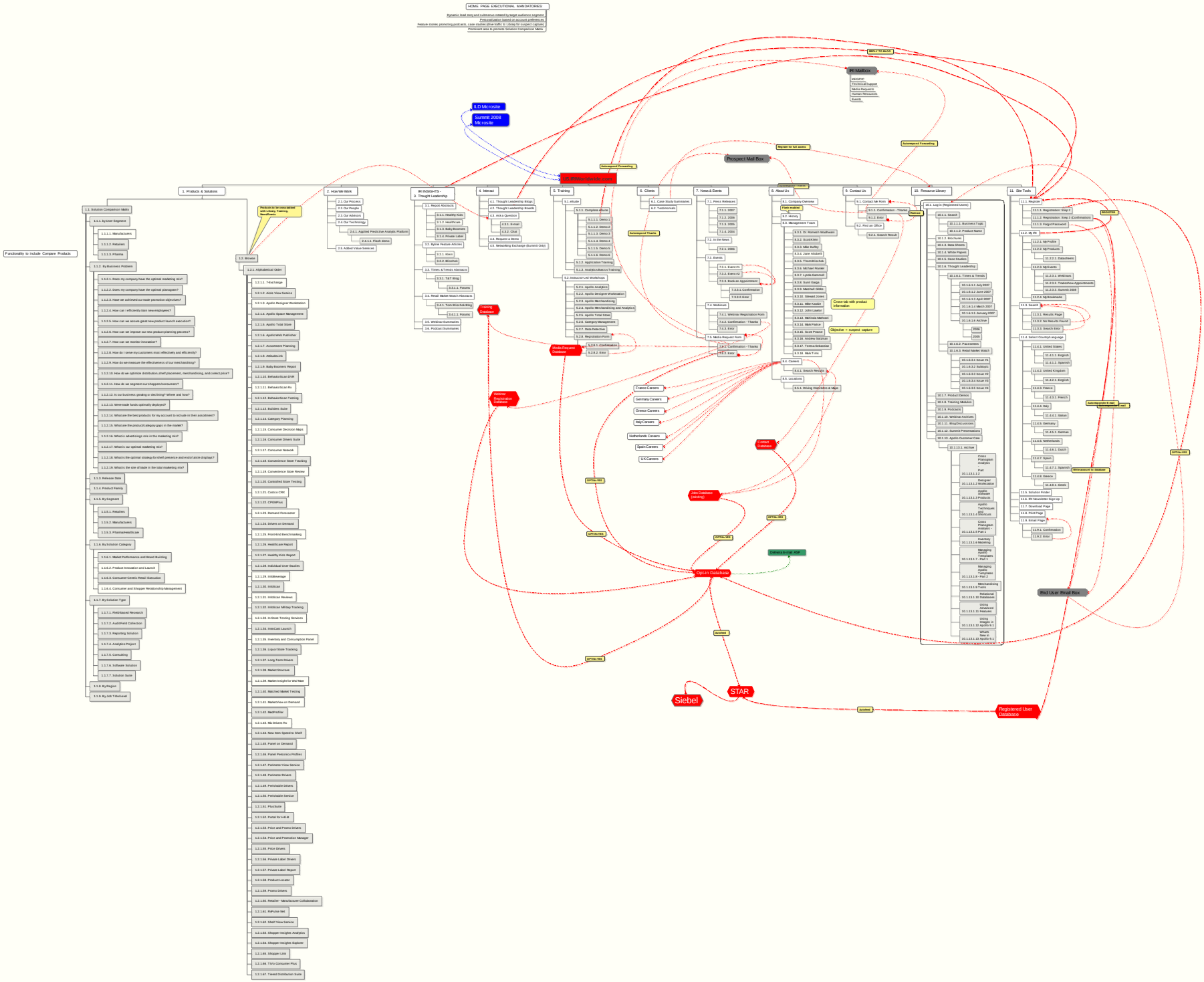
HOME PAGE EXECUTIONAL MANDATORIES
Dynamic lead story and submenus rotated by target audience segment
Personalization based on account preferences
Feature stories promoting podcasts, case studies (drive traffic to Library for suspect capture)
Prominent area to promote Solution Comparison Matrix
IRI Mailbox
KB/GICC
Technical Support
Media Requests
Human Resources
Events
ILD Microsite
Summit 2008 Microsite
REPLY TO BLOG
Autoresponse Forwarding
Register for full assets
Prospect Mail Box
Functionality to include Compare Products
1. Products & Solutions
2. How We Work
3. IRI INSIGHTS - Thought Leadership
4. Interact
5. Training
6. Clients
7. News & Events
8. About Us
9. Contact Us
10. Resource Library
11. Site Tools
Products to be cross-linked with Library, Training, News/Events
Training Database
Media Requests Database
Webinar Registration Database
Cross-tab with product information
Objective = suspect capture
Contact Database
Opt-In Database
Data Database Feeding
Database E-mail ASP
Archived
Siebel
STAR
Registered User Database
End User Email Box
REGISTER
Autoresponder E-mail
Error account to database
OPTIN-WEB