

Credentials Presentation

May 2006



Welcome to



why we're different



Traditional Agency..

- *Relies on junior staff to deliver programme*
- *Lack of results oriented service*
- *Low profile for client of senior consultants*
- *Does not understand client needs/priorities*
- *PR not seen as helping drive revenue*
- *Focus on 'fluff' and 'creativity'*
- *Seen as third party service provider*

Ascendant..

- *Employs only senior consultants*
- *Services based around results and proactivity*
- *Access to senior consultants on a daily basis for strategic input*
- *In-house experience so understands your needs*
- *PR is there to help drive revenue by increasing sales opportunities*
- *Delivers real business value and results*

previous brand experience



our services



- *Media Communications*
- *Analyst Communications*
- *Influencer Relations*
- *European Co-ordination*

our market leading clients



- *Enterprise Spend Management*
- *Content Management*
- *Server Virtualisation*
- *WAN Optimisation*
- *eGovernment*
- *Analytic Applications*
- *Network Management*
- *Video IP Services*



european co-ordination case study

- Akamai www.akamai.com
- Agency management and co-ordination in: France, Germany and Spain:
 - Press release distribution
 - Weekly US update calls
 - Monthly agency calls
 - Monthly reporting
 - Event coordination



ComputerWeekly

20 minutos optimiza su web con tecnología Akamai

El periódico ha multiplicado por 100 el número de visitas

se necesitan grandes cantidades de servidores y un ancho de banda impresionante. Antes eran miles los servidores que se utilizaban para distribuir el contenido del portal. Ahora, con la tecnología de Akamai, se necesitan unos pocos servidores y un ancho de banda mucho menor.

El periódico ha multiplicado por 100 el número de visitas a su web en los últimos 6 meses, se atribuye en un proceso de mejora con el objeto de encontrar una solución escalable que le permitiera alcanzar los contenidos más de rápido y acelerar la descarga de contenido en tiempo real, etc.

Para acelerar de tales aplicaciones, Akamai a pris la sage decisión d'optimiser les flux au niveau transport, en jouant sur trois paramètres. À commencer par le routage: « Dès que l'interne a effectué sa première requête, un objet de test est lancé par le serveur Akamai le plus proche de lui sur deux routes différentes à travers Internet. Il se peut que l'objet de test soit plus rapide que le serveur, la page web demandée est filtrée, et l'appel des objets qu'elle contient (images, JavaScript, applets, etc.) est anticipée dès la première requête. Plus besoin d'attendre le chargement des objets de test »

DÉCISION INFORMATIQUE

Akamai accélère les applications web

Le géant Akamai se lance dans l'accélération des applications dont le contenu ne peut être mis en cache.

Jouer sur le routage Internet



gateur et le serveur, la page web demandée est filtrée, et l'appel des objets qu'elle contient (images, JavaScript, applets, etc.) est anticipée dès la première requête. Plus besoin d'attendre le chargement des objets de test »

deux serveurs Akamai les plus proches du serveur web et de l'internaute pour accélérer la

Neue Content-Vertriebsplattform

Der Technologiespezialist Akamai Technologies hat eine Plattform entwickelt, um Inhalte online zu vertreiben. Ab sofort hat das Unternehmen seine Lösung mit einem Digital Rights Management System für die Windows Media Software von Microsoft versehen und bietet Kunden die Möglichkeit, lizenzierte Inhalte wie hochauflösende Audio- und Videodateien im Netz zu verkaufen. Derzeit verhandelt Akamai mit einem großen Anbieterkreis in Deutschland über den Vertrieb von entsprechenden Inhalten im Internet. Hierzu trägt Akamai für das ZDF und digitalisierte Ausgewählte Serien, so dass diese online gesehen werden können. Der Sender baut auf diese Weise ein kostenloses Archiv auf, das online abrufbar ist. Der Technologiespezialist kümmert sich um die Bereitstellung und den Betrieb der Plattform, sondern verhandelt auch Content-Verträge und schließt entsprechende Lizenzab-



Akamai

Akamai: Das Unternehmen kümmert sich um Content-Verkauf.

kommen im Auftrag der Kunden. International arbeitet Akamai mit dieser Vertriebslösung bereits für Apple iTunes, France Telecom oder MTV Japan.


Patel Content
Akamai verkauft lizenzierte Inhalte mit einer neuen Lösung für das digitale Rechte Management.

messaging case study



PortBlue www.portblue.com

- Core Messaging Definition
- One Minute Pitch
- Website Auditing
- Credentials Presentation



PortBlue One Minute Pitch – Draft One (Apr 03)

“PortBlue helps organisations capture and share professional expertise, knowledge and processes”

Benefit

Expertise capture

Difference

Effectiveness and results

Strengths

Speed and responsiveness

Conventional technologies and techniques have so far failed to capture professional expertise in a way that allows employees to access it effectively without having to resort to direct contact with the expert to ensure effective use and understanding of their knowledge and thought processes.

Knowledge in the spotlight – With the cost of training and retaining experts increasing all the time, as well as trends in organisational downsizing, the ability to capture expert knowledge is now critical for many organisations.

Expert Systems the new delivery system – With the need for knowledge and expertise capture increasing in priority, organisations are looking at Expert Systems such as PortBlue to lead the way in effectively capturing and sharing expert knowledge and thought processes.

PortBlue enables an expert's thought processes, as well as tacit knowledge, to be captured and accessed by other employees to maximise efficiency and time saving giving maximum ROI potential.

Knowledge Management systems are often inefficient – By relying on explicit knowledge and statistics stored in a range of formats and locations most Knowledge Management systems fail to deliver a dynamic interactive response to user needs, thus falling short of their intended purpose to share critical knowledge and information from 'knowledge workers' to others in the organisation.

Interactive and multi-functional Expert Systems deliver – By enabling workers to access information and receive feedback and guidance, PortBlue delivers true expertise capture.

Through its rapid set-up capabilities and by enabling a user to understand the thought processes and intuition of an expert, PortBlue can quickly guide employees to make the right judgements and decisions.

Expert guidance – PortBlue allows employees to access the thought process and intuitive judgements of an expert enabling them to make better and more accurate decisions quickly and effectively.

Speed to value – Many Expert Systems require lengthy and costly implementations before they start to show results. PortBlue is implemented quickly through the Knowledge Capture Tool (KCT) and can be working within days rather than weeks or months.

- ❑ “By 2004, expertise automation facilities will be a standard component in 50% of strategic KM architecture (compared with 10% in 2002) with that figure moving to “59% by 2006.” (Meta Group 2002)
- ❑ “Leveraging expertise through automation should become a standard part of a knowledge management architecture.” (David Yockelson, Meta Group)
- ❑ “78% of respondents believe that they are currently missing out on business opportunities by failing to successfully exploit available knowledge.” (RPMG European KM Survey, Jan 2003)

- ❑ “We spent over USD100K every time we build a new health centre through not having to buy in external consultancy thanks to the expert knowledge and processes provided to us by PortBlue.” (Nancy Vaccaro, Olympus Healthcare)
- ❑ “Until recently most KM solutions and implementations focused on what is commonly referred to as ‘explicit knowledge’ that which has been documented and recorded and can be retrieved (readily electronically). What suffered ... is tacit knowledge that which has not been documented/recorded and that exists in the heads of an organization's human resources.” (David Yockelson, Meta Group)
- ❑ “Organisations are now realising the value of their knowledge and equating intellectual capital is seen as the key route to ROI.” (Ovum, 2003)

- ❑ “PortBlue was able to start making a significant contribution to our business in a very short time thanks to the ease of use and short time needed to get the system up and running.” (Nancy Vaccaro, Olympus Healthcare)

media & research case study

Posetiv

www.posetiv.com

- *Joint research with Computer Weekly*
- *Two full page article write-up*
- *News coverage*
- *Follow-up sales seminar*



analyst case studies

Ascendant Analyst engagement:

- 1 > **Akamai** www.akamai.com
"Ascendant is pro-active in its management and delivery of analyst relations services."
- 2 > **Hybris** www.hybris.com
Launch with US and European analysts in 2005, helped define commercial analyst strategy and relationships.
- 3 > **Ariba** www.ariba.com
"Ascendant has helped us gain competitive advantage over our closest market rival."



what the people who count say



➤ Client

"I want to thank you for your impressive work on Redline...this is making a huge contribution to our success in the UK as well as the rest of Europe." (November 2004)

Board Member & Investor - Redline Networks

➤ Journalist

"PR people who understand how to pitch a story and also to follow up with a journalist properly are hard to find. In my experience Ascendant fits this category exactly."

Kate Bulkley - Senior Freelance Journalist (FT, Independent, Guardian etc)

➤ Analyst

"Too many PR firms simply bombard analysts with material. Ascendant takes time to find out what analysts are actually interested in."

Andy Kyte - Research Fellow, Gartner

AscendPlus

- Affiliated European Agency Network
- Proven credentials
- Seamless European Management & Programme delivery
- Scaleable flexible programmes
- Complete European coverage



[eloquenza pr]



want to find out more?



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