Business Benefits

GOALS

($21,000)

($45,000)

($160,000)

($202,500)

($297,000)

Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5
				To share information between Attaché and web users through a combined database.
			To integrate visits to the web site into users business practice using personalisation.	To allow users to use the web site as a business tool.
		To provide low level, two way communication with web site users.	To provide improved levels of interactivity (e.g. online ordering).	To provide sophisticated interactivity including online commerce.
To provide basic company and product information suitable for all users.	To provide detailed company and product information suitable for all users.	To provide highly detailed company and product information targeted to select users.		
To reduce the perceived image problem, in not having a web site.	To eliminate the perceived image problem, of not having a web site.	To promote a positive image of Attaché on the Web.		
To establish control over Attaché's corporate image.	To establish greater control over Attaché's corporate image.	To establish total control over Attaché's corporate image.		
The Claytons Web Site. Scenario 1	The Brochure Web Site. Scenario 2	The Corporate Web Site. Scenario 3	The Personalised Web Site. Scenario 4	The Site as a Business Tool. Scenario 5

Cost and Complexity

Specification

Internet Scenario Document

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Introduction

Purpose

This document describes five scenarios outlining the possible development of the Attaché Software web site. This document provides a basis for determining the type of web site Attaché will develop.

These scenarios cover a range of implementation issues and technologies. The goal of this document is to provide the baselines from which decisions on the type of web site that Attaché will develop can be made.

Audience

All staff involved in planning and implementing Attaché Software's web site should read this scenario document.

Scope

This document outlines five different scenarios that address the perceived need for Attaché having an Internet presence. These needs are explained more fully in the Internet needs analysis. The scenario document contains estimates on the amount of work required, the relative cost, and possible benefits derived from each scenario.

References

This document should be read in conjunction with the following document

A000011.SD Web Site Specification
A000113.SD Internet Needs Analysis

Background

The following assumptions have been used in this document to estimate costs:

- Each hour of work costs Attaché $60.00. This amount includes the overheads (e.g. rent, telephones, electricity, computers etc.) required for maintaining an employee for an hour.
- It takes a total of 10 hours to develop a web page from gathering content to implementation.
- The cost of maintaining hardware and software includes full replacement every two years.

Scenario 1 – The Clayton's web site

Does Attaché Software really need a Web Site? Or can the two reasons for having a web site – filling a perceived technical deficiency, and controlling our corporate image– be managed without even writing a line of HTML code?

Goals

- To establish some control over the accuracy of information and corporate image of Attaché on the Web.
- To minimise the perceived image problem caused by not having an official Attaché web site.
- To provide basic company information, product information, FAQ's and other static information suitable for all user groups, including minimal support such as tips and tricks.
- To minimise the cost of creating a Web presence.

Background

Currently unofficial dealer web sites dominate Attaché's Internet presence. The large number of these sites and the diversity of their content and quality indicate the strong need for an Attaché Internet presence in our dealer community. Existing dealer sites focus on the marketing of Attaché's products, and are no more than our marketing and sales brochures converted (without permission) for broadcast over the Web.

Suggested scenario

Attaché can build a distributed web presence by harnessing the dealers enthusiasm, skills and resources.

By providing the dealers with official Attaché web documents, Attaché can transform existing dealer web sites into a series of surrogate Attaché web sites. We need to monitor the use of this material maintain a consistent corporate image on the Web.

Assumptions

- Dealers would to alter the existing content on their web sites when presented with official Attaché web site documentation.
- There is no need to provide information to target audiences other than potential customers.
- There is no requirement for Attaché to have its own official web site (i.e. www.attache.com.au) because, dealers web sites will provide enough information to the intended audience.

Summary of costs

	Hours	Cost	Hours	Cost
Content	150	$9,000.00	20	$1,200.00
Design	80	$4,800.00	0	$0.00
Implementation	80	$4,800.00	20	$1,200.00
Technology				
Hardware		$0.00		$0.00
Software		$0.00		$0.00
Services		$0.00		$0.00
Management	40	$2,400.00	10	$600.00
Total	350	$21,000.00	50	$3,000.00

Scenario 2 – The brochure web site

Should Attaché implement a static web site with a primary focus on marketing? How could this site surpass those sites already produced by our dealers?

Goals

- To establish greater control over the accuracy of information and corporate image of Attaché on the Web.
- To eliminate the perceived image problem caused by not having an official Attaché web site, by developing a web site in-house.
- To provide more detailed company information, product information, FAQ's and other static information suitable for all user groups, including minimal support such as tips and tricks.
- To provide a low cost Web solution

Title: Internet Scenario Document
Owner: Communications   **Author:** Stephen Cox
Part No: A000127.01   **Date:** 13-Nov-98   **Page 3 of 9**

Background

Most standard corporate web sites are designed around the idea of placing a brochure on the Web. These brochure sites consist of a series of static pages describing the company and their various product specifications. This approach to the web site production reduces the Web to simply another medium through which to distribute existing marketing material.

If we decide to create our own official Attaché Software brochure web site, then it will need to be markedly better than the existing dealer web sites both in the information it presents, and how it presents that information. By creating our own web site we can bridge Attaché's perceived competency gap and maintain a strong consistent corporate image.

Suggested Scenario

Attaché builds a high quality, static, marketing focused brochure web site with very limited interactivity and launches the site as the official Attaché software Internet presence. The site targets potential customers of our software with limited or no special services for the other target groups.

The existence of an Attaché web site provides a place for our dealers to link their own sites to. The creation of our own web site removes the need for dealers to maintain their own Attaché sites. However, for those dealers who still wish to maintain their own sites Attaché must provide them with material suitable for provision over the web similar to that described in Scenario 1.

To be effective, and to allow us to control information which already exists on the Web, we need to create a static web site which is visually, and informationally richer than existing dealer sites.

At this level we don't need to invest money in hardware. The technological requirements of this scenario are serviced more cost effectively by using an external server.

Assumptions

- The web site does not need to provide information to any other target groups other than Attaché's potential customers.
- The dealers will be amenable to the idea of Attaché wanting to control their own Internet presence, and will be willing to adjust the content on their own web sites to help Attaché achieve this goal.
- Attaché will be able to produce a web site that is functionally superior to that of our existing dealers web sites.

Summary of costs

	Hours	Cost	Hours	Cost
Content	300	$18,000.00	20	$1,200.00
Design	200	$12,000.00	10	$600.00
Implementation	160	$9,600.00	80	$4,800.00
Technology				
Hardware		$0.00		$0.00
Software		$1,700.00		$50.00
Services		$500.00		$200.00
Management	60	$3,600.00	15	$900.00
Total	720	$45,400.00	125	$7,750.00

Scenario 3 – The corporate web site, tailoring services to specific audiences

Would targeting the needs of specific web site audiences through the web site not only cover the two primary issues for having a web site, but advance our corporate goals? What benefits could incorporating two way information flow in a web site bring?

Goals

- To establish total control over the accuracy of information and corporate image of Attaché on the Web.
- To promote a positive image of Attaché on the Web.
- To tailor sections of the web site to specific user groups, using limited gateway security to protect information that should not be viewed by all users.
- To provide company, dealer, product, support and domain information to a greater level than Scenario 2, depending on the target group.
- To provide low-level interactivity between Attaché and users through forms and email correspondence.
- To provide a moderate cost Web solution

Background

The World Wide Web is a relatively new medium for communication and for the past few years standard web sites have displayed broadly targeted marketing material to multiple target groups. This broad focus has recently been narrowing, as web sites have begun to tailor their content for specific target markets.

By concentrating our resources on web based services directed at one or two of our most important target audiences –such as our dealers– the role of the web site and its value to the company increases.

Suggested Scenario

In addition to the static marketing web site, and the provision of an information pack for our dealers, a significant proportion of effort will be required to evaluate and implement the needs of our primary target audience (the dealers).

After researching and characterising the needs of the dealers as a target group methods of distributing the information they require will be designed and implemented on the web site. This portion of the web site will be restricted using dealer passwords.

The dealer section of the web site will not remain static and will change depending on the information presented. For example the page could have weekly updates of sales figures from across the country.

Other aspects of interactivity will be built into the site including facilities for the dealers to correspond with Attaché using the web site (email etc.), on-line support queries for after hour enquiries.

The web site will also provide access to program patches, tax schedule updates, and our support databases and technotes.

The site will include some feature articles written by staff at Attaché to educate our dealers in the four areas of domain knowledge they require to be good dealers. These articles will be updated regularly.

Dealers will be eligible to sign up for a free email newsletter which will describe new parts of the site and new feature articles on a monthly / biweekly basis depending on the availability of new material.

Consolidating all of the existing material that is mailed, faxed, or phoned through to our dealers on the web site will enable Attaché to reduce its distribution costs. Another benefit will be that the dealers will "pull" information they require off the web, rather than have it "pushed" onto them. The ability of the web to store articles also means that even if material is not read right away the dealer has the option to come back to it when they have more time.

The constant updates to the web site and the increased security needs for the server will require Attaché to host the web site on an in-house server.

Assumptions

- Dealers will use the web site and any additional resources which are made available to them through the web site
- Attaché is willing to, and has the ability to, continually update the web site with new information
- Adding a new method of delivering information will improve communications with our dealers

Summary of costs

Type of Cost	Initial Cost		Monthly Cost	
	Hours	Cost	Hours	Cost
Content	880	$52,800.00	120	$7,200.00
Design	480	$28,800.00	10	$600.00
Implementation	960	$57,600.00	80	$4,800.00
Technology				
Hardware		$9,000.00		$300.00
Software		$1,700.00		$100.00
Services		$3,000.00		$1,500.00
Management	120	$7,200.00	20	$1,200.00
Total	2440	$160,100.00	230	$15,700.00

Scenario 4 – The personalised web site

How can the provision of data to target groups be improved? Would providing individualised data for each user of the web site enhance the user's experience, and improve the perceived benefit of belonging to the Attaché community?

Goals

- To establish total control over the accuracy of information and corporate image of Attaché currently on the Web.
- To promote a positive image of Attaché on the Web.
- To tailor the web site to individual users using database-driven technology, encouraging them to incorporate our web services into their business practices.
- To provide user-specific information such as sales figures, current prospects etc.
- To provide comprehensive company, dealer, product, support and domain information to a greater level than Scenario 3, depending on the target group. (This scenario adds developers and media to the list of targeted user groups.)
- To provide more powerful interactivity than Scenario 3, for example, ordering of products on-line.

Background

Personalising web sites means allowing the user to tailor both how, and what information is displayed when they visit the web site. Providing this configurability requires a longer design and implementation phase during the development of a web site. The greatest benefit to providing specific information to users is that dealers will use the information found on the

web site to directly enhance their own business practices, thus becoming more effective dealers.

For the personalisation of the web site to be effective the web site needs to provide functionality which incorporates existing methods of communication between our dealers and Attaché. On-line ordering systems (with payment through the existing means) for upgrades, or ordering manuals etc. means the dealers can integrate the web site into their day to day business activities. This use will ensure the success of the web site among our dealers and improve the means by which we communicate with them.

In addition to the dealer community, other target groups will be interested in visiting the Attaché web site. By providing information specific to each of these target groups (such as the media), awareness of Attaché Software as a brand will become better known.

Suggested scenario

Alongside the development of a static web site, Attaché will develop more interactive web site sections specifically aimed at the media and end-users. The dealers and the application developers will receive pages personalised to their specific needs.

The dealers personalised pages will display existing information commonly distributed by fax, post and telephone such as: the days new prospects, any new pricing regimes, marketing material, results of sales competitions, and their current sales rankings as well as links to any recent news articles or marketing material. The inclusion of all this normally dispersed material in a single location, as well as access to the on-line support services described in the last scenario, serves to make a regular visit to the web site a part of the dealers business. While the dealers are there, they may also be tempted to read various feature articles that target the development of their domain knowledge skills and improve their effectiveness as dealers.

Application developers will be presented with pages similar to those of the dealers. However as application developers will be more likely to require the site for technical support, rather than information concerning their business, emphasis will be placed on providing programming support. This support will include FAQ's, links to programming sites, and a developers corner and forum for discussing tips and tricks. Feature articles will include information on the recommended design philosophy for Attaché's new range of products, and the requirements to have an application officially certified by Attaché.

The inclusion of personalisation on the web site requires a greater expenditure on hardware to keep pace with demand for the new features.

Assumptions

- Dealers will be willing or able to use the site to access information important to their business.
- Users other than the dealers will be willing to use the web site to get information about Attaché and it's products
- Attaché will have enough resources to cope with additional services and complexities offered by a personalised web site

Summary of costs

Type of Cost	Initial Cost		Monthly Cost	
	Hours	Cost	Hours	Cost
Content	1000	$60,000.00	160	$9,600.00
Design	480	$28,800.00	10	$600.00
Implementation	1280	$76,800.00	80	$4,800.00
Technology				
Hardware		$25,000.00		$1,000.00
Software		$1,700.00		$100.00
Services		$3,000.00		$1,500.00
Management	120	$7,200.00	20	$1,200.00
Total	2880	$202,500.00	270	$18,800.00

Scenario 5 – The web site as a business tool

Scenario 4 hinted at the possibilities of engaging our target groups through providing the web site as an integrated part of an Attaché dealers work practice. This scenario takes this idea further and asks if the Attaché web site might become an essential tool in both Attaché's and our target groups businesses?

Goals

- To establish total control over the accuracy of information and corporate image of Attaché currently on the Web.
- To promote a positive image of Attaché on the Web.
- To integrate the web site into the business tools of multiple target groups i.e. dealers, end-users, and developers.
- To provide user-specific information and tools for collecting and analysing information such as sales figures, prospects etc.
- To provide comprehensive company, dealer, product, support and domain information to a greater level than Scenario 4, depending on the target group.
- To provide very sophisticated interactivity such as on-line certification/ examination of dealers, on-line logging and approval of developer projects, and on-line commerce

Background

With the increasing importance of technology and improvements in distributed networks the integration of closely allied businesses such as Attaché and its dealers becomes inevitable. Sharing common databases removes existing communication bottlenecks between dealers and Attaché.

Using the web site as a business tool requires the web site to provide access to a wide range of services to people outside of the company, and for Attaché to monitor the use of the database and derive information from its use. Thus to work effectively, the databases also need to become integrated into work practices of Attaché itself.

Committing to this scenario entails a large investment in terms of money and time, as well as a significant business risk. However, if we "build it" and "they do come" the benefits to improved communication and the ability to monitor the business practices of our dealers and developers would result in a stronger, more efficient organisation.

Suggested scenario

This scenario builds on top of the previous scenarios and includes all of the previous functionality but adds the idea of common databases and sharing of business information between specific target groups and Attaché.

The integration of business databases does not necessarily need to occur through a web based interface; however, developments such as on-line banking have hastened the acceptance of the web browser as a common tool for businesses.

By creating a set of web pages which require dealers to use good business practices (i.e. to document and register prospect/sales success rates, amount and type of support work they are undertaking etc.), we can examine how our dealers work and what areas they might require help in. Including on-line courses and evaluation also allows us to inexpensively assess dealer knowledge and encourage dealers to learn better business practices. Additionally on-line examinations could provide a cheap method of assessing dealers for certification. The integration of on-line ordering and Attaché's own stock control, invoicing and delivery systems will provide our dealers with an easily accessible tool for use in their business.

Application developers will also benefit from the use of the web site as a business tool. The inclusion of their applications on a centralised on-line database of software tools which is linked to Attaché's ordering and invoicing systems reduces the need for developers to maintain their own distribution channels. The web site would also include forms and methods of submitting project draft proposals for approval by Attaché. These forms linked to a database will allow Attaché to review the application developer's progress, and provide an audit trail for both parties.

Personalised services to other groups such as end-users, would contain low level support in the form of forums, or searchable support issue databases. These databases would only be accessible to end-users that have paid for a premium customer benefits plan.

Assumptions

- Dealers and developers would be willing to use tools supplied through the web site by us to organise their businesses.
- Developers would be willing to submit design documents and code for testing to us to gain certification, as well as plan their projects and lodge their reports in our database.
- Attaché is willing to change existing business practices and replace them with new technology.
- Attaché is able to define the needs of the dealer community in terms of what business rules they require to be effective dealers. Attaché must be able to convert these ideas into business tools, which cover their needs.

Summary of costs

Type of Cost	Initial Cost		Monthly Cost	
	Hours	Cost	Hours	Cost
Content	1000	$60,000.00	200	$12,000.00
Design	960	$57,600.00	20	$1,200.00
Implementation	1920	$115,200.00	100	$6,000.00
Technology				
Hardware		$40,000.00		$1,700.00
Software		$7,000.00		$300.00
Services		$10,000.00		$2,000.00
Management	120	$7,200.00	30	$1,800.00
Total	4000	$297,000.00	350	$25,000.00

Title: Internet Scenario Document
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