WEB TOOLS CRM

E-business

Web Marketing

MOBILITY & WiFi

ONLINE
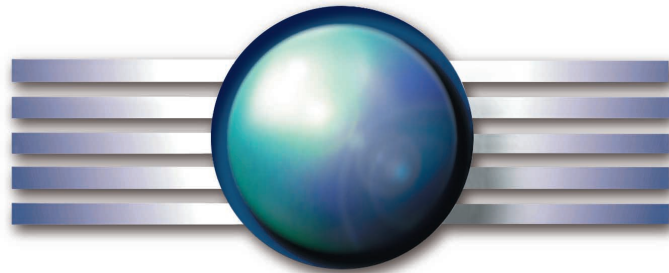
Internet Solutions
e-business and CRM

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ONLINE

An edition under the sign of high speed, convergence and mobility, in a context of investments by SME/SMI

The market

With the ADSL explosion, the take-off of new generations of very high speed DSL technology (SDSL then VDSL), the recent compression technologies that allow the simultaneous broadcasting of several television stations, telephone communications and ultra-quick Internet access over a simple pair of telephone lines, 2004 will see head-to-head competition between historical telecommunications operators, Internet access providers, cable operators and satellite broadcasters, in domains that are growing ever closer. Result: for companies, new telephony offers and higher performing Internet access, at lower costs; for individuals, access and service offers together with new communicating terminals that are easier to use than a computer.

In the same way, the availability of high-speed connections to the Web or to the company network from anywhere by means of a wireless network offers new possibilities, both in the "business to business" field and in the area of services for people.

In addition, the growing speeds, the increasing digitalisation of exchanges, the omnipresence of Web connections and the growth in competition require industrialization of Internet applications, as well as a well-planned transfer of marketing know-how and customer relations to the digital field.

For companies, these technological developments will provide sources of improved performance. The suppliers will have to explain these gains to decision-makers who are looking for pragmatism and quantifiable returns on investment. With this in mind, OnLine 2004, the leader since 1995, brings together all of the relevant actors and all of the company professions in order to discuss the latest news, exchange experiences and present the best solutions.

Particular attention is being paid to solutions intended for small and medium-sized structures, as they are able to more quickly and skillfully take advantage of major technological developments. The market's major actors are now offering specific solutions that are both technically and economically in keeping with their needs: e-business, access to high-speed, CRM... According to INSEE statistics, Internet-connected companies with fewer than 20 people generate a greater sales figure (671,000 francs versus 591,000 francs for non-connected companies) and grow more quickly. Such figures explain the growing interest in the Internet amongst small companies, as well as the attraction for its functionalities such as client relations management, inter-company exchanges, e-business and, especially, marketing and sales promotion by means of e-mail marketing.

SME-VSE represent 20% of the telecom market in France

Amongst the various telecom products, VSE and SME expenditures relating to the Internet and web sites are growing quickly, and now represent 40% of this segment's overall market. The Idate estimates that almost 80% of small and medium-size companies now have an Internet access, and it is expecting that all VSE and SME will have an Internet access within five years.
Source Idate, European Telecom Institute (August 2003)

SME-SMI and the Internet

81% of them use the Web only for e-mail purposes, while 70% use it to look for information. Finally, 60% of French SMEs view the Internet as an essential "standard". However, only 21% of France's SMEs with a Web connection use their web sites to sell goods and services online. In most cases, SMEs open a web site for reasons related more to their renown than to doing business.

The WiFi figures

According to Analisys, 20 million Europeans will use Wi-Fi hotspots in 2006, generating a market of 3 billion.
In the 2nd quarter of 2003, sales of portable computers increased by 40%.
Sales of PDAs, for their part, increased by 30% during that same quarter; since then, the new models are integrating WiFi technology in an increasingly systematic manner, while the combination of these events is providing an environment that is favourable to the development of WiFi.
Source WiFi white paper, published by the EBG, Electronic Business Group.

1 - MOBILITY et WI-FI

Access to the Internet, to the company network, to local resources, everywhere. That's how the promise looks. The implementation is something altogether different. It simultaneously requires a good familiarity with the standards and regulations, as well as technical knowledge, particularly in the area of security. Also necessary is an understanding of the changes in consumer habits and lifestyles. It implies socio-demographic changes that are some of the many economic engines that can drive the regions.

The new telecommunications environment
Mobile and fixed telephony, unblocking, ADSL, WiFi, satellite connections... what are the major technological developments and the regulatory changes that are modifying the competitive environment of the European telecommunications market. What measures are supporting the creation of new services? In France, what is the new framework of the ART / CSA regulation?

The latest mobile services.
Access to local content, development of e-business over mobiles, the development of communities, mapping and geolocation services, instantaneous messaging system, e-mail, SMS, photography using mobiles, remote surveillance, get-togethers, games, contests, lotteries: the services that are working, necessary partnerships and invoicing methods. Consequences on private life and society

Community WiFi networks as an observatory of the demand.
The ease and low costs involved in the deployment of WiFi networks have led to the establishment of many community networks, often at the initiative of individuals within associations. From building or neighbourhood networks to totally free and spontaneous networks, OnLine introduces you to the people who are now inventing the commercial applications of tomorrow.

The WiFi citizen of local communities
The most recent WiFi developments involve local communities. From the sharing of a satellite connection in isolated regions to the network of video surveillance or action networks for security and emergency services, this session reviews the most significant experiences, the technical difficulties, the implementation and operating costs, and the organisations that are currently operating.

Finding partners to successfully establish hotspots.
Establishing an Internet access by means of a WiFi network in common or public areas is not always destined to earn a profit. And yet, by choosing the right partners and focusing on the quality of the service that is to be provided, even the smallest access points can directly or indirectly generate profits. This session reviews the types of actors in the WiFi field and the typical partnerships that may be established in order to provide access to customers or users.

Selling added value services
Simply providing Internet access by means of a WiFi connection will not be enough to amortize the necessary investments. Which services and products are likely to generate a demand for access amongst travellers, whether they are travelling for professional or leisure purposes. Guides and directories, mapping services, printing or telephone services and the sale of goods can help to turn access points into true boosters of the local economy.

The security of exchanges with mobiles
How to restrict WiFi network access only to the authorised people? How to implement a virtual private network that is protected against intrusions? How to secure the access to the company's information system from the roaming terminals used by its employees? Procedures, configuration of firewalls and set-up of an encryption system for active security.

2 – WEBTOOLS :
WEB DEVELOPMENT TOOLS

For many companies, business related to the Web or Internet was considered as something supplemental, even experimental. With the market's development, the company's entire information system must now organise itself around Internet applications. This means that the choice of the right application development and administration tools is critical. This applies both to medium-size structures attempting to industrialize these applications, and to small structures wishing to produce them at a lower cost but while retaining control.

Industrializing the developments: Java, .Net or PHP?
How to find one's way through the jungle of development standards? Which concepts, technologies and standards are certain to succeed, and which are certain to fail? What criteria to use when choosing the industrialization tools for your Web developments? Java, .net or PHP are the three main standards for Web development environments: Review and all the latest on the main tools. When to choose special developments or software packages?

XML and Web services
How to implement interoperability between the applications of different companies. What benefit can be derived? How to develop, implement and publish Web services. Also, how XML facilitates the mutual understanding between company systems and is an element of vertical or horizontal business line languages. What are the implications and constraints for developments?

The quick development tools.
Overview of the quick development tools for designing, developing, implementing, managing, animating and maintaining sites or professional Web applications.

Content management.
How to use content management tools in order to reduce costs and facilitate the set-up of fee-based offers. The best practices on the basis of experiences. Purchasing or developing solutions? Analysis of the existing solutions. Content optimisation for the creation of portals or search engines. The future of content management and how to anticipate. How to protect your confidential content and your intellectual property.

3 – WEB MARKETING

The increased penetration and usage of the Internet at all times and in all places, the ever greater number of buyers, the ever more varied products, the less typical socio-demographics of the users, greater diversity of the termi-nals and the development of regulations are changing the cards for Internet marketing. Whether for B to B or marketing to individuals, OnLine reviews the techniques and the solutions that are working.

Charging for your services and content on the Web.

The Web is moving towards ever more professional quality content and increasing fee-based access. How to implement a strategy to acquire and build the loyalty of subscribers or buyers? Which Online/Offline strategies are working?

Email marketing

Acquisition of addresses, establishment of profiles, organisation and exploitation of databases, online advertising, newsletters, contests, e-mailings, micro-sites: what you are authorised to do. The necessary software tools, good practices in an area where art and science meet.

Being seen on search engines.

Advertising is useless if it isn't seen. What to do for a good listing in the results of search engines: classical referencing, fee-based positioning, promotional or sponsored links...
The secrets of search engines and directories explained.

Advertising strategies

The preparation of a media plan on the Web, the campaigns that succeed according to the targets, the high-performance advertising formats, the actual rates used, performance measurement, converting Web surfers into buyers: explanations, hints, and advice on the basis of actual experiences.

4 – CRM

In a context of weak growth, the attention paid to cost reductions and the ever grea-ter care devoted to customer satisfaction are providing CRM (Customer Relationship Management) with an all-new dimension. Implementing a CRM solution requires major involvement on the part of the sales department, but if properly implemented, it can offer a true competi-tive advantage.

How the new technologies can help to increase the efficiency of a sales force.

What are the existing products and services. How to compare them. How to implement them. Implementing a programme to stimulate and measure the efficiency of the sales forces and channels. Within administrations and public services, how to put the citizen or user at the centre of the quality efforts. Knowing how to orchestrate the complementarity elements of the various channels (reception, Web, call centre, After-sales...).

The new generation of CRM tools.

Managing the customer relations means consolidating informa-tion that is often handled by different applications and in diffe-rent formats. Whether this involves linking up some of the mar-keting, sales management and customer follow-up applications, or even if there is a need to build an overall data architecture for all of the company's existing and future commercial applica-tions, what solutions are provided by the new CRM tools, and what are their consequences on the company's organisation.

The impact of e-business on CRM

Nothing is easier than implementing Internet applications intended to put the finishing touches on your customer service. But how to implement an efficient system for responding and for monitoring satisfaction? How to manage incoming e-mail? How to coordinate the various calling channels? Responses on the basis of turnkey solutions or special developments.

SME: good CRM practices

All companies, including SME, have trouble managing their cus-tomer relations. Some suppliers of CRM solutions are now trying to provide specific responses to such stakes. How can a medium-sized structure's IT manager get a grip on the launch of a pilot initiative in this domain? This session reviews everything from a study of the needs to the choice of a tool, and including an assessment of the difficulties that can be encountered with such projects.

5 – Electronic business

French E-business has achieved good results

According to the e-business barometer from the Acsel (Association for Online Commerce and Services), the number of transactions in the 3rd quarter of 2003 increased by 64% in one year with a constant perimeter (calculation made using 20 actors), and by 73% over the first nine months of the year with a constant perimeter (calculation made using 16 major vendors).
In all, over the first nine months of the year, 19 of the e-business members of the Acsel who agreed to provide PriceWaterhouseCoopers with their sales figures, generated a sales figure of 1 billion. A very encouraging result for French e-busi-ness since, according to Acsel chairman Henri de Maublanc, these 19 vendors account for almost 50% of the online business reve-nues. According to him, French e-business should produce a 2003 sales figure in excess of 4 billion, i.e. a half of the sales figure for distant selling. This represents growth in the area of 67% relative to 2002, i.e. seven points higher than the Acsel's forecasts at the start of the year (+60%).

ONLINE

The exhibitors

1 - Mobility & WIFI
- Telecommunication operators
- Hosters
- Internet access providers
- Vendors of network hardware, routers, antennas
- Manufacturers of mobile terminals
- Suppliers of mobile and wireless services
- Software houses, integrators
- Press, publishing

2 - Web development tools
- Vendors and suppliers of tools for:
  - creating and administering web sites
  - content management
  - database management
  - secure payment
  - online catalogues
- Traffic analysts
- Company portals
- Web Services
- Application servers

3 - Web Marketing
- Search engines
- Referencing agencies
- Online media planner, suppliers of sponsored links.
- Advertising services
- Content suppliers
- Vendors of solutions for e-mail management, newsletter creation
- Service providers: e-mailing, newsletter...
- Database suppliers

4 - CRM
- Vendors and suppliers of CRM solutions (analytical or transactional software packages, CRM platforms...)
- Vendors of sales automation tools: management of customer-prospect contacts, sales workflow management...
- Vendors of automation tools for marketing actions
- Software houses, integrators
- Vendors of decision-making applications
- Management end organisation consulting
- Call centres
- Customer follow-up and support service providers

5 - E-business
- Site creation and management
- Hosting
- Logistics services
- Secure payment
- Electronic catalogues
- Software houses, integrators

IDC estimates that the worldwide CRM sector will grow at an annual pace of 30% out to 2005, at which point it will reach a sales figure of $14 billion, *generated by the sales of automation applications for sales and marketing functions, and of software for call centres and customer assistance services.*

Still according to the IDC, if CRM tools have finally made it possible to unify the vision of the customer, the multiplication of the channels for interacting with the latter (telephone, GSM, SMS, e-mail, WAP, Internet, chat, voice over IP...) seriously calls this fact into question. This evolution, accompanied by an increasing number of customers, is pushing companies to consider the implementation of multimedia contact centres.

eMarketing has the wind in its sails
More and more companies are including it in their marketing-mix. Though the success of E-mail marketing is unquestionable, eMarketing now includes many components ranging from the management of incoming e-mail to newsletters, and including sponsored links and even advertgaming. The latest trend is the emergence of mMarketing, or direct marketing on mobile handsets, which, according to the estimates of the Ovum Institute, will generate a sales figure of $12 billion worldwide out to 2006.

The skies are clearing for online advertising
According to PricewaterhouseCoopers (PwC) and Zenith Optimedia, Internet advertising receipts should increase by an average of 10.2% this year over 2002 in the six leading European markets, namely the United Kingdom, France, Germany, Italy, Spain and the Netherlands, representing in all 886 million, of which more than 25% - i.e. 241 million - just in France.

ONLINE

In the heart of SETI

seti
Semaine Européenne des Technologies de l'Information

30 • 31 MARCH & 1 APRIL 2004

Paris Expo
Porte de versailles

At the same time as

FIHT
IT, telecom and Internet solutions

NETSEC
Security, backups, storage

P@I
Images and documents from design to publication

S.I.D
Industrial and logistics information systems

CODEXPO
Identification, acquisition, traceability, automated management

MICAD
CAD/CAM and the new technologies for Design and Manufacturing

RTS
IT solutions for Real-time and Onboard systems

DISPLAY
Electronic display and visualization trade show

RF & HYPER
Radio frequencies, hyper frequencies, wireless and fibre optics

SOLUTIONS VISION
Industrial vision Technologies and Applications

Marketing at OnLine 2004

DIRECT MARKETING

A single and global promotion to reach all potential clients

Direct marketing campaign with
800,000 messages sent out.
30,000 lecture programmes + invitations sent out to 2002 and 2003 visitors.
150,000 invitations and programmes sent to new targets drawn from the files of Groupe Solutions, and from new French and international files.
200,000 invitations inserted in the economic and specialised press

200,000 invitations made available to exhibitors free of charge.
100,000 invitations as part of the Joint mailing of the 11 shows on the same dates
5,000 conference programmes sent out to people in our lecture participant database from 2002 and 2003.
15,000 badges and newsletters sent to visitors from 2003
Between 4000 and 7,000 badges and newsletters sent out to new visitors, pre-registered for 2004

PRESS

Press releases: throughout the year, they keep 600 French and international journalists up to date.
Press kits: press kits are sent out to all members of the press, and are available from the press bureau during the event.
Access to the list of pre-registered journalists,

use of the press room for interviews and product announcements.
Our on-site press room is entirely equipped for journalists.
Editorial coverage in the specialised press.

INTERNET PROMOTION

1. Our Trade Shows portal
www.groupesolutions.com

For the exhibitors & sponsors
• The programme of the sponsored lectures online with direct registrations
• The programme of the proprietary lectures online with direct registrations
• The interviews with the show's directors
• News on the event and its partners
• All of your service provider orders (invitations, programmes, stand, telephone, hostesses…) online

For the visitors
• The programme of the sponsored lectures online with direct registrations
• The programme of the proprietary lectures online with direct registrations
• The interviews with the show's directors, sponsors
• Market information
• The new products
• The theme-based circuits
• The list of exhibitors

2. E-mailing campaign
125,000 mailings sent out to announce the show (trade show e-mail file of the Groupe Solutions).
125,000 mailings to the lecture participants with the programme of the lectures & workshops (same)
85,000 mailings for visitor information (selection from the e-mail files of the Groupe Solutions + SETI update from March 2002)
- mailing for overall information
- mailing for lecture participant registrations
- mailing for visitor registrations
- info mailings for the inaugural, plenary and "Keynote" sessions

3. Forecasted advertising campaign
Advertising banners on the main websites of the NICT industries and on specialized portals.

4. Partner sites
Logos of our events on the sites of our partners

5. Exchanges of links
Links with the websites of partners, associations, sponsors and exhibitors.

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