

ProductWorld  
Online Product Communities

## PRODUCTWORLD DELIVERS VALUE FAST

*DELIVER VALUE AND REDUCE COSTS*

### Introduction

In the most challenging economic environment in over 50 years, IT departments around the world are re-evaluating their platform strategies and looking for innovative ways to create competitive advantages. IT projects have always been judged by three financial criteria: time to value; initial capital expense and ongoing operating costs. In 2010, a continued focus on the economy will ensure that IT evaluates these criteria even more rigorously.

IT departments have already seen business expectations increase over the last 10 years, even as budgets decreased. Doing “more with less” is not new to CIOs or IT, which have been squeezing efficiencies from existing systems and teams since the last economic downturn. The difference is that, after years of optimizing existing resources, 2010 brings unprecedented financial limitations that demand new solutions.

Web-based business applications such as those offered by ProductWorld are transforming the way IT departments build and deploy business focused applications during lean times.

*“The biggest financial benefit of web-based services, particularly in these capital-constrained times, is avoiding taking on debt and keeping cash in the company longer.”*

*If a project uses a cloud-based service provider, then the CFO avoids writing a big check upfront. Instead, checks are written monthly or quarterly, in alignment with the return”*

Forrester Research

“Talking To Your CFO About Cloud Computing,”

October 29, 2008

### Why Web-Based Applications?

For years, companies such as eBay and Google have used cloud computing to bring easy-to-use web-based applications and services to consumers. ProductWorld brings the same advances in web-based applications to business users using a secure and reliable enterprise class cloud computing platform.

For those who are considering a shift to web-based services, here are the a few reasons why companies are betting that web-based services such as ProductWorld are the right technology strategy for 2009 and beyond:

1. Delivers Faster Time to Value
2. Requires No Up-Front Capital Expense
3. Minimizes Operational Costs
4. One Platform – Multiple Applications

#### 1. Delivers Faster Time to Value

During economic downturns, time to value becomes more critical than ever. Most companies are delaying projects that won't deliver a return on investment within months. With ProductWorld, companies can speed up time to value. ProductWorld streamlines all stages of your products' information delivery on your website. Everything from requirements gathering, content design, data upload, content management, testing and deployment become much simpler and much faster.

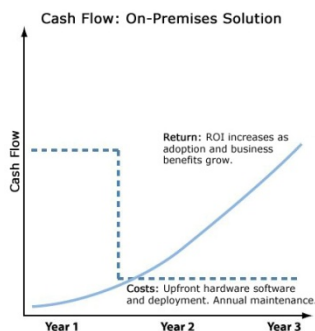
Once your product data has been deployed, it automatically supported by the ProductWorld platform with world-class security, sub-second performance, full disaster recovery, and instant access.

## 2. Requires No Up-Front Capital Expense

ProductWorld offers subscription based pricing. This is a major departure from the traditional IT procurement process. With subscription-based pricing, no capital expenses are required to kick off projects. Companies can start small, with virtually no up-front costs, and instantly scale to meet broader business needs. The ability to pay as you go is accounted for as an operating expense rather than as a capital expense. This makes it a compelling option for CFOs who are intensely focused on financial predictability and project accountability.

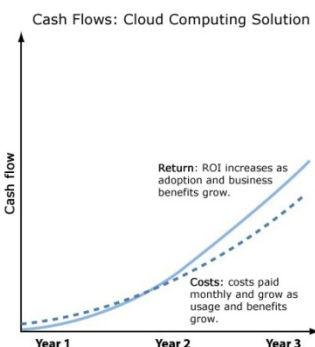
The pay-as-you-go model minimizes both project and financial risk because customers can both scale the project based on business results and hold ProductWorld accountable over the project's lifetime. There are no large up-front investments that lock a project into a specific technology. That means CFOs can account for the business value generated by the service during the same financial period as costs are incurred.

Because there is little risk and no up-front costs, ProductWorld helps companies get better technology and better website services despite reduced capital budgets. And because such costs are charged as business expenses rather than capital expenses, customers can invest in such projects even when IT budgets have been reduced. The figures over illustrate the differences in costs and ROI for an on-premises solution versus a cloud-computing solution.



## 3. Minimizes Operational Costs

With ProductWorld, there is no software or hardware to purchase initially. More importantly, web-based applications reduce overall application maintenance and support substantially over time. Once deployed, ProductWorld manages the burden of operational maintenance. Performance tuning, patches, and upgrades are delivered as part of the service, with minimal demands of IT.



Such operational efficiencies are the result of a true multi-tenant architecture. Multi-tenancy is a key innovation that's at the heart of the ProductWorld platform. Multi-tenancy makes possible a pace of innovation and collaboration that is not achievable with on-premise platforms. For example, instead of providing 1 upgrade every other year, at considerable expense to the customer, ProductWorld delivers 2 major upgrades and multiple minor upgrades every year with no additional cost to customers.

Multi-tenant business applications built on the ProductWorld platform run on the same proven platform as Amazon.com, thereby benefiting from the highest levels of security and performance.

## 4. One Platform – Multiple Applications

One of the biggest advantages of developing web based applications is how much faster and less expensive it is to scale to multiple business driven applications. All applications are built on the same platform, thereby re-using existing application services such as authentication, data objects, UI layouts, and logic which can be reused across multiple applications.

This approach results in economies of scale in which each additional application deployed decreases the overall costs of all applications. This model is the inverse of on-premises development, in which each additional application increases costs because it requires additional infrastructure and resources over its lifetime.



## ProductWorld Value

ProductWorld is delivered as a web-based service which means your company can deliver unique collaboration tools to your staff to reduce costs and increase value. Here are a few examples:

### Websites Create Value through Speed and Search Relevance

Most websites have not changed fundamentally since the mass adoption of the internet in the 1990s. Corporate websites have definitely become more visually attractive with audio and video feeds and more interactive by using multi-media and user interaction capabilities. However as the web has proliferated to the point where users access the web for all their information needs, it has become increasingly difficult to search out and select relevant information about companies' products and services.

Studies show that visitors spend an average of just eight seconds before deciding whether or not to remain on a site. How can a corporation with a catalog of products demonstrate its products are relevant within eight seconds? If users of a corporate website can initiate a product search and receive relevant results in less than 8 seconds, a corporate websites can make a measureable business difference and create value.

Current online product search techniques do not enable users to receive relevant search results quickly. Current best-in-class techniques require knowledgeable users to dig deeply which can take several minutes. Whilst a new user will probably experience the frustration of no result or too many results from a product search leading to a phone call to a sales rep or a lost business opportunity.

### Online Product Eco-systems Create Strategic Advantage

Many companies have created formal partnerships of related companies in order to create an eco-system of supporting products and services. These eco-systems have been proven to support their products' value proposition and to simplify product adoption amongst users. Amongst others, Intel, Siemens, Arrow, Osram and Future Electronics have all created formal offline product eco-systems. The most successful of these companies have been able to create de-facto standards around their own products and services securing business longevity and strategic advantage.

However, moving these product eco-systems online to create real tangible online value has proven to be a difficult proposition.

Using web-based services such as ProductWorld, it is possible to bring product eco-systems online in a manner which drives real value for the networks members. It is possible to link relevant products and services from different companies to one another making it easier for a user to adopt the products and services of the complete network. Cross selling and referrals between companies become much simpler accelerating product adoption across the partner network.

When combined with lightning fast, relevant product searches, a product eco-system of complementary products and services can drive real value for, trade alliances, industry associations and corporations online.

*“Studies show that visitors spend an average of just 8 seconds before deciding whether or not to remain on a website.”*

Google Commerce Search

*“Generate **relevant** search results for your products or service within 2 seconds.”*

ProductWorld



## Empower Your Domain Experts

With ProductWorld, the people closest to the business process - the domain expert - can perform all necessary tasks. By using simple point-and-click configuration tools, business users can create sophisticated website search tools without code. As a result, non-technical users can create applications and deploy industry leading content search tools to their websites. The result: your website offers users faster search speeds and highly relevant results. All of this can be deployed with fewer internal resources.

### Summary

ProductWorld offers a multitenant architecture which enables companies to create compelling and relevant information about their products and services and to display that information in a relevant and speedy manner for the users of its websites. It is a web based application incorporating unique tools to facilitate collaboration across boundaries and to create eco-systems of products and services.

Because ProductWorld is delivered as a service over the web, no capital investment is needed, operational costs are aligned to usage and fewer support resources are required. Real value can be created more quickly and with fewer resources than previously possible.



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