

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

neotive™
GATEWAY SOLUTIONS



Why is an Interactive Strategy Needed?

Organizations will soon be measured not just on their book value, but also on their extended enterprise value. Organizations that understand the extended enterprise and how interactive initiatives will impact the revenue, supplier management, and operational efficiencies will be the business leaders of today and the future.

Interactive Initiatives

Interactive initiatives are part of every organization. Results of these initiatives vary dramatically by organization. Organizations where initiatives fail, stall, or don't realize their full benefits often have a narrow focus where they are either fire fighting or addressing a specific business driver in isolation. Organizations that are successful have holistic strategies for the extended enterprise and understand how interactive strategies can be leveraged to drive revenue & brand awareness and optimize supplier relationships & organizational efficiencies.

Interactive Indicators

Poor communications, conflicts, & fire fighting are indicators that an organization has interactive initiatives without strategy. The indicators should be examined to confirm that the root cause is in fact the absence of a holistic interactive strategy and not a symptom of another problem.

Interactive Strategy

Having a holistic interactive strategy today is critical. Organizations that understand and proactively manage their interactions across the extended enterprise are the organizations that will thrive in the long term and gain competitive advantage over those that do not.

"Information technology and business are becoming inextricably interwoven. I don't think anybody can talk meaningfully about one without the talking about the other."

- Bill Gates

"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

"Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat."

- Sun Tzu

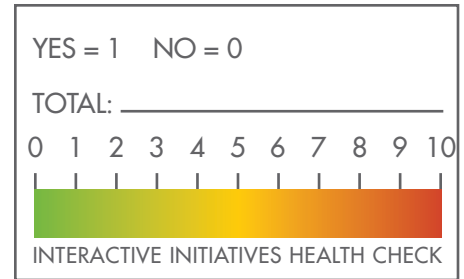


Review Check-List

On the reverse side, you will find the 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.

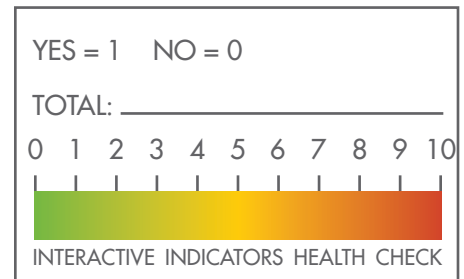
Interactive Initiatives

- YES NO Any corporate-wide communications
- YES NO Any suggestion boxes
- YES NO Any employee surveys
- YES NO Any new communications initiatives
- YES NO Any new products or services
- YES NO Any new systems dealing with employees
- YES NO Any new systems dealing with customers
- YES NO Any new systems dealing with suppliers
- YES NO Are you utilizing social media
- YES NO Formal feedback mechanisms for employees, customers, & suppliers



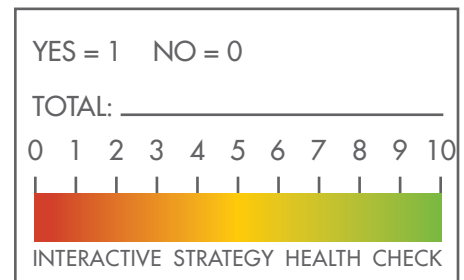
Interactive Indicators

- YES NO High level of corporate-wide disjointed internal communications
- YES NO Any recent governance issues relating to interactive initiatives
- YES NO 2 or more departments implementing social media into organization
- YES NO Any issues experienced with adverse activity on social media tools
- YES NO Any recent abortive or failed interactive projects
- YES NO Are your interactive initiatives exclusively marketing focused
- YES NO Are you failing to achieve the predicted ROI on interactive initiatives
- YES NO Conflicts across departments
- YES NO Are authorized or unauthorized social media sites impacting on productivity
- YES NO Any communication issues in and/or between employees, customers, suppliers



Interactive Strategy

- YES NO Is management open to new ideas
- YES NO Is there a holistic interactive strategy in place
- YES NO Is the company exhibiting leadership in leveraging new media
- YES NO Is communication actively managed
- YES NO Organization understands what an interactive strategy is
- YES NO Organization understands how an interactive strategy can be leveraged
- YES NO Do you have less than 3 social media initiatives in progress
- YES NO Have your interactive projects met or exceeded expectations
- YES NO Is there a designated individual responsible for interactive strategies
- YES NO Is your interactive strategy focused on all areas of the business



Discuss Your Results With Neotive

Interested in discussing the check-list results, what it means to your company, and the next steps in how you can evaluate, develop, & improve your interactive strategy? Contact us at 817.358.5556 x 204 or Info@Neotive.com.