



visa/1185



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“The goal should be to create an identity whose position and execution will endure and not become obsolete. The result can be a consistency of meaning and message through time, that can provide the ownership of a position, ownership of an identity, and cost efficiencies, all of which combine to provide a formidable competitive advantage.”

—DAVID AAKER, PROFESSOR OF MARKETING STRATEGY, HAAS SCHOOL OF BUSINESS, UNIVERSITY OF CALIFORNIA, BERKELEY

project:

Visa U.S.A.  
Corporate Collateral  
and Web Design

085 Design Proposal  
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## PROJECT OVERVIEW

### project:

#### **Visa U.S.A. Corporate Collateral and Web Design**

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CORPORATE COMMUNICATIONS SHOULD WORK TOWARDS A COMMON GOAL—PRESENTING A SINGLE PERSONALITY TO THE GLOBAL COMMUNITY. MAINTAINING A STRONG BRAND IDENTITY REQUIRES NOT ONLY CONSISTENCY IN MESSAGING BUT ALSO IN DESIGN. IT BEGINS WITH YOUR LOGO AND EXPANDS TO ENCOMPASS COLLATERAL, PRODUCT PACKAGING, ADVERTISING, PRESENTATIONS, ENVIRONMENTAL GRAPHICS, AND WEB PRESENCE—EVERYTHING THAT VISUALLY REPRESENTS WHO YOU ARE. IN SUM, IT EXPRESSES NOT ONLY YOUR CORPORATE PERSONALITY, BUT ALSO YOUR ORGANIZATION'S POSITION IN THE MARKETPLACE.

THE PRINCIPAL OBJECTIVE OF THIS PROJECT IS TO DEVELOP UNIQUE AND COMPELLING CORPORATE COLLATERAL AND WEB SITE DESIGN FOR VISA U.S.A. THE FOLLOWING OVERVIEW IS BASED ON PRELIMINARY RESEARCH.



**Visa U.S.A.** IS AN ASSOCIATION OF 14,000 U.S. FINANCIAL INSTITUTIONS THAT COMPRISE THE U.S. OPERATIONS OF THE WORLD'S LEADING PAYMENT BRAND AND LARGEST PAYMENT SYSTEM. VISA U.S.A.'S MEMBERS FACILITATE OVER \$810 BILLION IN ANNUAL TRANSACTION VOLUME—INCLUDING 51 PERCENT OF ALL INTERNET PAYMENTS.

WHILE VISA ITSELF DOES NOT OFFER CARDS OR FINANCIAL SERVICES DIRECTLY TO CONSUMERS AND MERCHANTS, IT PLAYS A KEY ROLE IN ADVANCING NEW PAYMENT PRODUCTS AND TECHNOLOGIES ON BEHALF OF ITS MEMBER FINANCIAL INSTITUTIONS. VISA'S PAYMENT PRODUCTS GO WELL BEYOND THE TRADITIONAL CARD LINE. VISA-BRANDED PRODUCTS AND SERVICES REPRESENT THE MOST SECURE, CONVENIENT AND RELIABLE FORMS OF PAYMENT THAT ENABLE CONSUMERS TO FREELY CONDUCT COMMERCE ANYTIME, ANYPLACE, BY ANY MEANS. ON AN AVERAGE DAY, VISA HANDLES MORE TRANSACTION VOLUME IN JUST ONE HOUR THAN ALL U.S. SECURITIES EXCHANGES HANDLE ALL DAY, COMBINED.



## WHY VISA?

VISA'S VISION IS TO CONTINUE TO BE "THE WORLD'S BEST WAY TO PAY" FOR CONSUMERS AND BUSINESSES. MARKET RESEARCH AND USAGE STATISTICS VALIDATE THAT CONSUMERS CONSISTENTLY CHOOSE VISA OVER ANY OTHER MAJOR PAYMENT BRAND. THE VISA BRAND IS A TRUSTED SEAL OF APPROVAL THAT MEMBERS CAN USE AS A PLATFORM TO MEET THEIR OBJECTIVES FOR INCREASING CONSUMER CONFIDENCE, ENHANCING CUSTOMER RELATIONSHIPS, AND ULTIMATELY DRIVING USAGE IN NEW MARKETS.

VISA'S COMMERCIAL PAYMENT PRODUCTS ARE TAILORED TO MEET THE CHANGING NEEDS OF BUSINESSES, FROM MULTINATIONAL CORPORATIONS TO GROWING MID-SIZE COMPANIES. CARD PROGRAMS INCLUDING VISA COMMERCIAL, VISA PURCHASING, VISA CORPORATE, VISA FLEET, AND VISA PAYROLL NOT ONLY PROVIDE QUALITY DATA TO COMMERCIAL CUSTOMERS, BUT ALLOW CUSTOMERS TO CONTROL, CONSOLIDATE AND MANAGE EXPENSES AND INFORMATION, WHILE PROVIDING ESSENTIAL SERVICES TO EMPLOYEES AND CUSTOMERS.

## VISA PARTNERS

AS THE LARGEST JOINT VENTURE IN HISTORY, VISA IS FOUNDED ON THE PRINCIPLE OF BUILDING AND MAINTAINING STRONG RELATIONSHIPS WITH ITS BUSINESS PARTNERS. VISA HAS FORGED ALLIANCES WITH SOME OF TODAY'S MOST INSIGHTFUL AND INNOVATIVE COMPANIES INCLUDING THE FOLLOWING:



The *Walt Disney* Company

**Microsoft**

 **UNITED**

BETTER BUSINESS BUREAU ONLINE

CISCO SYSTEMS

COMPAQ COMPUTER CORPORATION

DISNEY

eBAY

IBM

INTERNATIONAL OLYMPIC COMMITTEE

MARRIOTT

MICROSOFT

THE NATIONAL FOOTBALL LEAGUE

NASCAR

NOKIA

ORACLE CORPORATION

SUN MICROSYSTEMS

TARGET

TONY AWARDS/LIVE BROADWAY

TRIPLE CROWN RACES

UNITED AIRLINES



“We’re preparing for a future where it will be absolutely commonplace for transactions to be made from any device, any time, anywhere. At Visa, we see this evolution extending beyond e-commerce or even m-commerce, to “u”-commerce where the “u” stands for universal or ubiquitous. u-commerce will transcend the traditional barriers of geography, currency and even time.”

—CARL PASCARELLA, PRESIDENT AND CEO, VISA U.S.A.

“1185 Design’s ability to re-invent and refresh systems and corporate visuals for market are truly unsurpassed in the industry.”

—GARY MCCAIVITT, CREATIVE DIRECTOR, CISCO SYSTEMS, INC.

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ABOUT 1185 DESIGN

project:

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and Web Design**

OUR PROCESS IS WHAT DIFFERENTIATES 1185 DESIGN FROM ALL OTHER DESIGN FIRMS. A FIVE-PHASE PROCESS IS PROPOSED FOR THE DEVELOPMENT OF VISA U.S.A.'S CORPORATE COLLATERAL AND WEB SITE.

- ▶ PHASE 1: COMPETITIVE RESEARCH AND FIELD SURVEY
- ▶ PHASE 2: CORE DUMP
- ▶ PHASE 3: INITIAL CREATIVE
- ▶ PHASE 4: REFINEMENT AND LAUNCH
- ▶ PHASE 5: IMPLEMENTATION

DETAILS CONCERNING 1185 DESIGN'S CREATIVE PROCESS, ANSWERS TO FREQUENTLY ASKED QUESTIONS, AND REFERENCES FOLLOW.

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who we are

**1185 DESIGN** IS A GRAPHIC DESIGN FIRM COMMITTED TO BUILDING MEMORABLE BRANDS. FOR THE PAST EIGHTEEN YEARS WE HAVE BEEN DESIGNING OUTSTANDING, QUALITY SOLUTIONS WITH STAYING POWER. OUR PASSION IS PUSHING CREATIVE BOUNDARIES. THIS CONTINUAL DRIVE IS AT THE CORE OF THE COMPELLING AND EFFECTIVE DESIGNS PRODUCED FOR CORPORATIONS AND NON-PROFIT ORGANIZATIONS.

OUR CREATIVE STRENGTH IS IN OUR DIVERSE, CROSS-CULTURAL **STAFF** WHICH IS PARTICULARLY WELL-SUITED TO THE GLOBAL MARKETPLACE. FROM THE ONSET OF EACH PROJECT, OUR CLIENTS WORK IN PARTNERSHIP WITH OUR COLLECTIVE BRAIN TRUST OF DESIGNERS TO PRODUCE CREATIVE SUITED TO THEIR UNIQUE AND INDIVIDUAL NEEDS. OUR ENTIRE DESIGN STAFF PARTICIPATES IN BRAINSTORMS AND THE DESIGN PROCESS. THE DESIGNERS AND DESIGN DIRECTORS ALSO PLAY AN ACTIVE ROLL IN THE DEVELOPMENT OF THE MULTIMEDIA CREATIVE, ACTING AS A LIAISON BETWEEN THE CLIENT AND OUR MULTIMEDIA GROUP TO ENSURE THE DELIVERY OF THE HIGHEST QUALITY END PRODUCT. SOME BRIEF BIOGRAPHIES OF THE KEY TEAM MEMBERS THAT YOU MAY BE WORKING WITH FOLLOW.



some brief bios



**PEGGY BURKE**  
Founder, CEO, and President

B.S. in Graphic Design, University of Cincinnati

Peggy Burke is the founder, CEO, and President of 1185 Design. She has done extensive work in Silicon Valley for Fortune 100 Companies such as Adobe Systems, Cisco Systems, IBM and Sun Microsystems, as well as numerous startup companies, venture firms, and non-profit organizations.

Prior to founding 1185 Design, Peggy worked for eight years in the television and publishing industries on the East Coast and Midwest before relocating to Silicon Valley to be the art director for Boole and Babbage in Sunnyvale, California.

Peggy is a member of the Young President's Organization and is a trustee on the boards of The Computer History Museum and Sand Hill Systems. She is an advisor to Isabella Capital.



**MILLIE HSI**  
Design Director

M.S. in Communications Design, Pratt Institute, New York  
B.A. in Architecture, University of California Berkeley

Millie has been with 1185 Design since 1999. In her capacity as a Design Director, she leads design teams in the development of corporate identity, print and Web collateral, and product packaging design. She has worked extensively as a project manager for clients such as Adobe Systems, Applied Materials, Cisco Systems, Ideo, and Mercury Interactive. She is responsible for creating, producing and launching extensive collateral systems.

Millie has 18 years of experience in graphic design. She has helped launch extensive trade show campaigns and has work with the publishing industry. She is currently a Team Leader for the Cisco Creative Council.



**JANE WATT**  
Multimedia Manager

B.A. in Fine Arts, California State University Long Beach

Jane joined 1185 Design in early 1996. She brings with her her 21 years of experience in as a production designer. She is responsible for client management, estimating, scheduling, coordinating print buying, proofing and press checking, coordinating copy writing, illustration and photography, and print production.

For the past three years Jane has been our Multimedia Manager. In this capacity she oversees the design and production of HTML and Flash Web sites, Web templates, interactive software demos and presentations, Web banners and survey forms. Her accounts include Cisco Systems, IBM, Mercury Interactive, and Monosphere.



**KRIS ROTHGERY**  
Production Design Manager

Certificate of Completion in Technical Art/Graphics  
College of San Mateo, California

Kris has been with 1185 Design since 1997, and has been the head of the production department for the past 3 years. She has experience in account management as well as production design team management. Her accounts include AOC Monitors, Cisco Systems, Sun Microsystems, Adobe Systems, Stanford University, and the Djerassi Foundation. She is responsible for creating and maintaining brand guidelines and collateral templates; creating final print files and coordinating with clients and vendors throughout the production and printing phase of projects.

## our process

OUR PROCESS IS WHAT DIFFERENTIATES 1185 DESIGN. EACH NEW PROJECT, INCLUDING WEB SITES AND SOFTWARE DEMOS, BEGINS WITH A “CORE DUMP.” IN THE **CORE DUMP** OUR CLIENTS SIT DOWN WITH THE ENTIRE DESIGN TEAM TO DISCUSS YOUR MARKET STRATEGY, COMPETITION, AND OBJECTIVES. THE GOAL IS TO GET A CLEAR PICTURE OF WHO YOU ARE, AND WHAT SETS YOUR ORGANIZATION APART FROM THE COMPETITION. OUR ENTIRE DESIGN TEAM THEN PARTICIPATES IN THE DEVELOPMENT OF INITIAL CREATIVE. BY OFFERING MULTIPLE DIRECTIONS AT THE FRONT-END, YOUR ORGANIZATION IS ASSURED OF FINDING THE SOLUTION MOST UNIQUELY SUITED TO YOUR NEEDS. ONCE A DIRECTION IS CHOSEN, YOU ARE TEAMED WITH A DESIGN DIRECTOR AND SUPPORT TEAM TO REFINE YOUR PROJECT AND GUIDE IT THROUGH TO LAUNCH.



DURING THE PERIOD OF TIME FOLLOWING THE CORE DUMP, THE DESIGNERS WORK ON THE DEVELOPMENT OF **INITIAL CREATIVE**. THEY REVIEW THE INFORMATION AND THEMES THAT WERE TOUCHED UPON DURING THE CORE DUMP AND CONDUCT ADDITIONAL RESEARCH. IN BRAINSTORM MEETINGS THE CORE TECHNOLOGY AND BRAND ATTRIBUTES ARE REVIEWED, AND ROUGH CONCEPTS ARE REFINED BY THE DESIGNERS AND THE DESIGN DIRECTORS DURING INTERNAL CRITIQUES.

ON AVERAGE, 8-10 CONCEPTS ARE SHOWN AT THIS INITIAL STAGE. CREATIVE IS PRESENTED BOTH AS PRINTOUTS ON BOARDS, AND ONLINE BY MEANS OF OUR SECURE CLIENT SITE. FOR A WEB SITE, SEVERAL REPRESENTATIVE PAGES ARE GENERALLY PRESENTED FOR EACH CONCEPT; FOR FLASH ANIMATION, CONCEPTS ARE PRESENTED IN STORYBOARD FASHION.

## our process

AFTER THE INITIAL CREATIVE IS PRESENTED, YOU ARE ASKED TO NARROW THE FIELD DOWN TO THE DIRECTION THAT BEST EXPRESSES THE ATTRIBUTES OF YOUR ORGANIZATION. DURING THE **REFINEMENT** PHASE, A DESIGNER WORKS CLOSELY WITH YOU TO FINE TUNE THE MULTIMEDIA CREATIVE AND TO MAP OUT ANY ANIMATION IN GREATER DETAIL.

AFTER THE CLIENT HAS NARROWED THE FIELD TO THEIR TOP CHOICE, THE PROJECT IS HANDED OFF FOR **FINAL PRODUCTION**. THE DESIGNERS WORK CLOSELY WITH BOTH OUR PRINT AND MULTIMEDIA PRODUCTION STAFF IN THIS PHASE TO ENSURE THAT THE CREATIVE IS PROPERLY TRANSLATED INTO THE APPROPRIATE FINAL FORMATS. DEPENDING ON YOUR SPECIFIC NEEDS, BASIC OR EXTENSIVE USAGE GUIDELINES ARE DEVELOPED AND THE FINISHED PIECES OR TEMPLATES ARE HANDED OFF TO YOUR MARKETING TEAM FOR **LAUNCH**.

The following information is provided to address questions and concerns you may have with regards to initiating and developing Web creative in conjunction with 1185 Design. If you have any additional concerns, please do not hesitate to give us a call at 650.325.4804.

**1. HOW LARGE IS THE DESIGN STAFF? WHAT ARE THE INDIVIDUAL FUNCTIONS OF THAT STAFF?**

One of the creative strengths of 1185 Design is our diverse, cross-cultural, multi-disciplined staff. Each project, including Web creative, is developed and enriched by the contributions of the entire staff rather than a small, isolated group of individuals. The firm currently employs 30 people including designers, illustrators, production staff, and administrators. Almost all of them are involved in the design process in one function or another, whether it be brainstorming, design, production, programming or support. Included among these staff members are the following:

<b>Peggy Burke</b>	Founder, CEO, and President of 1185 Design; oversees all creative.
<b>Design Directors</b>	Oversee project development and coordination; act as liaisons between the client and the rest of the design team.
<b>Designers</b>	Develop creative for both print and the Web; oversee production and project development.
<b>Illustrators</b>	Work along side the designers to develop unique images tailored to the needs of our clients.
<b>Production Design Manager</b>	Oversees print production and the production design staff.
<b>Multimedia Manager</b>	Oversees development of Web creative and the multimedia/Web staff.
<b>Multimedia Production Designers</b>	Develop and optimize graphics, audio, and video media for Web delivery.
<b>Web Developers/Programmers</b>	Collaborate with the design team to develop static and dynamic Web content.
<b>Scheduler/Trafficker</b>	Develops and maintains schedule; coordinates the delivery of printed pieces.
<b>Proofreaders</b>	Review printouts of files to ensure integrity of content.



**2. WHAT IS THE LEVEL OF EXPERIENCE OF THE FIRM AND WEB DESIGN STAFF?**

1185 Design has been producing compelling Web creative for corporations and nonprofit organizations for the past ten years. As a full-service graphic design firm with a reputation for creative, high-quality design, we have had the ongoing privilege of working on Web projects for clients such as Adobe Systems, Cisco Systems, Connectix, Inktomi, Systemonic, and the Stanford Graduate School of Business.

**3. WILL THE PRINCIPAL OF THE FIRM BE INVOLVED WITH OUR PROJECT?**

Peggy Burke, Founder, CEO, and President of 1185 Design, is personally involved with each and every project that the firm develops. Peggy's passion for pushing creative boundaries and designing outstanding, quality solutions with staying power is at the core of the compelling and effective design work. Her involvement is strengthened by her extensive work in Silicon Valley for Fortune 100 companies, as well as numerous start-up companies and venture firms. Prior to founding 1185 Design, Peggy worked for eight years in the television and publishing industries on the East Coast and Midwest before relocating to Silicon Valley to be the art director for Boole and Babbage, Inc. in Sunnyvale, California.

Ms. Burke is a member of the Young Presidents' Organization and is a trustee on the boards of the Computer History Museum and Sand Hill Systems. She is an advisor to Isabella Capital. Ms. Burke holds a B.S. in Graphic Design from the University of Cincinnati.

**4. HOW OFTEN DO YOU EXPECT TO MEET WITH ME?**

Initial meetings and presentation of creative are typically conducted face-to-face. Subsequent meetings occur every week or so, as the project progresses. They may be conducted in person, or via telephone or digital correspondence.

We commonly post creative on the Web for our clients to review electronically.

**5. WHAT ARE YOUR BUSINESS HOURS? ARE STAFF MEMBERS AVAILABLE AFTER HOURS AND ON WEEKENDS?**

Our "normal" office hours are 8:00 a.m. to 6:00 p.m. Monday through Friday; however, with the nature of the design industry being what it is, we regularly make exceptions to this rule. We are accustomed to tailoring our schedules as our deadlines, clients, projects, and site testing dictate.

**6. DESCRIBE THE WORK PROCESSES FOR PRODUCING A WEB SITE.**

Our process is what differentiates 1185 Design from all other firms. Each new project begins with a "core dump." Our client sits down with a team of 10 to 12 designers and technical staff to discuss their business model, market strategy, competition, and objectives—all of the factors that set them apart. Our entire design team participates in the core dump and the initial creative. For projects such as a Web site, the designers may choose to work individually or as a team to develop 5–7 entirely unique solutions. By presenting multiple directions at the front-end, our clients are assured of finding the solution best suited to their needs. Once a direction is chosen, the client is teamed with a design director and design team to see their project through to going live on the client's server. For additional information, please see the section on "Our Process."

**7. WHAT IS YOUR ATTITUDE TOWARD CLIENT MODIFICATIONS OF THE DESIGN?**

The goal is to develop a finished piece that best reflects the personality and the qualities of the client's company. As such, feedback from any member of the client's company is always welcome. In fact, we ask that the client be involved in providing feedback at every step of the design process. In turn, and throughout the process, 1185 Design contributes input and expertise wrought by our years of design and production experience. The development of a meaningful and creatively rich Web site is the direct result of this collaboration between our design team and the client.

**8. WHAT INTERNAL SERVICES DOES 1185 DESIGN PROVIDE?****• CONSULTING AND DESIGN FOR WEB**

Our design and multimedia departments regularly design and produce Web sites, HTML Web templates, user interfaces, online annual reports, HTML email newsletters and advertising templates, electronic invitations, Flash demos and presentations, Web banners and survey forms. We also have expertise in system integration, cross-platform issues, networks, database-driven dynamic sites, and Internet servers.

**• PROOFREADING**

We have a staff of proofreaders that work with us on all projects both on the Web and in print. Our proofreaders review each revision to ensure that the content and edits match the materials provided to us by our clients. They may also review grammar, and may make suggestions to our clients with regards to content and clarity. They are not, however, responsible for the content itself.

**• AFTER-PROJECT EVALUATION**

As a matter of practice, we make certain to schedule meetings to follow up with our clients after our project has delivered to evaluate how the process went. We find this input helpful for working on subsequent projects with our clients, as well as for enhancing interactions with our other clients.

**9. ON WHAT BASIS IS THE DESIGN FEE BASED?**

Our design fees are based on anticipated costs incurred for time and materials.



**10. IS THE DESIGN FEE PART OF A FIXED PROJECT BUDGET THAT INCLUDES ALL SERVICES?**

The estimated design and production fees include the following support services: design, design research, project management, production, production coordination, scheduling, trafficking, proofreading of files, Web management, and multimedia production.

Possible additional costs not included on our estimate include: additional rounds of edits (which exceed the number of rounds agreed upon), copywriting, illustration and diagrams, photography and art direction of necessary photoshoots, courier and shipping charges, taxes, PERL/CGI scripting, and administration of the final Web site to the client's server.

**• COPYWRITING**

While our designers are adept at developing concepts and appropriate headlines, we do not have full-time copywriters on staff. We do, however, regularly work with a number of highly qualified writers. A referral list is available upon request.

**• PHOTOGRAPHY**

We usually present a number of different design directions—some utilizing photography; others illustration—so that the client may select creative that best suits the needs of their specific project. Once a direction is agreed upon, we will arrange for usage rights accordingly. For use of photography and illustration, there may be additional costs involved.

**• PERL/CGI OR OTHER SCRIPTING?**

PERL/CGI or other scripting includes, but is not limited to, forms that provide the following functionality: email response, password protection, search capability, and database access.

**• ADMINISTRATION OF WEB SITES?**

Our qualified staff can support your Web administrator in any and all facets of setting up your new site. Our expertise includes resolving most server configuration and functionality issues, DNS resolution issues, UNIX administration, and file transfer protocols (FTP). If this service is required, we request that you provide us with our own unique username and password to complete these tasks, to ensure proper security and accounting.

**11. DOES PROJECT MANAGEMENT INCLUDE SCHEDULE AND BUDGET PREPARATION (AND UPDATES) AND WEB CONSULTING?**

Project management, including scheduling and estimating, is included in our estimated costs. Additionally our full time multimedia staff is always available to help troubleshoot and resolve any issues that may arise pertaining to the Web.

**12. WHO IS ULTIMATELY RESPONSIBLE FOR APPROVING CONTENT?**

We ask all of our clients to agree to carefully proof and sign their approval on all phases prior to it being posted to the client's server. As such, the client bears responsibility for all content, errors or omissions in content or graphics, whether it be typographic, graphic or otherwise.

The client is solely responsible for any subsequent server, display and/or styling errors that result due to edits or revisions made to files found on the final CD.

**13. WHAT IS INCLUDED IN BASIC PROGRAMMING?**

All basic HTML 4.0 compliant styling and layout tags, including construction of tables, ordered lists and form fields, and most meta-tags are included, as well as JavaScript functions controlling simple rollovers, image preloaders, form error checking and alerts, and functions to ensure cross platform consistency and browser downward compatibility. In the case of Flash content, version and upgrade sniffers are also included.

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#### 14. WHAT IS THE TESTING PROCESS FOR WEB SITES?

All HTML documents and their associated scripting are tested as they are developed on the development/authoring platform for which they are written. Working documents are posted to our in-house Web server for additional testing of server functionality, as well as final proofing and approval of design and content.

Upon final approval of design and content, the site is placed on a Beta server for final testing of all functionality and usability.

##### • BETA SITE TESTING

After all design elements and content are approved by the client, the site is posted to a dedicated Apache Web server, configured with PERL 5, PHP, ASP modules and mySQL database software. Here it is tested to ensure all scripting—CGI, SSI, and dynamic content—are functional. The site is optimized for speed, reliability, and usability.

Ideally the Beta site will reside on the client's server for a minimum of four days to ensure that all design and programming elements function as intended.

##### • FINAL SITE HAND OFF

Pending client approval of the functionality and usability of the site as it exists on our Beta server, all files—including all final HTML (HTML and SHTML), graphics (JPEG and GIF), Flash files (SWF), scripting (JS, CGI, PERL, and PHP), as well as all source files (AI, PSD, FLA, PNG) are burned onto a CD for delivery to the client.

We prefer to hand off final sites on CD three days to one week prior to the client taking the site live. It is our experience that there are many factors out of our control that could affect the site and its performance. Your new site, and more importantly the server on which it is to reside, may need fine tuning to match the quality and meet the expectations found on our Beta server. Advance hand off also allows your Web administrator to become familiar with the complexities and features of the new site.



**15. DO YOU OFFER SITE MAINTENANCE?**

We offer many levels of site maintenance and administrative support contracts. We are open to working out an agreement that best suits your needs whether it be monthly reports with hourly charges or a retainer.

**16. DO YOU HAVE PREFERRED ISPs?**

We are quite familiar with a number of service providers and hosting services. We will be happy to assist and advise you in selecting the ISP that best suits your needs.

**17. WHAT APPLICATIONS ARE USED BY 1185 DESIGN IN THE DEVELOPMENT OF WEB CREATIVE?**

We commonly use a combination of the following applications: Adobe Illustrator, Adobe Photoshop, Adobe GoLive, Adobe LiveMotion, Adobe Acrobat, Adobe Premiere, Macromedia Flash, Macromedia Dreamweaver, Macromedia Fireworks, Macromedia Director, Macromedia HomeSite, Macromedia Freehand, and GoldWave.

For additional information not covered in this document, please do not hesitate to contact us. We can be reached at 650.325.4804, or you may contact Peggy Burke via email at [peggyb@1185design.com](mailto:peggyb@1185design.com).

## references

### **Andy Cunningham**

President  
Citigate Cunningham  
1510 Page Mill Road  
Palo Alto, CA 94304  
650.858.3700 phone  
650.858.3806 fax  
andy@cunningham.com

Among other projects for this Bay Area Public Relations firm, 1185 Design developed event identity, signage, and related collateral for the Interactive Media Festival held in Los Angeles.

### **Shernaz Daver**

Former VP of Marketing  
Inktomi Corporation  
4100 East 3rd Avenue  
Foster City, CA 94404  
650.619.7044 phone

1185 Design has been the design firm of record for Inktomi for the past five years. We designed and produced the corporate look and feel including annual reports (print and online), corporate Web site, trade show exhibits, and collateral.

### **Pamela George**

VP of Corporate Marketing  
Sybase  
One Sybase Drive  
Dublin, CA 94568-7902  
925.236.6429 phone  
pamela.george@sybase.com

1185 Design redesigned the Sybase corporate look and feel including Web and print collateral, online annual reports, and graphics for their annual industry event, TechWave.

Prior to working with Pamela at Sybase, 1185 Design worked with her in her role as Director of Marketing for Cisco Systems.

## references

### **Zach Nelson**

President and CEO  
NetLedger  
2955 Campus Drive, Suite 175  
San Mateo, CA 94403  
650.627.1000 phone  
650.627.1003 fax  
znelson@netledger.com

1185 Design designed and produced entire launch (over 200 deliverables) of the Solaris Operating System for Sun Microsystems when Zach was their Director of Marketing. This launch happened in just six weeks. 1185 Design continued to create and maintain the look and feel of the Solaris brand across three business units for the next 10 years through collateral, packaging and trade show exhibits, both in the U.S. and internationally.

Since working with Zach at Sun, we have had the privilege of collaborating with him at both Network Associates and NetLedger.

### **Gary McCavitt**

Director of Communications  
Cisco Systems  
170 West Tasman Drive  
San Jose, CA 95134  
408.527.2651 phone  
408.526.5395 fax  
gmccavit@cisco.com

1185 Design has been Cisco's design firm of record for the past 13 years. We created and maintained the look and feel for the Cisco brand through corporate identity, annual reports, collateral, online, exhibits, and packaging for all business units in the U.S. and internationally.



about 1185 design

“The work consistently reflects compelling, innovative approaches to business initiatives.”

—PAMELA GEORGE, VICE PRESIDENT, CORPORATE MARKETING, SYBASE INC.

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SAMPLES OF OUR WORK

project:

**Visa U.S.A.  
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IN THIS SECTION YOU WILL FIND A SMALL SAMPLING OF CREATIVE THAT 1185 DESIGN HAS DEVELOPED IN THE PAST FEW YEARS INCLUDING THE FOLLOWING:

- ▶ COLLATERAL SYSTEMS
- ▶ ANNUAL REPORTS
- ▶ WEB SITES
- ▶ FLASH DEMONSTRATIONS
- ▶ TRADE SHOW GRAPHICS

FOR ADDITIONAL INFORMATION AND TO VIEW INTERACTIVE VERSIONS OF THE FLASH DEMONSTRATIONS, PLEASE VISIT US ON THE WEB AT: [HTTP://WWW.1185DESIGN.COM](http://www.1185design.com).

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visa presentation

POLYMERIZATION

VISA COMMERCIAL SOLUTIONS



eleveneightyfiivedesign



### THE TASK:

- Understand the Visa Commercial Solutions business
- Develop a Marketing and Communications program
- Define specific strategies and tactics
- Staff the Visa Commercial Solutions account

## UNDERSTANDING THE BUSINESS:

- IMMERSE ourselves
- Become part of the Visa TEAM
- REVIEW 'insider' information
  - Ketchum Media Audit
  - D&T Competitive Audit
  - Member Satisfaction study
  - Competitive Ad Review
  - Audience profiling Info
  - Strategic planning docs
  - Etc.
- RESEARCH the public record
- SURVEY Visa Commercial Solutions and marketing and sales teams
- INTERVIEW Commercial Solutions staff
- CREATE positioning/messaging brief
- DEMONSTRATE our understanding to your satisfaction

### DEVELOPING THE PROGRAM:

- Delineate ASSETS
- Get tough on LIABILITIES
- DIFFERENTIATE
- Position the COMPETITION
- Create the PLAYBOOK



## DEFINING STRATEGIES & TACTICS:

### Strategies

- Laser-focus on specific objectives
- Design audience-centric campaigns
- Deploy communications as strategic 'lynchpin'
- Use all available tools
- Exploit the Web
- Tap into emotions
- Keep changing the rules
- Play to win

### Tactics

- Content development
- Analyst relations
- Demand creation
- Visibility events
- Customer relations
- Public relations
- Interactive marketing
- Web marketing
- Visionary design

## MARKETING CHALLENGES: WHAT WE HEARD

**1** It's tough to DIFFERENTIATE

- MC has similar products & services
- Channel controls the message

**2** The channel is NOISY

- Too many products available
- Hard & soft incentives proliferate
- Services becoming commodities

**3** AWARENESS is low

- Product strategy is shifting
- Primary target audience is diverse (Tier 1 Members, End-users, Industry Opinion Makers, Internal)
- MC, AmEx shout louder

**4** Card mentality DOMINATES

- Mindset is 'card processing', not Electronic Payment Solutions
- Cards are brand-able

## STAFFING THE ACCOUNT:

- Peggy Burke – Principal / Creative Director
- Millie Hsi – Design Director / Account Manager
- Kris Rothgery – Production Design Manager
- Jane Watt – Multimedia Design Manager
- Karen Downing – Marketing Consultant
- Designers, Illustrators, Writer, Print and Multimedia Production Team



OUR PROCESS



## OUR PROCESS IS WHAT DIFFERENTIATES 1185 DESIGN

- A five-phase process is proposed for the development of print and Web collateral for the Visa Commercial Solutions group.
  - Phase 1—Competitive Research and Field Survey
  - Phase 2—Core Dump
  - Phase 3—Initial Creative
  - Phase 4—Refinement and Launch
  - Phase 5—Implementation

## PHASE 1—COMPETITIVE RESEARCH AND FIELD SURVEY

- 1185 Design will conduct an analysis of Visa Commercial Solutions competition in addition to an extensive field survey of Visa Commercial Solutions sales and marketing teams.



## PHASE 2—CORE DUMP

- It all begins with a “Core Dump.” In the Core Dump you will sit down with the entire 1185 design team (designers, writer and marketing consultant) to discuss your market strategy, competition, and objectives. The goal is to get a clear picture of who Visa Commercial Solutions is, and what sets you apart from your competition.

### PHASE 3—INITIAL CREATIVE

- Following this initial fact finding period, the designers begin the development of the initial Look and Feel creative. Themes and attributes are reviewed in brainstorm meetings, and rough concepts are refined through internal critiques.
- On average, 8-10 unique concepts are shown at this initial stage. All creative will be posted to a password protected client site. Additionally, bound books are produced for quick reference.

#### PHASE 4—REFINEMENT AND LAUNCH

- After the initial creative is presented, you will be asked to narrow the field down to the direction that best expresses the attributes and personality of the Visa Commercial Solutions group. During this refinement phase, the design team will work closely with you to fine tune the creative and begin copy development.
- Next the Look and Feel will be implemented across all marketing collateral.



## PHASE 5—IMPLEMENTATION

- Usage guidelines will be developed to ensure consistency across all mediums and amongst the Visa Commercial Solutions group's vendors and partners.
- We recommend the organization of a Visa Commercial Solutions creative council to ensure that all agencies developing future creative may do with one voice.

March 10, 2003

**FULL SERVICE GRAPHIC DESIGN EXPERTISE**

- Branding
- Collateral Systems
- Web (Web sites and product demos)
- 3-Dimensional  
(Packaging and promotions)
- Environment Graphics
- Management of Messaging and  
Copy Development

OUR TRACK RECORD SPEAKS FOR ITSELF





March 10, 2003

“1185 Design’s ability to re-invent  
and refresh systems and corporate  
visuals for market are truly  
unsurpassed in the industry.”

—GARY McCAVITT, CREATIVE DIRECTOR, CISCO SYSTEMS, INC.

eleveneightyfive design

“The work consistently reflects  
compelling, innovative approaches  
to business initiatives.”

—PAMELA GEORGE, VICE PRESIDENT, CORPORATE MARKETING, SYBASE INC.

samples of our work

project:

**Visa U.S.A.  
Corporate Collateral  
and Web Design**

1185 Design Proposal  
v 2.0  
Visa U.S.A.  
03.10.03  
Confidential



VISA PRESENTATION

project:

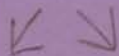
**Visa U.S.A.  
Corporate Collateral  
and Web Design**

1185 Design Proposal  
v 2.0  
Visa U.S.A.  
03.10.03  
Confidential

COLLATERAL SYSTEMS

“Peggy Burke and her talented staff have consistently produced a series of highly creative and innovative designs that capture the multiple facets of the School. The firm’s commitment to excellence in design is unsurpassed.”

—SEEMA CICERONE, PUBLICATIONS COORDINATOR, STANFORD GRADUATE SCHOOL OF BUSINESS



**A D O B E   S Y S T E M S** Look and Feel

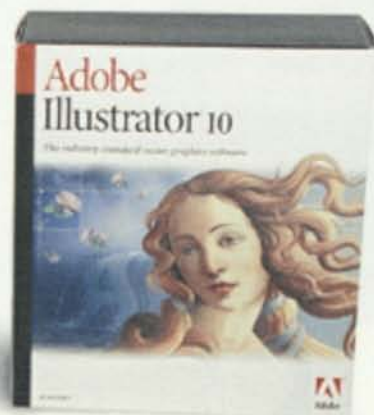
Collateral and Product Marketing





ADOBE SYSTEMS Look and Feel

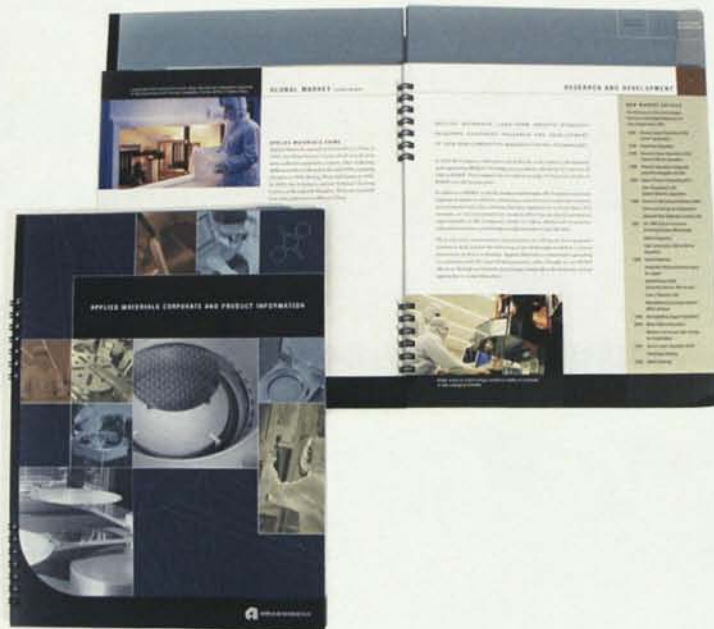
Signature Images and Product Promos





**APPLIED MATERIALS** Look and Feel

Corporate and Product Brochures



NO  
↓

APPLIED MATERIALS Look and Feel

Product Business Group Folder and Datasheets









**APPSHOP** Look and Feel

Application of Logo and Presentation Folder





**A P P S H O P** Look and Feel

Corporate Brochure









CISCO SYSTEMS Look and Feel

Product Packaging and Channel Partner Look and Feel









**MERCURY INTERACTIVE** Look and Feel

Presentation Folder and Corporate Brochure







**NIKU** Look and Feel

Corporate Folder, Datasheets, and Brochure



**NIKU** Look and Feel

Product Packaging



**PHOTON DYNAMICS** Look and Feel

Presentation Folder and Corporate Brochure



**PHOTON DYNAMICS™**





### Corporate Profile

- Worldwide locations
- Employees - 362
- Integrated yield management solutions provider
- Shares Outstanding - 13.6 M
- Nasdaq: PHTN
- www.photondynamics.com

Houston, Ontario, Canada      Stockholm, The Netherlands      Tokyo, Japan  
 San Jose, CA, USA      Seoul, Korea  
 New York, NY, USA      Beijing, China  
 New York, NY, USA      Mumbai, India  
 New York, NY, USA

PHOTONDYNAMICS Page 2



**REMEDY** Look and Feel

Corporate Folder and Brochures



**REMEDY** Look and Feel

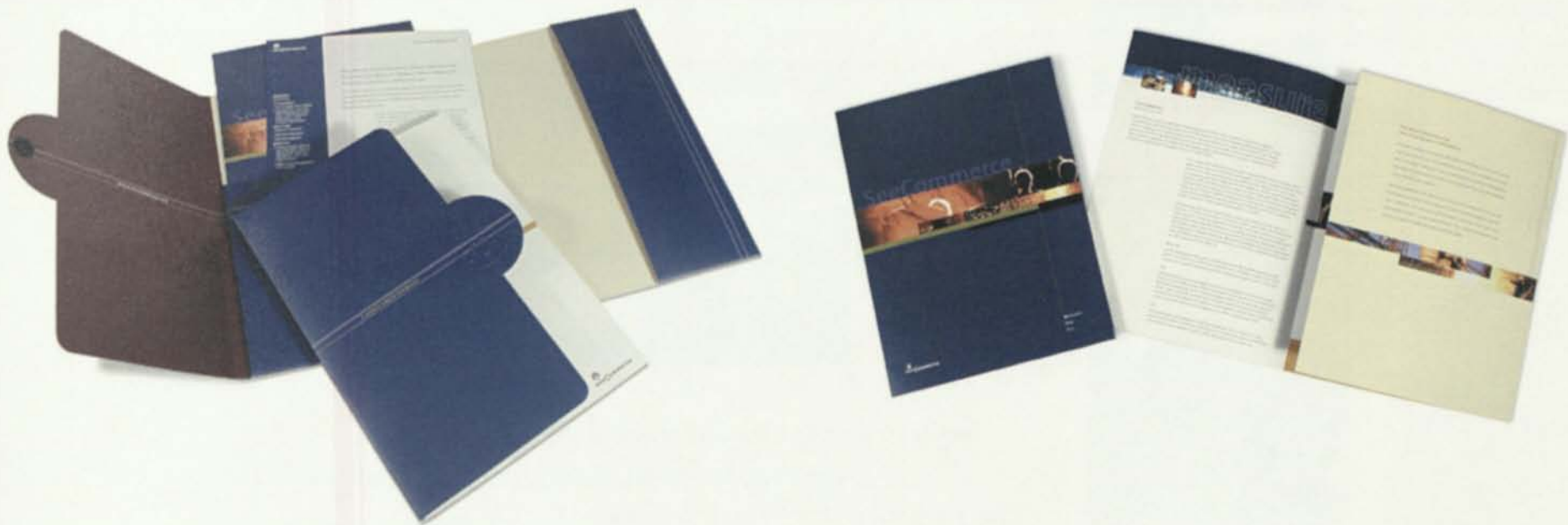
Brochures and Datasheets







SEE COMMERCE Look and Feel

Corporate Folder and Overview Brochure





	<p>SeeCommerce enables business managers and trading partners to continuously manage and improve business across complex supply chains. SeeCommerce improves a company's ability to compete in the global marketplace and <b>significantly improves ROI.</b></p>	
<input type="text"/> SEARCH	<h2>SUPPLYCHAINPERFORMANCEMANAGEMENT</h2>	
<p>COMPANY SOLUTIONS NEWS EVENTS RESOURCES PARTNERS SUPPORT CONTACT</p>	<p>COMPANY INFORMATION EXECUTIVE BIOS BOARD OF DIRECTORS PARTNERS EMPLOYMENT CONTACT/DIRECTIONS</p>	
<p>RECENT NEWS</p> <p>0 1 2 3 4 5 6 7 8 9 10 11 12 13 14</p> <p>0 1 2 3 4 5 6 7 8 9 5 6 7 8 9</p>	<p>“SeeChain gave us visibility into our supply chain averting a complete manufacturing disaster. The product paid for itself within the first month”</p> <p>DAYMLER CHRYSLER</p>	

“1185 Design creates the most innovative and creative design work I’ve ever seen. In addition to beauty, their solutions consistently communicate the essence of substance quite effectively.”

—ANDY CUNNINGHAM, CHAIRMAN AND CEO, CUNNINGHAM COMMUNICATION, INC.

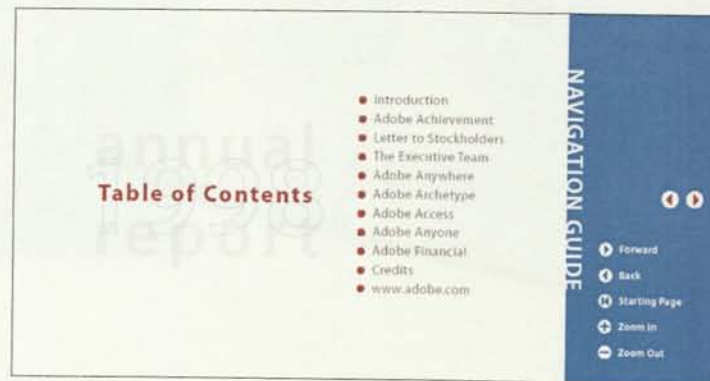
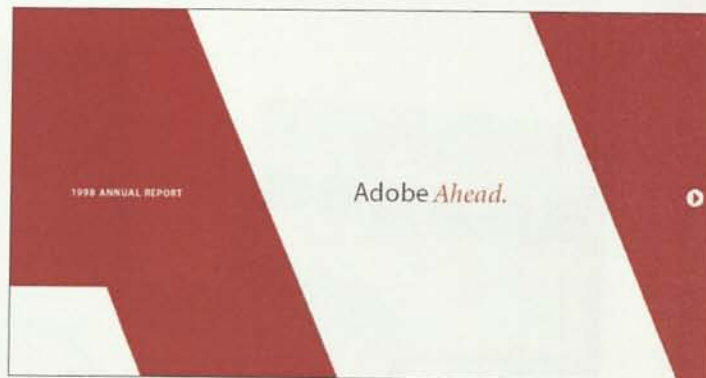


ADOBE SYSTEMS

Annual Reports











"For the BMW Group, Ariba was the first choice. We chose them for their friskulous global platform and proven ability to execute."

— Michael P. O'Connell, President of the BMW Group, North America

Building the Global Network







CISCO SYSTEMS

Annual Report



**DJERASSI RESIDENT  
ARTISTS PROGRAM**

Annual Reports



DJERASSI RESIDENT  
ARTISTS PROGRAM

Annual Reports





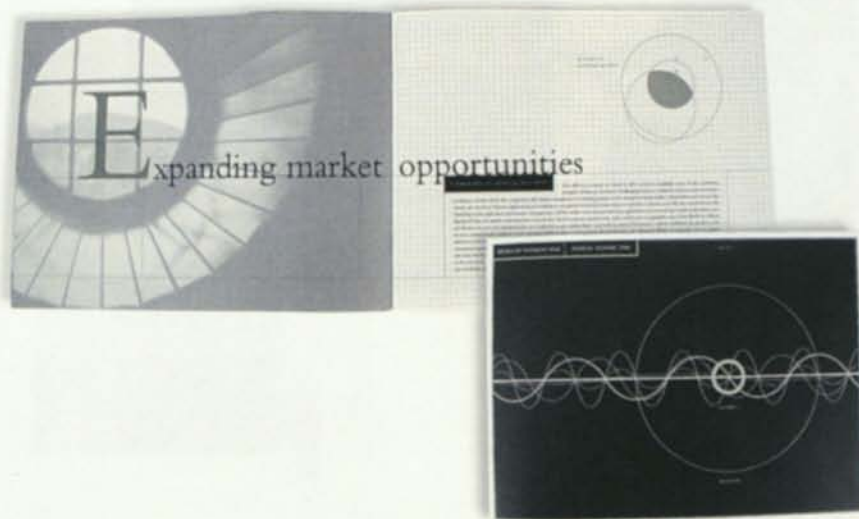


LOGITECH

Annual Reports



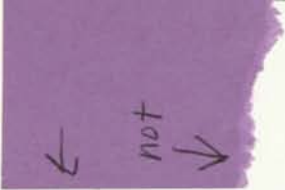












TIVO

Annual Reports



## WEB SITES

“As a world-class firm, I think 1185 Design’s wealth of great creative can be attributed to the diverse background of their team. We always know they will incorporate the fresh ideas and intelligent use of technology that are absolutely necessary to accomplish our marketing goals. Their uncommon dynamic helps us create a strong link with our global audience.”

—ZACHARY NELSON, PRESIDENT AND COO, NETLEDGER



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21VC PARTNERS

MAKING GREAT COMPANY

*Co-Founder & CEO, When.com*  
**Ted Barnett**

*Previously, 10101.com  
& 21VC*

**Managing Your Life**  
The Technology Behind AOL's Calendar  
*1 million subscribers*

Founded in 1998. Acquired by AOL in 1999

TO EXPLORE—SIMPLY SCROLL MOUSE TO RIGHT. AUDIO WILL START AS YOU ROLL OVER FEATURED ENTREPRENEUR. CLICK ON INDIVIDUAL PORTRAITS FOR THEIR COMPANY INFORMATION.

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February 14, 2002

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Want fast access to best-of-class applications and to truly optimize the cost of implementation, integration, and customization? Want to use domain experts to manage your company's network and software issues—the information technology functions not critical to operations—so you can better focus on your core business? Look to Appshop. We deliver an integrated, powerful solution based on the Oracle E-Business suite of applications that will achieve that and more. One stop. One shop. One focus—customers. At your service today.

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E-BUSINESS SUITE OF  
APPLICATIONS

SEARCH





**Cisco Systems**

**CISCO CREATIVE COUNCIL**

**creativity**

Creativity comes from trust. Trust your instincts. And never hope more than you work.

*Cira Mae Brown US writer & playwright*

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Windows XP Windows Me



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The Compatibility Starts Here

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Connectix  
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MAC

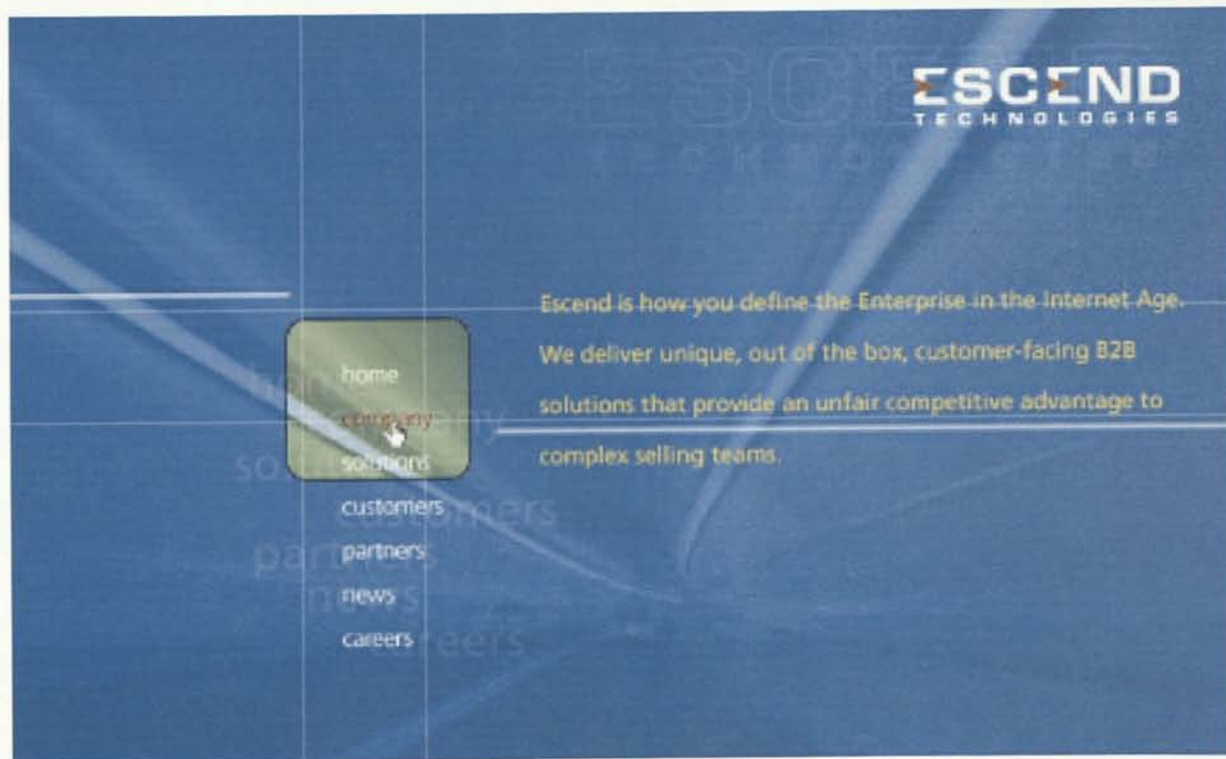


» SUCCESS STORIES » REVIEWS » AWARDS

'with Virtual PC, Connectix offers a compelling  
**compatibility** solution tht provides a **flexible**  
experience with a Windows-based environment'

- John Fredrikson, General Manager of Marketing for Windows





The image shows a screenshot of the Escend Technologies corporate website. The background is a dark blue gradient with faint, overlapping text such as "Escend Technologies", "customers", "partners", "news", and "careers". In the top right corner, the "ESCEND TECHNOLOGIES" logo is displayed in white. On the left side, there is a vertical navigation menu with a light green rounded rectangle containing the following items: "home", "company", "solutions", "customers", "partners", "news", and "careers". A mouse cursor is positioned over the "company" link. To the right of the navigation menu, there is a main content area with the following text: "Escend is how you define the Enterprise in the Internet Age. We deliver unique, out of the box, customer-facing B2B solutions that provide an unfair competitive advantage to complex selling teams."

ESCEND TECHNOLOGIES

home  
company  
solutions  
customers  
partners  
news  
careers

Escend is how you define the Enterprise in the Internet Age.  
We deliver unique, out of the box, customer-facing B2B  
solutions that provide an unfair competitive advantage to  
complex selling teams.



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*connections*  
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Dressler Associates  
Executive Search Firm  
*Specializing in executive-level placements*

Dressler Associates is a Silicon Valley executive search firm with a reputation for finding the most desirable senior executives and placing them with industry leading companies and key venture capital firms. Since 1997, company president Carol Dressler has been personally involved with every part of the process. In a highly competitive environment, her name is respected enough to open doors to many high-profile corporate offices.

Because of her extensive, highly successful management experience, Carol finds candidates who demonstrate both the skills and vision to think strategically, lead and motivate others and build a culture that fosters accountability and teamwork.

"CAROL HAS AS MANY 'INSIDE' CONTACTS AS THE CIA, SO SHE IS ABLE TO GET THE EARLY LEAD ON RINGULAR CANDIDATES. SHE CAN ALSO GET THE REAL GOOD FROM AUTHENTIC REFERENCE CHECKS—SOMETHING THAT IS GETTING HARDER TO COME BY THESE DAYS."

JULY 14, 2004  
Co-FOUNDER, CEO  
HONEYMAD.COM

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*Inktomi develops and market scalable software designed for the world's largest internet infrastructure and media companies. Lorem ipsum dolor sit amet, con sactatuer a dipisng.*

**Inktomi Numbers**

- 1.3 million documents in directory categories
- 90 portals powered by inktomi
- 4.2 billion search queries last year

**► Announcements**

- Launched "Ecosystem for Media" [more](#)
- PRIMUS Telecommunications and Inktomi Forge Strategic Alliance to Build Global Infrastructure [more](#)
- Inktomi Selected by Yahoo! as Premier Enterprise Search Solution Provider [more](#)

**► What's New**

- [Click here for list of Inktomi activities at ISPCON 2000](#)
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- [Click here for list of Inktomi activities at ISPCON 2000](#)

INQUIRA

http://www.inquire.com

**INQUIRA.**  
The Power of Natural Interaction

Inquire is the leading provider of enterprise self-service and search applications that empower a company's customers and customer service representatives to get precise answers to their own questions, find practical solutions to their own problems, and effectively escalate their own service needs.

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OUR PARTNERS BECOME A PARTNER

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Breaking News: Lorem ipsum dolor sit amet, consectetur

**INQUIRA.**  
The Power of Natural Interaction

"Business executives are looking for ways to accelerate informed decisions and increase productivity. The integration of the Inquire software into these directories enables business professionals to immediately access the business intelligence they need."

COMPANY PRODUCTS CUSTOMERS PARTNERS NEWS CONTACT US CAREERS

OVERVIEW AT-A-GLANCE MANAGEMENT BIOS BOARD WHY INQUIRA

CAREERS

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Ensemble communications Closes \$60 Million Financing Round.

Ensemble communications Closes \$60 Million Financing Round.



insight

experience



vision

teamwork



partnership



It is more important than ever for emerging companies to rapidly assemble the people, the technology, the partnerships and the dollars to reach critical mass. It is essential that entrepreneurs find the right venture capital partner. IVP is that partner.

THE GREG LEMOND OFFICIAL SITE

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**GALLERY ONE**  
Click here for more detail about Greg's youth.

**GALLERY TWO**  
Click here for more detail about Greg's career.

**GALLERY THREE**  
Click here for more detail about Greg today.

**QUICK RELEASES**

**LeMond's New Titanium Bikes**  
LeMond Racing Cycles will be introducing new top of the line titanium bicycles that will be sold to consumers through independent bicycle retailers.

**Win Stuff**  
Win Speedplay Pedals, Powercranks, and even a LeMond Bike.

**Free Bike Socks**  
Join the Greg LeMond Fan Club and receive free DeFeet Socks.

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THE GREG LEMOND OFFICIAL SITE

**LEMOND**

**QUICK RELEASES**

**Shopping**

**Check back for additional Greg LeMond official merchandise in early 2001!**

If you'd like further information on official Greg LeMond merchandise, please [email](#) us today!

**LeMond Adventure Tours Official Jersey**  
Even if you can't join Greg's annual Tour de France trip, you can look like you were there. Custom-designed exclusively for LeMond Tours, this jersey was inspired by the Tour de France combined-classification jersey that for several years was awarded to the rider with the best overall position in the Tour's sprint, points, mountains, young rider and general classifications. LeMond wore the performance jersey when he earned his first-ever Tour de France stage win in 1985. Nowadays, thousands of French fans cheer as Greg leads his tour guests, all wearing this jersey, up the legendary Alpe d'Huez ahead of the race caravan. **Also available with Greg's authentic autograph, personalized for each individual purchaser.**

**Sizes:** S, M, L, XL  
**Price:** \$75, or \$150 with personalized autograph.

**LeMond's New Titanium Bikes**  
LeMond Racing Cycles will be introducing new top of the line titanium bicycles that will be sold to consumers through independent bicycle retailers.

**Win Stuff**  
Win Speedplay Pedals, Powercranks, and even a LeMond Bike.

**Free Bike Socks**  
Join the Greg LeMond Fan Club and receive free DeFeet Socks.

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ONSET VENTURES Corporate Web Site

<http://www.onset.com>

ONSET  
VENTURES

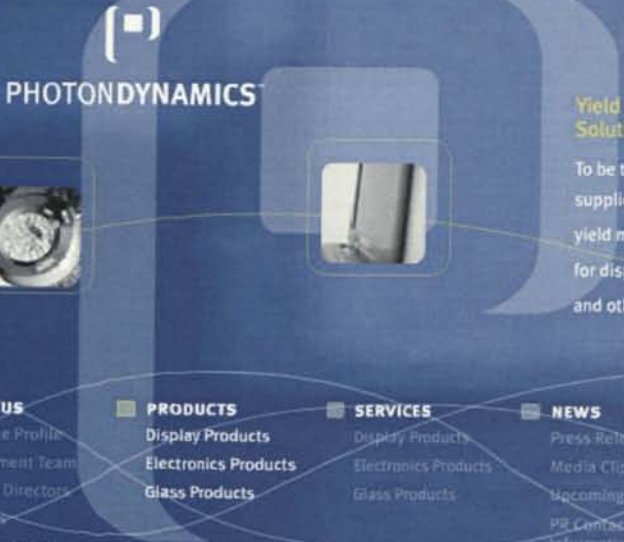
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young companies

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what's new?





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**Yield Management Solutions**

To be the leading global supplier of integrated yield management solutions for displays, electronics, and other selected markets

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Electronics Products  
Glass Products


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Photon Dynamics Ushers in Next Phase of Yield Management and **NEWS**

 <p><b>seeCommerce</b></p>	<p>SeeCommerce enables business managers and trading partners to continuously manage and improve business across complex supply chains. SeeCommerce improves a company's ability to compete in the global marketplace and <b>significantly improves ROI.</b></p>
<input type="text"/> SEARCH	<p>SUPPLYCHAINPERFORMANCEMANAGEMENT</p>
<p>COMPANY SOLUTIONS NEWS EVENTS RESOURCES PARTNERS SUPPORT CONTACT</p>	<p>COMPANY INFORMATION EXECUTIVE BIOS BOARD OF DIRECTORS PARTNERS EMPLOYMENT CONTACT/DIRECTIONS</p> 
<p>RECENT NEWS</p> <p>0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 0 1 2 3 4 5 6 7 8 9 5 6 7 8 9</p>	<p>"SeeChain gave us visibility into our supply chain averting a complete manufacturing disaster. The product paid for itself within the first month"</p> <p>DAIMLER CHRYSLER</p>

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
TEACHING      RESEARCH

OUTREACH




**The Stanford Technology Ventures Program**

STVP is the entrepreneurship center within the Stanford University School of Engineering. It consists of a series of courses, conferences, internships, web sites and research activities designed to promote entrepreneurship education. STVP's mission is to build a world-class center dedicated to accelerating high technology entrepreneurship research and education for engineers and scientists worldwide. STVP is hosted by the department of Management Science and Engineering.



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- Educators Corner
  - How to Build a Center
  - Curriculum
  - Teaching Tools/Methods
  - Community

**Lorem Ipsum Dolor**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dula dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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SYSTEMONIC Corporate Web Site

http://www.systemonic.com

system on ic

Contact Us Privacy Legal Site Map

search

Corporate Background  
Partners  
Investors  
Executive Team  
Competitive Advantages  
Worldwide Locations

HOME  
ABOUT SYSTEMONIC  
PRODUCT INFORMATION  
NEWS ROOM  
CAREERS  
CUSTOMER CENTER

[ across the world ]

NEWS  
Systemonic opens U.S. headquarters in Silicon Valley.  
Systemonic ships industry first, multi-protocol wireless LAN.  
Systemonic enters partnership with Sony.

**Complete Wireless Broadband System Solutions Across Standards, Across the World**

Systemonic's innovative broadband Wireless Communications Silicon Systems are the first silicon systems in the industry to enable flexible multi-standard, multi-mode solutions for the global marketplace.

PRODUCT NEWS  
HyperSonic 1 Chip is powering wireless LANs.  
HyperSonic 1 Development Boards are now available.

EVENTS  
View the presentation given at the Lakeman Brothers Semiconductor Conference.

system on ic

Contact Us Privacy Legal Site Map

search

Home > About Systemonic

Corporate Background  
Competitive Advantage  
FAQs  
Executive Team  
Investors  
Partners  
Locations

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ABOUT SYSTEMONIC  
PRODUCTS  
NEWS ROOM  
CAREERS  
CUSTOMER CENTER

**The Executive Team, Technology and Partnerships behind Systemonics Success.**

HELPING YOU FIND THE INFORMATION YOU NEED.

**ABOUT SYSTEMONIC**









Learn about Systemonic's corporate background and how Systemonic was founded by Gerhard Fettweis, Michael BoBa, and colleagues.

Learn about Systemonic's strategic partnerships and technology alliances that make it possible for us to provide increased value to our customers through enhanced solutions and improved Wireless Communications Silicon Systems.

Learn how Systemonic has secured over \$35 million in funding from the industry's highest-caliber investors and how the funding has enabled Systemonic to continue its aggressive product development and global.

Learn about the top Executive Team that is driving Systemonic to success.

Helping you find the information you need.

	changing lives with <b>technology</b>		
Home	WILSON SON SINI GOODRICH & ROSATI ATTORNEYS AT LAW		
Inside WSGR			
Offices			
Attorneys			
Practice Areas	Early Public / IPO		
Clients			
Pro Bono			
Entrepreneur Resources			
International			
Join WSGR			
News and Events			
WSGR Library	Entrepreneur Start-up Venture Capital		
<ul style="list-style-type: none"> <li>• Search</li> <li>• Site Map</li> <li>• Contact Us</li> </ul>	Select your stage:    Start-up   Early Public   Mature Public		
	Select a practice area:    Corporate   Litigation   Intellectual Property   Employee Benefits Tax   Estate Planning   Real Estate/Environmental		



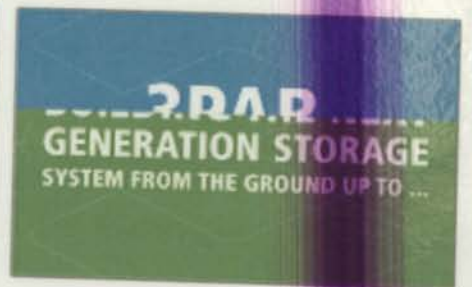
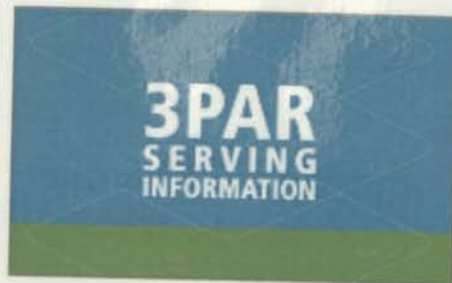
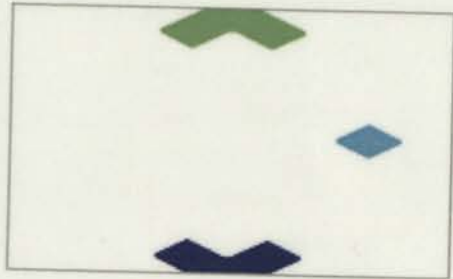
## FLASH DEMONSTRATIONS

“3PAR needed to produce a high-quality, multimedia sales tool that could easily communicate the intricate details of our high-end storage systems in 5 minutes or less. And we had just 4 weeks to complete it. n85 delivered the goods and more. They worked with us to deliver a presentation that communicated the complex ideas behind our storage architecture in a visual medium. The end result was an easy-to-follow, self-running, multimedia presentation that our sales team depends on to help explain 3PAR’s unique offering to customers.”

—JULIE PACHECO, SENIOR MARCOM MANAGER, 3PARDATA, INC.



**3 P A R D A T A** Product Demonstration Story Boards



**BUILDING THE NEXT  
GENERATION STORAGE  
SYSTEM FROM THE GROUND UP TO ...**

**CONSOLIDATE  
CONTROL  
CAPITALIZE**

**CONSOLIDATE  
CONTROL  
CAPITALIZE**

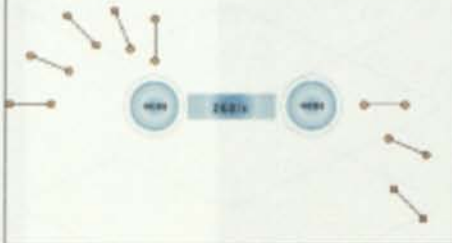
SIMPLE CONTROLLER NODE SYSTEM

**THE SYSTEM:**  
CLUSTERS OF UP TO EIGHT CONTROLLER NODES, EACH RUNNING AN OS  
AND CONNECTING TO LARGE NUMBERS OF HIGH-DENSITY DATA  
DRIVES AND APPLICATION SERVERS  
...LET'S BUILD ONE

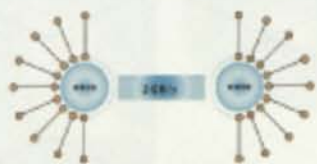
SIMPLE CONTROLLER NODE SYSTEM

**THE SYSTEM:**  
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AND CONNECTING TO LARGE NUMBERS OF HIGH-DENSITY DATA  
DRIVES AND APPLICATION SERVERS  
...LET'S BUILD ONE

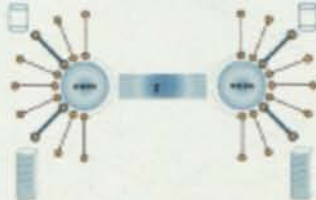
SIMPLE CONTROLLER NODE SYSTEM

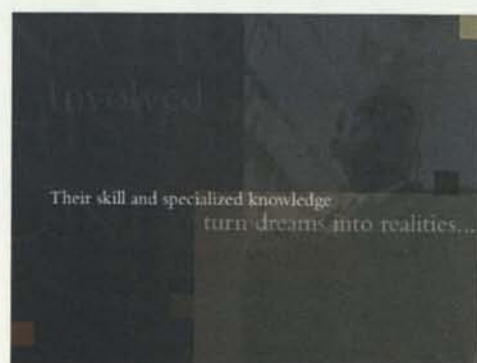
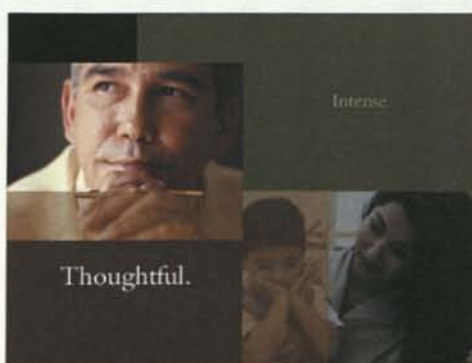
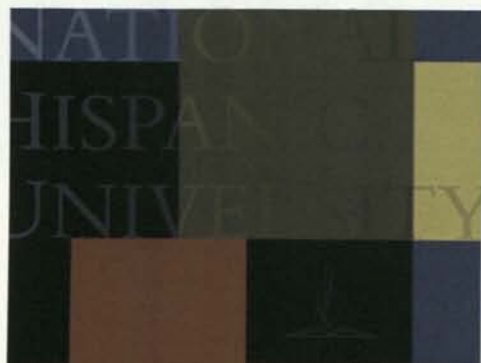
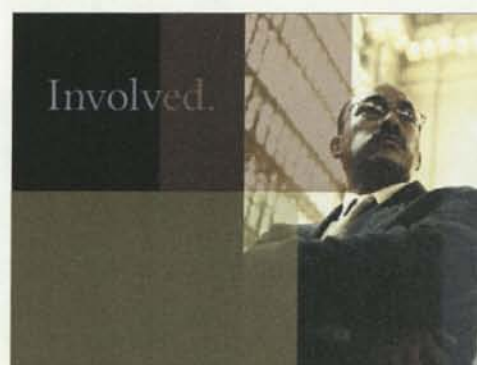
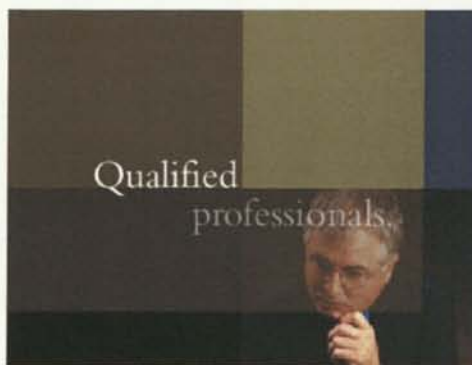
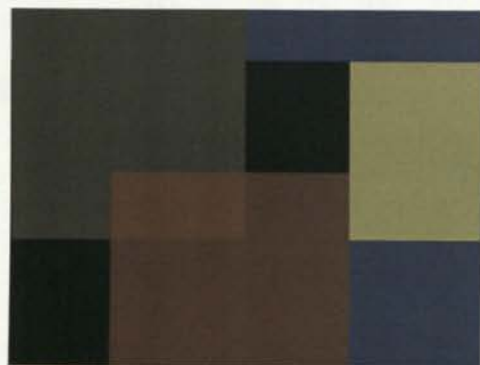


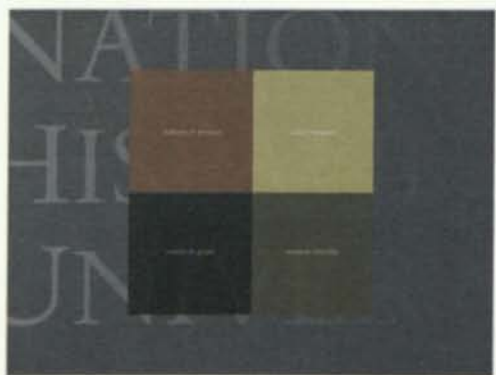
SIMPLE CONTROLLER NODE SYSTEM



SIMPLE CONTROLLER NODE SYSTEM





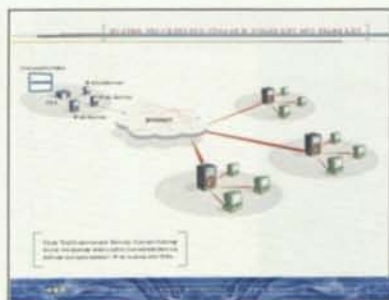
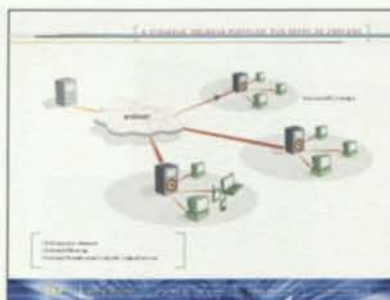
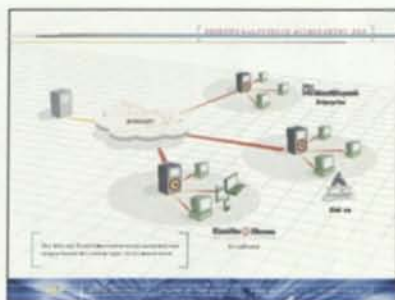
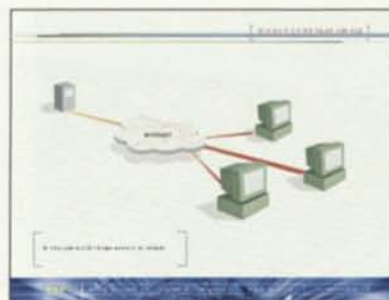
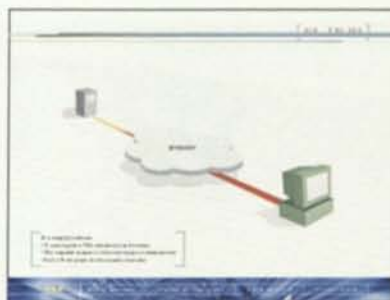
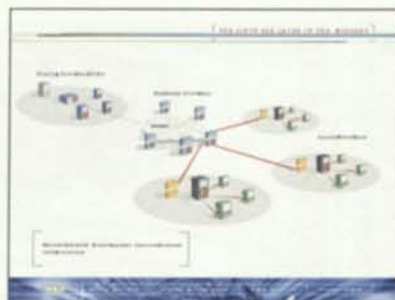




**INKTOMI** Product Demonstration Story Boards



# Cloud Computing: IaaS, PaaS, SaaS



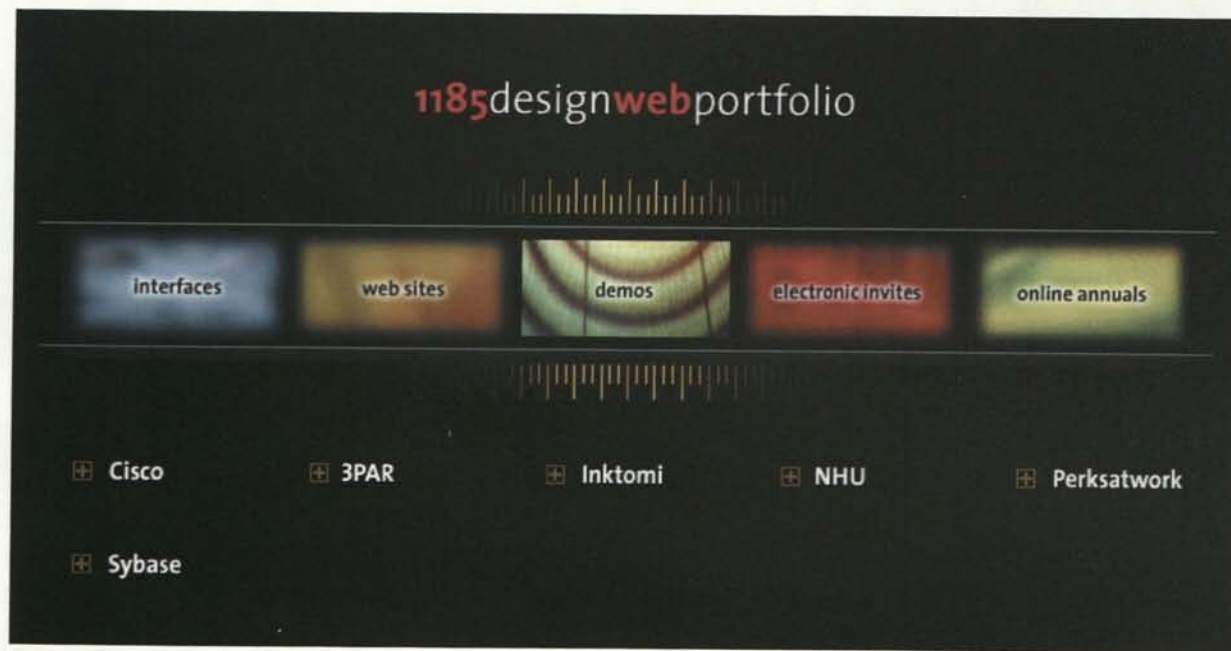
**MONTAVISTA SOFTWARE** Software Demonstration Story Boards











TO VIEW OUR INTERACTIVE DEMONSTRATIONS ONLINE, PLEASE VISIT US AT THE FOLLOWING URL:

[HTTP://WWW.1185DESIGN.COM/MULTIMEDIA/DEMO/INDEX.HTML](http://www.1185design.com/multimedia/demo/index.html)

TRADE SHOW AND EVENT GRAPHICS

“Peggy Burke and her team at 1185 take design beyond image to positioning. I like talking directly to designers who understand strategy, and can interpret ideas in visually compelling forms.”

—CATHERINE S. MUTHER, FOUNDER, THREE GUINEAS FUND

3DCONNEXION

Trade Show Graphics



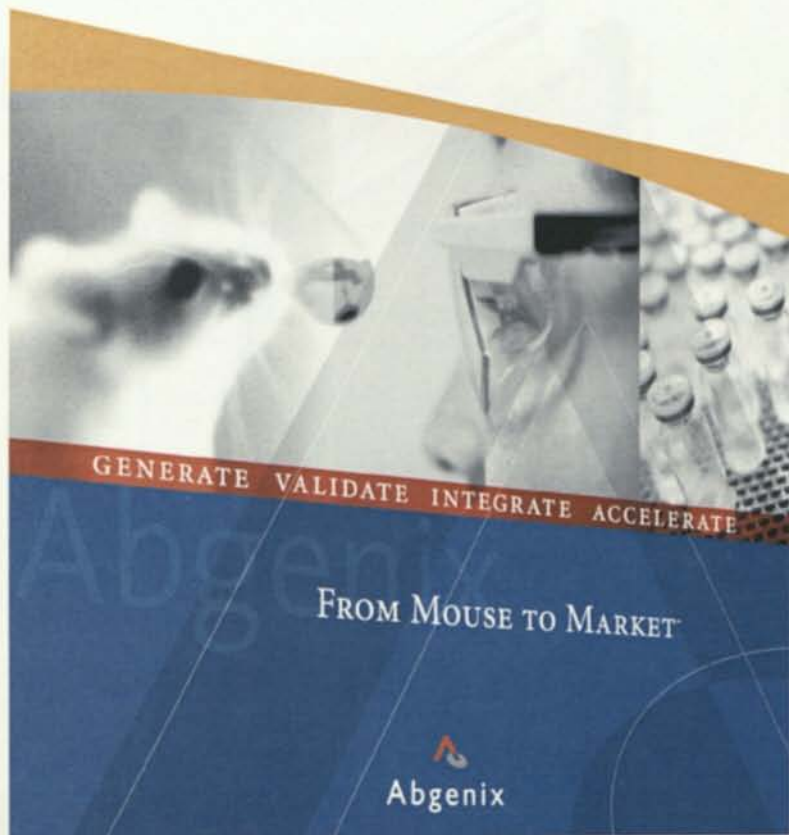
3DCONNEXION

Trade Show Graphics









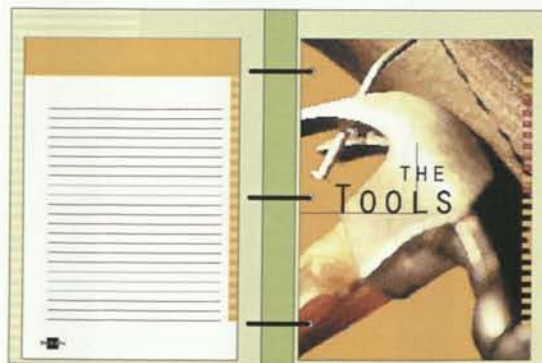






**B A A N**

Press Kit Collateral

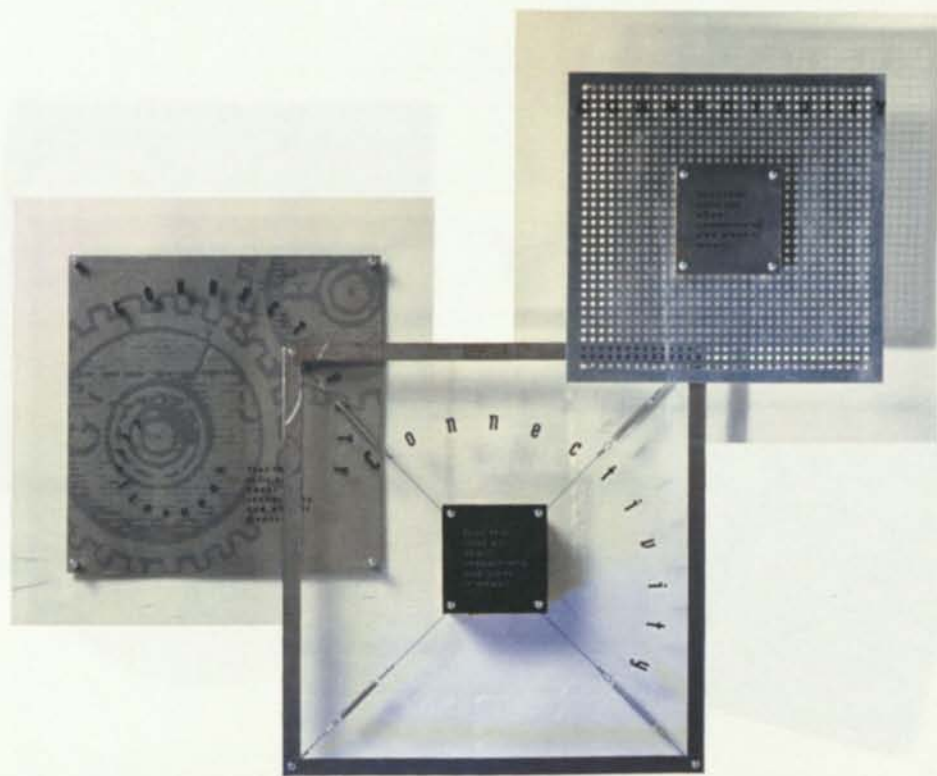






CISCO SYSTEMS

Event Signage



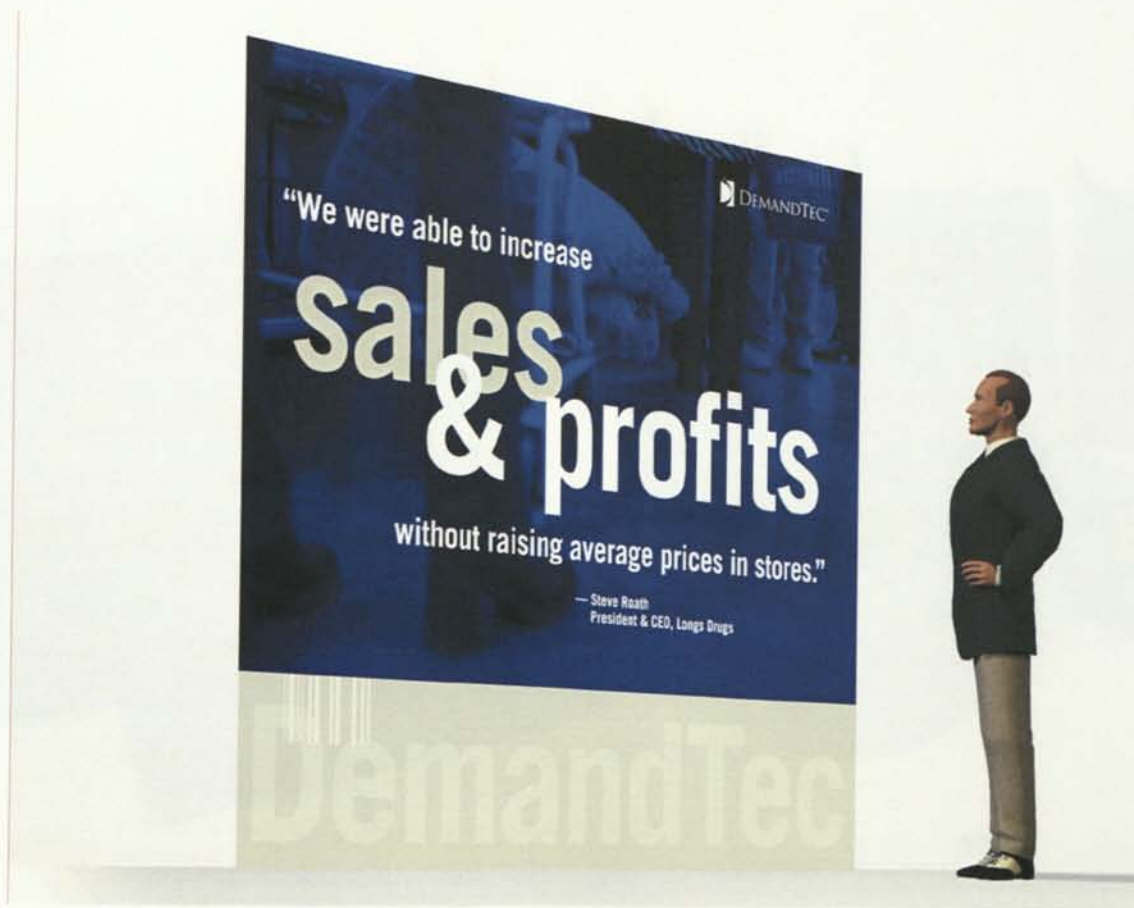


COLE HAAN

Promotional Piece

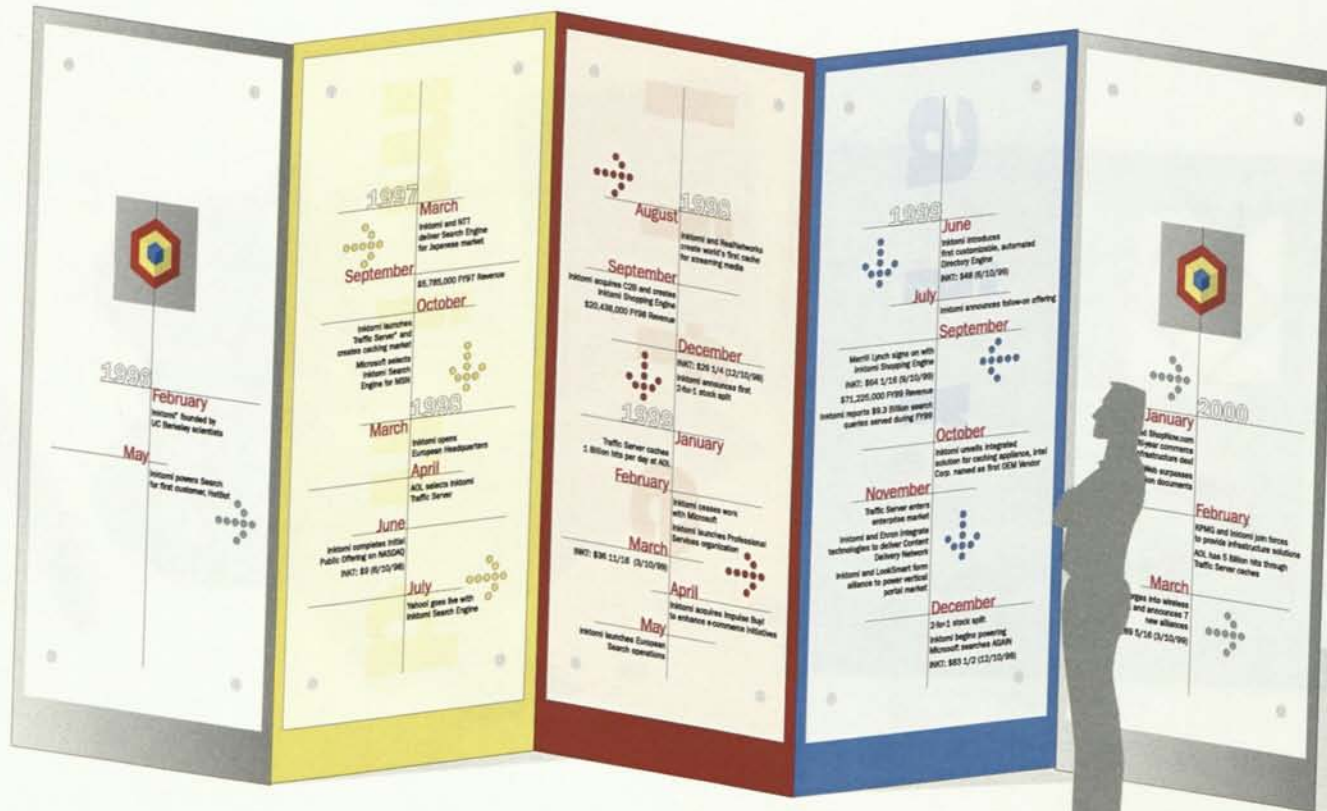












**1995**  
**February**  
 Inktomi founded by UC Berkeley scientists

**May**  
 Inktomi powers Search for first customer, NetNet

**1997**  
**March**  
 Inktomi and NTT partner Search Engine for Japanese market

**September**  
 \$1,785,000 FY97 Revenue

**October**  
 Inktomi launches "Traffic Server" and creates caching market

**March**  
 Inktomi opens European Headquarters

**April**  
 AOL selects Inktomi Traffic Server

**June**  
 Inktomi completes IPO Public Offering on NASDAQ

**July**  
 Yahoo! goes live with Inktomi Search Engine

**1998**  
**August**  
 Inktomi and Napster/World create world's first cache for streaming media

**September**  
 Inktomi equips AOL and creates Inktomi Streaming Engine

**December**  
 Inktomi announces first 3-for-1 stock split

**1999**  
**January**  
 Traffic Server caches 1 Billion hits per day at AOL

**February**  
 Inktomi creates work with Microsoft

**March**  
 Inktomi launches Professional Services organization

**April**  
 Inktomi acquires Ingridia that acquires e-commerce solutions

**May**  
 Inktomi launches European Search operations

**1999**  
**June**  
 Inktomi introduces first customizable, automated Directory Engine

**July**  
 Inktomi announces follow-on offering

**September**  
 Merrill Lynch signs on with Inktomi Streaming Engine

**October**  
 Inktomi unveils integrated solution for leading publisher, Intel Corp. named as first OEM Vendor

**November**  
 Traffic Server enters enterprise market

**December**  
 Inktomi and Doron integrate technologies to deliver Content Delivery Network

**2000**  
**January**  
 Inktomi and LinkDirect form alliance to power vertical portal market

**February**  
 Inktomi announces 3-for-1 stock split

**March**  
 Inktomi begins powering Microsoft's search engine

**2000**  
**January**  
 Inktomi.com opens commerce infrastructure deal

**February**  
 AOL buys 5 Billion hits through Traffic Server caches

**March**  
 Inktomi announces 7 new alliances

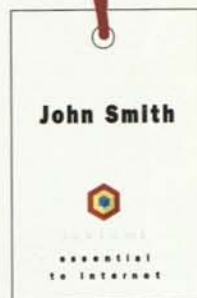
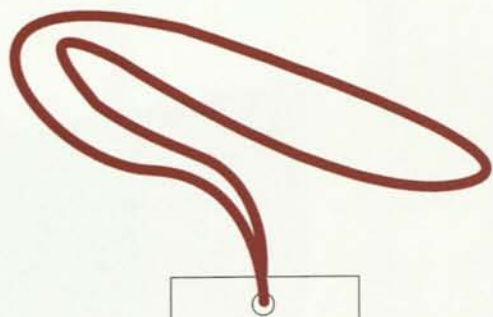
INKTOMI

Directional Signage



INKTOMI

Event Nametags



Front



Back (3 different ones)

I N K T O M I

Event Banners





L . L . B E A N

Promotional Piece



PORTLAND FILM FESTIVAL

Event Poster and Invitation





The invitation will be shipped in a white tube with a sleeve label.  
Faxable items will be enclosed in a vellum envelope,  
wrapped around the bottle.

SATMETRIX

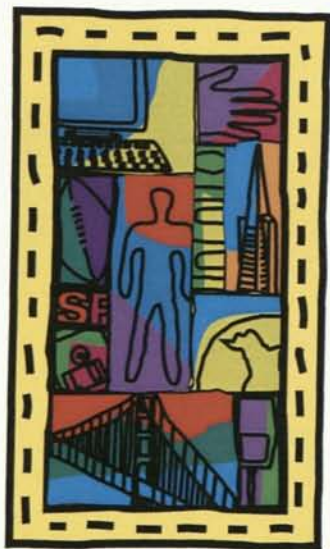
Client Award



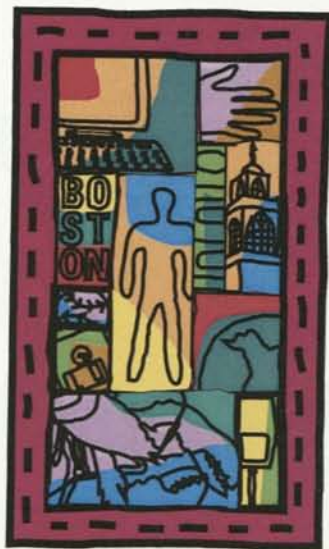


SEYBOLD

Event Identity



**SEYBOLD**  
**SAN FRANCISCO**  
conference and exhibition



**SEYBOLD**  
**BOSTON**  
conference and exhibition

SUN MICROSYSTEMS

Event Identity





SUN MICROSYSTEMS

Press Conference Invitation





W S G R

Client Award



visa presentation

1185 Design  
411 High Street  
Palo Alto, CA 94301  
phone 650.325.4804  
fax 650.325.1468  
[www.1185design.com](http://www.1185design.com)

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eleven**eighty**fivedesign



PRELIMINARY LOOK & FEEL CASE STUDY  
VISA WORKS® PAYMENT MANAGER



THE COMPLETE PERSPECTIVE

eleveneightyfivedesign



VISA BASICS

The Creative:



Value Propositions:

- Streamlines, automates, and integrates the entire payment and reconciliation process.
- Payment Manager connects you, your employees and 27 million merchants worldwide.
- Payment Manager is a complete, Web-based payment solution which provides an unprecedented level of control, access, and cost savings.

Target Audience:

Primary: mid- to large-sized companies who will use this solution.  
 Secondary: Member banks and sales groups who will help educate the primary target audience.

Primary Objective:

Create two pieces (sell sheet and CD demo) that will increase awareness and educate businesses on the Visa-Works solution, called Works Payment Manager, ultimately leading to increased sales.

THE COMPLETE PERSPECTIVE



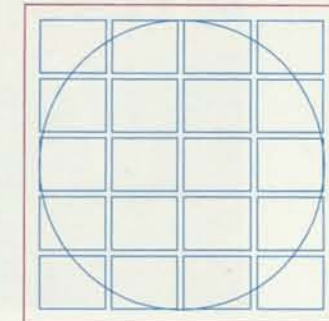
Concept:

Works Payment Manager provides a comprehensive look at the payment and reconciliation process. This complete picture is illustrated in this creative by using imagery with an exaggerated bird's eye view. The piece accordion folds out to reveal the entire story. Key phrases are called out. The bar across the cover stretches across the entire piece, representing Visa's global payment network, and how it connects businesses to 27 million merchants worldwide. Payment Manager provides the unique visibility into the management between procurement and payment.

Typography:

- ITC Franklin Gothic Regular
- ITC Franklin Gothic Italic*
- ITC Franklin Gothic Demi**
- ITC Franklin Gothic Demi Italic***
- ITC Franklin Gothic Heavy**
- ITC Franklin Gothic Heavy Italic***

The Grid System:



Color Palette:



Photography:

The imagery would be photos taken from a bird's eye view. Then they are manipulated so that the perspective is exaggerated (using a spherize filter) to emphasize the complete perspective concept. Color saturation will be enhanced.







Accordion fold pamphlet - 5"x5"



CD face



CD sleeve - 5"x5"

	<p>Managing payments for your organization is time consuming and inefficient. It's time for a better way - a new payment management solution that eliminates the hassles and costs of checks, purchase approvals and manual record-keeping.</p> <p><b>A BREAKTHROUGH ELECTRONIC PAYMENT MANAGEMENT</b></p> <p>Visa and Works bring you Works Payment Manager, an electronic payment solution that streamlines, automates and integrates your entire payment and reconciliation process. Tapping into the power of Visa's premier global payment network, Payment Manager connects you, your employees and 27 million merchants worldwide - complementing and enhancing Visa Commercial Card programs. Payment Manager is a complete Web-based payment solution that provides an unprecedented level of control, access and cost savings. All easily integrated into your current business processes.</p>		<p><b>With Works Payment Manager, your organization can implement a strategic payment process that:</b></p> <ul style="list-style-type: none"> <li>Enhances your payment strategies. Payment Manager supplements and expands commercial card programs to extend usage, increase control and enable card management via the internet.</li> <li>Drives a high level of payment efficiency. Payment Manager accelerates spend requests, approvals and funding for increased efficiency and provides visibility into spending across your organization as it occurs.</li> </ul> <p><b>WEB-BASED PAYMENT SOLUTION</b></p> <ul style="list-style-type: none"> <li>Adapts to your payment processes. Payment Manager supports your organization's payment policies and procedures without changing the way you do business.</li> <li>Gives you the power of a secure, global payment network. Payment Manager takes advantage of Visa's premier full-service payment network to automatically streamline the entire payment process while instantly settling payments electronically all over the globe.</li> <li>Multiples savings. Payment Manager allows you to make a single payment to your Visa financial institution instead of hundreds of checks to vendors.</li> </ul>		<p><b>Works Payment Manager in Action</b></p> <p>Use Payment Manager to automate and control your payment process. From streamlining the pre-approval process to instantly funding distributed employees,</p> <p><b>Distribute Workforce Funding</b></p> <p>Process and approve purchase requests from employees and instantly authorize their commercial cards with the approved amount to keep them operational, offering advantages for:</p> <ul style="list-style-type: none"> <li>Service personnel in the field</li> <li>Fleet management and transportation</li> <li>Distributed agencies, departments, and locations</li> </ul> <p><b>Automated Payment Process</b></p> <p><b>Pre-Purchase Approval Spending</b></p> <p>By routing the approval and purchase process online, Payment Manager expands commercial card programs to serve a wide range of new operational expenses:</p> <ul style="list-style-type: none"> <li>High-dollar non-inventoried supply purchases, such as office equipment and infrastructure</li> <li>IT purchases, such as computers or software</li> </ul>	
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Pamphlet flat



ONE



VISA BASICS

The Creative:



Value Propositions:

- Streamlines, automates, and integrates the entire payment and reconciliation process.
- Payment Manager connects you, your employees and 27 million merchants worldwide.
- Payment Manager is a complete, Web-based payment solution which provides an unprecedented level of control, access, and cost savings.

Target Audience:

Primary: mid- to large-sized companies who will use this solution.  
 Secondary: Member banks and sales groups who will help educate the primary target audience.

Primary Objective:

Create two pieces (sell sheet and CD demo) that will increase awareness and educate businesses on the Visa-Works solution, called Works Payment Manager, ultimately leading to increased sales.

ONE



Concept:

Works Payment Manager answers all the questions by offering ONE Total Solution to the entire payment and reconciliation process. To illustrate this, on the left side of each spread, the problem is presented, while on the right the solution. The problem is represented not only with the photograph, but with how the photograph is treated, for example, images may be blurred, broken into pieces or otherwise obscured. On the right, the corrected image appears as it should. In the background, line art diagrams will suggest the problems of complexity and disconnection.

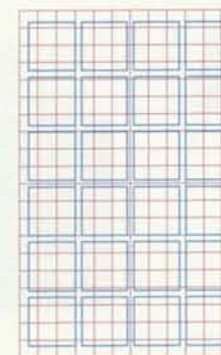
Typography:

- ITC Franklin Gothic Regular
- ITC Franklin Gothic Italic*
- ITC Franklin Gothic Demi**
- ITC Franklin Gothic Demi Italic***
- ITC Franklin Gothic Heavy**
- ITC Franklin Gothic Heavy Italic***

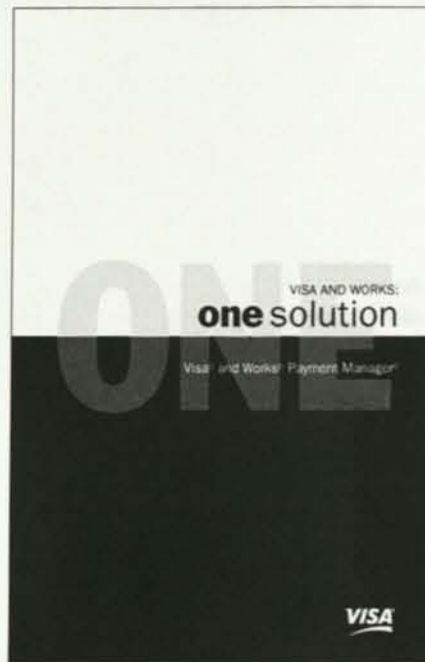
Color Palette:



The Grid System:







Brochure Cover



Spread 1



Spread 2



Spread 3



CD Sleeve



CD Face

INCREASE YOUR BOTTOM LINE



VISA BASICS

The Creative:



Accordion fold pamphlet



CD face



CD sleeve

Value Propositions:

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INCREASE YOUR BOTTOM LINE



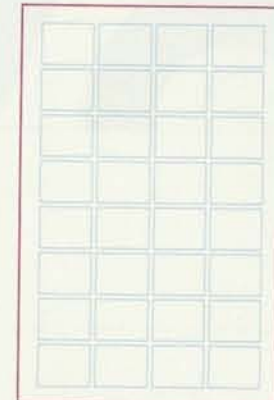
Concept:

Works Payment Manager is a highly efficient payment management system, helping you meet financial goals. This concept reinforces the benefits, efficiency and the speed of utilizing Works Payment Manager. The imagery and color are bold with key statements highlighted throughout.

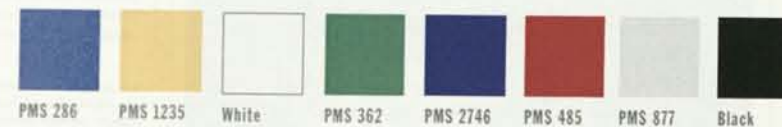
Typography:

- ITC Franklin Gothic Regular
- ITC Franklin Gothic Italic*
- ITC Franklin Gothic Demi**
- ITC Franklin Gothic Demi Italic***
- ITC Franklin Gothic Heavy**
- ITC Franklin Gothic Heavy Italic***

The Grid System:



Color Palette:



Photography:

Images are placed on solid background color.



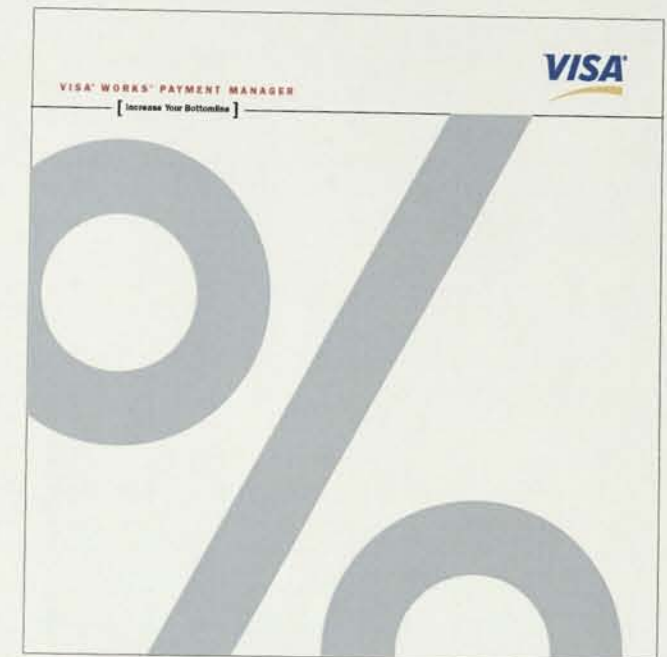




Accordion fold pamphlet - 5.5"x8.5"



CD face



CD sleeve - 5"x5"

VISA WORKS PAYMENT MANAGER  
[ Increase Your Bottom Line ]

VISA

Up-to-Date  
Visibility into  
Spending

ACCESS

MANAGING PAYMENTS FOR YOUR ORGANIZATION IS TIME-CONSUMING AND INEFFICIENT. IT'S TIME FOR A BETTER WAY-A-NEW PAYMENT MANAGEMENT SOLUTION THAT ELIMINATES THE HASSLES AND COSTS OF CHECKS, PURCHASE APPROVALS AND MANUAL RECORD-KEEPING.

Visa and Works bring you Works Payment Manager, an electronic payment solution that streamlines, automates and integrates your entire payment and reconciliation process. Tapping into the power of Visa's premier global payment network, Payment Manager connects you, your employees and 27 million merchants worldwide - complementing and enhancing Visa Commercial Card programs. Payment Manager is a complete Web-based payment solution that provides an unprecedented level of control, access and cost savings. All easily integrated into your current business processes.

**With Works Payment Manager, your organization can implement a strategic payment process that:**

<p><b>Enhances your payment strategies.</b> Payment Manager complements and expands commercial card programs to extend usage, increase control and enable card management via the Internet.</p> <p><b>Drives a high level of payment efficiency.</b> Payment Manager accelerates spend requests, approvals and funding for increased efficiency and provides visibility into spending across your organization as it occurs.</p>	<p><b>Adapts to your payment processes.</b> Payment Manager supports your organization's payment policies and procedures without changing the way you do business.</p> <p><b>Gives you the power of a secure, global payment network.</b> Payment Manager takes advantage of Visa's premier full-service payment network to automatically streamline the entire payment process while instantly settling payments electronically all over the globe.</p>
--	--

For a demo call  
1.888.967.5726

VISA WORKS PAYMENT MANAGER  
[ Increase Your Bottomline ]

VISA

CONTROL

**Works Payment Manager in Action**  
Use Payment Manager to automate and control your payment process. From streamlining the pre-approval process to instantly funding distributed employees, to controlling purchase amounts, Payment Manager saves you time and money like never before.

**Distribute Workforce Funding**  
Process and approve purchase requests from employees and instantly authorize their commercial cards with the approved amount to keep them operational, offering advantages for:

- Service personnel in the field
- Fleet management and transportation
- Distributed agencies, departments, and locations

**Pre-Purchase Approval Spending**  
By routing the approval and purchase process online, Payment Manager expands commercial card programs to serve a wide range of new operational expenses:

- High-dollar non-inventoried supply purchases, such as office equipment and infrastructure
- IT purchases, such as computers or software
- Construction expenses, such as remodeling or new development

FIND OUT HOW WORKS PAYMENT MANAGER IMPROVES YOUR PAYMENT STRATEGY. FOR A DEMONSTRATION OF HOW WORKS PAYMENT MANAGEMENT WILL DRIVE GREATER EFFICIENCY, CONVENIENCE, CONTROL AND FINANCIAL REWARDS WITHIN YOUR ORGANIZATION CALL 1.888.967.5726 TODAY.

Pamphlet flat



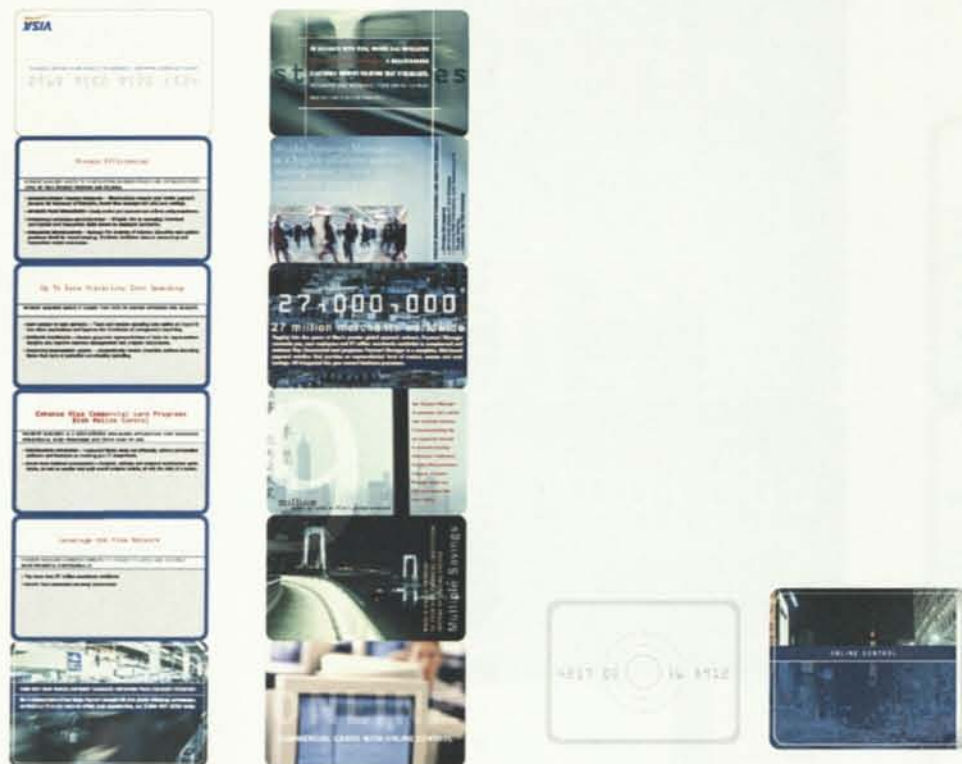
COMMERCIAL CARDS WITH ONLINE CONTROLS

eleveneightyfivedesign



VISA BASICS

The Creative:



Corporate Overview Accordion Fold

CD demo with cd demo sleeve

Value Propositions:

- Streamlines, automates, and integrates the entire payment and reconciliation process.
- Payment Manager connects you, your employees and 27 million merchants worldwide.
- Payment Manager is a complete, Web-based payment solution which provides an unprecedented level of control, access, and cost savings.

Target Audience:

Primary: mid- to large-sized companies who will use this solution.  
 Secondary: Member banks and sales groups who will help educate the primary target audience.

Primary Objective:

Create two pieces (sell sheet and CD demo) that will increase awareness and educate businesses on the Visa-Works solution, called Works Payment Manager, ultimately leading to increased sales.

COMMERCIAL CARDS WITH ONLINE CONTROL



Concept:

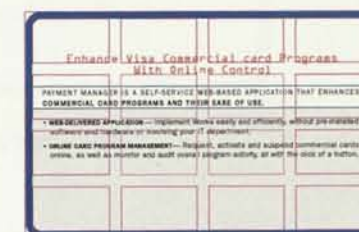
Payment Manager allows full control and automation by being a complete online Web-based solution. The accordion form factor allows for a sequence of events from the card, on the cover, to the monitor, on the last panel, to reinforce this idea. This form factor also conveys integration, connection and expansion. The shape is representational of both a credit card and a monitor, and global enterprise photographs are used for the background imagery.

Typography:

- ITC Franklin Gothic Regular
- ITC Franklin Gothic Italic*
- ITC Franklin Gothic Demi**
- ITC Franklin Gothic Demi Italic***
- ITC Franklin Gothic Heavy**
- ITC Franklin Gothic Heavy Italic***

The Grid System:

The grid system is based on a four column grid with square cells.



Color Palette:







Accordion fold cover



Accordion fold interior side



Accordion fold exterior side



CD with demo  
actual size measures 3.35" X 2.5"



CD sleeve  
actual size measures 3.5" X 2.75"



NUMBERS COUNT

eleveneightyfivedesign

## VISA BASICS

### The Creative:



Pivoting circular brochure



CD face



CD sleeve

### Value Propositions:

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Create two pieces (sell sheet and CD demo) that will increase awareness and educate businesses on the Visa-Works solution, called Works Payment Manager, ultimately leading to increased sales.

## NUMBERS COUNT



### Concept:

This approach makes use of the many astounding statistics associated with Visa and its global network. One by one, the circular pages highlight reasons why Visa and Works Payment Manager will work for your business. The reverse of each page will have additional information, and the last page will have a call to action in the form of a detachable Rolodex card.

### Typography:

ITC Franklin Gothic Regular

*ITC Franklin Gothic Italic*

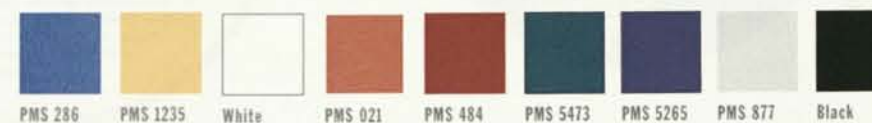
**ITC Franklin Gothic Demi**

***ITC Franklin Gothic Demi Italic***

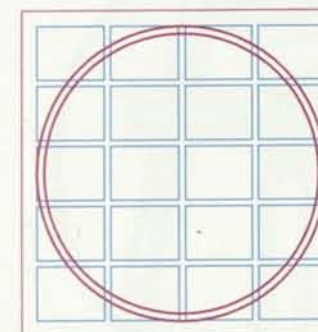
**ITC Franklin Gothic Heavy**

***ITC Franklin Gothic Heavy Italic***

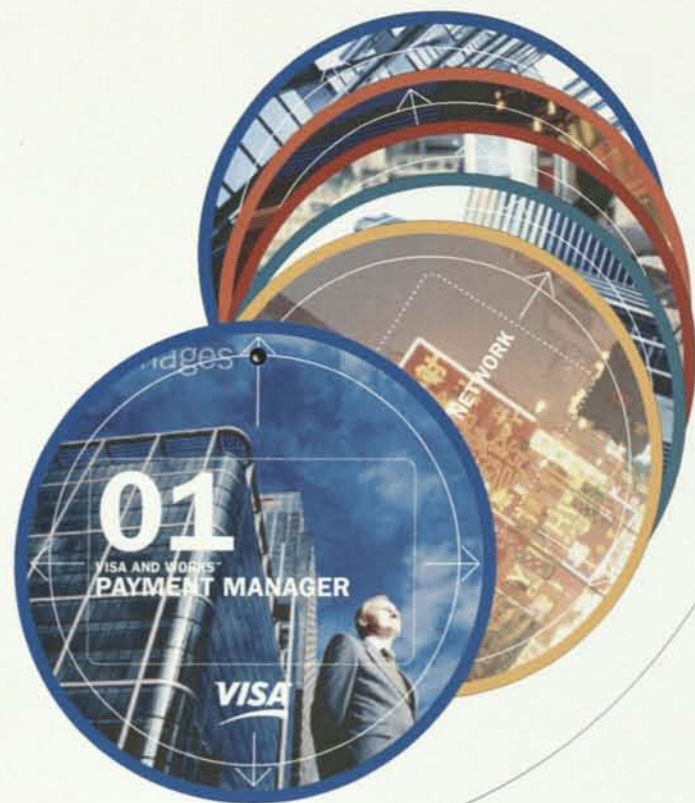
### Color Palette:



### The Grid System:







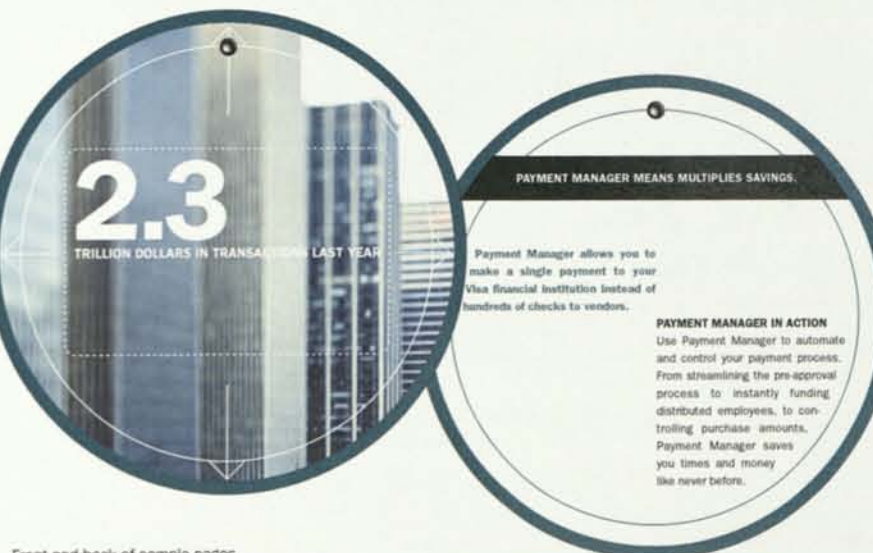
Pivoting circular brochure



CD with demo  
actual size 3.35" x 2.5"



CD sleeve  
actual size 3.5" x 2.75"



Front and back of sample pages



Call to action with detachable Rolodex card.



ENABLING TECHNOLOGIES

eleveneightyfivedesign



## VISA BASICS

### The Creative:



Brochure



CD face

### Value Propositions:

- Streamlines, automates, and integrates the entire payment and reconciliation process.
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### Primary Objective:

Create two pieces (sell sheet and CD demo) that will increase awareness and educate businesses on the Visa-Works solution, called Works Payment Manager, ultimately leading to increased sales.

## ENABLING TECHNOLOGIES



### Concept:

The Visa Works Payment Manager product features are mirrored by key value propositions or enabling aspects of the software throughout. Visa Works' strength is in delivering a complete, Web-based payment solution that provides continues level of control, access, and visibility. Orthogonal color bands abstractly represent the Visa network as well as to communicate the continuity aspect of its product solution. The photography superimposes human portraits with the Web interface to communicate the engaging, on demand aspect of its product.

### Typography:

ITC Franklin Gothic Regular

*ITC Franklin Gothic Italic*

**ITC Franklin Gothic Demi**

***ITC Franklin Gothic Demi Italic***

**ITC Franklin Gothic Heavy**

***ITC Franklin Gothic Heavy Italic***

### The Grid System:



### Color Palette:



PMS 286 PMS 1235 White PMS 485 PMS 2746 PMS 307 PMS 308 PMS 7461 Black

### Photography:

The photography superimposes human portraits with the Web interface.





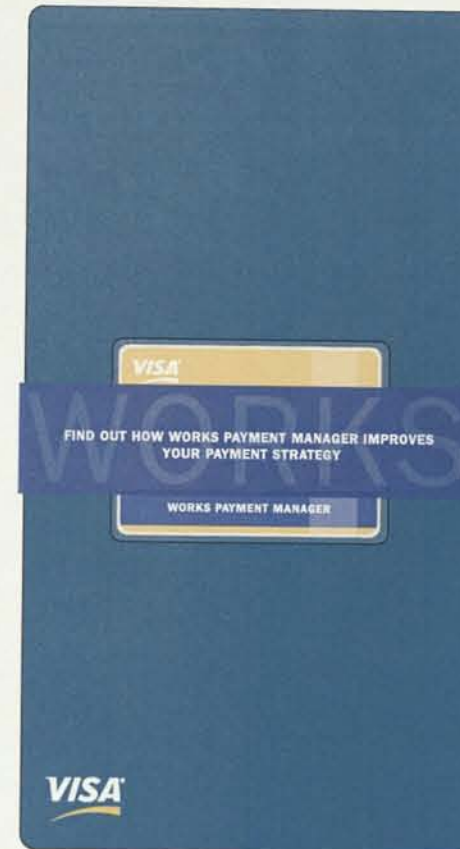


Brochure Cover (with bellyband)  
Size: 6 x 11 in.

vellum bellyband



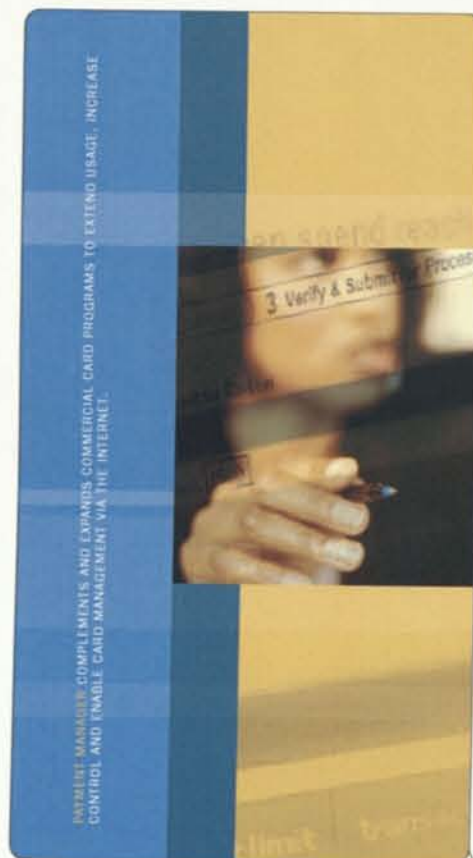
Brochure Cover



Back Cover  
(CD is glued on the back of the brochure)



CD Card with clear plastic sleeve



Inside Spread 1

## MONITORING

Payment Manager is a complete, Web-based payment solution that provides an unprecedented level of control, access, and cost savings. Managing payments for your organization is time consuming and inefficient. It's time for a better way – a new payment management solution that eliminates the hassles and costs of checks, purchase approvals and manual record-keeping.

Visa and Works bring you Works Payment Manager, an electronic payment solution that streamlines, automates and integrates your entire payment and reconciliation process. Tapping into the power of Visa's premier global payment network, Payment Manager connects you, your employees and 27 million merchants worldwide – complementing and enhancing Visa Commercial Card programs. Payment Manager is a complete Web-based payment solution that provides an unprecedented level of control, access and cost savings. All easily integrated into your current business processes.

With Works Payment Manager, your organization can implement a strategic payment process that:

- **Enhances your payment strategies.** Payment Manager complements and expands commercial card programs to extend usage, increase control and enable card management via the Internet.
- **Drives a high level of payment efficiency.** Payment Manager accelerates spend requests, approvals and funding for increased efficiency and provides visibility into spending across your organization as it occurs.
- **Adapts to your payment processes.** Payment Manager supports your organization's payment policies and procedures without changing the way you do business.
- **Gives you the power of a secure, global payment network.** Payment Manager takes advantage of Visa's premier full-service payment network to automatically streamline the entire payment process while instantly settling payments electronically all over the globe.
- **Multiplies savings.** Payment Manager allows you to make a single payment to your Visa financial institution instead of hundreds of checks to vendors.

## INCREASING CONTROL

Visa and Works bring you Works Payment Manager, an electronic payment solution that streamlines, automates and integrates your entire payment and reconciliation process. Tapping into the power of Visa's premier global payment network, Payment Manager connects you, your employees and 27 million merchants worldwide – complementing and enhancing Visa Commercial Card programs. Payment Manager is a complete Web-based payment solution that provides an unprecedented level of control, access and cost savings. All easily integrated into your current business processes.

### WORKS PAYMENT MANAGER IN ACTION

Use Payment Manager to automate and control your payment process. From streamlining the pre-approval process to instantly funding distributed employees, to controlling purchase amounts, Payment Manager saves you time and money like never before.

#### Distribute Workforce Funding

Process and approve purchase requests from employees and instantly authorize their commercial cards with the approved amount to keep them operational, offering advantages for:

- Service personnel in the field
- Fleet management and transportation
- Distributed agencies, departments, and locations

#### Pre-Purchase Approval Spending

By routing the approval and purchase process online, Payment Manager expands commercial card programs to serve a wide range of new operational expenses:

- High-order non-inventoried supply purchases, such as office equipment and infrastructure
- IT purchases, such as computers or software
- Construction expenses, such as remodeling or new development

Inside Spread 2

## TURN ON THE POWER OF WORKS PAYMENT MANAGER

Payment Manager is a highly efficient, secure, multi-merchant payment solution that automates your entire payment process and provides unparalleled control, planning and decision-making. Its three capabilities give you more control:

<h4>Process Efficiency</h4>	<p>Payment Manager adapts to your existing business rules and automates every aspect of your payment process including:</p> <ul style="list-style-type: none"> <li>• <b>Automate Payment Process Workflow</b> - Electronically connect your entire payment process to increase efficiency, better time management and cost savings.</li> <li>• <b>Automate Policy Management</b> - Enforce control over expenses and define policy parameters.</li> <li>• <b>Control by Business Department</b> - Assign use by managing individual commercial card to specific units based on employee departments.</li> <li>• <b>Vendor Reconciliation</b> - Review the accuracy of expense all months and capture purchase data for record keeping. Eliminate inefficient manual accounting and transaction review procedures.</li> </ul>
<h4>Up-to-date Visibility into Spending</h4>	<p>Payment Manager makes it easier than ever to manage spending and budgets.</p> <ul style="list-style-type: none"> <li>• <b>Easy Access to Data Reports</b> - Track and analyze spending data online in report or any other applications and improve the timeliness of management reporting.</li> <li>• <b>Spending Dashboard</b> - Review graphical representations of data for budgeting insights and expense expense management and program compliance.</li> <li>• <b>Proactive Management Alerts</b> - Automatically receive proactive notices including those that warn of potential out-of-policy spending.</li> </ul>
<h4>Enhance Visa Commercial Card Programs with Sales Control</h4>	<p>Payment Manager is a software Web-based application that enhances commercial card programs and the value of each.</p> <ul style="list-style-type: none"> <li>• <b>Web-based Application</b> - Improves flexibility and efficiency, without providing added software and hardware in working one-to-one.</li> <li>• <b>Vendor Card Program Management</b> - Present, archive and control commercial card terms, as well as create and audit overall program activity, all with the click of a button.</li> </ul>
<h4>Leverage the Visa Network</h4>	<p>Payment Manager connects directly to VisaNet to safely and securely make payments electronically.</p> <ul style="list-style-type: none"> <li>• Pay over 27 million merchant worldwide.</li> <li>• Benefit from VisaNet's currency conversion.</li> </ul>



BLACK AND WHITE

eleven<sup>eighty</sup>five<sup>design</sup>

VISA BASICS

The Creative:



Brochure



CD face



CD sleeve

Value Propositions:

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BLACK AND WHITE



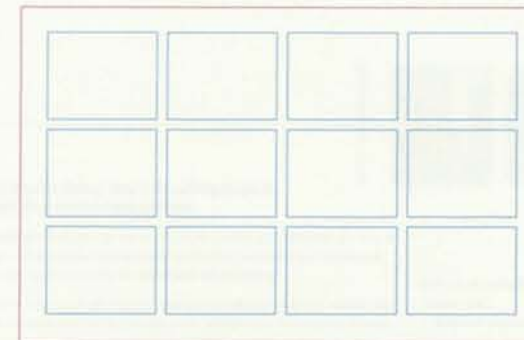
Concept:

Visa Works Payment Manager eliminates any delay in payment and procurement reporting. A breakthrough solution that takes the gray out of management payment and reconciliation. Works Payment Manager brings clarity to payment and procurement process. There is no gray, the answers are as clear as black and white.

Typography:

- ITC Franklin Gothic Regular
- ITC Franklin Gothic Italic*
- ITC Franklin Gothic Demi**
- ITC Franklin Gothic Demi Italic***
- ITC Franklin Gothic Heavy**
- ITC Franklin Gothic Heavy Italic***

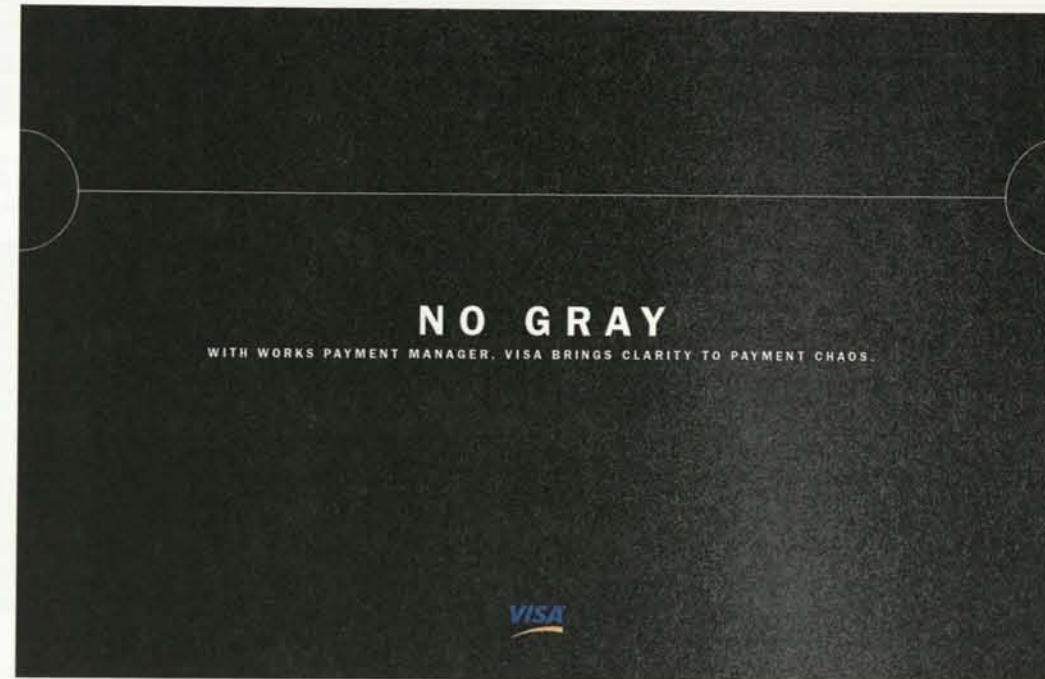
The Grid System:



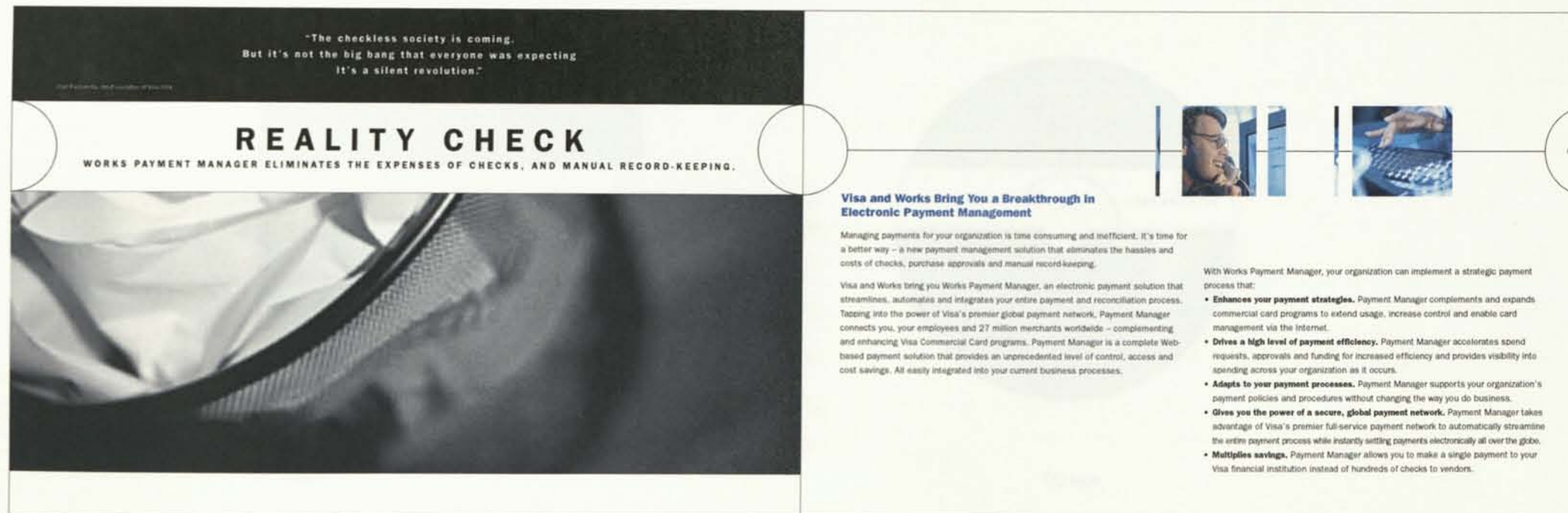
Color Palette:







Brochure cover



Brochure spread 1

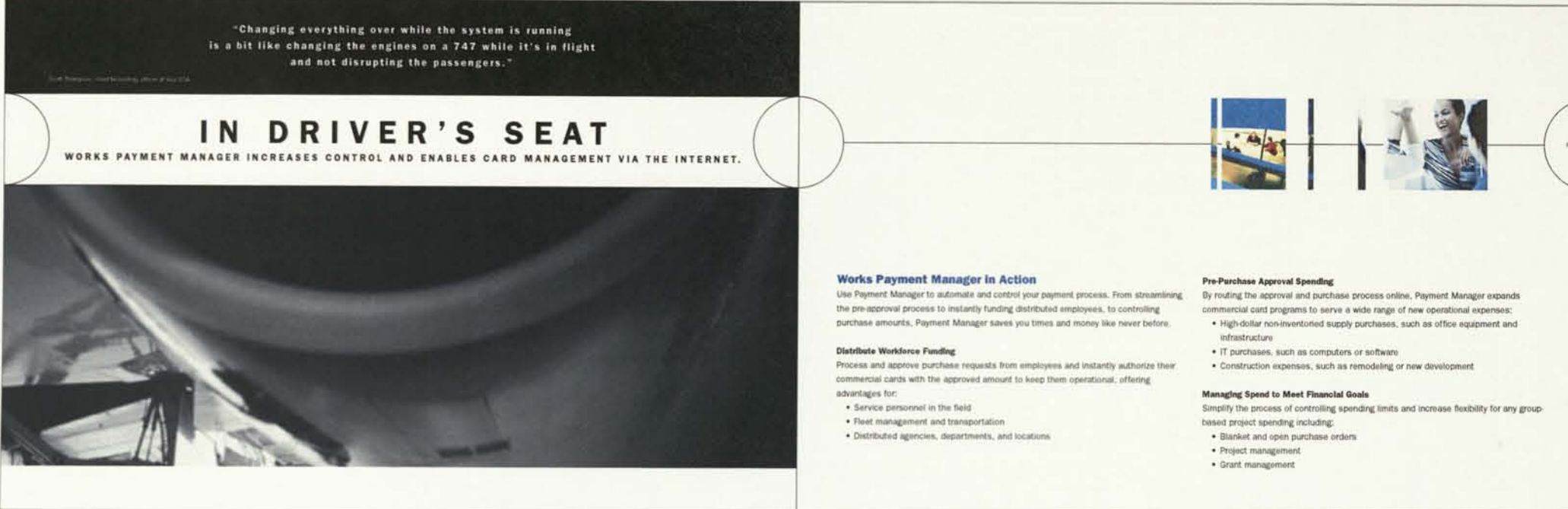


"Changing everything over while the system is running is a bit like changing the engines on a 747 while it's in flight and not disrupting the passengers."

Scott Thompson, Chief Technology Officer at Visa U.S.A.

## IN DRIVER'S SEAT

WORKS PAYMENT MANAGER INCREASES CONTROL AND ENABLES CARD MANAGEMENT VIA THE INTERNET.



**Works Payment Manager in Action**  
Use Payment Manager to automate and control your payment process. From streamlining the pre-approval process to instantly funding distributed employees, to controlling purchase amounts, Payment Manager saves you time and money like never before.

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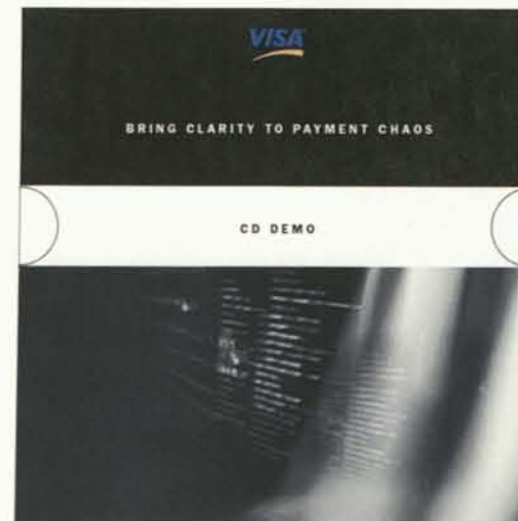
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- IT purchases, such as computers or software
- Construction expenses, such as remodeling or new development

**Managing Spend to Meet Financial Goals**  
Simplify the process of controlling spending limits and increase flexibility for any group-based project spending including:

- Blanket and open purchase orders
- Project management
- Grant management

Brochure spread 2



CD sleeve



CD face





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