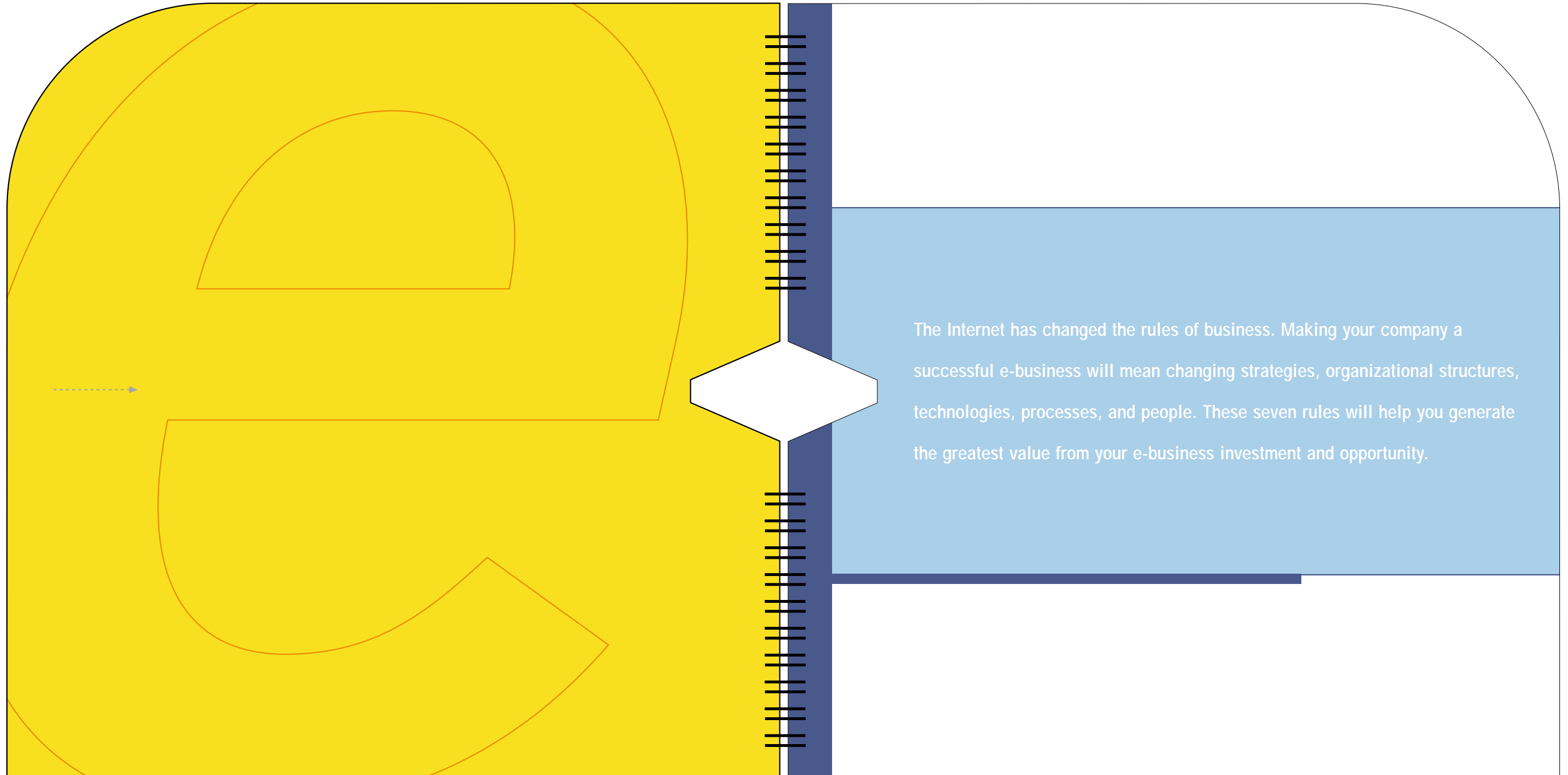




Cover



ISFC

intro

The Internet has changed the rules of business. Making your company a successful e-business will mean changing strategies, organizational structures, technologies, processes, and people. These seven rules will help you generate the greatest value from your e-business investment and opportunity.

1

Embrace Change

If you can think of an Internet business model that jeopardizes your core business, then so can someone else other company — and they just closed their second round of funding. Survival depends on understanding how and why your industry's business model is changing. Avoiding the Internet to “protect” a core business doesn't just delay the inevitable, it erodes shareholder value.

2

*Look outside
for talent*

Fact: it takes far longer to teach one of your "offline" managers to be effective in the hyper-competitive Internet marketplace than to teach an experienced Internet manager about your business. Don't limit yourself to resources in your company or even in your industry. Seek innovation outside your sector.

3

*e-Business is more about
Business than about "e"*

To succeed, your e-business strategy must align your business processes, resources, and metrics before aligning technology. Think strategically and proactively. Merely reacting with no clear business vision is a recipe for disaster.

4

*The old measures of success
aren't enough.*

Not only do you need a different business model and structure to survive, you need better metrics of success. Traditional metrics are increasingly clumsy at measuring the present and future value of e-business initiatives. It's no longer just return on investment — it's also return on opportunity.

5

*No effective e-business
is an island*

Your on-line and off-line operations must work hand-in-hand to succeed on the Internet. With the right strategy, e-business should complement and increase your traditional revenue streams. The key to achieving maximum value is continuously eliminating islands of information and linking your many operations as one.

6

Make Service King

to build customer relationships

On the Internet, anyone can find you once. Customers come for content; they stay for service. How well your company serves them ultimately determines your success. Aligning organizationally and sharing data to meet their needs is crucial. The very best customer care weaves content, products, and services into the lives of your customers. It's not just a sale, it's a relationship.

7

Demand value
today

You probably have 20 or 30 e-business initiatives racing forward inside your company right now. Have they delivered anything yet? Then act now. Focus, prioritize, and gather the low-hanging fruit. You should reap "real" value within 90 days.

The 8th Rule:

*Make AppNet your
e-business partner.*

Only AppNet provides all the pieces required to create an end-to-end e-business solution: strategy, interactive marketing, application development, integration, and outsourcing. We offer everything you need to follow the six rules for CEOs discussed here — and seize the full power of e-business ahead of your competitors. With AppNet at your side, the future has no limits.

*Assess your company's
e-business
readiness online.*

Click www.appnet.com/sixrules to run a fast, effective diagnostic test of where your company stands. Then download a free copy of E2E: A Manifesto for the Next Stage of e-Business for a complete discussion of the enormous business challenges you face and the strategies and tactics needed to ensure that your company emerges a winner in the Internet economy.

AppNet is the premier provider of end-to-end e-business solutions. Strategy consulting. Interactive marketing. Applications development. e-Business integration. Outsourcing. Only AppNet makes them all available from a single company. Our international network of offices and e-commerce outsourcing centers, combined with rapid deployment methodologies, enable us to deliver comprehensive solutions that help customers seize new e-business opportunities and outpace their competitors. From start to finish, AppNet brings the power of e-business to your business.

Click www.appnet.com/sixrules for:

- Free diagnostic test assesses e-business readiness*
- Free copy of E2E: A Manifesto for the Next Stage of e-Business*

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