



ONESOURCE WEBDESIGN

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**WEB SITE
PROPOSAL FOR
WWW.LABTEC.COM**

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PREPARED FOR



THE COMPUTER AUDIO EXPERTS™

1499 SE Tech Center Place

Suite 350

Vancouver, WA 98683

Thank you for your interest in OneSource WebDesign. This document outlines possible modifications to enhance your presence on the Internet while supporting your company goals. The goal of this proposal is to illustrate our capabilities and skills while outlining a path to achieve Labtec's business goals via its web site.

Should you choose our firm to support www.labtec.com, we fully expect to refine these tasks as more knowledge on how, who, and what becomes available. This will be done during an analysis phase between OneSource and Labtec.

The analysis phase ensures www.labtec.com is tailored to your business requirements. We understand a web site is more than a compilation of code and a collection of software, it's a front door to your company and must reflect your corporate identity while providing a welcoming environment and easy-to-use features.

Labtec benefits in several ways by modifying its current site:

- Add new product (Spacetech and Labtec) information and advertise new speaker rollout
- Increase your services to an expanding audience of visitors
- Use automation to reduce labor costs at the office

Most importantly, Labtec maintains a resource and presence on the Internet to compete within the global computer accessory marketplace.

We are committed and available to support you now.

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INTRODUCING ONESOURCE WEBDESIGN

OneSource grew out of our 19 years combined experience implementing business plans for private and government clients. OneSource reflects our commitment to state-of-the-art technology and down-to-earth customer service.

We strive to build upon the business systems currently in place and create web sites your business could maintain. Our philosophy is simple: produce web sites to implement your business plan on schedule and within budget.

OneSource works in partnership with its clients. Our goal is to create a cohesive team capable of producing innovative and successful web sites. We do this by combining our technical skills and talents with the client's knowledge of their business plan and customer base. Each individual below is available and excited to work on the Labtec web site.

PERSONNEL

TRACY LESTER is the project manager and will perform developer and maintenance duties. Her project management responsibilities include communication and liaison with Labtec and reviewing all work for quality and accuracy. As developer and programmer, Tracy will create and modify content, develop interactive applications, and integrate databases.

Tracy has eleven years experience in project management, marketing and information technology. Her project experience includes web site design, database development and integration, client-side scripting, marketing and maintenance.

BILL LESTER is the senior developer and will review all code and ensure compatibility within the system architecture. A Certified Microsoft Systems Engineer, Bill brings solid experience and knowledge to support all programming, database and architecture demands from the web site.

Bill has eight years experience in information technology, specializing in Microsoft SQL server and Windows NT. His project experience includes back-end and front-end client/server environments and World Wide Web database development.

NANCY WIRSIG McCLURE is the designer whose responsibilities include site design, look and feel, content organization and navigation. She will ensure a consistent graphical and textual message between Labtec's existing packaging and marketing and the web site.

Nancy brings over twenty years experience in information technology as both a software programmer and graphical media designer and illustrator. An expert at her craft, Nancy occasionally teaches Internet media classes at Art Institutes in the North West.



BILL BUSH is our multimedia expert. He will oversee and produce any necessary audio, video, motion animation and movie production. He is capable of working with your advertising agency when necessary.

Bill has seven years experience as a multimedia producer. His masters degree in Film and Video compliments his experience with such clients as MTV Music Television, Andersen Consulting, Whitehorse Studios, and LaSalle National Bank, to name a few.

KEVIN BRUNER is an application developer. His responsibilities include programming code and developing applications to support interactivity and personalization on the web site.

Kevin has three years experience in information technology, specializing in Visual Basic application development and Windows NT. His project experience includes client/server applications.

We are happy to provide full resumes and schedule interviews upon request.

SKILLS

OneSource has the skills and talents to implement creative business solutions. Our experience implementing database-driven sites with client-server applications ensures we can get the job done. The skills listed below reflect the broad spectrum of talent our team brings to enhance and further develop your web site.

OPERATING SYSTEMS: Windows NT Workstation, Windows NT Server, Windows95

NETWORKS: Windows NT, Novell Netware, EtherTalk, AppleTalk

LANGUAGES: SQL, Visual Basic, Active Server Pages, Cold Fusion, VB Script, JavaScript, HTML, DHTML, Powerbuilder

DATABASES: SQL Server, Informix, Access

APPLICATIONS: FTP, Dreamweaver, Homesite, Web Trends Log Analyzer, ERwin, Crystal Reports, MS Project, Word, Excel, Power Point

MULTIMEDIA: Audio, Video, Film and web site motion animation

GRAPHICS: Photoshop 5.0, FreeHand

COMMITMENT

We measure our success through satisfied clients. We are committed to building a successful working relationship that translates into a successful web site. Every client is important. We strive to provide the highest level of customer satisfaction by being available, responsive and honest to our clients.

The first release of www.labtec.com is a success. Labtec.com is an open storefront created to support Labtec's business and marketing plans. Before modifying the site, take time to analyze your first release, make modifications and introduce new content and features.

Here is a brief outline of the most important aspects of your web site. We are happy to provide a more comprehensive analysis as required.

ARCHITECTURE

Architecture is the compilation of platforms, servers, applications and programs needed to physically store and run your web site on the Internet.

The Labtec web site is currently located on a UNIX platform using an Apache web server. CGI scripts can be used for email forms and basic hit counters. This architecture will not support a proprietary database (such as Access) without a database server product. To create a new database supported by this system may require programming a database application from scratch.

The Labtec web site is currently organized much like a book. The visitor is expected to enter via the homepage and logically progress further into the site via its chapters (e.g., Products, Information). Although most visitors will enter your site via the homepage, many will not. In either case, the content must be simply outlined and supported by flexible navigation methods.

New visitors use search engines to find company sites, and many search for a specific product. The current Labtec web site will not display any of its pages on a search engine if searched for by product. It is also unlikely a wide variety of search engines even have the site registered.

VISITORS

Good content attracts and keeps visitors. On the Labtec web site, content is organized by products, support, and general information chapters. The visitor is channeled to the first page of the chapter to randomly jump within the specific chapter. On a large site like www.labtec.com this slows down the time it takes to move within the site, and good information is missed. The best way to keep a visitor is to provide an option to find exactly where s/he wants to go from the homepage.

A successful site attracts repeat visitors. This is important because most consumers on the Internet do not decide to purchase a product on the first visit. But, they do decide if they will return to the site. Attracting visitors can be accomplished inexpensively and efficiently. The key is to promote your web site at all times.

After attracting visitors you want to know what they found important, who they are, and where they are coming from. Visitor analysis reports record daily traffic and can be rolled up into a report spanning a week, month, quarter or year. OneSource can provide these reports, or Labtec can receive them as part of their web hosting service.

HOW TO LEVERAGE YOUR SITE

How many potential customers are visiting the Labtec site? Is current product information available? Can a visitor find information quickly? Is the experience informative and useful? Labtec needs to introduce the new Spacetech product line. You have no time to or desire to hire someone to take care of this. What can Labtec do quickly to keep the visitors coming and bring in more?

USE A FLEXIBLE SYSTEM ARCHITECTURE

Labtec wants to use the existing legacy databases created in Microsoft Access. To support your legacy systems and allow for future growth and enhancements, we recommend transferring your web hosting account to a company that serves your needs affordably. We researched local, regional and national web hosting services for architecture flexibility, and business reputation.

The result is a web hosting service that meets all of your platform, web, database and application server, programming, multimedia, e-commerce and visitor analysis needs.

	ALTERNATIVE SERVICE	PACIFIER
*PLATFORM SPACE TRAFFIC	Windows NT 100 megabytes 3,000 megabytes/month	UNIX
WEB SERVER		Apache
DATABASE SERVER	Microsoft Access and FoxPro	
APPLICATION SERVER	Microsoft ASP and Visual InterDev, Allaire Cold Fusion, Office 97	
PROGRAMMING	ASP, VB Script, ActiveX, Perl, C, C++, Java, JavaScript, SSI, Cold Fusion	CGI, Perl
SCRIPT LIBRARY	CGI, custom CGI execution capability	
MULTIMEDIA	RealAudio, RealVideo, Shockwave, Quicktime, Flash, Vivio, Emblaze	
E-COMMERCE	Secure Socket Layer (SSL) Payment processing enabled Shopping cart program Automated online payment processing	
EMAIL	10 alias accounts 10 POP3 accounts Default emailing capability	
DIAGNOSTICS	Full time battery backup WebTrends daily statistical hit analysis Unlimited FTP Web control panel for site administration	Access to raw logs Unlimited FTP

* Architecture element definitions are available in the Appendix.

Items in blue are FREE as part of hosting service, do not require any purchases.



**CREATE
STRONG
CONTENT
AND EASY
NAVIGATION**

As a product of its success in the computer accessories market, Labtec has an expanding base of people and companies interested in using its web site. They include the:

- Consumer gathering information to make a buying decision
- Retailer or distributor who needs information and services
- Customer who needs to replace a worn-out part or read the user manual
- Job seeker interested in job openings
- Investor who wants to learn more about the company

Each visitor seeks different information and wants easy access to it. Reorganizing the content to reflect visitors' needs supports an expanding and more sophisticated audience. Streamlining navigation provides alternate paths and shortcuts to the content. Enhancing content and navigation is accomplished by reducing page load times, adding in additional navigation resources, creating a new outline for the table of contents menu, modifying the homepage, and creating a new product page template, to name a few of the tasks involved.

Labtec benefits by supporting all its stakeholders, reinforcing good customer service, supplying current information, and reinforcing product branding and traditional advertising campaigns. With quick-loading pages, easy navigation, and new product highlights, the visitor has a reason to stay at the site and return often.

**USE AUDIO TO
SPEAK ABOUT
PRODUCT
FEATURES**

Labtec can enhance the visitor's experience using small audio files on the product pages. These files are triggered to play either by opening the product page or by clicking or moving the mouse over an area of the page.

The technology to create and install audio files is simple and inexpensive. Labtec's staff can record new content regularly. We will install it upon demand. The visitor does not need to download any software to hear simple audio files, as soundcards are standard in most personal computers.

Labtec benefits by capturing the interest and attention of the visitor. More importantly, audio messages reinforce product branding by speaking about the product's innovative features to a potential user.

**HELP
CUSTOMERS
BUY LABTEC
PRODUCTS**

Labtec does not sell its full product line directly. Customers researching Labtec products need enough information to find the product locally. Providing a regionally segregated list (an image map) of retailers with store address, hours of operation, the mapped location and driving directions takes the visitor from product research to purchase.

Interactive mapping and driving directions are a common feature on product web sites. Encouraging customers to buy Labtec products locally supports its retail partners. (To see a good example of this online, go to Borders at www.32.97.253.148/stores/.) In addition, most visitors will print out the map, creating another opportunity to reinforce product branding and loyalty.

PLANNING FOR FUTURE ENHANCEMENTS

Reorganizing and updating site content has paid off. Labtec knows from the visitor analysis logs who's visiting, where they travel through the site, and how often they return. Sounds great. But how does Labtec efficiently and affordably process all the requests the site generates? Is success creating a labor shortage at the office? Will Labtec spend more and more time trying to update and manage the site?

Leave this soap opera to others. By incorporating a few Internet technologies and integrating company databases, Labtec eliminates and controls the information www.labtec.com produces. We can automate everything from capturing customer information, logging and forwarding customer service requests, providing an automated customer service center and processing replacement part orders to support your business.

AUTOMATE TO ELIMINATE REDUNDANCIES

Automate your information request and product registration forms to upload the data into existing databases. Data is routed to the appropriate database for Labtec staff to access as part of their daily work.

Labtec benefits by eliminating the need to re-enter and organize the data at your office, by maintaining accurate customer information in one place, and by giving the customer access to your company 24 hours a day. In addition, this data is now available for analysis by the company.

This is the most complicated feature in the proposal. It is also the most interactive and powerful.

SUPPORT INTERACTIVE FAQ TO REDUCE SERVICE CALLS

Static frequently asked question pages can become voluminous, refer to information in a manner foreign to the visitor, and fail to answer the visitor's question.

By creating an automated FAQ, Labtec can support native language queries against a knowledge-based database. The visitor types in a simple question or key words and receives a list of possible responses s/he can read more about.

Labtec benefits by answering the visitor's question, reducing front-line customer service calls and by maintaining customer information in one place.

ALLOW USERS TO DOWNLOAD MANUALS AND SOFTWARE

Providing manuals and software drivers for customer download is a popular feature on product web sites. So much so, that most national product chains routinely provide these features as a normal part of doing business.

This is an easy feature to incorporate. Hard copy or electronic word processing files are transferred to files allowing Internet users to download a document or software file online.

Giving current and potential customers access to the innovative features and use of Labtec products reduces front-line customer service calls at the office, and provides immediate assistance when the office is closed and gives Labtec a method to register consumer interest.

IMPLEMENT E-COMMERCE CAPABILITIES

Labtec supports a small customer base in repair and unique specialty item orders. Taking these orders online would be convenient to Labtec and its customers. This works well with direct order business models.

E-commerce involves the sending of orders in encrypted files over a secured socket layer to an account processing center, which verifies payment and routes the order to the supplier, and the revenue to the company bank account.

Labtec wants to enter this area slowly and cautiously. This is the best approach. The web hosting service we define above will support your efforts inexpensively and efficiently. We look forward to making this a simple and rewarding feature for the company.

SUPPORT YOUR SUPPLIERS AND RETAILERS

Let them know of your efforts on their behalf. Have hotlinks to their sites and directly to where your product is featured. Send them information and advertising on your product lines regularly. Maintain a list of contacts and emails to contact you when your office is closed. Advertise the second release of www.labtec.com, tell them where their information can be found and how customers are routed to them.

Interactive communications with and among Labtec retailers and suppliers is available through a moderated bulletin board feature. Questions and comments are posted to the list and Labtec or others respond and discuss issues. This is an expensive, labor intensive and time consuming feature. Most sites now using a moderated bulletin board feature are hire staff or pay a service to run and moderate the bulletin board.

We suggest using a similar feature, an unmoderated listserv instead. Questions and comments are posted to the list via email and Labtec or others respond and discuss issues. Members of the listserv can receive questions and comments and responses as they are written or get a digest version of the list every day or weekly. The list is occasionally monitored for bad behavior and those members loose access.

As a result, Labtec becomes the highly desired partner and increases its product advertising, branding and sales quickly. Think of how easy and inexpensive this is compared to traditional advertising campaigns.

Tell them about Labtec and its achievements. Give them an area on the web site to read the annual plan, check the current stock price, view company reports, make arrangements to attend the annual shareholders meeting, and vote online if they can't make it. Allow your investors to communicate directly with your company executives.

WELCOME THE NEW SHAREHOLDERS

Make shareholders feel special and reduce the amount of work you do to communicate and support them through the office. Reduce annual plan printing costs by putting a downloadable version on the Internet. Find reasons for them to visit your web site, who knows, maybe this will increase sales, business opportunities, and your marketing reach.

Labtec benefits by being accessible 24 hours a day, reducing the amount of letters and documents that need to be printed and mailed, emailing announcements to a group list, and creating a sense of community and investor service that distinguishes your company from the others.

LEARN MORE ABOUT YOUR CUSTOMERS

Labtec hears from customers registering after buying a product, and those needing help with products. Why not ask them for more information? Produce a survey and capture the results to support and refine your marketing efforts. Reward visitors for their time and information by sending them a simple "freebies" with your product splashed all over it.

Solicit visitors to sign up for a free quarterly newsletter with product and rebate information. The possibilities for direct marketing and creating consumer loyalty are bound only by the newsletter content.

Labtec benefits all the way around. Visitors may become customers, customers receive valuable information and feel a strong brand loyalty, retailers and partners request more inventory. Sales grow and the company prospers.

MAINTENANCE

OneSource provides a broad range of maintenance services. These include modifying content, producing visitor analysis reports, and running periodic diagnostics on the web site to catch technical problems and reduce broken links.

We establish a maintenance schedule around your needs. To help reduce the amount of emails about broken links, we can create a hotlink to the webmaster and save your staff the time it takes to route these messages.

Maintenance work ebbs and flows. Therefore, OneSource does not require a annual maintenance agreement. Maintenance will occur only at the direction of Labtec. Time and cost estimates are given and approved before work begins.

The current system architecture does not support enhancing the web site, and the first step is to select a new system architecture. After Labtec and OneSource have identified a system architecture, we will be happy to produce a full cost and schedule estimate for individual tasks.

BUDGET

After the initial analysis phase, OneSource researches each task in detail for the best way to meet your needs and implement the task. OneSource works on a time and materials basis. We perform work upon company authorization and do not proceed beyond the work scope without additional authorizations. Our hourly rates are:

Design	\$50.00
Programming.....	\$60.00
Applications integration.....	\$60.00
Maintenance	\$30.00

OneSource asks for 25% down when a task estimate is accepted and bills every two weeks on a net 20 days timeframe. If Labtec pays for the task upfront, we provide a 5% discount.

SUMMARY

Labtec web site successfully mirrors product branding and provides further information and customer support to its current visitors.

OneSource recommends integrating the web site more completely into the business plan. In particular:

- **UPGRADE** the site architecture.
- **REORGANIZE** the site to capture and serve a broader audience.
- **AUTOMATE** information to reduce the amount of time Labtec employees spend responding to web site inquiries.

Let the site efficiently and affordably provide information, reinforce product branding, attract new customers and investors and create a 24-hours-a-day, 7-days-a-week open store front.

All of these enhancements can be done incrementally and the updates can be measured against company performance measures.

ARCHITECTURE DEFINITIONS

APPENDIX

PLATFORM: The base operating system all servers and programs reside on. This operating system determines what web site architecture (servers, database, programs, applications) is used.

WEB SERVER: Software that delivers web pages over the Internet.

DATABASE SERVER: Software that allows web pages to query and update the database over the Internet.

APPLICATION SERVER: Proprietary (ASP, Cold fusion) or open source (php) system supporting high level programming for advanced web page development (database-driven web pages and secure socket processing of information).

PROGRAMMING OPTIONS: Applications and programming languages used to make the site interact with and respond to the visitor.

MULTIMEDIA: The use of sound, motion and animation on web pages.

E-COMMERCE: Involves the movement of encrypted information (e.g., order), processing of the information and shipment of the product or initiation of a service.