Can you move at digital speed?

We can.

With Internet technology, you can transform an existing business or build an entirely new one—faster than the blink of an eye. So can your competition. This light speed economy changes everything: business models, markets, customers, partners and suppliers. It even changes how we measure success. Results are not enough. They need to be delivered in time to make a difference in your markets and to your customers.

At USWeb/CKS, we call this requirement for speed and results time-to-value. Simply put, time-to-value is the time it takes to realize value from a business initiative, whether the value is expanded sales, efficient supply chain management or productive employees. USWeb/CKS is the industry's leading provider of strategic Internet and integrated marketing communications services. We create market leadership for our clients by delivering time-to-value.

After thousands of client engagements, we've developed insight and experience, and a depth and range of services, unmatched by our competitors. We create winning strategies, redefine work processes and build systems that make our clients more profitable, bring them closer to their customers and help their employees work better, faster and more efficiently. Our solutions transform businesses for the digital economy, whether that transformation means deploying a complex enterprise application, developing an integrated e-commerce strategy, revitalizing an existing brand, or building a knowledge management system.

Our collaborative process builds strong partnerships with our clients. You benefit from the lessons we've learned—not only from your industry but from the entire digital economy. We have the insight, experience and scale to get you moving. Fast.

$$\frac{\text{insight} + \text{experience} + \text{scale}}{\text{time-to-value}}$$

We've done it before.

There is no substitute for experience. We've helped clients world-wide to create winning strategies. We design, develop and deploy effective, integrated marketing and technology solutions. Our clients range from Fortune 100 global businesses to innovative new start-ups turning markets upside down with Internet technology.

We've created smart, cost-saving intranets and business-to-business extranets that streamline internal processes and maximize efficiency. We've brought brick-and-mortar companies online and helped new Internet companies reach customers through traditional media. We've built sites that increase market share and extend brands to new market segments.

We'll do it for you.

We know what questions to ask.

Our experience in a range of global industries gives us invaluable insight into your business needs. We uncover opportunities you didn't know you had, and identify hurdles you can't see. We approach each client engagement as if it were a new business, asking questions about everything from internal business processes to customer interactions to supplier relationships. With your answers, we create the right solutions for your markets, capabilities and resources.
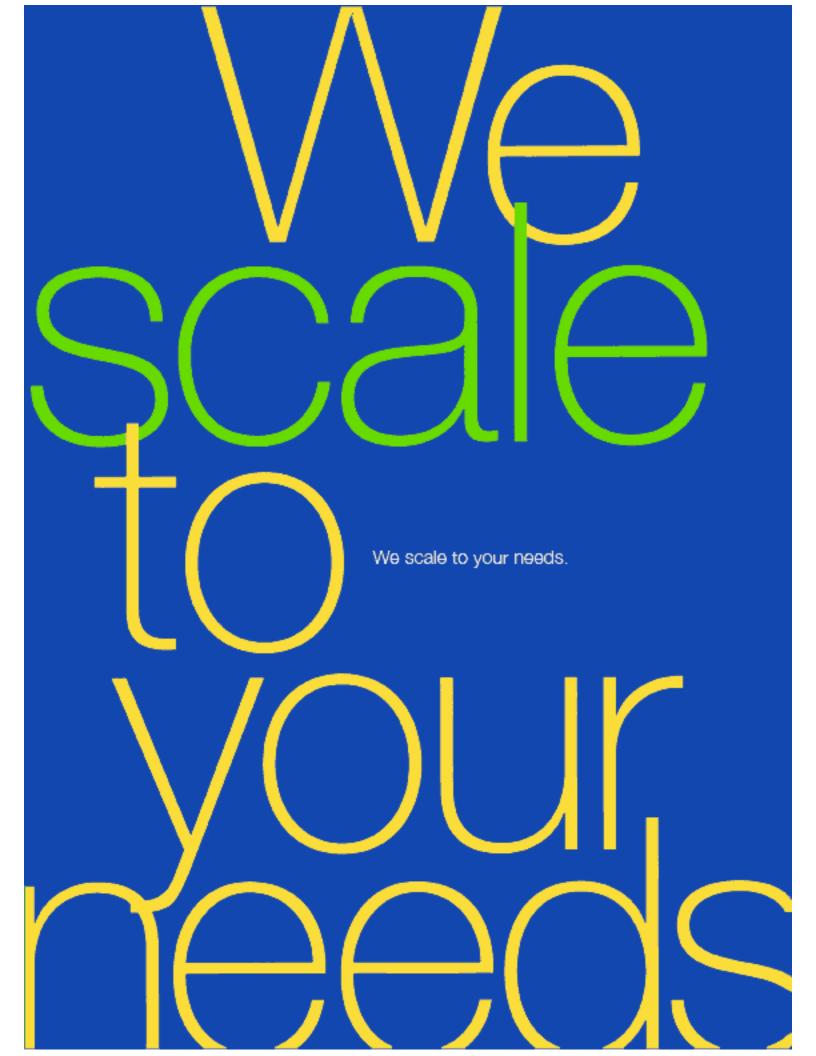

Williams-Sonoma. When the premier home-centered retailer in the United States— which mails over 155 million catalogs a year and works from almost 300 stores around the country—wanted to create a new channel for distributing products and services, they approached USWeb/CKS to help them utilize technology to achieve their vision. Following an analysis of their existing technical architecture, USWeb/CKS created a tightly integrated and highly scalable platform to support their long-term e-commerce strategy. One unique addition already has customers clamoring: the online Wedding and Gift Registry, which enables couples to edit and update their registry so that family and friends can purchase everything—from place settings for twelve, to tea strainers.

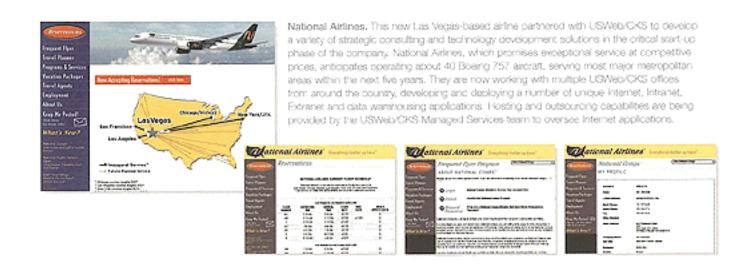We scale to your needs.

We scale to your needs.

Every business has unique needs—needs that change over time. We create the right mix for your current requirements, whether local or global, internal or external. As your business grows, we grow with you, leveraging resources, capabilities and infrastructure to support expansion in existing markets or entrance into new ones. We can develop and install a complex network system and then integrate it with your suppliers' intranet. We can create an e-commerce site and then link it to your internal sales systems when you're ready. Our flexible and scalable offerings let you choose exactly what you need, when you need it—whether you're a global, multinational corporation or two really smart guys with a market-defining idea.

National Airlines. This new Las Vegas-based airline partnered with USWeb/CKS to develop a variety of strategic consulting and technology development solutions in the critical start-up phase of the company. National Airlines, which promises exceptional service at competitive prices, anticipates operating about 40 Boeing 757 aircraft, serving most major metropolitan areas within the next five years. They are now working with multiple USWeb/CKS offices from around the country, developing and deploying a number of unique Internet, Intranet, Extranet and data warehousing applications. Hosting and outsourcing capabilities are being provided by the USWeb/CKS Managed Services team to oversee Internet applications.

You succeed, we succeed. You succeed, we succeed. You succeed, we succeed. You succeed, we succeed. You succeed, we succeed. You succeed, we succeed. You succeed, we succeed. You succeed, we succeed. You succeed, we succeed. You succeed, we succeed.

The Internet has virtually eliminated barriers to entering new markets. New businesses seem to appear out of nowhere. But the real competition isn't other companies—it's time. A brilliant solution delivered six months late won't get results. In fact, with today's pace of technological and economic change, it might already be obsolete.

USWeb/CKS was built to respond to customer needs at Internet speed. We measure our success by a new scale: time-to-value. We believe our worth is best gauged by the time it takes to bring value to your business, whether we're developing a new branding strategy, working on an e-commerce initiative, or helping you get closer to your customers. We turn on a dime so you can make a dollar.

Apple. In record time, USWeb/CKS developed the merchandising materials that launched five new flavors of iMacs in 14 countries and 9 languages simultaneously—Yum. The effort, which helped Apple revive their brand, reflects the kind of service we provide as part of our ongoing relationship with the company. Over the years, we have worked with Apple to create new packaging, to revitalize their famous logo, to strategize and implement everything from newsletters to branded retail environments.

What we do.

USWeb/CKS delivers strategic Internet and integrated marketing communications services that differentiate products and services, improve business efficiency, strengthen customer relationships and leverage employee knowledge and skills. Our solutions redefine work processes to make clients more profitable and help their employees work better, faster and more efficiently. We build systems that capture customer buying habits and personal preferences, and put that data to use in new products and services. Our seasoned advertising and marketing group creates new brands and puts new life into old ones, making your messages sing on the Internet, in magazines, on TV and over the airwaves. We also manage and support client applications, freeing you to focus on your core business. USWeb/CKS: we have the right services and resources to transform your business for the digital economy.

Strategy. We develop successful strategies for businesses in many industries, from finance to manufacturing to transportation to entertainment. We apply our extensive global business experience to create branding, marketing, channel management, e-commerce, relationship marketing and Internet strategies for our clients.

E-commerce. Whether you sell to businesses or consumers, USWeb/CKS can help you create strategic e-commerce systems that grow sales and extend market reach. We build sites that streamline processes and maximize efficiency.

Brand Building & Advertising. We create new brands and extend the reach of established ones with comprehensive integrated branding and advertising campaigns. We work in all media—Web, print, broadcast, packaging, signage, environmental design—to deliver your message to customers at every possible point of contact.

Customer Relationship Management. We combine strategic consulting, direct marketing, new media marketing, advanced data mining, data warehousing and channel management in programs and strategies that enhance customer loyalty, increase revenue and reduce the cost of finding new customers.

Business Systems. We integrate enterprise processes, tools and systems into standards-based environments. We build web-enabled databases and ERP applications, implement work-flow automation over intranets and extranets and develop customized data management systems.

Knowledge Management. We build systems that identify and capture the experience, wisdom and expertise of your employees. These systems help you leverage that organizational knowledge to increase sales and profits.

Network Solutions. We provide network consulting and integration services for complex data, voice and video networks. Our services cover the full life cycle, from strategic planning to deployment, including assessment, architecture and design, implementation, integration, operations and optimization.

Managed Services. We provide end-to-end managed services for a complete range of business applications including corporate knowledge management systems and global e-commerce solutions. These services leverage our global infrastructure and expertise in deploying, managing and supporting your business applications—quickly and cost effectively.