

AT&T Web Marketing Solutions: **SURVIVAL GUIDE**

To transform the potential of the Internet into bottom-line results,
our customers need three things:



A Great Website

A presence on the World Wide Web serves as an electronic storefront, inviting online guests to stop in for a visit. The Website must “wow” customers with professional advice, easy access, and fast, reliable service when they want to make travel arrangements. And the site needs to seamlessly integrate with call centers so Web users can easily access the expertise of travel advisors. Beyond that, the Website needs to be interactive and compelling — providing information and entertainment that appeals to our client’s target customer and builds strong, long-lasting relationships.



Lots of the Right Customers

If you build it, they will come . . . *if they know about it*. Once this great Website debuts on the Internet, clients need to get the right customers to visit. Generally, their target market includes two groups: 1) current and potential customers who use PCs but do not yet use the Internet, and, 2) people who already use the Internet, but who don’t know about their business. If they can draw both these groups, business will soar with minimal additional overhead.



Quality End-to-End Support

Our clients know their business, not the Internet. Their Web project must be hassle-free—easy for to implement *and* maintain. More importantly, their Website must offer the same high-quality, customer-friendly experience they currently provide customers in their stores and call center.

**Our clients need a solution that addresses all three of these needs in
one easy package. AT&T introduces...**

Web Marketing Solution

Web Marketing Solutions Overview

AT&T's Web Marketing Solutions offers three Internet service packages that provide everything a client needs — including Web consulting, design, maintenance and integration — to put their business on the Web quickly, easily and painlessly. AT&T designed WMS for customers who want a single vendor to handle all of their Internet-related needs.

What are the benefits of buying a WMS packaged solution?

- With WMS, clients work with one vendor who fulfills all of their business needs, from ordering to billing to customer service to project management. Clients don't need to negotiate separate pricing and contracts for the various components of their Internet package. It's all under one roof – AT&T.
- With two of the WMS packages, clients pay a one time fee, which eliminates the normal registration fee for EW3. (WMS requires a one-year contract)
- The third WMS package offers clients the opportunity to customer-tailor a package to meet their individual needs.

The WMS offer includes the following packaged solutions. See Sales Guide for details.

OFFER	COMPONENTS	DESCRIPTION	PACKAGE PRICE	VARIABLE PRICE
QuickStart	Consulting Site Design, Development & Implementation Hosting	One full day of Web consulting Creative services for site concept, layout, design and creation One year of hosting on EW3		
<i>QuickStart Optional Features</i>	Basic Web Marketing Enhanced Web Marketing Web Site Promotion Maintenance Transaction Services Connection to call center Additional consulting services	TFID & Search Engine seeding Banner Advertising BusinessReach 5 hours of phone support SecureBuy Web Call Center Connect Web Specification Service		
QuickGrowth	<ul style="list-style-type: none"> • Consulting • Larger-scale Web Site Design, Development and Implementation 	<ul style="list-style-type: none"> • Full day of Web consulting • Creative services for site concept, layout, design and creation with predefined 		

	<ul style="list-style-type: none"> Marketing Promotion 	<p>services, size and scale</p> <ul style="list-style-type: none"> Enhanced Web Marketing (TFID, search engine seeding & banner advertising) Web Site Promotion – up to 1000 BusinessReach disks w/ standard fulfillment (\$3 per disk) 		
<i>QuickGrowth Optional Features</i>	<ul style="list-style-type: none"> Hosting Maintenance Transaction Services Connection to call center Additional consulting services 	<ul style="list-style-type: none"> EW3 or EWDP 5 hours of phone support SecureBuy Web Call Center Connect Web Specification Service 	•	
WebSolve	<ul style="list-style-type: none"> Consulting Customization 	<ul style="list-style-type: none"> Full day of Web consulting Custom Web specification and project bid 		

Silver Bullets

Why AT&T?

- No one else makes Internet access and Web hosting so easy to buy, easy to use and easy to maintain. Why? Because we know what businesses want — integrated, value-added, simple solutions. It took AT&T to bring all the components together into powerful, client-friendly packages.
- AT&T is the best at building and managing networks. Our long history of high-quality, secure, reliable networking expertise naturally extends to Internet applications. We're committed to leading the critical masses to cyberspace and we boast the vision, resources and networking competency to transform the *promise* of secure "electronic commerce" to reality. We'll make cyberspace as universally available and easy to use as the telephone.

Why the Web Marketing Solutions?

AT&T takes the burden out of launching a business on the Web — we take care of the technology so our clients can focus on their customers. We can put a client's business on the Internet and bring customers to their electronic doorstep — quickly, easily and painlessly.

- No hassle.** The strength of AT&T's WMS lies in its full integration —one-step ordering for hosting, design, and promotion; customer service; pricing; project management. AT&T does it all so the client doesn't have to.
- Affordable.** The outsourcing nature of WMS makes it very cost effective, considering the high cost of Internet technical talent, and the rapid changes in technology. WMS provide the affordable alternative to launching a Web site in-house.
- Easy to understand.** Clients don't have to be techies to understand how AT&T's WMS works. Neither do their staff. We take care of all the technical aspects and let the clients do what they do best — conduct business.

- **Easy to implement.** With no-hassle ordering, simplified billing, project coordination, and co-marketing, WMS provides an easy-to-follow, step-by-step solution for the average, computer-literate businessperson to use.
- **Easy to maintain.** WMS requires no technical maintenance from the client, leaving them to focus on their site content.
- **Ability to grow Internet business over time.** Clients can debut their site with a simple home page and watch it evolve into a sophisticated application — dictated by their business needs and opportunities. And, because AT&T keeps on top of all the technological changes, our capabilities grow with the client’s needs.

Target Market

- **Target Business Size.** AT&T designed WMS for small- to medium-sized businesses in a broad range of industries — mail-order, retail, wholesale, vendor, financial services, healthcare, manufacturer, publisher, radio & television and internal corporate applications.
- **Target Buyer.** Generally, you’ll sell this offer directly to decision makers such as CEO, CIO, CFO or VP of Marketing. It’s designed as an *integrated* solution and is not intended for component buyers or technical buyers such as MIS managers. The simplicity and “hassle-free” nature of the package appeal to clients who lack the internal resources to implement a Web presence, yet want to develop a serious application quickly.
- **Target Business Need.** A prospective WMS client should have, or be looking to build, a community of end-users who would do business on the Internet. The client should have the potential to subscribe at least 5,000 end-users to the WorldNet BusinessReach.

Hit the Target!

- The application is strategic to the business
- The application is high value for the end users
- The company wants to co-market with AT&T
- The decision maker is a functional department head
- The company is looking to outsource
- They are new to the Web, or looking to change providers

How to Order

Your Project Manager will help to coordinate the provisioning of your project. Please following these simple steps to get started:

1. Complete Sales Qualification Form (AT&T Web Marketing Solution Qualification Form)
2. Email qualification form to **xxxxxxxxxxxx@mail.att.net**
3. You will receive a contract from Offer Management
4. Make 2 copies of the contract and have your client sign both copies
5. Overnight mail or US Mail the contract copies to:
AT&T
55 Corporate Drive
Bridgewater, NJ 08807
6. Complete AT&T Web Marketing Solution Order Forms and email to **xxxxxxxx@mail.att.net**
7. Your Project Manager will be assigned and contact you directly

If you have any questions about the process, contact XXXXXXXXXXXX.