



Improve efficiency

Grow your business



VIGNETTE[®]

the e:fficiency experts



In addition to using the Internet as an important sales lead channel and customer service tool, it's vital that we strive to maintain a consistent brand across all of our Web pages. Vignette has delivered impressive solutions in the past, and the extended solutions available via the upgrade made it a sensible and natural choice to work with it again.

Richard Hudson, e-commerce and direct marketing manager

BMW Great Britain

The BMW case

BMW Great Britain has revamped its Web site to generate increased sales leads for the dealer network. Prospective customers visiting the Approved Used BMW Web site will be able to more effectively search and select from all available cars at BMW dealers nationwide.



Efficiency Identify the Opportunities

To take your organization to the next level, you must achieve greater business efficiency.

Traditional methods, such as optimization of physical resources through centralizing operations, defining processes and diversifying non-core businesses, have helped most organizations weather difficult economic conditions. But today these methods are simply not enough.

The answer to greater efficiency comes from harnessing the power of information and the Web.

Information is the central asset that makes your business run, and the Web holds the key to simply and effectively sharing that information.

Organizations that leverage this power can:

- Retain customers and improve satisfaction
- Attract new customers and grow revenue
- Capture more value from current investments
- Reduce operational costs
- Create a differentiating advantage
- Execute quickly and flawlessly
- Adapt and innovate

How can your organization benefit from being more efficient?

The opportunities are limitless.

Vignette defines efficiency as

Harnessing the power of information and the Web to deliver measurable improvements in business efficiency.



Our Mission

Vignette's software and expertise help companies harness the power of information and the Web to deliver measurable improvements in business efficiency.

Our Vision

Our vision is a world where organizations and their partners anticipate and respond efficiently to the demands of markets, customers and employees.

Efficiency Experts Realize Your Potential

We believe revenue growth, productivity increases, cost reductions, and forging stronger relationships with employees, alliance partners and customers all derive from increasing efficiency.

Many world-class companies share our vision. They can document substantial payback from partnering with Vignette.

Companies who have chosen Vignette include Banco de Chile, Canadian Cancer Society, Meyer Corporation, Natexis Banques Populaires, National Australia Bank, National Instruments, Pierre Fabre, Telecom New Zealand and Travelocity.

Vignette's efficiency solutions are built upon portal, integration, enterprise content management and collaboration capabilities. They can be applied individually or in combination to meet your specific business challenges.

Our unique commitment to open systems helps ensure seamless integration with your existing business applications, delivering smooth, quick and cost-effective implementations.

By focusing on business efficiency, your organization can accelerate growth and simultaneously improve returns on investment.

Vignette offers efficiency solutions in six core areas

- **Public Web Site and Brand Management**
- **Employee Intranets**
- **Customer Self-Service**
- **Supplier and Channel Interaction**
- **Compliance and Governance**
- **Standardization and Consolidation**

Proven Solutions Providing Measurable Results



Our vision is to ensure that cricket remains Australia's favourite sport. To help us achieve this, we need a Web site platform that's scalable and flexible enough to meet the information needs of millions of Australian cricket fans and participants. That's why we chose Vignette to power both our Intranet and Internet sites.

Andrew Twaits, general manager
of legal and business affairs

Cricket Australia

We can help your organization improve efficiency in six core areas:

Vignette Solutions for Public Web Site and Brand Management

Providing easy access to relevant information is the key to attracting and retaining customers.

Increasingly, potential customers turn to the Web first when making their purchasing decisions. The online experience you offer is as important to your brand as transactions are to your bottom line.

If your Web site is where customers interact most with your brand or organization, then delivering a user-friendly, efficient experience can improve customer satisfaction.

Vignette Solutions for Employee Intranets

More organizations are looking to improve collaboration and efficiency while reducing costs. A successful employee Intranet can help you generate more value from your information assets by providing quick access to solutions that solve business issues faster and more effectively.

An efficient Intranet delivers lower costs by automating expensive, labor-intensive processes. Your employees will be able to access the right role-specific information and share best practices and knowledge across geographical and departmental boundaries, while maintaining control of drafts, finals and expired versions.



Vignette Solutions for Customer Self-Service

Efficiency in customer self-service is about enabling customers to manage their affairs themselves—while improving service satisfaction, loyalty and retention in the process.

Give your customers access to their up-to-date account and service information, archived statements, captured correspondence and forms through a personalized interface. Accelerate resolution of customer issues and enquiries. Track, analyze and refine the effectiveness and competitiveness of the self-service applications you provide.

Vignette Solutions for Supplier and Channel Interaction

Coordinating complex business processes among a diverse network of suppliers, distributors, dealers and partners can be a nightmare. Suppliers need materials in the right quantities at the right time. Distributors need quick access to powerful sales tools and up-to-date product information.

By harnessing the power of information and the Web, complex supply and demand processes can be simplified. Your trading network will be united by real-time access to the information that helps make businesses more efficient.



» Since the site's introduction, not only has Avnet Hallmark seen its traffic increase six fold, it has also experienced a record quarter in terms of revenue. Customer service has increasingly shifted toward Internet self-service, reducing call support costs and freeing staff for other functions.

Dave Stuttard, vice president
applications
Avnet, Inc.

Proven Solutions Providing Measurable Results



» With over two million patients relying on Geisinger Health Systems for a full continuum of care, we are very focused on carefully and securely managing our patient records, navigating the complex compliance and regulatory environment of healthcare providers, and conducting our business as efficiently as possible.

Dave Macko, associate vice president of Information Technology
Geisinger Health Systems

Vignette Solutions for Compliance and Governance

You want to protect your business in a way that allows it to grow. Efficiency is about managing your records and information, reducing risks and ensuring your organization follows established guidelines.

Enable your staff to easily and accurately follow procedures. Make sure that everyone knows exactly where you are in the compliance process at any given time. Above all, mitigate the risks associated with non-compliance.

Vignette Solutions for Standardization and Consolidation

Your information and Web investments need to do more for less.

Technology should be a business enabler, not a business barrier.

Your silos of enterprise data can be transformed into integrated information that's both relevant and personalized to the user with the help of Vignette's portal, integration, enterprise content management and collaboration capabilities. Additionally, your multiple physical platforms—Internet sites, Intranets and Extranets—can be consolidated onto one platform with information reused across applications.

Efficiency involves reducing costs and modernizing back-office processes while, at the same time, increasing functionality and ensuring standardization.



The ATHENS 2004 case

Vignette, along with its local partner Greek Geeks, was chosen to undertake the “Creation and Support of the Official Web Site of ATHENS 2004” (www.athens2004.com), providing the software and services following a Public International Competition for the Organizing Committee of the Olympic Games ATHENS 2004.



The project was completed ahead of schedule, in December 2003. The administration tool that was created can initially cover the needs of 300,000 users and can serve 6,000,000 pages per day, with a prompt upgrade that will cover 20,000,000 users and serve 100,000,000 pages per day.

Athens 2004

Stronger Advantage Faster Growth



» The goal of Telecom Italia Mobile implementing a system called TONICS is to support all the activities of the Customer Service operators. This unique portal, based on strong content management, helps the operators to contribute actively and to increase the knowledge about the market and customers in a very friendly and powerful way. The help of Vignette V7 allows Telecom Italia Mobile the best time to market without the use of expensive and heavy information systems dedicated to customer care.

Telecom Italia Mobile

Not only do Vignette's solutions help make you more efficient, our capabilities are also simple to implement and maintain.

Vignette is committed to open standards, enabling you to integrate with and utilize your organization's existing investments in infrastructure and applications.

Open standards make Vignette a flexible, cost-effective and superior partnering choice. Most importantly, open standards allow you to rapidly deploy our capabilities, so that your organization can realize the benefits within a short timescale—even in as little as 30 days.

Vignette's capabilities are modular, allowing you to use our products individually or as integrated suites. Each product is scalable to meet the changing needs of your most demanding applications.

This form of adaptability allows new applications to be added quickly as business environments change. In short, Vignette will keep you a step ahead of evolving needs.

To help ensure success, Vignette Professional Services and our strategic partners offer global consulting services to help you identify business objectives, design solutions to meet those objectives, and deliver high-value, cost-effective solutions. Vignette Education Services offers you comprehensive training programs that provide the knowledge and skills necessary to enable a high-quality rollout of your initiatives.



We consider Vignette an important business ally and look forward to working with them in the future.

James Myers, director of IT
FedEx Services

The FedEx case

- Live in 45 days
- Recognizing the power of improved communication, FedEx rolled out Vignette portal technology to 120,000 employees globally
- Success is now leading to subsequent deployments supporting aircraft and ground operations





» The Vignette system functions as the digital heart and soul of the Integrated Autostadt System (IAS) and Autostadt as a whole. In three years, Autostadt has never lost any data or experienced any significant network or systems problems. Vignette is not a solution itself, but it is our development environment.

Michal Bruna, chief information officer
Autostadt



» After an extensive analysis, we chose Vignette Application Portal for our Employee Portal. Vignette's technology is out-of-the-box, which ensures an easy and rapid deployment. Vignette's strong financial stability led us to believe that our investment in Vignette is protected over the years.

Andreas Pohl, head of IT strategy
Stadtsparkasse München



» H.K.net, powered by Vignette, demonstrates the effectiveness of using collaboration to manage our most strategic accounts. It is essential in providing our teams and clients with immediate access to information, past work and resources throughout the agency.

Ted Graham, worldwide director of knowledge management
Hill and Knowlton



» We produce more than 400 new videos a day for the WebMedia area of Globo.com, which currently has more than 60,000 indexed and searchable videos online. Our use of Vignette has enabled the production teams from TV Globo and GloboSat in various locations to work more efficiently (in creating and posting videos to the Web site). The Vignette tools give us precise control over all information and data related to more than 100 programs spanning the TV Globo and GloboSat schedules, making our work faster and more orderly. Vignette has been instrumental for us in building the success of GloboMediaCenter, the first interactive TV offering in Brazil.

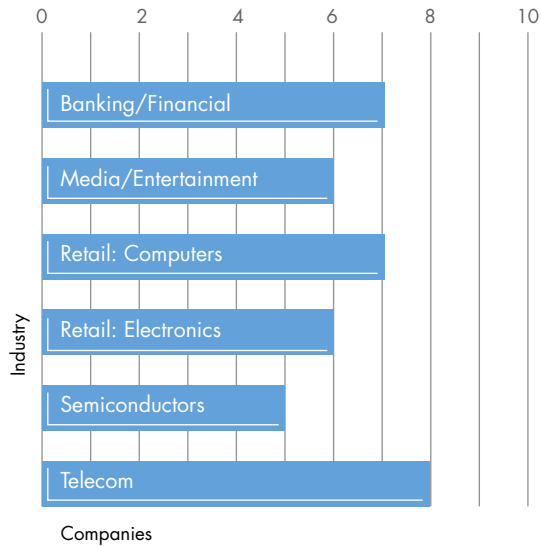
Antonio Maia, IT director
Globo



Real Results Real Return on Investment

Vignette Market Penetration

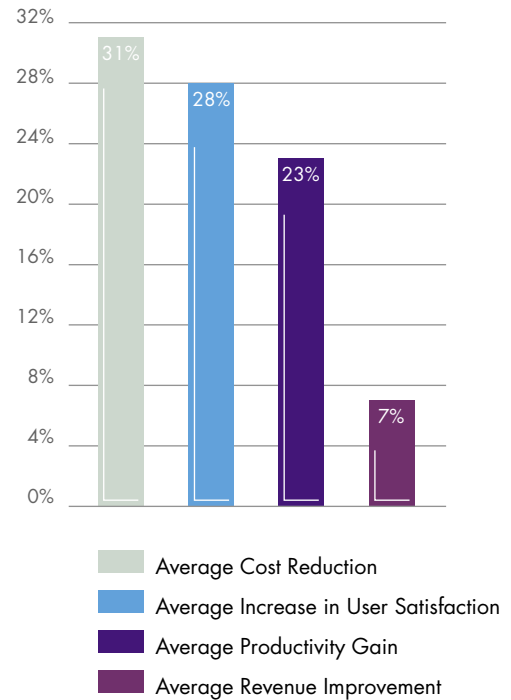
Top 10 Companies Per Industry Using Vignette



Vignette Customers

Surveyed In The Past Two Years

(Source: Satmetrix surveys of Vignette customers)



We recognize that accountability is central to your success.

Vignette is committed to the measurability of results and the documentation of ROI. Analyzing metrics, usage and trends helps realize efficiency improvements.

The proof of our commitment is best evidenced through the benefits achieved by our customers:

- Average cost reduction of 31%
- Average increase in user satisfaction of 28%
- Average productivity gain of 23%
- Average revenue improvement of 7%

This is why more world-class companies prefer Vignette solutions.

Act Now Assure Your Success

Your information is your lifeline.

Whether stored electronically in a file system or on paper, your information empowers you to meet your objectives.

Your abilities and methods to manage that information will determine your success or failure at achieving greater business efficiency. The Web holds the key to the most effective, simple and targeted sharing of that information.

Vignette can help your organization harness the power of information and the Web. Together, we can deliver measurable increases in productivity, cost reductions, and strengthen relationships with customers, employees, partners and suppliers.

Vignette is the efficiency expert. Whatever your efficiency requirement, we can deliver proven efficiency solutions.

Our commitment to integration and scalability makes these solutions uniquely simple, rapid and cost-effective for your organization to deploy and evolve.

Your organization could soon be setting the standards for business efficiency.

To find out more about how you can realize your business potential, please visit www.vignette.com/efficiency.

Organizations that leverage this power can:

- Retain customers and improve satisfaction
- Attract new customers and grow revenue
- Capture more value from current investments
- Reduce operational costs
- Create a differentiating advantage
- Execute quickly and flawlessly
- Adapt and innovate



MEXICANA 



Up to now our investment in technology has met all expectations. Also, considering that Internet sales are a low-cost channel of distribution for Mexicana, this makes the investment even more profitable.

Antonio Valle, head of the IT division and leader of the e-commerce strategy
Mexicana

The Mexicana case

With the implementation of Vignette technology, Mexicana has seen its operational costs for the Web site decrease by 15 to 20 percent, and its Systems Department employees' workloads have dropped as well. For Mexicana the investment in Vignette has proved to be a resounding success. Sales on mexicana.com rose 52 percent from April 2003 to April 2004.

**Central U.S.
Corporate Headquarters**
1301 South MoPac Expressway
Suite 100
Austin, TX 78746
512.741.4300 Tel
512.741.1403 Fax
888.608.9900 Toll-Free
usinfo@vignette.com

Asia-Pacific
Vignette Australia Pty Ltd., Regional HQ
Level 1, 116 Miller Street
North Sydney NSW 2060
Australia
61.2.9455.5000 Tel
61.2.9455.5200 Fax
asiapacinfo@vignette.com

Europe/Middle-East/Africa
Vignette EMEA, Regional HQ
99 King Street
Maidenhead, Berkshire
SL6 1DP
United Kingdom
44.1628.77.2000 Tel
44.1628.77.2266 Fax
euroinfo@vignette.com

Canada
Vignette Canada, Regional HQ
5650 Yonge Street, Suite 1500
North York, Ontario
M2M 4G3
Canada
416.226.7340 Tel
416.512.3776 Fax
usinfo@vignette.com

Eastern U.S.
Vignette Boston, Regional HQ
800 Boylston Street, 13th floor
Boston, MA 02199
617.236.5500 Tel
617.236.1113 Fax
888.733.5500 Toll-free
usinfo@vignette.com

Public Sector
Vignette Washington DC—Reston
12120 Sunset Hills Road, Suite 160
Reston, VA 20190
703.796.5970 Tel
703.796.5971 Fax
usinfo@vignette.com

Western U.S.
Vignette San Francisco, Regional HQ
The Landmark @ One Market
One Market Street, 8th Floor
San Francisco, CA 94105
415.995.3200 Tel
415.975.9801 Fax
800.550.1085 Toll-Free
usinfo@vignette.com

South America
Vignette Latin America, Regional HQ
One Brickell Square
801 Brickell Avenue, Suite 906
Miami, FL 33131
305.789.6603 Tel
305.789.6612 Fax
lainfo@vignette.com

www.vignette.com



VIGNETTE®
the e:fficiency experts