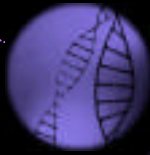




VIANT



Halleck 
marketing solutions for an interactive world

**Webifying your Business:
Implementing a
Vision**

*Ross Halleck and Steve Koenig
World Internet Center
December 7, 2000*

Who we are

➤ **Halleck is a pre-eminent provider of brand communications services that leverages all touchpoints to build more consistent, more personal, and more profitable brand relationships between our clients and their customers**

➤ **We provide a depth and balance of resources between offline and online skills to be able to architect and deliver solutions using all relevant technology and media**



➔ **Brand drives and unifies execution**



➤ Halleck provides services around brand architecture



Viant is a Global Network

- **Bob Gett**
CEO
- **Ben Levitan**
Chief Operating Officer
- **Sherwin Uretsky**
Worldwide Sales
- **Diane Hall**
VP, People and Knowledge
- **Xavier Zang**
VP, SF General Manager



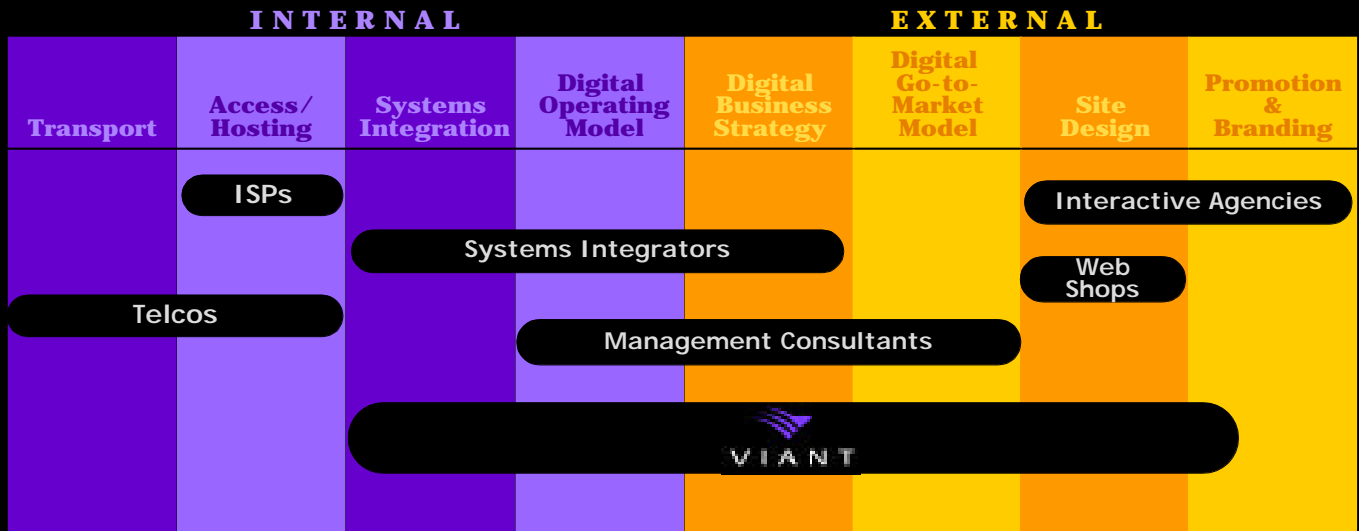
NASDAQ

Viant went Public June 1999
Trading symbol -- VIAN

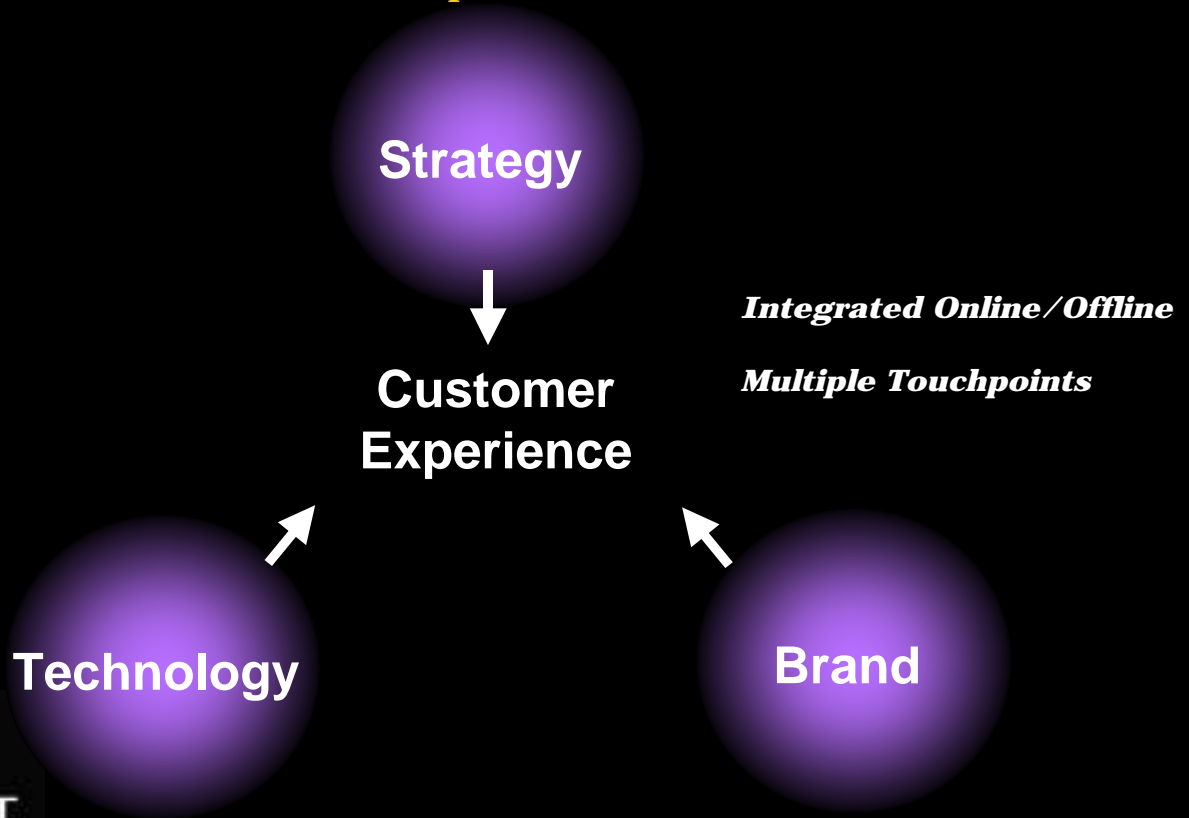


Viant Market Position

Digital Business Development



Viant and Halleck bring together complementary skills to integrate the customer experience.



How the brand determines the customer experience

➤ **What I say**

- Content and communication

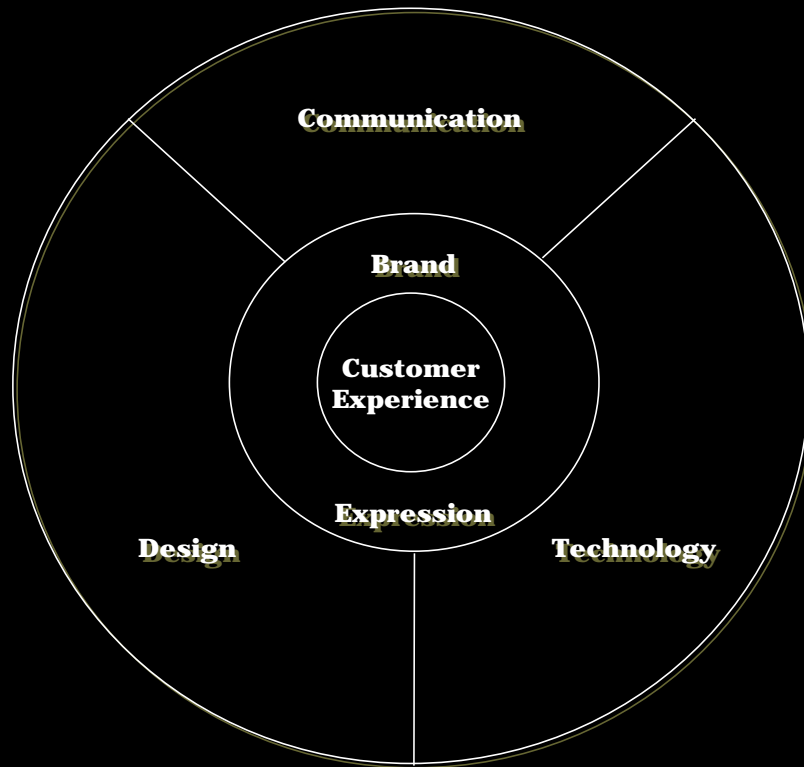
➤ **What I do**

- Technical functionality

➤ **What I look like**

- Visual design, look and feel, customer interface

Halleck and Viant partner to help companies create consistent customer experiences at every touchpoint with the brand.



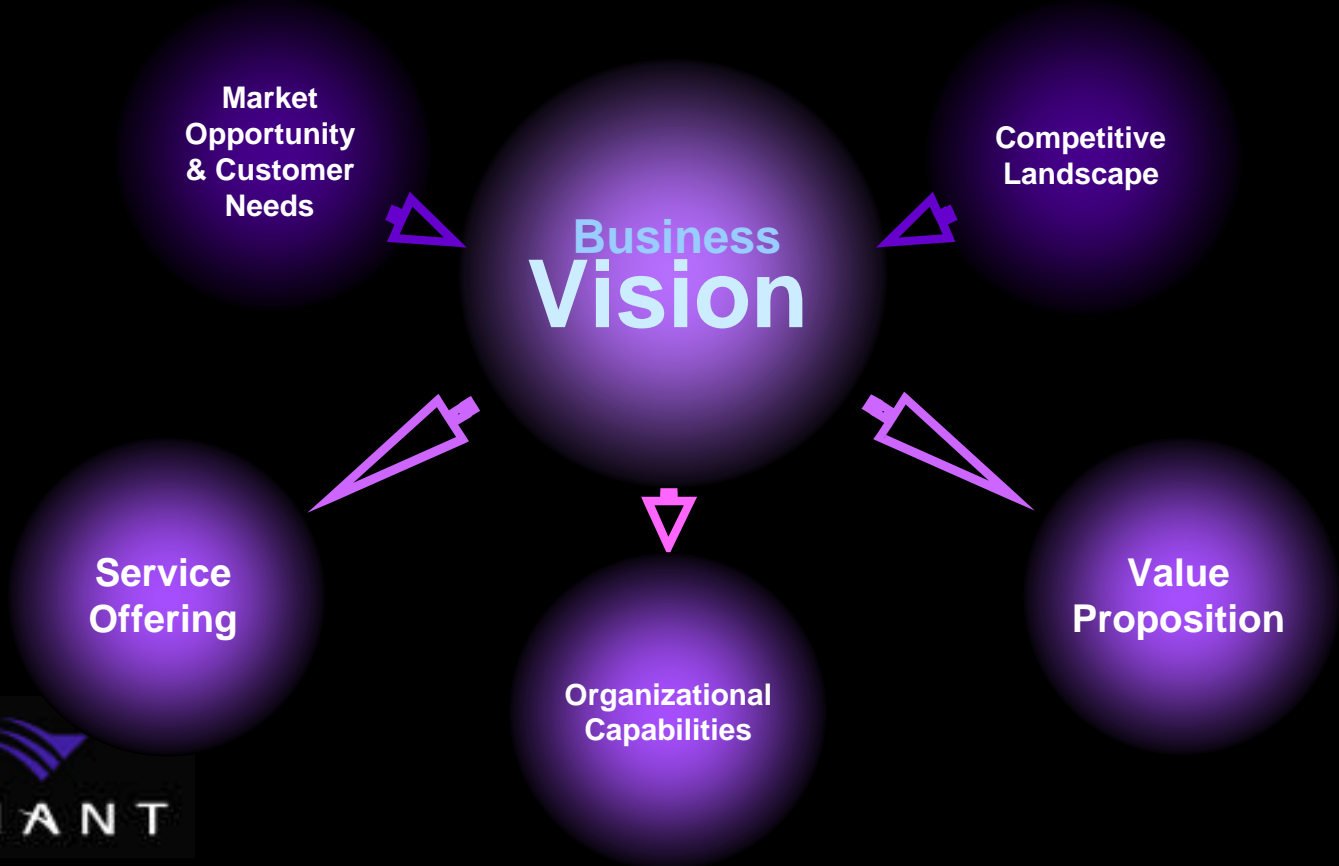
**Communication
Design
Technology**

**Integrated to create
a brand expression
that supports the
targeted**

**Customer
Experience**



Operating Model:
*Needed organization capabilities
follow from the vision*



Common failures in creating an integrated customer experience

- **Inefficient customer service**
- **Web site failing to reflect brand strategy i.e. failed to provide positive customer service and experience**
- **Missed opportunities to capitalize on knowledge of the customer**
- **Missed opportunities to create an ongoing customer dialogue and relationship**
- **Failure to integrate across multiple touchpoints**

The solution for meeting and beating customer expectations

- **Brand = functional, emotional, and self-expressive benefits**

- **Interactive Brand = functional, emotional, and self-expressive benefits + dialogue**
 - Online dialogue
 - Personalized dialogue is richer

- **Interactive and Integrated Brand = functional, emotional and self-expressive benefits + knowledge exchange**
 - Online and offline
 - Across all media
 - Actionable

Example

⇒ Situation

- Agilent wanted to launch its first product into a competitive and highly visible market

⇒ We helped Agilent to architect and implement an optimal offline/online brand strategy

- B2B with a few customers; offline marketing needed to be highly personalized
- Extending the product brand to the web offered two opportunities:
 - Elevating corporate brand through a successful product launch
 - Serving customers more effectively through a personalized customer extranet
- Architecting the customer experience across multiple product categories to reflect customer needs

⇒ Insight

- Personalization mix is sometimes counter-intuitive
- The circumstances define the appropriate technologies



In summary, webifying your business means creating an integrated customer experience

- **Technology, communication, and design can all be used to support the brand**
- **The brand expression determines the customer experience**
- **The customer experience can be interactive and integrated**
 - Online and offline
 - Across multiple touchpoints
 - Using deep knowledge of the customer
 - To create an optimal customer experience