a “Related Links” area located consistently on relevant pages.

Forms

Any information submitted using web forms should be validated prior to submittal. Once submitted, a feedback page should be provided that confirms receipt/processing of form data.

Server-Side Technology Requirements

Server Technology

A web server that supports both ASP.NET 2.0 and PHP. Utilizing ASP.NET will enable streamlined site development and maintenance by using master pages and simplify any integration with back-end databases. PHP will be required to support the existing seminar registration functionality.

Server Add-Ons

The server will need to have DLL files that support add on technologies such as email management (for the Contact Us section and report downloads) and rollover support. These will be recommended upon the solidification of the information architecture. There may be a nominal cost (less than \$500) associated with purchasing a license for the required technologies.

Database

To facilitate the management and distribution of product documentation, access to a database backend will be required. This can be either via DSN connectivity (for Microsoft Access or MySQL database technologies) or native Microsoft SQL Server connectivity. A concrete database recommendation will be made upon completion of the Information Architecture phase.

Coding Language

All server side code will be written in Visual Basic.Net 2.0.

Client-Side Technology Requirements

Browser Specification

Internet Explorer 5.x and above (PC and Macintosh platforms). Currently, this accounts for roughly 91% of Internet users. While the Macintosh platform only handles 2% of Web traffic, it's prevalence in the design industry makes it necessary to address.

Color Depth

Pages may be designed for color depths of 16 bit and higher. 95% of Internet users have this capability. This makes limiting designs to the 216 color "web-safe" palette unnecessary.

Coding Languages

All page code should be written to the XHTML 1.0 Transitional specification. Use of deprecated tags should be avoided. This allows backward compatibility with HTML 4.0 as well as forward compatibility with XML.

Cascading Style Sheets (as supported by IE 5.x) should be used for formatting and positioning of page elements.

JavaScript (or EMCscript) should be used to support on the page interactivity.

Default Resolution

800x600—The majority of Web browsers are still running at “8x6” resolution. This means pages should be designed to work within a window of 763 X 436.

Target Graphics Size

Under 30K— Graphics should only be used to support or enhance the site’s content. A 30K limit will be positively reflected in shorter page-load times.

Target Page Size

Under 60K for the gateway page, under 45K for all sub-level pages – While 30K should be the target for each individual graphic, the total of all graphics on a single page combined should not exceed 60K for the gateway, 45K for sub-level pages. Limiting page size will be positively reflected in quicker page loading.

