

Mysticom Interactive:

Strategic Interactive Management

MYSTI.COM is an interactive services agency. While many interactive companies can make a website, with MYSTI.COM you get a whole lot more. We're a new breed: an interactive services agency offering the kind of strategic, creative and technical services necessary to apply interactive technologies and build powerful interactive relationships.

People are changing the way they interact with the world, a trend that has serious implications for commercial enterprises. Your customers, clients, shareholders, business partners, employees, industry analysts and the media expect to be able to get all the information and services that they require—immediately.

These expectations represent a challenge to companies, many of whom are accustomed to talking to, rather than with, their consultants. The global, real-time nature of the Internet is an unprecedented vehicle for developing, enhancing and maintaining the new, interactive relationships.

In an industry in which interactive projects were once handled in a piecemeal fashion by advertising agencies, system integrators, small web shops and consultants, businesses are now looking to build long-term partnerships with companies that have the depth and breadth of resources to simultaneously complete a variety of complex, interactive objectives.

When people visit a Web site, they see an interface. MYSTI.COM's services extend way beyond designing the interface—we provide strategic analysis of the business issues behind it and build the technical architecture that makes it work. Whether you're working with us on an Internet solution, an online advertising campaign, an E-commerce project or an online strategy for your company, you'll always get the benefit of a team of creative, strategic and technical experts in the specialized areas which apply to the project at hand.

MYSTI.COM has built a development methodology that addresses the distinct challenges presented by the new electronic medium. Our *YOUUnique™* methodology is an intuitive, comprehensive, task-based process that enables our team to deliver projects on time and within budget.

If you believe, as we do, that the companies that embrace and form the strongest interactive relationships now will have the greatest influence in the first half of the next century, take a more interactive look at MYSTI.COM. Contact us at: www.mysti.com / info@mysti.com or call 602.532.7200.

YOUUnique Methodology:

All of the right people, all on the same page

YOUUnique: our client-proven methodology, applies the skills of the right person to the right task at the right time. This process, coupled with the power of open lines of communication, is our key to delivering every project on time and on budget. Creative, technical and strategic forward-thinkers work together with projects and accounts to service your interactive needs.

Specifically, their roles are:

Strategy: Our strategists offer vertical and horizontal market expertise in a wide range of fields. From a vertical vantage point, we can devise solutions that will help you make you a leader in your industry (entertainment, consumer products, professional services, technology, etc.). From a horizontal perspective, we specialize in areas such as e-commerce, branding, web development, interactive advertising and e-media that can be assembled to plan and deliver solutions to accomplish a variety of goals. You'll get a team that is familiar with the ins and outs of your business—as well as the intricacies of our own.

Creative: From illustrations to information architecture, design to writing, our creative skills are made up of next-level thinkers who have been in the interactive business since its infancy. Creative teams are carefully chosen to fit the needs of your particular project

Technology: To succeed in delivering the best technological solution, we place your team in direct contact with our technology team. Our system integrators, multimedia specialists and developers all come together to create secure, user-friendly interactive environments that can make a real difference in your business.

Our development process follows four distinct phases and incorporates a system of checks and balances to ensure quality and manage expectations along the way.

Because this cycle is iterative, it requires constant communication and collaboration between our clients and us.

We work hand-in-hand with your company to identify the areas for which interactive technology can solve business problems or achieve specific objectives.

We work on planning, budgeting, tracking ROI and market research, taking your business to the next level of interactivity.

Website Development:

Building lasting relationships

According to analysts, by 2002, 190 million people will be connected to the Internet. Right now, the Web is an established global information medium for real-time communications, customer service and commerce. Putting these services online enables you to build interactive relationships between your company and its many audiences. As an interactive services agency, we help you to become an expert in understanding, building and maintaining these online relationships so that you can gain a competitive advantage and a significant return on investment (ROI). Companies that embrace these relationships will become the leaders in the global information revolution.

The Internet can make a difference in your business by providing ways for: new & existing customers to buy or learn about new products or services. Partners, suppliers and key customers can have password protected areas to receive up-to-date information. Marketing and sales managers can gather, store and analyze important data about your visitors.

From e-commerce to customer service, we can help you harness all the promise of the Internet. We have the talent, resources and methodology to build a complete solution that will add immediate value to your business.

Strategy: We conduct a thorough assessment and evaluation before developing a strategy for the solution that will accomplish your goals. We work with you to ensure that interactive efforts accomplish the goals you have for your company.

Creative: We develop a full understanding of your business and the needs of your customers and constituents before working on the interface design. Our review process presents a spectrum of concepts to choose from while employing usability testing to refine the design and information architecture of the site for the best impact on the user.

Technology: Whether its *Profiling* (allowing you to learn more about your audience: who they are, where they came from, what they retain and how often they return) or *Content Management Systems* (software applications that enable your staff—without special technical skills—to make content updates to your web site), our technical systems allow, in short, everything it takes to deliver an effective solution that's right for you.

E-Commerce:

Moving from web site to web profits

According to analysts, by the year 2001, worldwide Internet revenues will reach \$9.9 billion. Today, e-commerce is delivering on the economic promise of interactivity. The Web has become a secure place of business, changing forever the face of trade. MYSTI.COM is at the forefront of this change, helping companies make the transition from Web presence to profit center.

USER BENEFITS OF E-COMMERCE

Better and faster customer service.
Shorter time from sale to delivery.
Ease of completing sales.
Availability of valuable information.

BENEFITS TO YOU

Reduced call center volume.
Less inventory and more efficient process.
More loyal customers.
Lower cost of distributing sales materials.

E-commerce has matured past the transactional processes of making a sale. You now need to manage your relationships strategically online. MYSTI.COM creates solutions that are interactive environments designed to service the entire sales cycle.

E-commerce, by definition, is commercial activity over the Internet. To help companies like yours develop new revenue streams from e-commerce, MYSTI.COM's interactive services extend to two types of trade:

- ⇒ **Business to Consumer:** As more companies move online, shopping doesn't mean headache. Your competitors and their prices are just a click away. Our e-commerce solutions allow your sales process to be more competitive and efficient—making it easier for your customers to count on you.
- ⇒ **Business to Business:** The Internet is quickly replacing electronic data interchange (EDI) because the Web is more cost-effective, fast and flexible. We can make it easier for your suppliers, partners and customers to do business with you.

Strategy: We work together to create tangible goals for using the Internet as a sales channel. Making the transition can be tough internally so we work with you to help your management and employees get started and beyond.

Creative: Good site architecture makes cross-selling opportunities happen. We maximize the impact of your site to accomplish your sales goals and complement your offline identity.

Technology: Successful e-commerce sites are seamlessly linked in existing databases and transaction systems. We employ the right tools to make e-commerce happen for you.

Interactive Business & Marketing Consulting:

Leading the way for your success in the online economy

Businesses are leveraging interactive technology to create new channels, build their brand and reduce business costs. According to analysts, doing this right requires the recruitment of a new type of partner. MYSTI.COM has experience in partnering with clients to help them use the Internet to build relationships with its partners, customers, suppliers and all other clientele. And naturally, we believe that the strategy for how to do this is the critical component of any successful project.

Our position in providing interactive services, combined with the maturity and wisdom of our people has gained from earlier careers in advertising, marketing, production, product management, programming and systems integration, enable us to provide insight and guidance to your company as you seek the next level of interactivity. Few other companies can offer such a powerful combination.

Our consulting services include:

Discovery Phase: Strategic thinking at the project-level is critical for success. As part of the MYSTI.COM *YOUUnique* methodology, before we start any client project, we typically perform a comprehensive discovery process to gain a complete understanding of current needs and objectives. This discovery phase includes a competitive and category overview, internal interviews and a review of current and planned marketing initiatives. This culminates in a final presentation detailing our findings and provides the groundwork for development moving forward.

INDUSTRY VERTICALS:

- General Business
- Financial Services
- Consumer Products
- Professional Services
- Energy
- Travel
- Healthcare
- Automotive
- Technology
- Communication

HORIZONTAL

PRACTICES:

- E-commerce
- Customer Service
- Branding
- Investor/Media Relations
- Traffic/Stat Analysis
- Strategic Alliances
- Advertising
- Relationship Marketing
- Operation Effectiveness
- New Channel Development
- Risk Management

- ◆ **Strategic Planning:** The greatest advantages will be realized by those businesses in which Internet technologies are extended throughout the enterprise—into customer service, supply and sales channels, investor relations and professional alliances, partnerships and services. Our team develops a strategic direction for both the short and long term. We work with all levels of your business to deliver an Internet strategy and a resulting set of initiatives that allow you to securely embrace interactive technology throughout your organization.
- ◆ **Performance Reporting:** MYSTI.COM uses off-the-shelf and custom applications to rigorously track the performance of your site and your return on investment (ROI). Our reports go beyond the raw data, interpreting performance to develop new marketing initiatives and site enhancements. Traffic measurements can tell us when an area of the site is extremely popular so that more time and effort may be spent on developing that area. Additionally, statistics can help us understand site visitors' paths through the site—allowing us to make decisions on what content should be offered to site visitors at particular points.
- ◆ **Site Assessment:** Part of our consulting services includes analysis of your current site, comparing it to those of key competitors and the best practices in and outside of your industry. Our site assessment includes a qualitative and quantitative look at all areas of your site—from branding to search capabilities, from the quality of content to the speed of transactions. From our results, we make numerous strategic, creative and technical recommendations for site improvement.

Research

All of our consulting services require research to ensure our projects and plans are on target to deliver solutions that will help you gain a competitive advantage. We conduct three types of research:

- ◆ **Primary Research:** Using our own internal resources, we focus on topics that are closely related to your project strategies and that could affect overall project direction. Deliverables include: corporate analysis, industry analysis, competitive situation analysis and emerging business models analysis.
- ◆ **Secondary Research:** This research develops quality, proprietary data on user perceptions and attitudes about the online experience within the specific context of various solutions proposed by MYSTI.COM. Typical research would include: surveys, focus group testing, and human factors and usability testing.
- ◆ **Third-Party Research:** If necessary for the project, this research is purchased from leading research firms such as Forrester, Gartner Group and Jupiter Communications.

Brand Management:

Fostering the brand online

Online interactive relationships provide considerably more opportunity for branding than traditional media. Television, radio and print advertising focus and asserting its attributes. Online media picks up where they leave off, providing an opportunity for the brand to "walk the talk," revealing itself through the execution of product demonstrations, online transactions, and after-sales service and support what each of these steps in the online sales cycle reveals about your brand is your brand e-identity--an asset you can use to build brand loyalty.

Traditional media (television, radio and print) excels at building immediate mass awareness, announcing products and services and making brand assertions. But naturally, there is much more to a brand than awareness. And that's where online media come in. Its interactivity enables you to not only announce products and services and make brand assertions, but to assert your brand online through the entire sales cycle. Using the one-to-one relationship you create with a person every time he or she visits your site, you can position your brand, demonstrate your product or service, transact the sale, and provide service and support. In other words, by covering every stage of the sales cycle, online media gives you the opportunity to live your brand in ways traditional media can't even approach.

With such a great opportunity, to build and strengthen your brand, it's vitally important that your interactive services agency be able to help you make the transition from the traditional media mindset of asserting your brand to the online mindset by permeating your interactively. Mysticom can help you establish, manage and control your brand online. To ensure brand integrity, we consider your brand at every phase of our *YOUUnique* methodology:

Strategy: We conduct a thorough assessment and evaluation of your brand—what it currently means to every audience you serve online and what you want it to mean. We then work with you to develop a strategy for all current and new online efforts to ensure that you accomplish the goals you have for your brand.

Creative: We develop a complete understanding of your brand, its personality, its attitudes and its voice. We consider your audience and their perceptions of your brand as well as any misconceptions that need to be corrected. We then develop a look and feel that captures your brand dynamically throughout the entire structure of the site.

Technology: How it performs online in every possible interaction. This is key. We work hard to develop online solutions that contribute to your *interactive brand* and are consistent with the messages you want to convey about your brand in terms of efficiency, service and technical ability.

Interactive Media & Advertising Production:

Driving the audience to your site

In 1997, over \$500 million was spent on online advertising. According to analysts, that number is expected to rise to over \$3 billion by the year 2001.

But today's banner advertising barely scratches the surface of what will become a new wave of interactive advertising & marketing in which the consumer is more actively involved with the brand than ever before. As the traditional line between commercial advertising and interactive advertising blurs, effective marketers will take advantage of these trends.

MYSTI.COM's has developed a multitude of effective systems to build audience relationships and drive targeted online traffic to your website. We keep on top of interactive advertising and marketing technology so that you can concentrate on what you do best—build your business.

Strategy: We conduct a thorough assessment and evaluation of your current offline and online advertising efforts. We then research your industry, your company and your competitors to devise an intelligent, intuitive online advertising strategy that compliments your offline efforts as well as pushing your brand online.

Creative: We develop the creative with forward-thinking designers whose objective is to create ad appeal to your audience, to make them click. We then develop a look and feel of the overall advertising campaign that captures the essence of your business' product or service.

Technology: More than just great click-through statistics, banner ad and online marketing programs need the tracking and post-analysis software to let you know how they deliver. Our ad tracking and monitoring systems allow for close analysis of the marketing objectives.

ONLINE MARKETING:

- Creative Development
- Content Development
- Banner Ad Creation
- Multimedia Design
- Media Planning
- Media Buying
- Ad Tracking
- Ad Analysis

AUDIENCE DEVELOPMENT:

- Internet Promotions
- Cyber-Contests
- Web-Based Games
- Digital Press Releases
- Offline Public Relations
- List-Serv Newsletters
- Live Chat/Video Broadcasts


Partners:

The company we keep

At MYSTI.COM, our goal is to design and deliver online and interactive projects that best meet the needs of our clients and their audiences. Our approach to this process is “platform independent”—we use whatever technologies are most appropriate for each project, whether they are new or old and regardless of who developed them.

To keep the full range of technologies at our command, we have formed a number of thriving partnerships with other leaders in the technology and online industries. These relationships are often mutually beneficial—our friends provide us with technical support, advice and advance word of new developments, we help them understand how the tools they create can be used to build compelling, effective media. If you are interested in becoming a friend of MYSTI.COM, please contact us: info@mysti.com.

Our Partners:

 **ADOBE**, the graphics and publishing standard in the technology community. We are members of their developer partner program which gives us (and our clients) access to new services and products before they become available.



DIGEX, an Intermedia Communications Company, is a leading national Internet carrier exclusively serving business customers offering a wide range of Internet business applications and solutions. We are members of the Partner Program. This alliance give our clients access to expanded programs and benefit cost-savings.

ENGAGE Technologies offers high-value Web advertising and marketing solutions that enable customers to profile and reach their online audience. We use their profiling technology as a partner to help our clients dramatically increase the relevance of their website’s content for first-time and repeat visitors.



IBM is a world leader in providing business solutions to small and medium sized businesses. We are members of their partnership program for select Web Developers. This helps us share knowledge and software to deliver better solutions for our clients.



INTEL, the world's largest chipmaker is also a leading manufacturer of computer, networking and communications products. Our relationship with Intel couples their knowledge of the PC market and the future outlook for key Internet technologies with our expertise in building and managing interactive relationships for business.



JAVA, a division of Sun Microsystems provides the Java technologies, platforms and software that is pushing the future of web content. We work closely with the Java division giving us inside information to new product developments and new business applications.



MICROSOFT is the worldwide leader in software for personal computers. As a solutions partner, we have early access to new technologies and products as well as technical support teams.



NETGRAVITY is the leading provider of mission-critical online advertising and direct marketing software solutions. We are a channel partner and work with their wide range of software solutions to help our clients manage their ad performance.



NETSCAPE Communications Corporation is a leading provider of software and services for businesses that want to transform the way they create and keep customers in the new net economy. As a Netscape DevEdge partner, we have access to advance communications, tools, training, technical resources and support in their browser technology.



OMNIMARK makes the industry's most advanced server-side programming suite for managing and delivering personalized, dynamic content on the Web. We have early access to their new technology as a partner.

OPENMARKET provides high-performance application software products and professional services that allow its customers to engage in business-to-consumer and business-to-business Internet commerce, information commerce and commercial publishing. As part of its alliance program, we work with Open Market to deploy e-commerce solutions for our clients in a cost-effective manner.



RADNET provides businesses and organizations with enterprise-wide collaborative solutions. With Radnet, we can help our clients take advantage of Internet standards to improve productivity and share vital information.



RealNetworks is the pioneer and established market leader in streaming media technology on the Internet. We have a direct line into the cutting edge of multimedia streaming technologies as a member in the RealNetworks Developer Program.



REUTERS Group supplies global business and news media with the widest range of information and news products. We are a reseller of its newsfeed technology.



SUN Microsystems is a leading provider of hardware, software and services for establishing enterprise-wide Intranets and expanding the power of the Internet. Sun Microsystems provides us with technical information, marketing assistance and education in the latest technologies.



VERITY is a leading provider of enterprise knowledge retrieval solutions for corporate intranets, online publishers, OEM's and ISV's.



VIGNETTE Corporation is a leader in the emerging category of Internet Relationship Management, provides enterprise solutions for companies that are building successful businesses online. We are an integrator for this leader in Web content management solutions.

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Fact Sheet:

Company Name:	Mysticom Interactive
Website:	www.mysti.com
Mission:	We provide strategic interactive management solutions to organizations which allow them to gain competitive advantage in the new digital economy.
Vision:	To be the industry leader in providing interactive solutions for companies who wish to embrace the future.
Year Formed:	1998
Services/Solutions:	Website Development E-Commerce Internet Business & Marketing Consulting Brand Management Interactive Media & Advertising Production
Partners:	Digex, Engage, IBM, Intel, Java, Microsoft, NetGravity, Netscape, NetPerceptions, OmniMark, OpenMarket, RadNet, RealNetworks, Reuters Group, Sun Microsystems, Verity, Vignette Corporation
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