Vignette Executive ROI Brief

February 2003

Vignette Customer Reference update

- There are now a total of 79 Customer Case Studies on message.vignette.com
- There are now a total of 151 ROI Clips on message.vignette.com
- There are now a total of 6 In-depth Customer Studies on message.vignette.com

In January there 1784 Page views on message.vignette.com since Dec. 1, 2002.

D&B list of companies with revenues greater than $1B, January 2002:
Vignette powers:

- 7 of the top 10 banking institutions
- 2 of the top 3 manufacturing companies
- 6 of the top 10 electronics companies
- 6 of the top 6 computer makers (or 7 of the top 10)
- 6 of the top 10 entertainment companies (or 5 of the top 8)
- 7 of the top 8 telecommunications companies (or 8 of 10)
- 2 of the top 5 auto makers
- 3 of the top 3 (or 5) healthcare companies
- 2 of the top 5 high tech companies
- 3 of the top 5 pharmaceutical companies
- 5 of the top 10 semiconductor companies
- 3 of the top 6 services companies
- 3 of the top 5 transportation companies
- 4 of the top 5 travel companies

Vignette powers 3 out of the top 25 States (Michigan #2, Ohio #12, Georgia #14)
2002 Digital State Survey, Center for Digital Government

Vignette powers 15 out of the top 50 sites with the most unique visitors
Jupiter Media Metrix Top 50 Web and Digital Media Properties

Vignette powers 41 of the top 100 worldwide brands
"2002 Global Brands Scoreboard," data provided by Interbrand, BusinessWeek Online

Vignette powers 6 of the top 25 Parent Companies
Nielsen//NetRatings

Clips - Increased Revenue

Barclays Installs Content Management Product (www.banktech.com)

U.K.-based Barclays Bank has deployed content management software from Vignette, Austin, Texas, as the foundation of a personalized online service for its 2.8 million Internet banking customers. "At Barclays, we are focused on humanizing the online banking experience for our users," according to Ian Richardson, e-director at British Sterling 357 million Barclays Bank.
Last Updated: Jan 8, 2003

BET on Vignette (Line56 8/14/2002)

Navarrow Wright, CTO of media and entertainment portal BET.com, explains that Vignette's software provides detailed statistics about page visits, click-through patterns, and more. What's the value? "It tells us how specific content fares on the site, for example how it does in one section versus another. It can set up user groups where we can track users based on their preferences, their states." All this information plays directly into getting advertising and sponsorship revenue, he says.
Last Updated: Jan 8, 2003

Black Entertainment Television - Increased Revenue (Traffic) ROI

Using CMS and LPS to support top African-American portal with 2.2 million unique visitors per month with 30-40 million page views each month, and 80 percent of the complex pages changing every day. 2. Fast app development; "Shine' (photo uploads), recently created in a month, already equals popular long-time apps in user traffic. 3. Vignette-driven online contest drawing 450,000 participants to date; data to be used for marketing efforts.
Last Updated: Oct 2, 2002

Bluwin - Increased Revenue (Traffic)

Since implementing Vignette's software, BlueWin has almost doubled the rate at which they can publish articles online. By December 2000 BlueWin registered approximately 69 million page views each month and around 550,000 active access customers. BlueWin AG is the leading Internet provider in Switzerland.
Last Updated: Jun 17, 2002

Britannica - Increased Revenue ROI

Mia Ahmann, Director of Syndication at Britannica, estimates that their new syndication model for reselling their research and information will represent at least 20 percent of their revenue within three years. Internet World, October 15, 2000, Syndication Heats Up, Elizabeth Gardner
Last Updated: May 24, 2002

Chicago Board of Trade - Increased Revenue ROI

Between May and December 2000, the number of hits on CBOT.com increased from 12.8 million to 17.6 million. And, according to David Vincent, director of IT services at CBOT, system stability and availability has been exemplary, with 100 percent up-time in December.
Last Updated: Jun 11, 2002

Deep Green Bank - Increased Revenue ROI

Deep Green Bank generates more than 50% of their revenues through alternate channels on the Web. CMS, CSS, BIS, Rational ContentStudio
Last Updated: May 29, 2002

Clips - Increased Revenue

e-Michigan - Increased Revenue ROI
There has been a 250% increase in the number of visitors that come to the Michigan.gov portal on a daily basis (10,000 unique visitors per day, versus 4,000 per day on old site). Customers have also been looking up four times the amount of information as evidenced by the average daily page views increasing to 35,000 per day versus 9,000 page views per day prior to the July 2001 portal launch. - Vignette Customer Case Study
Last Updated: Jun 11, 2002

Egg - Increased Revenue (Traffic) ROI
Pete Marsden, Chief Technology Officer, Egg said: "The number of customers using our web site has grown considerably. In March 2000, 64 percent of deposit servicing transactions were conducted online. For the month of April 2000, this percentage increased to 67 percent. Ninety percent of mortgage applications are via the Internet."
Last Updated: Jun 21, 2002

EGG Financial - Increased Revenue ROI
Attracted 25,000 new customers in first month of going live, 1,000,000 customers in first year through personalized and relevant information delivery and product promotion. Now conducting 70% of deposit servicing transactions and 90% of mortgage applications online. Manual customer service costs reduced significantly. CMS, LPS
Last Updated: May 29, 2002

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Last Updated: May 24, 2002

eNews
13th largest commerce site on the Web, 50% of the visitors coming to the site from ads on other sites turn into customers. PCData, Fastwater Case Study CMS
Last Updated: May 24, 2002

Globo - Increased Revenue ROI (traffic)
In three months, audience growth of about 37 percent on Globo.com without incurring additional costs - Movement of Globo.com from the eighth most visited site in Brazil to fifth in only 20 days following the migration to Vignette technology, with a record 35 million page views in a single day - Vignette Customer Case Study
Last Updated: Jun 12, 2002

Harbor Freight - Increased Revenue ROI
Increased revenue from direct mails by 38% and conversion (click-through to site) by 40% in first month using recommendations tailored to customer segments. 60% increase in quality of items purchased. RMS
Last Updated: May 24, 2002

Clips - Increased Revenue

INTERNAL - American International Group (AIG) - Increased Revenue (Campaign Mgmt)
Vignette Condifential - The site has already shown positive business results. A recent email-based marketing campaign was over ten times as effective as previous direct mail efforts. (Site-based campaign of 10,000 email messages yielded a 20% return. By comparison, earlier direct mailing of 20,000 letters yielded only a 2% return.)
Last Updated: Jun 14, 2002

iWon - Increased Revenue ROI
iWon.com handles over 18 million page views per day, and converts 95% of new visitors to registered users. CMS, LPS Business Week, Fall 2000
Last Updated: Jun 4, 2002

iWon - Increased Revenue ROI
...relevancy is the key to making those efforts pay off. There aren't many good examples of that on the Web, but Gluck rates the iWon.com portal at the top of the list. The site can target ads directly at individuals for instance, a woman with two kids will get an ad for a minivan, while a 24-year-old stock broker will get a sports car ad. They can separate the spots because, with iWon's $1 million giveaway program, the site can convince people to give away a lot of personal information in exchange for a chance at riches. CMS, LPS "BizReport, How Annoying Can Online Ads Get? Kevin Featherly, July 11, 2001 "
Last Updated: Jun 4, 2002

La Redoute
La Redoute is managing double-digit traffic growth each month, adding to advertising revenue - a catalogue retailer, part of the PPR Pinot Printemps Redoute Group. http://www.redoute.co.uk, http://www.redoute.fr
Last Updated: Jun 4, 2002

Land's End - Increased Revenue ROI
50% of Land's End customers who place items in the shopping cart convert to customers, vs. the industry average of 22%. Online sales continue to grow at 150% per quarter.
Last Updated: Jun 4, 2002

Land's End - Increased Revenue ROI
Land's End converts more than 10% of its visitors to buyers, almost 3 times the Web's average of 4.9%. Land's End's sales have increased from $61 million in 1998 to more than $200 million in 2000. LPS, CMS Bill Bass, Internet Division, Land's End (as reported in BusinessWeek e.biz, March 19, 2001)
Last Updated: Jun 4, 2002

Sort LeMonde - Increased Revenue ROI
Able to increase their circulation and readership online by 15% in a single month, which translates directly to increased advertising revenue for Le Monde. CMS, LPS LeMonde press release, summer 2000
Last Updated: Jun 4, 2002

Clips - Increased Revenue

LexJet Increased Revenue (1) (Dialog ROI)

LexJet's customer retention rate increased 2% and the percentage of customers that became inactive decreased from 13% to 9%. This represents close to $200,000 in annualized sales value with LexJet's customer base. "Revenio Dialog has helped us dramatically cut down the sales cycle and the prospecting cycle, and it's helped us know what is important to our current customers," said, Steve O'Dea LexJet Corporation

Last Updated: Dec 12, 2002

LexJet Increased Revenue (2) (Dialog ROI-)

"The company was able to cut its lead-generation time from eight months to six weeks. Moreover, we went from knowing nothing about the customer to having a highly qualified group we could start selling to." Within six weeks, LexJet had qualified over 1,200 prospects from the initial group of 12,000. And of those qualified, 35 moved on to purchase, representing a significant revenue stream for the company's new digital photography business unit," Steve O'Dea LexJet Corporation NO FILE ATTACHED

Last Updated: Dec 12, 2002

Mexicana Airlines - Increased Revenue

From 2001 to 2002, online sales generated through mexicana.com grew from 20 to 34 percent of the airline's total ticket sales; that percentage is expected to nearly double from 2002 to 2003. Additionally 2002 sales through June were 83.7 percent higher than during the same period two years earlier.The airline credits much of the increase to having the ability to quickly change prices of Mex-E-Savers and allow travelers to reserve and purchase tickets offered at special prices on the Web site.

Last Updated: Oct 11, 2002

Morningstar - Increased Revenue ROI

Morningstar dynamic assembly of recommended reading lists & links to other related content regarding securities extends advertising and content revenue. CMS - Chris Klanac, Web Manager, Morningstar, May 2001

Last Updated: Jun 4, 2002

National Association of Chain Drug Stories - Increased Revenue (Sales) ROI

In the first three months, $255 billion in sales were generated on ChainDrugStore.net. Retailer participation included 22,500 stores that represented 94 chains. More than 50,000 messages were delivered. - Vignettte Customer Case Study

Last Updated: Jun 12, 2002

Otis - Increased Revenue ROI

The number of emails the company receives has sky rocketed in about one year from 500 - 4000. Of these emails, the country managers indicate that 60 percent are confirmed sales leads. Furthermore, 80 percent of these sales leads come from prospects that did not have an existing relationship with Otis or even have an Otis presence in their country. Sales reps now spend their time following up on project specifications or sales leads developed on-line, rather than on generating specification and service reports. Owing to the newly improved efficiency of its sales teams, as of July 2001, Otis has doubled its revenue from the Web when compared to the entire year of 2000. Otis - The expansion of the e*Service function on Otis.com is expected to reduce the cancellation rate of existing customer maintenance service contracts by 50% by 2004.

Last Updated: Jun 12, 2002

Clips - Increased Revenue

People.com
Since January 2000 the site has experienced 300% growth in unique visitors and more than 300% growth in pageviews. Gary Ryan, General Manager, PEOPLE.com. V5.0
Last Updated: Jun 4, 2002

pmelink - Increased Revenue
pmelink.pt is an online business centre that sells goods and services to small and medium sized companies in areas that support their core businesses. Seven months into operation, pmelink.pt has 15,000 customers, and a 7.25% market share. 90% of their customers have been come from the two founding banks (Caixa Geral Depositos and Banco Espirito Santo), and the venture has a planned return on investment by 2005.
Last Updated: Jun 17, 2002

Questlink - Increased Revenue (Traffic) ROI
"The original technology we had in place was unable to allow us to scale past 40,000 members," explained Doug Smith, QuestLink's Manager of Development. "It was painfully slow. With Vignette, we were able to significantly grow our user base to over 250,000 members, with no performance problems. There is literally no way we could keep up with our site traffic without Vignette's scalability." - Vignette Customer Case Study
Last Updated: Jun 12, 2002

Southwire - Increased Revenue ROI (INTERNAL)
Future enablement of RMS and campaign management functionality promises lucrative cross-sell up-sell opportunities. For example when the company develops cable or wire to meet new industry safety codes or regulations, they will be able to target customers who would typically be affected by those changes, and in doing so not only increase sales but build better, more profitable customer relationships in the process. INTERNAL USE ONLY"
Last Updated: Jun 4, 2002

Stop & Shop - Increased Revenue ROI
Increased visits and revenue by 11% through targeted product offers to customer segments RMS Today, Stop & Shop is a multibillion-dollar corporation and the largest food retailer in New England. Stop & Shop employs 41,000 associates in its network of stores, distribution centers, manufacturing plants and offices, which stretch across more than 180 communities in Connecticut, Massachusetts, New York and Rhode Island. www.stopandshop.com
Last Updated: May 24, 2002

Stop & Shop - Increased Revenue ROI
Increased visits and revenue by 11% through targeted product offers to customer segments RMS Today, Stop & Shop is a multibillion-dollar corporation and the largest food retailer in New England. Stop & Shop employs 41,000 associates in its network of stores, distribution centers, manufacturing plants and offices, which stretch across more than 180 communities in Connecticut, Massachusetts, New York and Rhode Island. www.stopandshop.com
Last Updated: May 24, 2002

Clips - Increased Revenue

Tech Target - Increased Revenue ROI
"To give you an idea of our growth, it took almost a year to get to 500,000 users, and six months later we had a million and now we're up past 1.5 million registered members," Laughran said. "Similarly, we've gone through the same kind of exponential growth with the number of advertising customers we have. We have 500 advertisers today, companies that are trying to reach our audiences through targeted e-mail and other forms of advertising. In terms of system utilization, we've tripled our traffic within the past six months, and we've been able to do that on the same software we started with, which is Vignette." Vignette Customer Case Study
Last Updated: Jun 12, 2002

Telecom New Zealand - Increased Revenue (Traffic/Sales leads) ROI
Following the implementation of Vignette, Telecom New Zealand's site traffic increased by 115 percent. This growth trend is continuing, with site visits increasing by 25 percent in the last six months. The company attributes this growth to the accessibility of smart, active content and the improved user experience made possible by Vignette . Additionally, the level to which the site has been used as a marketing channel has grown dramatically. In the last year, sales through the site have grown by over 150 percent. - Vignette Customer Case Study
Last Updated: Jun 12, 2002

Toyota Australia - Increased Revenue (Sales) ROI
Turning Interaction into Sales. Toyota's online strategy surrounding the Prius launch has paid off for the company. Since the launch on October 2001, Toyota has sold around 150 vehicles in Australia. To date, 164 leads have been generated through the Prius site, 43 of which have been converted into sales. - Vignette Customer Case Study
Last Updated: Jun 12, 2002

Toyota Australia - Increased revenue / Operational (Sales Leads)
"Our dealers are also reaping the benefits of the Vignette based site," said AndrewPhillips, Internet and Direct Marketing coordinator for Toyota Australia. "Selling a vehicle is usually a 23 step process. However, when a qualified lead is generated via the Prius site, the sales process is reduced to five steps. The feedback from dealers is that customers are coming to them more informed, which makes selling the car much easier." - Vignette Customer Case Study
Last Updated: Jun 12, 2002

Travelocity - Increased Revenue ROI
Travelocity's conversion rate (lookers to bookers) is 8%, nearly double that of its closest competitor (Expedia, 4.8%)CMS, LPS, BIS, CAS Wall Street Journal, Jan.22, 2001
Last Updated: Jun 4, 2002

Various Vignette Customers - Increased Revenue ROI
Vignette customers surveyed in August 2001 estimate that Vignette's capabilities have helped them increase their Web revenues by a weighted average of 5%. Vignette Customer Survey, Aug. 2001
Last Updated: Jun 4, 2002

Verizon - Increased Revenue ROI (Internal)
Verizon experienced a $5 million annual savings on "eWeb" in productivity gains and a $20 million annual savings with Verizon.com in operational savings (online bill presentment/payment, call center deferrals to web, site consolidation and content reuse). Verizon also experienced a three percent increase of online customers, a significant increase in customer registration for online bill presentment and payment, and a decrease in deferrals to call centers.
Last Updated: Dec 10, 2002

Clips - Increased Revenue

Vignette Increases Leads with Dialog & Messenger - Increased Revenue ROI
"We've heard nothing but positive comments from customers during our most recent campaigns, but more importantly, we are starting to see positive impact in our revenue numbers with 63 percent of new deals coming from marketing," Nolan Rosen. Source: Vignette Case Study, see Message. No link attached.
Last Updated: Jan 22, 2003

Wall Street Journal (www.wsj.com) - Increased Revenue ROI
In 2000, the Wall Street Journal created a new revenue source hitting $40 million using its "business news knowledge" to create WSJ.com, which has over 400,000 paying subscribers. AT Kearney, Network Publishing, Creating Value Through Digital Content, April 2001- CMS, LPS, RMS, ADS, BIS, CAS, CSS, CCS, MAS. Using version 5.6.2
Last Updated: Jun 4, 2002

Wall Street Journal Online - Increased Revenue
Just 6 weeks after launch, the re-tooled site saw a 39% increase in the number of subscribers who personalized, and those using personalization are viewing up to 50% more pages than those who hadnýt personalized
Last Updated: Jun 17, 2002

Wall Street Journal Online - Increased Revenue ROI
As of mid- March 2002, WSJ.com was showing a 7 percent increase in the number of unique weekday users. (The Monday-through- Friday focus reflects the Journal's business emphasis.) Neil Budde, Publisher of the Wall Street Journal Online, also notes improvement early on as far as the percentage of page views that derive from full articles vs. summary levels, indicating readers are "drilling deeper" into the site. - Since WSJ.com relaunched, Budde reports, the Online Journal has enjoyed a 3 percentage point improvement in its cancellation rate among trial users. He predicts even better results as his team begins relying on "the power of Vignette" in marketing efforts thereby expanding on the gains that WSJ.com has realized from the news-side deployment of Vignette content management and publishing. Vignette Customer Case Study
Last Updated: Jun 11, 2002

WSJ.com Completes Web Site Overhaul
Increased Revenue from online advertising article in Computerworld. "If every person looks at one more page - even in a bad advertising climate - the number of pages you deliver grows pretty quickly. And since you charge advertisers by ad impression, you increase your revenue pretty quickly," said Neil Budde, WSJ.com's publisher. "You don't have to move the gauge too far or change the percentages too much before getting a substantial return on investment."
Last Updated: Jan 8, 2003

Zapdata.com (1) (Dialog ROI)
Using Dialog, zapdata.com is engaging thousands of prospects and customers in directed dialogs that have, to date, led to a 64-percent increase in its customer conversion rate and qualified 250 prospects for its high-revenue corporate program. NO FILE ATTACHED
Last Updated: Dec 12, 2002

Zapdata.com (2) (Dialog ROI)
zapdata.com has used Dialog to automatically qualify 250 prospects for the company's corporate account program valued at tens of thousands of dollars per customer. This allows zapdata.com's sales team to focus on negotiating deals, instead of qualifying leads. Through pre-qualifying dialogs, 250 customers requested a phone call from a sales person, and nearly 900 wanted to continue a dialog to keep informed of the corporate account program offerings.
Last Updated: Dec 12, 2002

Reduced Operational Costs

Accessing Suppliers (Line 56 article on WESCO International)

WESCO had to endure an inefficient system of dealing with its network of suppliers, numbering about 6,000. WESCO's John Gierl, manager of database systems and e- commerce technology, explains "The customer calls or comes in. They say they need a widget, we check our store inventory. If we're out, we phone or fax the supplier…You get into a back-and-forth with the supplier. You fax them, they fax back saying 'How many do you need?' You say, 'Twenty.' They say, 'We have ten and we'll get ten more in a week.'" "We use Vignette's business integration from within SupplyDock so that field people can connect to suppliers' back-end systems to check on inventory availability. Business integration does the hauling, content collaboration logs it." Now, instead of trading phone calls and faxes with suppliers, WESCO employees can merely hit a function key on their computers to see what's in stock, and what's expected.
Last Updated: Jan 9, 2003

American International Group - Operational ROI

"Customer acquisition costs have been reduced by 25 percent for individual auto policies." - Scott Alexander, senior global e-business executive, AIG, May 2001
Last Updated: Jun 4, 2002

Assicurazioni Generali Group - Operational ROI

"Vignette V6 plays an instrumental role in aligning our Web initiatives with our business goals to federate and standardize our IT systems worldwide, while reducing operating costs and improving productivity," Forneris said. "We are able to partner with one leading vendor to manage the entire content lifecycle, lowering our total cost of ownership."
Last Updated: Jun 17, 2002

Ball State University - Operational ROI

Ball State is successfully managing thousands of static and dynamic pages of online content across multiple departments while off-loading the task of hands-on content management from its small IT staff. The benefits of a unified online presence, greater Web efficiency, improved employee productivity and better information accessibility will only increase as all campus sites make the transition to Vignette and the Web development center. As a result, Ball State expects to see a good return on its investment.
Last Updated: Jun 11, 2002

Carrier - Operational ROI

"...more than 80% of that revenue now passes through our Web-enabled channel partners. The time required to get an order entered and confirmed by our channel partners has gone from six days to six minutes." - Jonathan Ayers, President, Carrier, FastCompany, How I Saved $100 Million on the Web, February 2001- CMS, LPS, ADS
Last Updated: Jun 4, 2002

Charles Schwab - Operational ROI

Charles Schwab handles over 2.5 million page views per day, significantly lowering manual customer service costs. CMS
Last Updated: Jun 4, 2002

Chicago Board of Trade - Decreased Operational ROI

"We were using a variety of tools, so keeping track of all the files was a very daunting task," said David Vincent, director of IT services at CBOT. "Using our Vignette architecture, you post the content to our Web center, and we can quickly determine which sites we want to replicate it on. Being able to do this in just one-third the time contributes greatly to our productivity."
Last Updated: Jun 11, 2002

Reduced Operational Costs

Chicago Board of Trade - Operational ROI
CBOT members and staff previously received daily news clippings in hard copy from CBOT's internal clipping service, which filtered news from newspapers and wire services and distributed them to specific individuals. Now this process is completely online with Vignette-enabled templates. Clippings are converted into PDF files for submission to the CMS Web center and displayed on all three CBOT sites at least four hours earlier than the paper versions were delivered. Hundreds of thousands of dollars in savings were realized.
Last Updated: Jun 11, 2002

Chicago Board of Trade - Operational ROI
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Last Updated: Jun 4, 2002

Dell - Operational ROI
Customers can check the status of Dell's build-to-order process or use self-diagnostic tools to solve common problems. Between sales and support, Dell averages 5 Web site visits for every phone call, at a cost savings of eight dollars per call. Business Week, April 30, 2002
Last Updated: Jun 4, 2002

Direct Stock Marget - Operational ROI
Preliminary company data indicates Vignette will reduce DSM's operating costs significantly. "The template systems we designed eliminate the need for three additional pro g r a mmers and several client relations people," says Kevin McCall, Director of Marketing at DSM, estimating an annual salary savings of $250,000. "The time that it took a programmer to set up web pages for our listed clients was about two days in straight HTML. Now we are able to set up a customized look for each client, with complete functionality in about two hours," he says.
Last Updated: Jun 11, 2002

e-Michigan - Operational ROI
One of the biggest benefits to the state has been the reduction in web development time, allowing web developers to focus on more value-added activities than posting content to the portal. "In the past, if the Governor needed to issue a press release, we would have to bring in the Web folks to code the announcement and possibly even designers to format it," says Staphanie Comai, Director of e-Michigan. "Now, using Vignette's workflow and templates, the Governor's Communications Office can do all of that, in much less time.
Last Updated: Jun 11, 2002

e-Michigan Operational ROI
e-Michigan estimates Vignette technology improves operating efficiencies and reduces costs by over $2 million annually. - By supplying information online, the state anticipates a reduction in information handling expenditures of $0.5 million to $5.0 million. - e-Michigan anticipates that 75 percent of its content publishers can be reassigned, resulting in an annual savings of $2.0 million. - CMS
Last Updated: Jun 4, 2002

Reduced Operational Costs

Hewlett-Packard Portal ROI – Operational
Employing Vignette Application Portal, HP was able to eliminate over 2,000 Web sites, resulting in a significant hardware and support/maintenance cost savings. HP leveraged a common framework across their project, which not only resulted in ongoing cost reductions in developing Web functionality, but also helped them lower operational and hardware costs. Coupled with efforts to reduce the number of vendors they dealt with, HP was able to reduce total cost of ownership, including a significant savings in training costs. SOURCE: THE HP CASE STUDY
Last Updated: Jan 21, 2003

ICG Commerce - Operational ROI (SCM/Staff)
As of June 2001, ICG Commerce had 120 buy-side clients who realized considerable savings through reduced transaction costs, competitive pricing and substantially reduced supply chain management investment costs. For example, according to one estimate, the placement of a typical order costs any given company $180. With Vignette technology in place, the company can reduce that amount to $18 - $25 per order. Steve Marschall, DIrector of Integrated Systems for ICG Commerce adds, "Using the toolkit, I can keep my staff down to a lean and mean profile because Vignette allows my IT team to get in and be very productive very quickly. Obviously the benefits are felt in our operations, by having less manual processing and fewer errors."Vignette Customer Case Study

ICG Commerce - Operational ROI
Reduced customers' costs for a purchase order from $180 to $18-$25, which amounts to savings of over 86%. - Steve Marschall, director of product integration, ICG Commerce, May 2001 (BIS, CCS, CAS)
Last Updated: Jun 4, 2002

ICG uses Vignette's Collaboration server to customize catalogs (Information Week)
E-procurement service provider ICG Commerce Inc. distributes a digital catalog of products from nearly 100 suppliers to a similarly sized list of buyers. That involves manually formatting the catalog to fit its customers' IT needs. By using Vignette's enhanced content-collaboration server, ICG will be able to automate the process, says Steve Marschall, managing director of trading partner integration. ICG Commerce also will be able to support more customers without increasing its staff. Its customers, meanwhile, can speed procurement by getting quicker access to updated catalog data, Marschall says.
Last Updated: Jan 9, 2003

Ingram Micro - Operational ROI
Handling 100,000 users each day, 6 million transactions per month through resellers, reducing manual order and marketing costs significantly. CMS, LPS
Last Updated: Jun 4, 2002

Metasolv - Operational ROI (Time Efficiencies)
Now a press release that the public relations department drafts on Friday can be approved on Sunday evening, and appear simultaneously on both Business Wire and MetaSolv's site at 5:00 a.m. Monday. In the past, the release might not appear on the site until several days after it went on the wire service. - Vignette Customer Case Study
Last Updated: Jun 12, 2002

Reduced Operational Costs

Mexicana Airlines - Reduced Operational Costs
With the implementation of Vignette technology, Mexicana Airlines has seen its operational costs for the Web site decrease by 15 to 20 percent, and its Systems Department employees' workloads have dropped as well.
Last Updated: Oct 11, 2002

Morningstar - Operational ROI
Auto disclosure of authors' equity holdings w/ each article if he writes about that security, periodic auto save of text keeps distributed authors from losing work, automatically tests validity of content & links so there are no errors. Morningstar is the leading provider of mutual fund, stock, and variable-annuity investment information. CMS - Chris Klanac, Web Manager, Morningstar, May 2001
Last Updated: Jun 4, 2002

Motorola Gets Big Savings from Extranets
The subsequent rollout of an employee portal built on technology from portal vendor Epicentric Inc. proved so successful--$5.2 million in cost savings during 2001 alone--that Motorola is rolling out global extranets for its network of carriers. Motorola chose Epicentric in part because of its ability to provide streamlined access to disparate data sources. "The Epicentric structure forces you to produce very focused, very structured interfaces," Redshaw says. The benefits of that structure became clear during the North American extranet deployment, which was completed in three months--half the original estimate--and at $750,000 under budget. Then came further proof: One of Motorola's carriers reported having trained a group of users on the extranet in just 16 minutes.
Last Updated: Jan 9, 2003

National Association of Chain Drugstores - Operational ROI
Through ChainDrugStore.net, marketing materials and information that would cost, for example, $3,000 to distribute to 300 customers or buyers along traditional lines, such as FedEx, now can cost approximately $200. - Vignette Customer Case Study
Last Updated: Jun 12, 2002

National Semiconductor - Operational ROI
National estimates that it saves its distributors $20 million through the use of the extranet. Based on studies of the purchase process, National has observed that without the extranet, an outside sales person may run into a problem looking for National products for a customer once every two weeks. When things go wrong they lose at least two to three hours of productivity tracking down a National product -- about 7 days per year wasted. Assuming that an outside salesperson earns approximately $100,000, the 8,000 member outside sales earns about $800 million per year, the site saves outside salespeople about $20 million per year, or $2,500 per salesperson in productivity. CMS, LPS, CSS Fastwater National Semiconductor Case Study
Last Updated: Jun 4, 2002

Otis Elevators - Operational ROI
"Decreased length of sales cycle from an average of 10 days (with a sales consultant onsite) to an average of 2 hours (unassisted, online). Cost of sale decreased dramatically. Engineering collaboration now done online generating over $1 million in new revenue and cost savings." "Customers are very impressed by how fast we can get back to them, and are sometimes willing to accept a premium price for completing the sales process quickly." CMS, LPS, BIS
Last Updated: Jun 4, 2002

Reduced Operational Costs

Otis Elevators - Operational ROI
Benefits range from an increased turnaround time of just a few days for the deployment of new sites to a dramatic increase in sales leads. E-mail queries are up from 100 per month before the globalization initiative to 3,000 per month currently, half of which Andersen call 'qualified' sales leads. Online sales leads have emanated from 85 different countries, extending the company's reach beyond countries in which Otis has a physical presence or a dedicated site. In addition, online sales cycles have fallen from six weeks to one week."
Last Updated: Jun 4, 2002

Outlook for Online Customer Service (eMarketer article, Jan 10 03)
Good article re: online customer service. Stats include: Dieringer Research finds that in Q1 2002, consumers averaged 4.7 customer service e-mail inquiries and just 4.4 inquiries placed to a company's call center.

SiteStuff - Operational ROI
"In real estate procurement transactions, cost savings can be achieved by eliminating many of the steps in the traditional process. Each invoice effectively costs about $108, and we think we can reduce it by 70 to 80 percent with the online system says Mark Rose, chief innovation officer, Jones Lang LaSalle. The company recently decided, along with the other members of the Octane alliance and CB Richard Ellis and Trammell Crow to contract with SiteStuff.com for all its MRO product and service provisions." - "Weighing Electronic Procurement, Abigail Kelly, Building Operations Management, November 2000"
Last Updated: Jun 4, 2002

SiteStuff - Operational ROI
SiteStuff can decrease processing costs for multi-family properties by 56 percent, or from $51 dollars to $22 dollars per order. In addition, SiteStuff can decrease the costs for commercial office property management companies by 71 percent, or from $77 dollars to $22 dollars per order. - Deloitte Consulting, April 2001- CMS, LPS, ADS, CCS
Last Updated: Jun 4, 2002

Testmart - Operational ROI
Reduction of annual TestMart budget by approximately $500,000 due to cost-effective, automated content management for 87,000 catalog pages, over one thousand applications notes and additional information from testing labs, independent associations, industry directories and other sources.ýProviding customers with the content required to research and make smart purchase decisions on both testmart.com and navicpmart.com is one of the major competitive advantages for TestMart. Vignette has allowed us to manage this content in a cost-effective manner compared to the less automated processes we used in the past. This has helped reduce our annual budget by about $500,000," says Dave Eisenlohr, Testmart VP of Engineering.
Last Updated: Jun 24, 2002

The Dos & Don'ts of Globalization, Transform Magazine (JD Edwards quote)
"The attitude that America is the center of the universe is not the right one," says Ruth Chambers, senior IT manager at JD Edwards. This Denver-based ERP vendor does business in 80 countries, has 18 international Web sites and is adding new sites aimed at foreign countries every day. "We're very sensitive about looking regional when we're [doing business] in other countries," Chambers says.
Last Updated: Jan 8, 2003

Reduced Operational Costs

Various Customers - Operational ROI
Vignette customers surveyed in August 2001 estimate that Vignette's capabilities have helped them increase the productivity of their employees by a weighted average of 22% Vignette Customer Survey, Aug. 2001
Last Updated: Jun 4, 2002

Vignette Reduces Operational Cost using Dialog/Messenger - Operational ROI
Besides generating more qualified sales leads, the team can now execute a campaign for about one-fifth the cost of hiring outside companies to do the work – an estimated initial savings of anywhere between $14,000 to $32,000, depending on the size of the distribution list. By handling all follow-up communications on its own, the marketing team has reduced its outsourcing budget by 80 percent as well. It now takes an average of two days to plan, stage and execute a marketing campaign with Vignette's campaign management solution, compared to as long as one month using manual methods. Source Vignette Case Study, see Message. No file attached.
Last Updated: Jan 22, 2003

Volvo - Operational ROI
Using the Internet instead of costly print media and expensive dedicated frame relay and dial-up connections...We anticipate that the cost savings will be enormous, a significant return on investment that will certainly justify our Web redesign project." Bryan Smith, ebusiness manager for Volvo - Vignette Customer Case Study
Last Updated: Jun 11, 2002

Wesco Distribution - Operational ROI
 "The robust application lets us provide our customers with customized catalogs of our products at their fingertips, and promises to ease some of the pressure on Wesco's busy call center." John Gierl, Application and Connectivity Manager, Wesco
Last Updated: Jun 4, 2002

Wesco Operational Cost Savings
In the 2002 Computerworld 'Best in Class' awards for IT, Wesco's Russ Lambert Lambert estimated his company could save $12 million a year if the new system saves 1,000 salespeople just three hours a week. ROI, he said, has been a "slam dunk."
Last Updated: Dec 2, 2002

ROI Clips – Reduced IT Costs

Aliant
Reduced the management of their network of provincial, local, metro, product and partner sites to only 2 full-time staff. Same content driven through another template for interactive television service. CMS, LPS (largest maritime telco in Canada- merger of Maritime Tel & Tel, NBTel, etc.)
Last Updated: Jun 4, 2002

Atevo Travel - Reduced IT Costs
Atevo Travel has also experienced increased employee productivity, easier online maintenance, and a more streamlined development process and the Vignette solution helped minimize overall site management time by 33 percent. CMS
Last Updated: Jun 4, 2002

ROI Clips – Reduced IT Costs

Ball State - Reduced IT ROI
During load-testing, Ball State ran through a series of steps typical to the News Center's content publishing process. To log into the system, create an article, run it through the workflow and put it on a page took from two and half to three minutes (for a simple click-through job that required no typing). On the new Vignette V6 implementation, the same process typically took less than 45 seconds, and sometimes as little as 30 seconds.
Last Updated: Jun 11, 2002

Ball State University - IT ROI
With Vignette V6 the process of logging into the system, creating an article, and running it through the workflow typically took less than 45 seconds, and sometimes as little as 30 seconds.
Last Updated: Jun 4, 2002

Ball State University - Reduced IT ROI
"The Web is the single most cost-effective way for Ball State to communicate with prospective students," Rent says. "Vignette allows our almost 300 Web site developers from University colleges, departments, units and campus organizations to manage their own sites within . That significantly reduces the need to maintain a large Web development team."
Last Updated: Jun 11, 2002

Cathay Pacific Airlines - IT ROI
Cathay Pacific Airlines has developed sites for 9 distinct audiences reusing much of the same content and developed applications. Estimated reuse of applications and capabilities is 25%, estimated reuse of content is 50%. Tom Nunan, VP e-Business, Cathay Pacific, May 2001 CMS, LPS
Last Updated: Jun 4, 2002

Chicago Board of Trade - Reduced IT Cost ROI
"Since we've had Vignette in place, we've been able to double the amount of content on CBOT.com, and we can easily update it daily or even hourly," added said Chris Johnson, manager of Internet technologies at the Chicago Board of Trade. "In my opinion, we've blown our competitors out of the water."
Last Updated: Jun 11, 2002

Chicago Board of Trade - Reduced IT Costs
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Last Updated: Jun 4, 2002

Conseco - IT ROI
"Postings that normally would take 2 to 3 hours can be completed in about 5 minutes with CMS. We get additional productivity gains (since) non-technical people can author and post their own content, without knowing HTML or anything about programming." - Dan Veto, SVP, Conseco (CMS, RMS, LPS)
Last Updated: Jun 4, 2002

ROI Clips – Reduced IT Costs

Content Management For Shifting Needs (E Online featured)
The E Online site, which gets about 7.2 million unique hits per month, had to be able to deliver large amounts of content to a variety of Web-enabled devices—with a minimal number of support staffers. To achieve this, E Networks turned to Vignette Corp. in Austin, Texas, for its Vignette Content Management Server software. The application allowed E Online to break down the various types of content, including HTML, audio, video and Windows Real Media, into small components that can often be reused, getting sent out with the appropriate changes to the end devices. For instance, an online story with a JPEG image would have the image removed so the text could be downloaded to handheld devices.
Last Updated: Jan 8, 2003

Deep Green Bank - IT ROI
They saved over $750k in outsourcing fees to a 3rd party by implementing Vignette and putting marketing folks in direct control of the materials and collateral they post online (and through their partners).
Last Updated: Jun 4, 2002

Direct Stock Market - Reduced IT ROI
"The time that it took a programmer to set up web pages for our listed clients was about two days in straight HTML. Now we are able to set up a customized look for each client, with complete functionality in about two hours." Kevin McCall, Director or Marketing at DSM - DSM Vignette Case Study.
Last Updated: Jun 11, 2002

e-Michigan - IT ROI
e-Michigan established an aggressive release schedule that increased site functionality with every iteration. - IT training was streamlined as migration included training agency technology leaders and business staff that, in turn, trained their agency personnel. - Upon completion of the agency migration, the State of Michigan will have over 200,000 pages of content running on Vignette technology. - e-Michigan anticipates that 75 percent of its content publishers can be reassigned, resulting in an annual savings of $2.0 million. - Because Vignette software can leverage a standard set of templates that can be reused and customized across Michigan.gov sites, e-Michigan can reduce the time spent on Web graphics and template design by 50 percent. Network Administration costs can be reduced by an estimated 17 percent. - System integrators take advantage of Vignette architecture to reuse core code, dramatically reducing the development time of the content management application. - e-Michigan estimates a 90 percent reduction in the time required to develop core code due to their developers' ability to effectively reuse established code. - CMS
Last Updated: Jun 4, 2002

Globo - Reduced IT Costs (Hardware)
Lower hardware and related infrastructure costs, due to the high productivity of the Vignette-based Web environment, which accommodates far more site traffic than Globo's previous system. - VIgnette Customer Case Study
Last Updated: Jun 12, 2002

IT Challenge (Wall Street & Technology article on T. Rowe Price)
An overview of the T.Rowe Price Vignette implementation.
Last Updated: Jan 8, 2003

ROI Clips – Reduced IT Costs

Metlife - IT ROI
Anticipate a reduction of time and effort to make site changes from 2-4 weeks per change to 2-3 days. This constitutes a reduction of more than 87% of maintenance costs. CMS, LPS - Aidan Colie, VP of eBusiness Technology, MetLife, May 2001
Last Updated: Jun 4, 2002

Morningstar - IT ROI
"A 3-4 day process of executing changes was reduced to a 2 hour turnaround, and cut design & coding staff by more than half. " - Chris Klanac, Web Manager, Morningstar, May 2001 --- Saved 3-4 months of 2 developers' time in moving entire application from Morningstar.com to MorningstarAdvisors site. Only a 2 week effort to reuse and repurpose the entire infrastructure that Morningstar.com had developed over the past year. Morningstar is the leading provider of mutual fund, stock, and variable-annuity investment information.
Last Updated: Jun 4, 2002

National Association of Chain Drug Stores - Reduced IT Cost ROI
"With our audience, we couldn't afford to start out with something lesser and then graduate to Vignette. We only had one chance, so we had to do it right from the beginning, " said Todd Grover, Director of Tech Operations, adding that he expects a full return on investment in infrastructure costs alone in about 18 months. - Vignette Customer Case Study.
Last Updated: Jun 12, 2002

National Association of Chain Drugstores - IT ROI + Link to Source
"ChainDrugStore.net got its site up and rurnning from scratch in four months - six to nine months faster than if the company had built a content delivery application itself ... That was probably a good $600,000 in revenue that we recognized earlier. In an environment where speed is a necessity, it really was nice to get up and running that fast." - Todd Grover, director of technical operations at the NACDS: CMS, LPS, VAF BtoB's Hands-On Ted Kemp, BtoB 04/03/2002 <>
Last Updated: May 16, 2002

National Governors Association - Reduced IT Costs ROI
"Previously, we spent an afternoon or a day moving a simple piece of content up to our Web site. With Vignette CMS, it takes minutes. It's ideal." Bob Thomas Director of Information Technology National Governors Association - Vignette Customer Case Study
Last Updated: Jun 12, 2002
1 through 20 of 34 documents

Otis Elevators - IT ROI + Link to Source
Otis has reduced Web development time by 50%, reduced site support staff by 90%, reduced maintenance time of sites by 66%, eliminated training and implementation costs for international sites, and now build new Web properties in a matter of 2-3 days for just over $1000. - CAS, CMS, BIS, etc. Vignette/Surgency Case Study, October 2001
Last Updated: May 17, 2002

ROI Clips – Reduced IT Costs

Otis IT ROI + link to source
Owing to the ease of suing the Vignette solution, the number of individuals required to support the Web sites has decreased significantly. Previously, 40 people were required to support eight different sires and 10 languages, or an average of 5 people per site. Now, 8to 10 people support 52 sites and 26 languages, or an average of 0.2 people per site. The simple requirements, coupled with the elimination of complex coding, translate into a decrease in the time content managers need to spend to maintain their sites. For example, the North American content manager now spends just 50% of her time maintaining the current Web site; previously, this task required a person and a half
Last Updated: Jun 10, 2002

Pull the plug on proliferating portals, ZD Net, Motorola quote
Motorola's Redshaw is solving his company's proliferation problem by showing departmental sponsors how using a common platform can save them time and money. "Rather than putting a gun to everyone's head, you create a few successes, then demonstrate them to everyone." He was able to complete a portal project for Motorola's carriers in half the time and for only a third of the budgeted cost by standardizing on Epicentric's portal software.
Last Updated: Jan 9, 2003

Questlink
Decreased time required for legacy and partner integrations by 40-50% BIS, CCS
Last Updated: Jun 4, 2002

Tech Target - IT ROI
TechTarget's 65 editors now have a simple interface that allows them to deliver content to its 1.5 million registered members. Pat Laughran, CTO, TechTarget, May 2001 CMS, LPS, ADS
Last Updated: Jun 4, 2002

Tech Target - IT ROI
Reduced time to develop a new site from 1 day of a technical webmaster's effort to a couple of hours of a non-technical administrator's time. CMS, LPS, ADS Pat Laughran, CTO, TechTarget, May 2001
Last Updated: Jun 4, 2002

Tech Target - IT ROI
Shares cached content across multiple sites, reducing hardware loads significantly. This has resulted in hardware cost avoidance of $500,000 in 2001. CMS, LPS, ADS Pat Laughran, CTO, TechTarget, May 2001
Last Updated: Jun 4, 2002

Thomson Multimedia - IT ROI
Saved 30% on new site development costs, reduced site maintenance costs and overhead by 50%. CMS, LPS (RCA, Proscan, Telefunken)
Last Updated: Jun 4, 2002

University of Miami - Reduced IT Cost ROI
With the rollout of the enhancements, the University of Miami is beginning to realize the full potential of the Vignette solution. Content producersý time in setting up pages, establishing and maintaining hyperlinks, keeping information up-to-date, and approving and launching pages, has been reduced by approximately 50%. Vignette Customer Case Study
Last Updated: Jun 11, 2002

ROI Clips – Reduced IT Costs

University of Miami - Reduced IT Cost ROI
With the rollout of the enhancements, the University of Miami is beginning to realize the full potential of the Vignette solution. Content producersý time in setting up pages, establishing and maintaining hyperlinks, keeping information up-to-date, and approving and launching pages, has been reduced by approximately 50%. Vignette Customer Case Study
Last Updated: Jun 11, 2002

Volvo - Reduced IT Cost ROI
It is estimated that Vignette could save the Trucks division hundreds of thousands a year in Web maintenance costs alone, through distribution of management and maintenance to non-technical personnel - Vignette Customer Case Study
Last Updated: Jun 11, 2002

Web Services Deliver (Internet World, CUNA Mutual featured)
CUNA Mutual operates about 40 secure transaction processing applications that serve information to customers when they reach self-service data access and entry pages, she says. Most of these back-office applications were written years before Internet access became an issue, she notes. The company didn't feel it was practical to rebuild the applications to dynamically serve the information, but instead created Web services to automatically format information from the back-end applications through Vignette so it could be displayed on Web pages as called for by the customer.
Last Updated: Jan 8, 2003

Wesco Distribution - IT ROI - May 2001
Reduced development time from 7-8 months down to 90 days with Vignette: CCS, CAS, CSS, MAS. Russ Lambert, Director of eBusiness and eCommerce, Wesco Distribution, May 2001
Last Updated: Jun 4, 2002

Wesco Distribution Inc. - IT ROI - May 2002
Retained the same IT staff, but are now delivering twice the content to the site. Using CCS, CAS, CSS, MAS they are now able to integrate their "SupplyDock" application with one supplier a week using: Russ Lambert, Director of eBusiness and eCommerce, Wesco Distribution, May 2002
Last Updated: Jun 4, 2002

ROI Clips - General

A Comprehensive Vignette Customer ROI Fact Sheet
This document includes Vignette Customer Facts, Cross Industry Results from Vignette Customers, and Vignette Industry Facts. Customers Highlighted include: The State of Michigan, The Wall Street Journal Online, Globo, Toyota Australia, ICG Commerce, National Association of Chain Drugstores (NACDS), China Eastern Airlines, TEB Communications and others.
Last Updated: Jun 28, 2002

A Fortune 100 Industrial Equipment Manufacturer - General ROI
A fortune 100 industrial equipment manufacturer has reduced their estimated implementation costs for each new e-business application from $4,500,000 to approximately $450,000. This constitutes an overall savings of 90% for each new application. -- Confidential Corporation provides app development and hosting services to 25 company divisions, who build their own e-business strategies. Each e-business application for individual unit is also incorporated into 1100-dealer extranet and information portal. Dealers can also have private branded versions of their site for brand management and catalog sharing purposes. CMS, LPS, RMS, ADS
Last Updated: May 29, 2002

ROI Clips - General

Agilent Metrics from Dialog General ROI
Agilent expects that more than 100,000 customers will be enrolled in their mothly newletter update program by the end of 2002. That means 100,000 customized dialogs - each catering to the needs of a different individual and further solidifying the relationship with Agilent.
Last Updated: Dec 12, 2002

Argentina's Banco Galicia
Argentina's Banco Galicia was ranked 11th out of 172 banks throughout the Americas for its Internet business development practices and online transaction capabilities (Speer & Associates, January 2001), www.e-galicia.com
Last Updated: Jan 28, 2003

Assicurazioni Generali Group - General ROI
"Vignette provides tremendous value in automating the creation and maintenance of content. Employees can directly publish information, without having to rely on IT professionals. This results in important productivity gains, with more accurate and timely delivery of crucial information to our customers," said Marco Forneris, chief information officer at Generali Group. Generali ranked No. 46 on the Fortune Global 500 -
Last Updated: Jun 17, 2002

Atevo - General ROI
Atevo Travel has also experienced increased employee productivity, easier online maintenance, and a more streamlined development process. According to Hyun Shin, chief operating officer at Atevo Travel, the Vignette solution helped minimize overall site management time by 33 percent. "We view Vignette as a strong partner that allows us to offer the best online customer service possible and remain an integral part of our customers' online experiences."
Last Updated: Jun 11, 2002

Ball State University
"The recruitment of students is highly competitive. Inasmuch as most high school juniors and seniors visit a prospective college's Web site, the more dynamic and responsive a site is, the better recruiting tool it becomes. Vignette lets us make our "what if' dreams into reality." - Al Rent, Director of Marketing for Ball State University
Last Updated: Nov 14, 2002

Barclays Taps Vignette To Personalize Online Banking
Barclays Taps Vignette To Personalize Online Banking; CRMDaily.com March 27, 2002
Last Updated: Dec 2, 2002

Barclays Taps Vignette To Personalize Online Banking
Vignette (Nasdaq: VIGN) said that Barclays Bank (NYSE: BARC) will use its content suite and related applications to make its online banking product more intuitive and provide personalized service to its 2.8 million Internet banking customers. Vignette said the V6 content suite applications will allow London-based Barclays to gather and use information on customer behavior more effectively. The project's goal is to tailor the information gathered in order to personalize the products and services being offered to online banking customers. Barclays expects the initiative to generate greater customer loyalty.
Last Updated: Jan 8, 2003

Boise (Dialog ROI)
A specific example of Boise's success is the reduction in the volume of inquiries and complaints to the call center due to order issues. The ability to address these situations proactively with the Order-Status dialog has created a more efficient organization and more satisfied customers.
Last Updated: Dec 12, 2002

ROI Clips – General

CERA (Cambridge Energy Research Associates) - General ROI
Reduced time to publish new reports from multiple weeks to 2 days, while extending content authoring capabilities to analysts and contributors worldwide. CMS
Last Updated: May 29, 2002

Chicago Board of Trade - General ROI
Between May and December 2000, the number of hits on CBOT.com increased from 12.8 million to 17.6 million. And, according to David Vincent, director of IT services at CBOT, system stability and availability has been exemplary, with 100 percent up-time in December.
Last Updated: May 29, 2002

China Eastern Airline - General ROI
Vignette and Ion Global (partner) helped CEA manage and personalize content for their Web site (www.ce-air.com), thus decreasing IT and Operational costs by 50%, and reduced customer acquisition costs by 25%. Since the launch of the new website in November 2001, CEA has recorded a sharp increase of 4,600 new members through its online frequent flyer program. The cost of new member acquisition has also reduced by 25%.
Last Updated: May 29, 2002

Customer Fact Sheet (June 2002)
This Customer Fact Sheet contains business value and investment payback statements from our customers, as well as industry statistics, that can be helpful in discussions with customers and prospects.
Last Updated: Jul 10, 2002

Deep Green Bank - General ROI
DGB saved $1,775,000 in co-branding cost savings, eliminated projects and cost reductions in site maintenance in the first 12 months of using Vignette. CMS, CSS, BIS, Rational ContentStudio
Last Updated: May 29, 2002

e-Michigan - General ROI
The initial portal release was accomplished in 90 days. - e-Michigan is currently in its third phase and is in the process of migrating the Web sites of 20 state agencies onto the platform. - CMS - Since its launch, Michigan's new state portal has seen a twenty fold increase in visitors to the site demonstrating a shift in the way the State of Michigan serves. - "We expected that maybe 8 or 10 percent of the campground reservations would be made online. The actual percentage has been closer to 25 percent. It is more convenient for the citizens, and it's more convenient and efficient for state employees." -"MIKE WENDLAND: Michigan.gov gathers visitors, much praise November 12, 2001 BY MIKE WENDLAND FREE PRESS COLUMNIST. "
Last Updated: May 29, 2002

How To Demonstrate Your Intranet Delivers Value
How To Demonstrate Your Intranet Delivers Value
Last Updated: Nov 19, 2002

Major Automotive Manufacturer - Vignette Confidential - General ROI
By using Vignette to deploy a multilingual site that has 13 languages, has saved about 30% of effort that would have had to be used with other software. The usage of Vignette is thought to save at least a lower 2 digit million amount of Euro each year for editing work, within the company and for its agencies. The overall cost of more than 3 million Euro in hardware, software and infrastructure is thought to be offset by the expected savings from implementing
Vignette worldwide.
Last Updated: Jun 25, 2002

ROI Clips – General

National Association of Chain Drug Stores - General ROI
The scalability of Vignette technology made it possible to accommodate 92 chains in the first two months of operation, and grow from 10 manufacturers to 200 in the first year. Vignette Customer Case Study Available.
Last Updated: Jun 12, 2002

Pmelink - General ROI
Based on its unique relationship with its investors, pmelink.pt has already achieved a 7.25 percent penetration rate into the 200,000 small and medium-sized companies operating in Portugal. "Quite good for a company which has only been in the market for six months," said Filipe Santiago. "We achieve a lot of leverage and our business model assumes that as we grow, our costs will remain more or less at the same level, so our margin will help us cover all the investment. So far, we are in line with our objectives. We offer a blockbuster price and we have remarkable 24-hour delivery service. By 2005 we should be able to recover all of our investments." Vignette Customer Case Study

Reliant - General ROI
"Maintenance savings of $500,000; require fewer HTML developers to maintain the site. Business units can make site changes now in 15 minutes rather than 48 hours." - David Craig, Director of Development, Reliant eBusiness, May 2001- CMS, LPS
Last Updated: May 29, 2002

Telecom New Zealand - General ROI
"We reaped substantial benefits from the original Vignette implementation, particularly via efficiencies gained in managing online content. Publishing times were reduced from days, in some cases, to a matter of hours." Dervilla Mullan, manager of www. telecom. c o.nz - Vigenette Customer Case Study
Last Updated: Jun 12, 2002

The Wall Street Journal Online - General ROI
A dynamic, engaging site strengthens the Online Journal's customer relationships, expediting its ability to reach its goal of a million subscribers and boosting advertising revenues. - Vignette Customer Case Study
Author: Patricia Meyer
Last Updated: Jun 11, 2002

Travelocity - General ROI
"Catalog integration times for a large hotel (5000 properties) - 2-3 days with Vignette BIS & CAS vs. 6 -8 weeks manual. For a medium hotel - 2 days vs 3 -4 weeks. For a small hotel - 1-2 days vs. 1 week. Actual development time for Travelocity was 2 resources for less than 6 weeks for 40,000 hotel properties, vs 4-6 FTE's for 6 months (manual). " - CAS, CMS (Story Server) - Vignette Professional Services, Spring 2000
Last Updated: May 29, 2002

Various Vignette Customers - General ROI
Vignette customers surveyed in August 2001 estimate that Vignette's capabilities have helped them increase their customers' satisfaction by a weighted average of 19%. Aug. 2002
Last Updated: May 29, 2002

Various Vignette Customers - IT ROI
Vignette customers surveyed in December 2001 estimate that Vignette's capabilities have helped them decrease their Web maintenance costs a weighted average of 25% Various
Vignette Customer Survey, Dec. 2001
Last Updated: May 29, 2002

ROI Clips – General

Vignette Case Study on use of Dialog / Messenger - General ROI
For the first outgoing message in the marketing team's inaugural Vignette Dialog e-mail campaign, more than 40 percent of recipients opened the e-mail and 19 percent of them requested additional materials or a follow-up call – compared to a typical marketing campaign response rate of 2 percent. Source Vignette Case Study - No link attached - See case studies on message.
Last Updated: Jan 22, 2003

Vignette Corp.: Now Comes the Hard Part
This article by Mel Duval appearing on baselinemag.com - Oct 11, 02 - highlights Vignette's endurance in the market and includes favorable statements from MediaNews Group and Hawaiin Electric.
Last Updated: Oct 25, 2002

Wall Street Journal Online - General ROI
Advertisers today also benefit from more The revamped WSJ.com site is built to support enormous amounts of peak hourly traffic. In its current configuration, the site can handle in excess of 2.1 million page views per hour ý roughly four times the Online Journalýs typical hourly traffic. On average, the site runs at about 40 percent of capacity.
Last Updated: Jun 11, 2002

Wall Street Journal Online - General ROI
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Last Updated: Jun 11, 2002

Web metrics that matter
Web metrics that matter -- This article appeared in a recent issue of CIO magazine. It discusses web site analytics for both B2C and B2B sites.
Last Updated: Nov 19, 2002

Web Services Portal Is on Tap for New Mexico (eWeek)
The state of New Mexico is harnessing the power of portal technology and Web services to transform a loosely related collection of government sites into an integrated portal that is organized by communities of interest rather than agency focus. Because the state's Web sites differ not only in content but also in the technology behind them (using everything from Java 2 Enterprise Edition to .Net to standard Web tools), the New Mexico state portal (MAG) needed to be neutral when it came to technology. "I needed to tie my Microsoft [Corp.] world with my Unix world," said Bob Stafford, CIO for the state of New Mexico, in Santa Fe. Working with IBM Global Services, the state of New Mexico IT department made the decision to roll out the MAG Portal and base it on IBM's WebSphere Application Server and DB2 database. For the content management and portal development side, the state site developers went with Vignette Corp.'s content management platform. Much of the focus here was to make it easier for content holders to add their material to the portal sites.
Last Updated: Jan 8, 2003

Web Usability Benefits (Line 56)
Line56 reports on the results of a recent study regarding investments in Web site usability. By focusing on factors such as ease of navigability and error avoidance, organizations can see usability improvements of 135 percent, which can result in a 100 percent improvement in sales on e-commerce sites and significant time savings for employees surfing well-designed intranets.
Last Updated: Jan 9, 2003