



Evolving eService Models: *Driving efficiency without losing touch*

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Vignette Corporation

What We Do

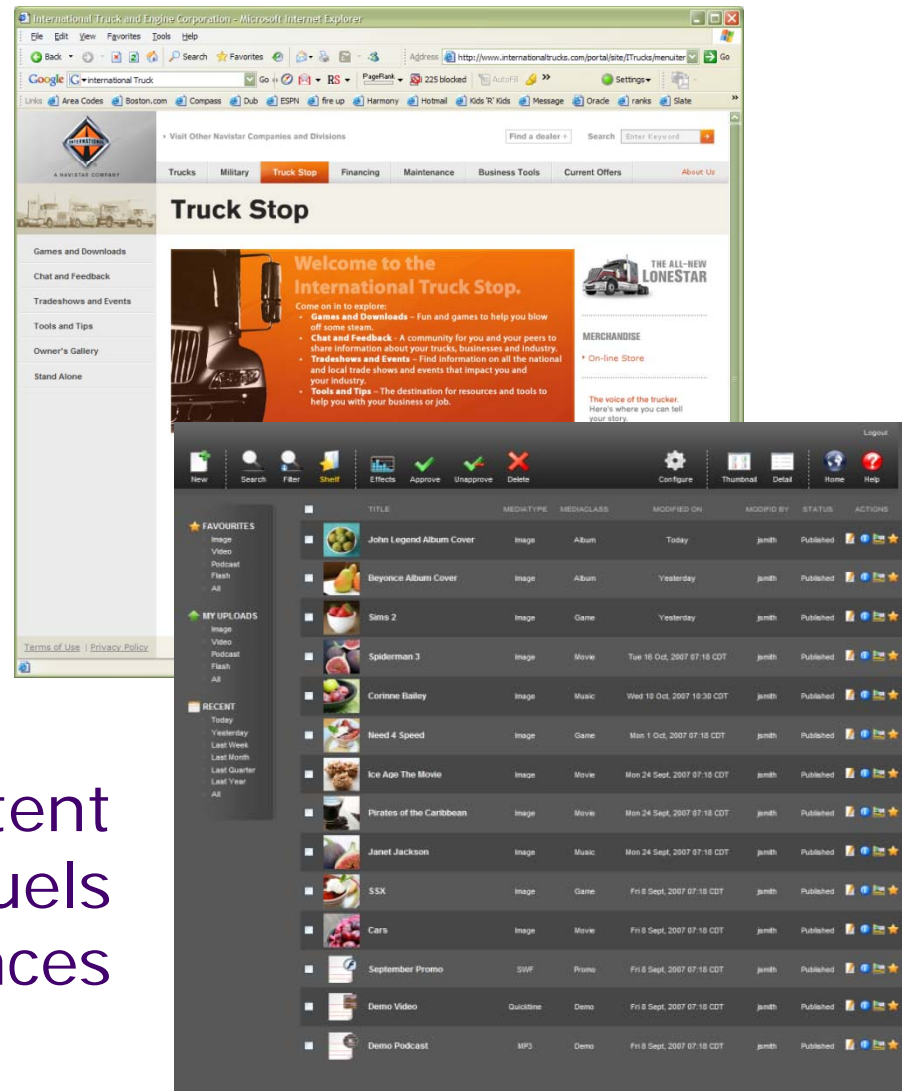
We help each of our customers
deliver the online experience
their unique Web strategy demands

How we do it

We market Web software that helps our customers

build great
online experiences,
and

manage the content
that fuels
those experiences



Marriott rewards its online guests

The screenshot shows the Marriott website interface with several callout boxes:

- Top Left:** A callout box states "3.6 million page views per day and 70+ million visitors per year".
- Top Center:** A callout box points to the Marriott logo and navigation links, stating "International content from authors worldwide in 8 different languages".
- Right Side:** A callout box points to the search and login area, stating "Extends the guest experience by providing personal & engaging online experiences for their customers".
- Bottom Center:** A callout box points to the search results area, stating "Marriott's fastest growing channel, generates \$7.1 million in bookings per day".
- Bottom Right:** A callout box points to the Marriott Rewards section, stating "Boasts the highest site performance ranking in the hotel industry (almost 2x nearest competitor)".

The website content includes a search bar with fields for "No. of rooms", "Guests/room", and "Marriott Rewards number". Below the search bar are options for "Special Rates" (AAA, Senior discount, Government & military, Corporate/promotional code) and a "Find" button. The main content area features sections for "Pluses of booking on Marriott.com", "Air, Car & Package", "Deals" (Weekend rates made to order, Family weekend, Courtyard), "Marriott Rewards" (Join Marriott Rewards, 25th Anniversary Sweepstakes, New - Use points for 1 & 2 nights at Marriott Vacation Club, 2 cards, 2 ways to earn 20,000 Bonus Points and more), and "Weddings".

NASA rockets personal experiences around the world

The screenshot shows the MyNASA website interface. At the top, there is a NASA logo, navigation tabs for 'HOME' and 'NEWS', and a user profile section for 'Don Roedner' with a 'Log Out' link. A search bar and a 'Bookmark' icon are also visible. The main content area is divided into several sections: 'NASA Playlists' featuring 'Constellation (Part 2 of 3)', 'Phoenix Mars Lander: Entry Descent and Landing', and 'Mission Completed'; 'MyNASA Bookmarks' with items like 'Orbiting Camera Details Dramatic Wind Action on Mars' and 'Constellation Multimedia'; 'NASA In Your Life' with categories like 'NASA People', 'Shuttle & Station News', 'Solar System News', and 'Technology News'; 'Shuttle & Station News' with articles like 'Launching Art Into Space' and 'Ares Tests Roll Along'; and a calendar for 'March 2008'.

Offers a highly personal, entirely customizable, media-intensive tour of space

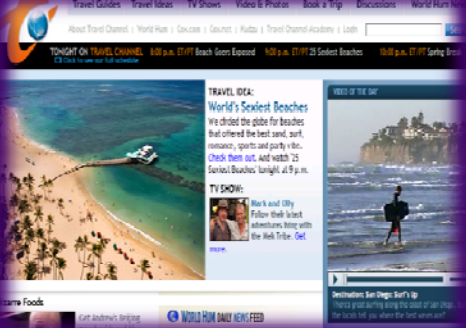
Web-sized audience of over 10 million named users

Supports over a quarter million pages and twice as many images

MyNASA has seen ROI of 2253% per year for three years


Went live the morning of the Space Shuttle Columbia tragedy and stayed up despite enormous unplanned traffic

Four major forces that are shaping the Web



Consumers have ever-higher expectations of having their *own* Web experience

It's all about me!



Channels are multiplying and will have a huge impact on how, when and where users interact with you

"Anytime, anywhere"



Web users want to have a voice, they want to know that they are being heard, and they want to connect online with like-minded people

"I am among friends"

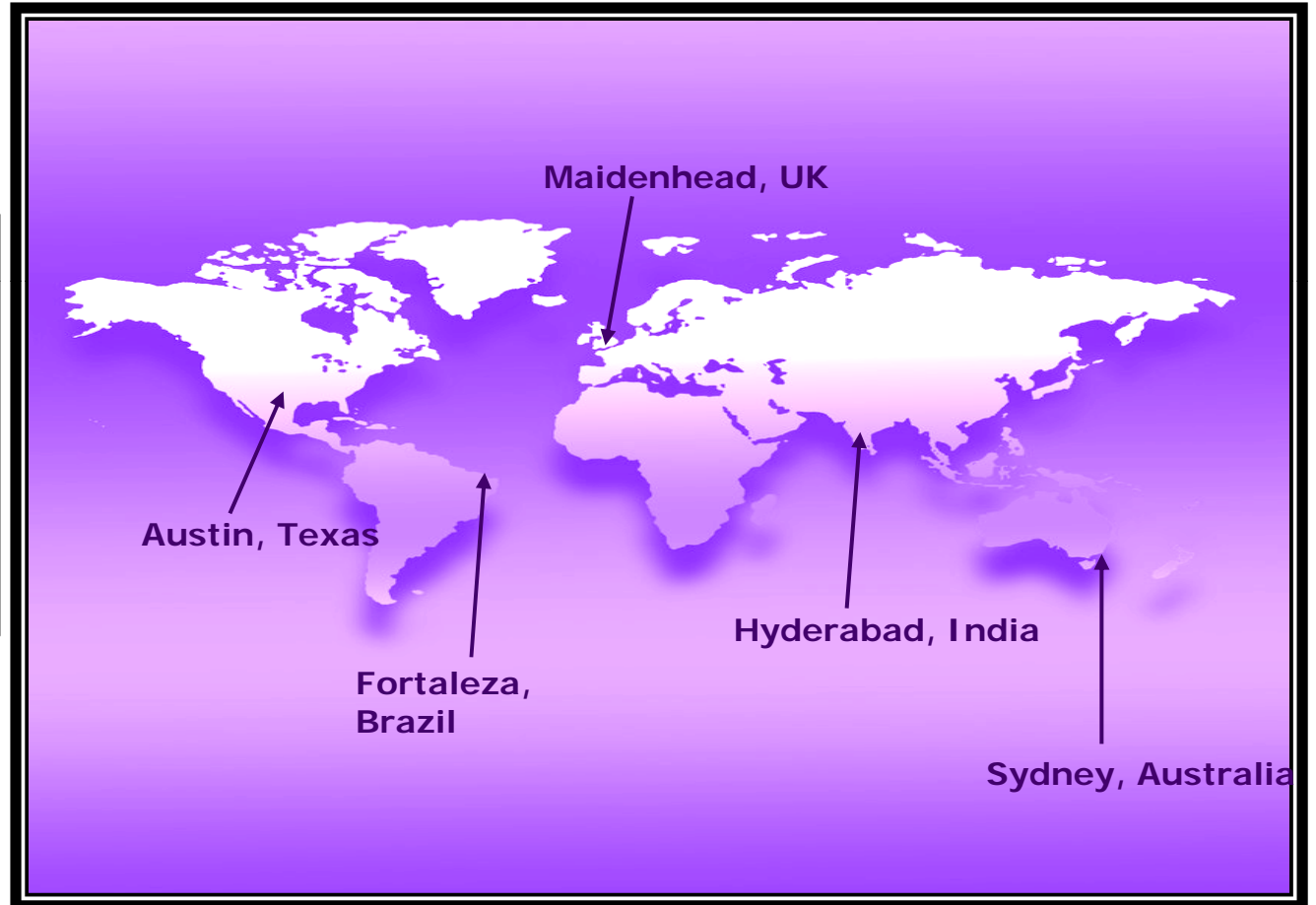
Everything about the Web is growing explosively: user population, number of Web devices, volume and types of content



"It will never be less complex than today"

Customer Care Support Centers

- Web Based CRM
- 95% initial contact through CRM
- CRM and phone follow-up





Do you want
a collection of
brilliant minds
or
a brilliant collection
of minds?

R. Meredith Belbin



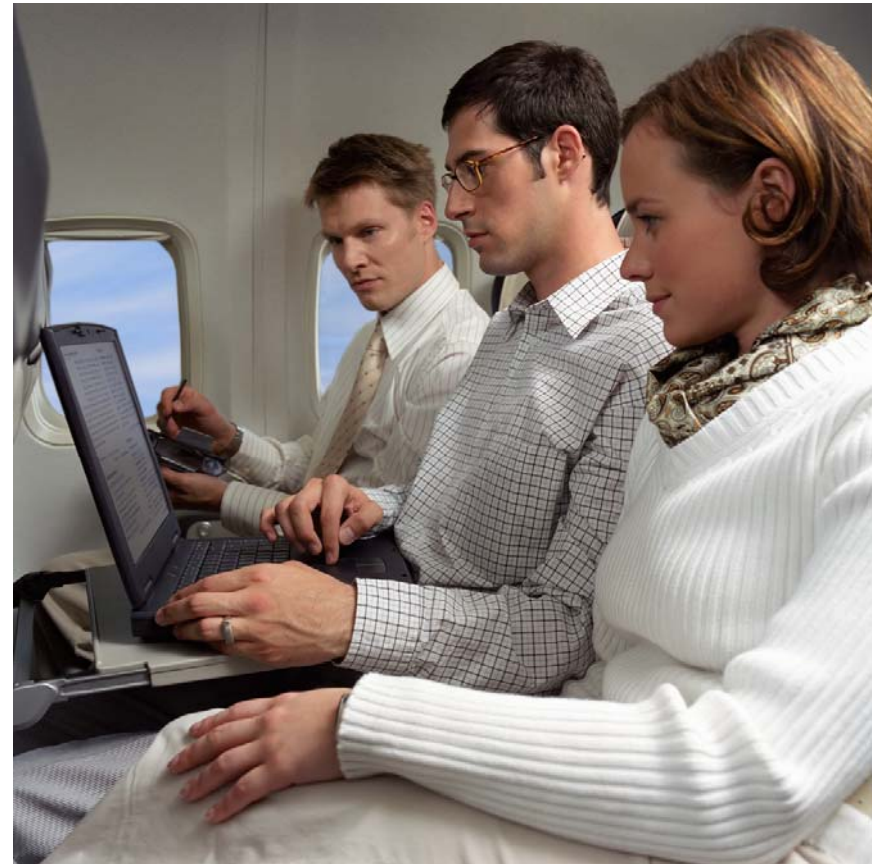
Forums

Developer Connection

Products

Best Practices

Support Incidents



MyVignette Connect

Vignette Connect - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Stop Taskbar

Address http://connect.vignette.com/ Go Links

Logged in as: William Skinner | Logout of Connect Feedback

Access Type: Employee, Vignette Corporation

Search: - Select Target - Search

PRODUCTS SUPPORT **COMMUNITY** ALLIANCES NEWS & EVENTS TRAINING

Welcome to Vignette Connect
formerly Vignette Global Marketplace

We are glad that you are here.

We want to know what you think of our new site. Please take advantage of the [Feedback](#) link at the top of each page to send us your comments and suggestions.

New Developer Community and Forums Available
Select the [Community](#) tab to examine the new and improved environment for sharing development ideas and solutions. [Learn more about Connect.](#)

Looking for the Code Exchange?
The Code Exchange is now available in the [Developer Community](#) channel under the individual product groups. For example, to access sample code for Portals, navigate through [Community > Developer Community > Portal > Code Exchange](#). There you'll find code snippets you can use with Portal. Follow a similar path to locate the Code Exchange for each product group.

Common Links

- » [Vignette On-Line Support System \(VOLSS\)](#)
- » [Access Vignette Software](#)

Tickets Waiting for Customer Update

Severity	ID	Description
No tickets waiting for customer update.		

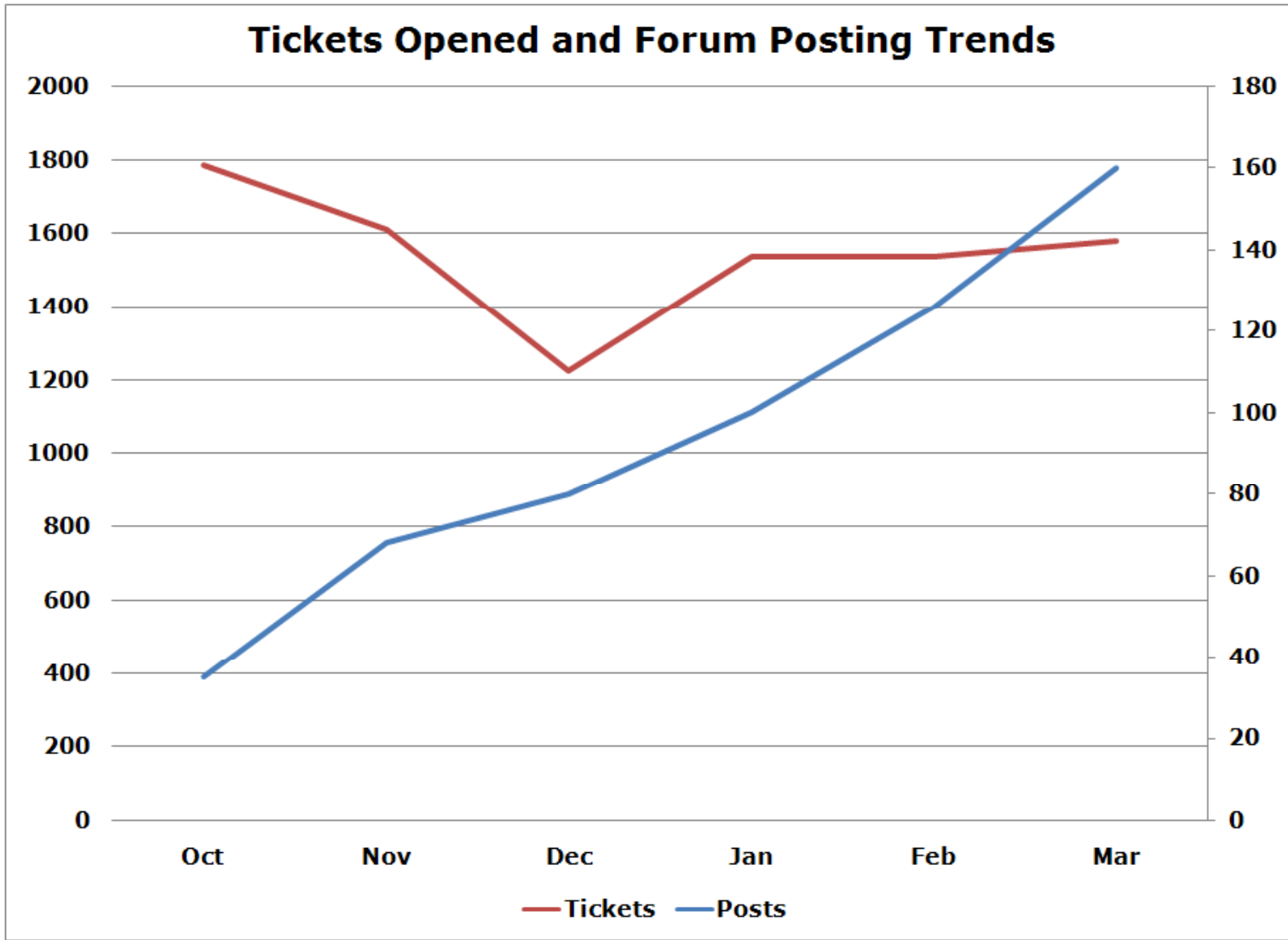
Tickets Waiting for Vignette Support Update

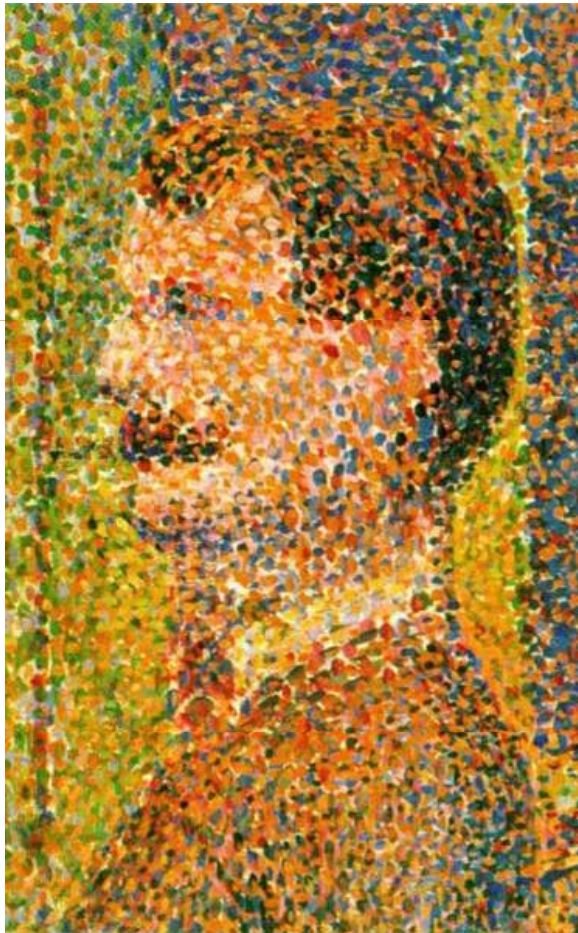
Severity	ID	Description
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Done Local intranet

start 7 M... 5 M... 4 I... 2 W... Skin... Search Desktop 1:38 PM

Tickets Opened and Forum Posting Trends





National Aeronautics
and Space Administration

Focus:
Ensuring Customer Success

Project and Operational Workspaces

Deloitte Solutions V7 Implementation (Connect Project Workspace) - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://success.vignette.com/gm/folder-1.11.123450?> Go Links >>

VIGNETTE
connect

Logged in as: **Ken Skinner** | Log out of Connect Feedback
Access Type: Employee, Vignette

Search: - Select Target -

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Link This
Add To Offline

Manage contents
Link Items

Inform
Subscribe

Home / Workspaces / Deloitte & Touche Tohmatsu Workspace / **Deloitte Solutions V7 Implementation**

Deloitte is deploying V7 VAI/CPM to support the Deloitte solutions Internet/Intranet/Extranet sites,
Email content to: 1.11.123450@success.vignette.com

Show: People & Policies Connect Project Workspace Properties Descriptions

Connect Project Workspace Contents

Name	Modified	Modified By	
Documents	This week	Bill Simpson	
Teams and Access Policies	This week	Bill Simpson	
Vignette Internal Area	This week	Bill Simpson	
Deloitte Solutions V7 Implementation Customer Discussion (0)	This week	Bill Simpson	

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Done Local intranet

start Search Desktop 2:53 PM

