

Driving efficiencies, knowledge, and revenue for the extended enterprise via interactive media solutions.



Neotive Capability Comparison

Interactive media, new media, and social media are a growing part of the business vernacular today. Corporate leaders understand the importance of an interactive media strategy that addresses their organization's entire operations as opposed to just marketing. Neotive Gateway Solutions provides a total solution that takes the responsibility for all aspects of integration of interactive media across the extended enterprise. The following chart is a snapshot of capabilities of agencies, consultancies, and software vendors compared to the capabilities of Neotive Gateway Solutions.

PROJECT STAGE	CAPABILITIES	AGENCIES		CONSULTANCIES	SOFTWARE VENDORS			NEOTIVE
		PR	AD		CUSTOMER FOCUSED	EMPLOYEE FOCUSED	SUPPLY CHAIN FOCUSED	
INITIATION	Strategy Development							
	• Customer Relationship Mgmt. (CRM)			●				●
	• Supply Chain Management (SCM)			●				●
	• Brand Reputation	●	●					●
	• Brand Marketing		●	●				●
	• Operations							●
	• Marketing		●					●
	• Admin & Finance							●
	• Intellectual Property (IP)		●					●
	• Technology			●	●	●	●	●
• Interactivity							●	
PLANNING	Functionality Definition							
	• SEO			●	●	●		●
	• CRM			●	●			●
	• SCM						●	●
	• Operations					●		●
	• Marketing		●	●	●	●		●
	• Admin & Finance					●		●
	• Brand Reputation	●	●					●
	• Brand Marketing		●	●				●
	• IP Definition		●					●
	• Technology Stack		●	●	●	●	●	●
	• Content Solutions		●	●	●	●	●	●
	• KPI Development	●	●	●	●	●		●
• ROI Development	●	●	●	●	●	●	●	
EXECUTION	Software Solutions							
	• SEO				●	●		●
	• CRM				●			●
	• SCM						●	●
	• Operations					●		●
	• Marketing					●		●
	• Admin & Finance					●		●
	• Brand Reputation	●	●					●
	• Brand Marketing		●	●				●
	• IP Development		●					●
	• Technology Stack			●	●	●	●	●
• Content Development			●	●	●	●	●	
• Training			●	●	●	●	●	
CLOSURE	• Content Management		●			●	●	●
	• On-Going Support				●	●	●	●
	• Fully Leveraged Integrated Media				●	●	●	●
	• Full ROI Realized							●

The Importance of Addressing the Organization's Entire Operations

"An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage."

- **Jack Welch**

"Of all the things I've done, the most vital is coordinating those who work with me and aiming their efforts at a certain goal."

- **Walt Disney**

"There is an immutable conflict at work in life and in business, a constant battle between peace and chaos. Neither can be mastered, but both can be influenced. How you go about that is the key to success."

- **Philip Knight, Nike**

"Like numerous other companies, Cisco has established a thriving online community to engage, assist and learn from its customer base. But unlike others they've taken the next logical step. Rather than just focus on improving engagement and collaboration with external parties, they decided to do the same inside their own business."

- **Cisco Systems, Inc.**

Then there's Vanguard Group, the mutual fund giant and this year's No. 1 company in the InformationWeek 500 ranking, which is easing into social networking. It's helping people who run company 401(k) plans interact with one another, through moderated online discussions. Individual investors can interact on parts of the site. But because Vanguard's mission is to get people to resist their quick-twitch tendencies and invest for the long haul, it's being careful about where and how it unleashes "community."

- **"The Growth Imperative." InformationWeek. September 13, 2010, pp. 26.**