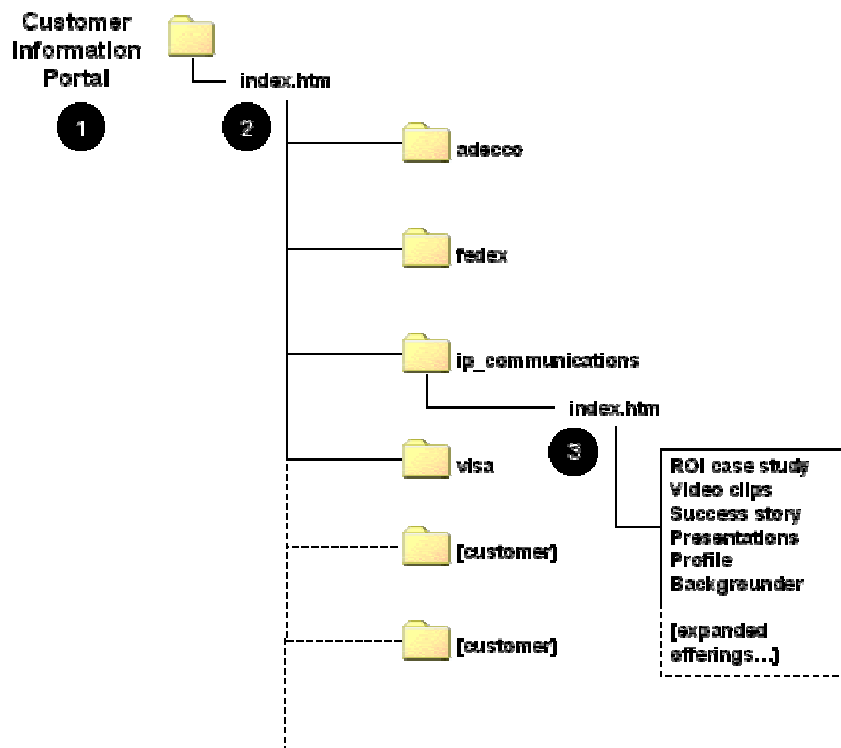


Customer Information Portal

Organization

The Customer Information Portal lies behind the BEA Systems firewall on the InWeb extranet.



Finding Information

To find a customer's information, you find the customer name and click on it. By definition, the list includes all customers that are profiled, etc. The portal home page (2 in the organization chart) provides this list sorted by the following indexes:

- Company name
- Vertical market
- Products
- Types of customer collateral

Customer Information

Customer folders are already used to house most of the collateral and sales tools; with this reorganization, folders will contain all materials related to that customer. The customer folder index page (3 in the organization chart) is organized as follows:



Types of Customer Collateral

ROI Case Study	A document that defines and calculates in detail a customer's annual return-on-investment (ROI) for BEA products. ROI case studies are produced as PDF files for downloading and printing on demand, and converted to HTML for the public Web site. The layout and format for ROI case studies makes them suitable for high-quality printing as well.
Success Story	A document that describes a deployed customer project or solution and how BEA enabled the customer to do it successfully, with detailed success metrics. Success stories are produced as PDF files for downloading and printing on demand, and converted to HTML for the public Web site. The layout and format for success stories makes them suitable for high-quality printing as well.
Profile	A document that describes a customer with one or more testimonials, and with as much information as possible about the use of BEA products and success metrics. Profiles are produced as individual PDF files for downloading and printing on demand, and are converted to HTML for the public Web site.
Video Testimonials	<p>Video clips can be of several varieties:</p> <ul style="list-style-type: none"> • 2.5 minute mini-movies and 30 second sound-bite clips as appropriate • 4-5 minute video case studies • Video News Releases <p>Video clips are productized as MPEG files designed to run imbedded in PowerPoint slides.</p>
Presentations	PowerPoint slides that describe the customer's problem, solution, benefits, and results, in 1-slide summary format and 2-slide more detailed format, with a special testimonial slide.
Backgrounder	This is an internal-use-only document created for the sales teams. It contains all the background information that the field needs to know about an account.