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E-Commerce Management Symposium

October 4 & 5, 2000
Wyndham Hotel • San Jose, California

Make the transition from the industrial age to the internet age a successful and smooth ride. Find out how to deploy, manage and evolve E-Commerce within your company to survive the transformation the business world is just starting to embark upon.

Registration BONUSSES

Be one of the first 250 attendees to register and you will receive a:

FREE copy of the best selling net marketing book **Net Results: Web Marketing that Works** by Rick Bruner, Bob Heyman, and Leland Harden, who are leading a session at the Symposium.

FREE pre-publication galley copy of the new ECM book by Mitchell Levy **E-Volve-or-Die.com: Mitchell Levy's Models for E-Commerce Management**

Attend these best practice, E-Commerce sessions so you can make the right decisions on:

- Business Strategy and Foundation
- Leading Your Business Transformation
- Morphing from Brick-and-Mortar to a Click-and-Mortar Company
- New E-Commerce Models for You to Use
- Enabling Rapid Response Supply Chains for Your Product or Services
- Building the Best Business Models for Your New World
- Turning Eyeballs into Revenue on the Net
- Deploying Superior On-Line Customer Service
- Web Marketing that Works
- Creating/Participating in a Net/Vortex/Butterfly & Digital Market Place
- Managing the Data Deluge
- Is Your Web Site Ready for the Holiday Rush?
- Understanding the Jargon of the ECM World

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E-Commerce Management Symposium

October 4 & 5, 2000 • San Jose, California



Join Mitchell Levy, President of ECnow.com and Chair of the COMDEX Spring 2000 E-Commerce Management Symposium and over 35 other industry visionaries.

The excitement generated at the COMDEX Spring 2000

Symposium continues this fall with another industry, pace setting e-commerce event.

The Internet is changing the way you conduct business. Are you ready? Whether you call it e-business, e-commerce, disintermediation, the digital market place, or any of another dozen names, one thing is clear — it's a new business world. You don't have a choice if you expect to survive and grow. You face a host of important new business decisions.

Your company needs to master the ongoing evolution and management of e-commerce and determine how to best transform your company into a holistic Internet-enabled entity. The downside is extinction.

Get the tools and strategies you need to transition to the internet age. Participate in provocative and practical discussions on strategic e-business issues. Discuss the latest and hottest business issues in Electronic Commerce Management (ECM).

Register for the ECMSym.com Symposium now.

WHO SHOULD ATTEND THIS PACE SETTING, E-COMMERCE EVENT?

- The CXO level and their staff
- Marketing, sales and staff
- Customer service management and staff
- CIO, IS and IT executives and their staff
- Operations and supply chain managers and staff
- Content Management and their staff
- E-Commerce Strategists and Practitioners
- Marketing, sales, and e-commerce executives
- Dot-com start-up principals
- Business consultants and architects
- Internet project and program managers
- Business owners of traditional companies looking for e-commerce direction



HEAR THESE OUTSTANDING VISIONARY KEYNOTES

E-Commerce in the Year 2025

Mitchell Levy, President of ECnow.com, and ECMSym.com Symposium Chair

The Pitfalls of Providing Poor Customer Service Faster on the Net

Robert Cross, President, Venture Capital Online



Morphing from a Brick-and-Mortar to a Click-and-Mortar Company

Mark Goldstein, President and CEO, Bluelight.com

Leading the Business Transformation

Alfred Chuang, President and COO, BEA Systems, Inc.



PLUS, 15 SESSIONS AND PANELS WITH OVER 35 OTHER EXPERTS.

Hear about the real issues being faced daily by the leaders of the companies making e-commerce happen. Take a look now at the complete agenda for a glimpse of the speaker line-up and the companies they represent.

AGENDA

WEDNESDAY, OCTOBER 4, 2000

General Session:

8:30-8:45

Opening Remarks

- Mitchell Levy, ECMSym.com Symposium Chair

8:45-9:30

Opening Keynote Address:

E-Commerce in the Year 2025

- Mitchell Levy, President, ECnow.com, Executive Producer, ECMgt.com

In the future, how will work be accomplished, and how productive will companies, individuals, computers, and society be? Come hear e-commerce management (ECM) expert and pundit Mitchell Levy discuss his vision of business (e-commerce) in the year 2025. After a fun day-in-the-life story of Mitchell in 2025, Levy will discuss the five fundamental building blocks that made this happen:

- Knowledge Workers and their Personas
- Object-Based ECOsystems (E-Commerce Object Systems)
- The Semantic Web
- Bio-Integration with Information Technology
- Collaboration

If you could know the future or at least get a glimpse of it, imagine what you could do today to help prepare yourself and your company to participate in it! This is a glimpse that pulls in a lot of what's happening today and a lot of what will be invented in the next 10-20 years. Don't miss it.

9:45-11:00

E-Commerce Management Foundation and Strategy

- Panel Chair: Mitchell Levy, President, ECnow.com, Executive Producer, ECMgt.com
- Alan Naumann, President and CEO, Calico Commerce
- Phil Levinson, President, Chairman and Co-founder, Camdens.com
- Mohit Mehrotra, Vice President and General Manager Corporate Services Interaction, American Express
- Tim Dempsey, Chief Marketing Officer, Bowstreet

In the days when e-commerce meant little more than an implementation of some technology, making the best technical solution work for you made sense. Today, e-commerce and e-business are used interchangeably, and the goal is not to roll out the best technology, but to define and/or redefine the business to fully take advantage of the "new world" in which we live. This implies the use of (and some times the avoidance of) Internet-based technology. It is more important for you to set strategies and goals for how the business operates than to choose the technology and figure out how to use it. Establishing the right fundamental tenets for your business today is critical for success in the future.

Led by Symposium Chair Mitchell Levy, our panel of experts will help you understand how to build your e-commerce strategy and set the foundation for success. Panelists will also define the working e-commerce models for large and small companies and prepare you for your next steps. Mitchell is also writing

a book on E-Commerce Management; the first 250 attendees will receive a galley of the work in progress (E-Volve-or-Die.com: Mitchell Levy's Models for E-Commerce Management — New Riders Press: January 2001).



11:15-12:00

Enabling Rapid-Response Supply Chains

- Andrew Krainin, Senior Vice President, Marketing, Sameday.com

With the utilization of the Internet, distribution is rapidly changing. In the pre-Internet days, distribution was characterized as fat and slow. With the Internet, distribution has to become lean and fast. What does this mean for you and your company? What roles will online and offline companies play in this shift? How will the Internet change the way goods are delivered and returned through the existing traditional channels? Come hear Andrew Krainin, SVP of Marketing at Sameday.com discuss some of the strategies and methodologies being deployed today and where the industry is heading.

12:00-12:45

Luncheon Keynote Address: TBA

1:15-2:15

New Models in the New World

- Panel Chair: Scott Andrews, CEO and Co-Founder, Sciquest.com
- Don Swenson, Vice President, Marketing, Saqqara
- Marty Gruhn, Vice President, Internet Business Solutions, Summit Strategies
- Atul Vashista, Co-Founder and Team Leader, neoIT.com
- Christopher Rouse, VP, Marketing, Delano Technology Corporation

The Internet has brought about the opportunity to deploy existing or new models that were not practicable in the past. Co-opetition, which involves competitors collaborating on a project, is a concept that has been around for a while, but with the Web, it's easy to set up and deploy a partnership that can be taken down as quickly as it goes up. Net Market Makers and Digital Marketplaces have sprung up in almost every industry in an attempt to create more streamlined processes within these industries. Ebay has legitimized the flea market for big business. Companies now feel comfortable running auctions of used or surplus goods. These are just a few of the new models being deployed today. How can you capitalize upon your current infrastructure and future plans to create new and multiple revenue streams? Our panelists will discuss some of the new e-commerce business models and share their thoughts on what you should be doing to be successful in the new Internet-enabled world.

2:30-3:30

Global Content is King

- Jordan Woods, Chairman, Co-Founder & GTO, Global Sight Corporation
- Anita Ward, Managing Partner, Zefer
- Brad Husick, Vice President of Standards and Evangelism, Vignette
- Heidi Messer, President, LinkShare

As many companies can attest from practical experience, creating a global presence entails a lot more

than putting up a Web site and saying "we take orders from around the globe!" As important as having the right technical infrastructure in place, is being able to ship product, manage your customers and ensure that your content is "properly" addressing the needs of your customers/prospects in a way that doesn't offend their culture. Our expert panel will discuss the elements of the infrastructure necessary to create value for your global Web presence, including ways to adapt content to your changing global marketplace and ways to keep your content fresh and pertinent to your global audience.

3:45-4:45

Net Results: Web Marketing That Works

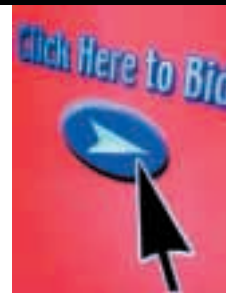
- Panel Chair: Bob Heyman, CEO, e-marketingpartners.com
- Leland Harden, Executive Vice President, Business Development and Strategies, Gift Certificates.com
- Rick Bruner, Vice President of Interactive Marketing Research, IMT Strategies

Marketing in the new Internet world entails both online and offline activities. Both are important for success. If you feel comfortable with what you've been doing up until now in the physical world, that's good, keep up the activity. If you don't feel comfortable with what you've been doing in the online work, come hear the authors of the book Net Results: Web Marketing That Works. Bob Heyman, Leland Harden and Rick Bruner will help you understand the "basic components" that every Web site should have. They'll discuss a number of Internet marketing tactics and how they can apply to your company, including: search engine positioning, newsletter creation, on-line community participation, affiliate programs, banner advertising, contests, auctions, classified ads, plus more. Make your site stand out among its competitors. Join us for this critical discussion. As a special bonus, the first 250 attendees will receive a free copy of their book.

5:00-5:30

Evening Keynote Address: The Internet Pitfalls: Providing Poor Customer Service Faster

- Robert Cross, President, Venture Capital Online
- Today more and more Internet entrepreneurs are losing sight of customer service as they chase the next big IPO. Many just provide poor service faster, and call it e-commerce. Bob Cross, President of vcapital.com (a site that helps entrepreneurs raise capital by giving them the tools they need to succeed and by connecting them with a network of venture capitalists), will tap into his extensive background with Internet entrepreneurs to discuss what happens when an Internet entrepreneur forgets that 'the customer is king'. Mr. Cross will also discuss how the so-called 'Internet Greybeards' can help the new crop of creative and energetic young Internet entrepreneurs by imparting knowledge of what works and what doesn't.



THURSDAY,

OCTOBER 5, 2000

General Session:

8:30-9:15

Morning Keynote Address: Morphing from a Brick-and-Mortar to a Click-and-Mortar Company

- Mark Goldstein, President and CEO, BlueLight.com

The Internet-age is changing faster than anyone expected. A rush to be the next "big thing" online has left some in the dust, some at the top of the heap and some in ruins. The question today is if you already have an existing real-world infrastructure in place and decades of business processes under your belt, how do you make the transition to e-commerce?

Kmart has certainly made some interesting moves in its transition from a brick-n-mortar to a click-n-mortar company with the creation of BlueLight.com. In addition to finding great partners in 1999 (Yahoo!, SOFTBANK Venture Capital and Martha Stewart Living Omnimedia), BlueLight.com has embarked on some innovative approaches to capture customer mind-share. This includes giving away free Internet service and marketing that service through millions of CD-ROMs distributed at thousands of Kmart retail locations across the country. - a technique that has captured almost 3 million subscribers since December 1999. This is just one example of the kind of forward-thinking techniques that companies will need to implement to survive in the new Internet economy. Come hear Mark Goldstein, President and CEO at BlueLight.com discuss his views on what it takes to make a successful transition from a brick-and-mortar to a click-and-mortar company.

Morning Track I:

9:30-10:15

Best Practices in Implementation of Online Customer Service Solutions

- Ashu Roy, CEO and Co-Founder, eGain Communications

Providing excellent online customer service is still a big challenge for many companies. What channels of customer service should you implement? How should you prioritize and deploy these channels? Should you purchase the software for in-house deployment or rent from an ASP? This session presents real case studies to give you a practical knowledge of what worked and what did not work for companies that have deployed solutions to manage online customer service. From email to voice-over-Internet, learn about best practices that are based on actual customer experiences. Come hear Ashu Roy, CEO and Co-Founder at eGain Communications discuss the lessons-learned from companies that have deployed



solutions for email, text chat, Web collaboration, voice-over-Internet, and interactive self-service management. Learn why they selected certain solutions, what worked and didn't work, and what they would do differently next time.

10:30-11:15

Ensuring that Your Customer's Web-based Experience is Satisfying

- Panel Chair: Anita Ward, Managing Partner, Zefer
- Steve Larsen, Vice President Marketing and Business Development, Netperceptions
- Dave Deasy, Ex-COO, HPshopping.com

Back in 1995, the primary use of the Internet was fun. There was no commerce and the consumer was happy if a site came up and had reasonable content. In 1997, consumer expectations started to increase as companies such as Amazon and others starting setting the bar for content/services associated with doing business with their companies. Back in '97/'98 status inquiry on an order was considered a nice-to-have, today, it's considered a must-have. As the use of the Internet by consumers increases, their expectations will increase. In this session, you will learn what the customers expect today in their Web interactions with companies, and hear predictions of what their expectations will be tomorrow. Incorporating tomorrow's "must-have" capabilities today will help put you one step ahead of competitors that fail to look ahead to determine what customers of the future will want.

11:15-11:45

How to Turn Eyeballs into Revenue on the Internet

- Chris Logan, CEO, Driveway.com

In today's investment environment, investors want to see revenue—solid evidence that a company will be able to monetize a Web presence. The old days of valuating a company based on the number of eyeballs viewing its site are long gone. The industry has shifted to the concept of conversion. How many eyeballs can be converted into revenue-generating customers? What combination of content, click-path, trust, partners and infrastructure does it take to convert eyeballs into revenue? With over 6 million registered users of their service, Driveway.com appears to be successful at that. Come hear Chris Logan, CEO at Driveway.com discuss methodologies he's used to generate revenue on the Internet. Learn what you can do yourself when you get home from the conference to start converting eyeballs into revenue.

Morning Track 2:

9:30-10:15

CRM in the E-Commerce Space

- Panel Chair: Russ Cohn, Chairman, Brigade
- Robert LoCascio, CEO and Founder, LivePerson

With comparable products at competitive prices only clicks away, managing how your customer interacts with you is a major issue in the e-commerce world. Since customer management involves interactions from a number of different functional components of the value Web, managing it can be a major challenge. Whether you outsource some components of customer interaction or perform it in-house, how do you deliver the best quality customer experience? Our expert panel will discuss the steps you need to take to make your customer service top-rate and keep your customers coming back. They'll also discuss some of the best-in-class examples of CRM.

10:30-11:45

Is the Net/Vortex/Butterfly Market/Digital Marketplace Phenomenon Right for you?

- Peter Ostrow, President and CEO, Testmart.com
- Narry Singh, Vice President, Trading, Rapt Technology
- Mustafa Syed, VP Technology, VerticalNet
- Tomas Zikas, Vice President and General Manager, HoustonStreet Exchange

Disintermediation, re-intermediation, net, vortex or butterfly market transformation, and the introduction of a digital marketplace are all expressions used to describe a major phenomenon happening in business today. In short, it's change. Regardless of the length of time an industry has operated in a certain way, the Internet has ushered in the ability to introduce change. Streamlining operations, improving the value chain/Web and making the customer happier are all outcomes. Come hear our distinguished panel discuss whether the new paradigm is right for you. You will learn the various techniques and approaches used by a number of different players and walk away with some thoughts on what you should do yourself.

General Session:

12:15-1:00

Luncheon Keynote Address: Leading the Business Transformation

- Alfred Chuang, President and COO, BEA Systems, Inc.

Today, there are many companies that are implementing e-commerce/e-business tools, or components of Internet technology, then trying to figure out what to do with them. This brings up the age-old question, "which came first, the chicken or the egg, the technology or the strategy to transform the business?" When transforming a company, setting strategies and priorities is more important than choosing technology. Transforming your business for the Internet involves completely changing the company from one that acts under the tenets of the industrial

age to one that acts under the tenets of the Internet age. In this keynote session, Alfred Chuang, President and Chief Operating Officer of BEA, will help you understand how to build the strategies and processes that will help transform your business for the Internet. Should the executive take charge? If so, how? What are some of the e-commerce models for large and small companies? What are some of your next steps? You will walk away with a number of ideas of what your company should be doing today to help transform your business for the Internet.

Afternoon Track 1:

1:15-2:00

Is Your Site Ready for the Holiday Rush?

- Matt Roche, CEO and Co-President, Fort Point Partners

The 1998 holiday shopping season was the one that legitimized the use of the Internet for retail sales. The 1999 holiday shopping season also topped expectations, however, it was fraught with some notable issues, particularly fulfillment. What will the 2000 holiday shopping season mean to your firm? Are you ready? Do you have the right infrastructure in place? We don't just mean technology, but the people and processes that will ensure that you push the products you have (not just those that you don't), that you deliver the products you sell, and that you address the needs of your customers/prospects when they have questions. Come hear Matt Roche, CEO and Co-President at Fort Point Partners discuss some of the tricks of the trade and areas you need to think about to be ready for this season's holiday rush.

2:15-3:00

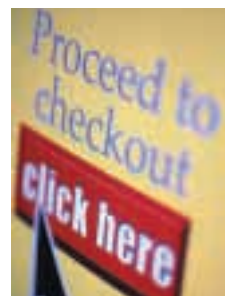
Developing an E-Business in Internet Time

- Mike Dewey, CEO, eBuilt

Forrester Research predicts that worldwide Internet professional services will grow from \$2.4 billion in 1997 to \$32.4 billion by 2002. This breakneck pace indicates that getting online faster than the competition is critical to corporate viability in the Internet economy. It is very important to be up and running quickly, and equally important to build the site well the first time, while still providing all the necessary flexibility for growth. Forrester found that 85 percent of all e-business Web sites will have to be rebuilt in the next two years because they aren't sufficiently flexible or scalable to allow for their necessary growth.

How can you get online (or rebuild your site) quickly with a site that has the flexibility you need? Mike Dewey, CEO at eBuilt has embraced the challenge a number of times for his clients. He will share his

thoughts on what it takes to make this happen. Should the technology be built without sound business models? What's the right amount of time to take in its implementation? If you are deploying or retrofitting your Web site in the next 3-6 months, this is a session you don't want to miss.



3:15-4:00

Are You Pretty Up Front and Ugly in the Back?

• Ken Campbell, CEO, Centegy

Are you pretty up front and ugly in the back? Well, you better not be! You've done well to work on all your marketing pitch and it sounds great! The web developers you hired have designed a "really cool" front end - easy to navigate and packed with all the latest Java stuff! The revenue plan anticipates the advertising and sell-through numbers and all seems reasonable and attainable. You are an e-commerce monster! Not so fast—maybe you're not as ready as you think you are.

Ever heard of Supply Chain Management? Do you have the links from your commerce application to your "back-office" systems like accounting, inventory management, demand forecasting, and purchasing? Can you measure where your product is coming from, when it will arrive, and when you have to ship it? Can you measure the critical financial numbers that tell how you are doing?

These are business processes that many brick & mortar businesses are good at. Those that are not will be even worse off by implementing a web-based commerce campaign.

You've heard the horror stories of the B2C collapse - largely caused by the back-office issues. Don't become a victim. Come hear Ken Campbell, CEO at Centegy discuss what it takes to look pretty, not just up front but in the back as well.

Afternoon Track 2:

1:15-2:00

What Should Your Company Do to Prepare for M-Commerce?

• Mike Merril, CEO, ephones.com
• Steve Kruse, Chief Evangelist, Baltimore Technologies

The wired world is rapidly expanding in terms of users and complexity of services. Mobile commerce (m-commerce) has begun to proliferate throughout the globe, and is probably the single most important trend in cyber-communication for the foreseeable future. M-commerce has infiltrated global industries and truly defines the meaning of "empowering your user". Considering convergence with the Internet, m-commerce is poised to set users free from the restraints of being "wired". With analysts predicting there will be 21.3 million mobile data users in the U.S. by the end of 2001 and 79.4 million by 2003, prepared businesses can benefit by accessing new customers who would never have used a computer or who are simply too busy to get to

one. This session will examine best practices for doing secure business specifically through wireless devices such as mobile phones, pagers, Palm Pilots, or any wireless appliance. You will learn about the methods and processes that organizations need to deploy to reap the rewards of streamlined business processes, reduced sales cycles and increased revenue streams through secure wireless applications.

2:15-3:00

Managing the Data Deluge

• Bill Miller, Executive Vice President and CTO, StorageNetworks

Storage capacity demands are increasing, and 24x7x365 availability is now the rule. Experts estimate that corporate data is growing between 75 percent and 150 percent per year as established companies transition aspects of their business to the Web. According to Gartner Group, data storage will represent more than 55 percent of typical server hardware costs by 2001. As a result, e-economy businesses are embracing new storage services based on an ASP model: Storage Service Providers (SSP), which give organizations the luxury of world-class storage infrastructure while allowing them to focus on their core business. Bill Miller, executive vice president and CTO of StorageNetworks, will examine the forces of "Data Deluge" in the E-economy, storage technologies and development issues, In-house vs. outsource — should I or shouldn't I?, What organizations need to know to make the right decision?, and Ensuring data accessibility, reliability and scalability while maintaining quality of service.

3:15-4:00

Creating Effective SLAs with Your ASPs

• Neil Gardner, Vice President of Technical Operations, Navisite

In the crowded ASP market, more companies are using service level agreements (SLAs) to differentiate themselves by guaranteeing services such as 24x7 support, 100 percent uptime and reliable connections. Although the difference between 99% and 99.5% uptime doesn't sound like a lot, it translates to 44 hours per year. For companies like Intel that are taking in more than USD \$1b per month in sales (USD \$1.37m per hour) on the Web, this difference means USD \$60m of lost revenue opportunity. You can imagine the importance of the SLAs that Intel has in place. Although SLAs are extremely important, they are not standardized and their creation and utilization are still evolving. While many ASPs are doing bits and pieces of SLAs, none offer a complete solution. In this session, Neil Gardner, VP of Technical Operations at Navisite, will share his thoughts on how to work with your ASP to create an effective SLA that meets your current and future needs.



General Session:

4:15-5:00

Wrap-up Session

• Panel Chair: Mitchell Levy, President, ECnow.com, Executive Producer, ECMgt.com

Symposium Chair Mitchell Levy brings it all together in this Symposium Wrap-up. We'll discuss what was learned and how to apply it to your business. Ask the questions you didn't get to before and pose those that you've developed over the two days of intensive education. Mitchell and some of the other ECMsym.com speakers will also have some questions for you, and will offer some closing thoughts that will keep your creativity going well after the Symposium.

5:00+

Individualized Consultation

• Panel Chair: Mitchell Levy, President, ECnow.com
ECM expert Mitchell Levy will stay on-hand with as many of the ECMsym.com speakers as are available in order to answer one-on-one questions and conduct mini-consulting sessions. As an attendee at the ECMsym.com symposium, you can take advantage of this unique opportunity to get advice on your specific issues and answers to your questions from leaders in the rapidly-evolving field of ECM.

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Symposium Location **Dates and Time**
 Wyndham Hotel Wednesday and Thursday
 1350 North First Street October 4 & 5, 2000
 San Jose, CA 8:30 to 5:30 p.m.
 Phone 408-453-6200

Need more information or have questions?
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