

Key Benefits

- Improved sales force effectiveness
- Consistent marketing message
- Tighter integration between sales and marketing goals
- No impact on IT infrastructure

About e-tractions

e-tractions was formed in 1999 to provide Internet marketing technology and services. Award winning creative and the EnterAct marketing software with extensive tracking and reporting tools give clients high performance marketing results.

The technology and pharmaceuticals industries are e-tractions' core markets. Key clients include Scansoft, Progress Software, BearingPoint, Reed Elsevier, PTC, Sepracor, Astra Zeneca, Johnson and Johnson

Client with high lifetime value products and services use e-tractions to target highly segmented audiences

Microsites for Global Sales Re-engineering

ScanSoft is a leading provider of speech processing technologies used in a wide range of industries and in a large number of applications. The company's sales and marketing challenge is to cover a global market (Global 2000) with a limited sales force and partner channel network. The company decided to employ advanced Internet technologies and, working with e-tractions, developed the capability to rapidly construct account-specific "Microsites". These sites are capable of evolving with the prospect as the account progresses through the sales process or as new products become available from ScanSoft. ScanSoft is realizing its goal of maximizing sales personnel efficiency by replacing time-consuming information and product knowledge communications with "Best Practice" microsites. The sites will be initiated by the sales representatives and managed by the Marketing function via an administration system that can produce client sites that are globally accessible in local languages.

ScanSoft partnered with e-tractions to develop and manage this large network of microsites because of the existing capabilities of e-tractions' Internet marketing platform, **EnterAct**. The project will eventually encompass several hundred microsites in multiple languages targeting several industries.



The ScanSoft system will be released for production as the **EnterAct** Microsite Publisher (**EMP**) in Q2, 2005. The system provides a secure, flexible, and easy to use environment for managing microsite templates and deploying customized microsites. The **EMP** also provides features to allow administrators to monitor microsite performance and make modifications to microsites after their initial release. All of the functions of EnterAct including data management, email, tracking, reporting and analytics are compatible with **EMP**.



EMP Features

EMP Admin Tool

ScanSoft Microsite Administration Tool
Manage Templates

Step 1: Select the template to manage:

Auto Attendance
 Customer
 Embedded
 Telco

Step 2: Select the action you would like to take:

[Manage Page Set Bundles](#)
[Manage Content Layers](#)

ScanSoft Microsite Administration Tool
Manage Page Set Bundles

Page Set Bundles for Customer Template

Page	Early Stage (1/1/01)	Mid Stage (1/1/01)	Advanced Stage (1/1/01)
What is Speech?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Case Studies	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Other	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Best Practices	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Educating Your Org.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Custom 1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Custom 2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Check All	Check All	Check All
	Uncheck All	Uncheck All	Uncheck All

[Reset](#) [Update](#)

Enter Name for New Bundle:

[Create Bundle](#)

ScanSoft Microsite Administration Tool
Edit Content Layer

Language: [Main Menu](#) [Help](#)

Identifier	Value	Transparent Value	Type
CompanyFullname	xxxx	xxxx	Text
CompanyShortName	your company	xxxx	Text
CompanyWelcome	travelWelcome.asp	Travel Industry	Audio
IndustryName	airline	Travel Industry	Text
OrganizationType	organization	xxxx	Text
OrganizationTypeProd	organization	organization	Text
RelianceAccount	Windy Air Airline	Travel Industry	Text
SpeechApplication	flight reservation	Travel Industry	Text

[Save All Changes](#)

Identifier: IndustryName Layer: Travel - Airline Sub Industry: Language: default Template: Customer
 References: [Case Studies](#) [Best Practices](#)

Set to blank Set to transparent Set to custom value

Value:

[Reset](#) [Update](#)

EMP simplifies the management of complex networks of marketing microsites. The tool provides menu screens to let an administrator create microsites from templates designed for specific industries, vertical markets or prospect stage. The administrator accesses **EMP** through the web and creates a microsite by selecting or de-selecting check boxes that define which content and sales collateral material will be published. When the selection is submitted, the content management module of EnterAct will select the appropriate material and dynamically configure a client-specific microsite(s).

The product has a rich set of features designed to make sales more effective. One example is the Page Set Bundles feature. A Page Set Bundle is a collection of content that are applicable across an industry or vertical market. This feature enables the rapid update of classes of existing microsites that share common content such as a tutorial, white paper or product brief. An administrator selects a checkbox to indicate which of the template pages are included for update (checked), and which are not (unchecked) and selects the new content. Links are provided to easily check or uncheck all pages as a starting point. Once the request is submitted, **EMP** immediately updates all the applicable microsites with the new content.

EMP includes many easy-to-use functions. For example, the administrator can view the all microsites that reference a specific content element. If an undesired change is made to the system, a click on 'Reset' restores the settings to the previously saved values and/or a click on 'Update' makes the changes permanent. In addition to features that control *what* is displayed in each client-specific microsite, **EMP** offers many features that address *how* the content is displayed depending on, for example, the sales stage the account is currently in.

Perhaps most importantly, **EMP** provides a powerful editing capability that lets the administrator modify the content layouts. This insures that the right corporate branding and messaging strategies are consistently applied throughout the company's communication with clients and prospects.

SUMMARY

The **EMP** technology developed by e-tractions is a powerful example of how leading technology companies are using advanced Internet-based marketing and sales practices. Intelligent, client-specific microsites are replacing traditional brochures, corporate web sites, static extranets, and printed product information with an interactive, accountable, and personalized environment. By providing features previously limited to big budget marketing organizations, e-tractions clients can deliver relevant, personalized information at the appropriate time within client account sales cycle.

