

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

neotive™
GATEWAY SOLUTIONS



The Relevance of Interactive Media in an Organization

Organizations stand or fail by their financial performance and, by default, so do their management teams. The key for the organization is understanding how to use & leverage interactive media to impact operational performance and to positively drive the organizational financial indicators & brand awareness.

What is Interactive Media?

Individuals & businesses across the world are increasing their adoption of internally & externally focused social networking communities, blogging & real-time posting, forums & wiki collaboration, and other forms of interactive media. The vast offering of tools, software, and "new media" consultants can lead to confusion & difficulty in understanding how it can help the extended enterprise.

According to Forrester Research in a Q1 2009 report, there are over 90 vendors that offer community platforms & services.

Increasingly more companies will lean on interactive media for effective & efficient operations and marketing support.

Most enterprise ready vendors provide hardware and/or software based offerings which are primarily focused on marketing without regard to an extended enterprise strategy. To be truly enterprise wide, the focus must be on strategic solutions, not software, including operations, marketing, customers, and vendors. Ultimately, an interactive strategy takes in consideration all of the elements of "How They Interact in Business."



It's How

- Websites
- Mobile
- Media
- Interactive
- Events

They

- Communities
- Individuals
- Employees
- Suppliers
- Customers

Interact

- Share
- Exchange
- Interact
- Intelligence
- Information

In Business

- Customer Focus
- Employee Focus
- Supply Chain Focus

The Typical Approach

Interactive Initiatives: All organizations have interactive initiatives (See "Why Do We Need an Interactive Strategy?" for more info)

The Typical Approach:

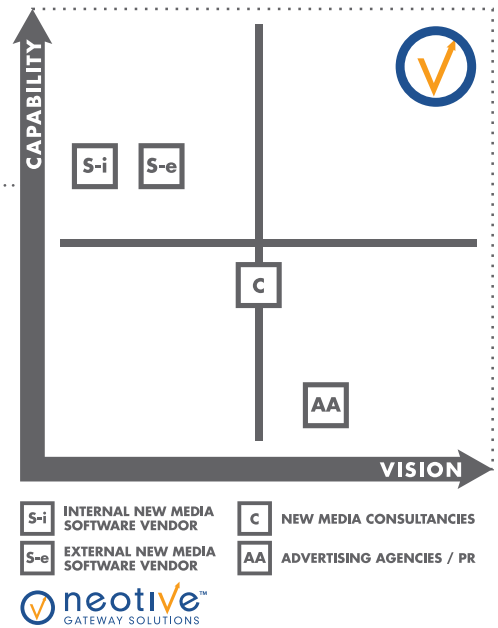
Those using interactive media typically take a tactical approach in deployment:

- Concentrate on software & functionality with software vendors
- Are marketing focused with ad agencies
- Without a comprehensive interactive strategy with new media consultancies

Results In:

They do not fully leverage what interactive media can do for them

On the initiatives they have begun they will not achieve the full ROI



To better understand the capabilities & providers of interactive solutions, please refer to the "Neotive Capabilities Comparison" sheet.



The Neotive Approach

Neotive works in partnership with organizations to understand how interactive media can be fully leveraged based upon an understanding of your objectives. Successfully using interactive media across the extended enterprise begins with an interactive strategy. While a strategy may include software, software alone is not a solution. A successful interactive strategy includes interested & active participants, content, multiple media types, and distribution channels.

The Neotive Interactive Media Gateway Methodology™ enables the delivery of the solutions based upon the interactive strategy to meet the organization's objectives and maximize ROI.

It is rare that you will find an organization like **Neotive Gateway Solutions™** that understands the interactive media arena and how it can be leveraged across the extended enterprise. We are adept at working with any or all departments within organizations with experiences that include: research, human capital management, corporate culture, integrating technology solutions, engineering, internet & social media, licensing, consumer products, events, advertising & promotions, design, media (film, television and print) and consumer research.



Review Check-List

Refer to the "Why Do We Need an Interactive Strategy?" document, where you will find a check-list for an interactive strategy review. We invite you to take a couple minutes of your time to see if your company may benefit from a holistic interactive strategy.