

Internet is the key to (y)our success





Agenda



- ↘ Agenda
- ↘ Market developments Internet
- ↘ Developments DOCdata
- ↘ New Corporate Identity





Internet changes complete sectors

- ↘ Media (YouTube / iTunes)
- ↘ Social networks (Hyves / Facebook)
- ↘ 2nd hand sector (eBay)
- ↘ Books / CD / DVD (Amazon)
- ↘ Leisure
- ↘ Online photo service

- ↘ **Which sectors are next ?**





Internet keeps showing strong growth

- ↘ In Western Europe over 10.000 online shopping sites added in 2007
- ↘ Internet spending in the Netherlands increased in 2007 by more then 30% to € 3,8 billion.
- ↘ Share internet in total retail revenues in the Netherlands only 4,4%
- ↘ 1 of every 5 outlets in Germany is also trading online (3 years ago 1 out of 10)
- ↘ Belgian e-commerce increased with 70% in 2007





e-success

Internet is the key to (y)our success

What is the key to e-success

- ↘ Findable:
Globally present but to be found locally
- ↘ Accessibility:
We offer 24/7 online accessibility
- ↘ Reliability:
Safe and secure management of every transaction
- ↘ Speed:
Ordered until 21h, delivered next day
- ↘ Service orientated:
Extensive payment methods en communication systems





e-success

docdata e-success

- ↘ **2006-2007: transition from local production companies to a European Internet Service company**
 - ↘ New logo part of strategy Vision 2010; Gear to Growth
 - ↘ From country organisations to divisional structure
- ↘ **2008-2009:**
 - ↘ Add new services
 - ↘ Geographical growth predominantly in Europe
 - ↘ Focus on market domination in specific sectors





e-success

New Corporate Identity

Options

- ↘ Keep name docdata including identity with logo
- ↘ Keep name docdata with new corporate identity
- ↘ New name and identity





e-success

New Corporate Identity

PRO:

- ↘ DOCdata stands for reliability and flexibility
- ↘ DOCdata is known by customers
- ↘ No negative image
- ↘ No history 'thrown away'

CON:

- ↘ Current logo is descriptive

Best option:

- ↘ Keep DOCdata name, re-style logo to a brand including a new house style and ad campaign



Corporate Brand



Product Brands



Product Differentiators

- 1. concept & Consultancy
- 2. e-Shop Design & Development
- 3. Managed Hosting & ASP
- 4. Marketing
- 5. e-Shop Management

- 1. e-Payment Processing
- 2. Cash Disbursement
- 3. Membership & Recurring Payments
- 4. Credit Management & Reconciliation
- 5. Response & Donation Handling

- 1. e-Commerce Fulfilment
- 2. Inventory Management
- 3. Return Management
- 4. Carrier Management
- 5. Data & Call Centre Services

- 1. CD Replication
- 2. DVD Replication
- 3. Recordable Media
- 4. Content Projects
- 5. Creative Services

↘ Was

- ↘ DOCdata e-Solutions Group
- ↘ DOCdata e-Commerce Solutions
- ↘ Triple Deal
- ↘ DOCdata e-Commerce Fullfillment
- ↘ DOCdata Media Group
- ↘ Braywood Marketing Services
- ↘ DOCdata N.V.

Will be

- docdata
- docdata commerce
- docdata payments
- docdata fulfilment
- docdata media
- docdata fulfilment
- docdata payments
- DOCDATA N.V.





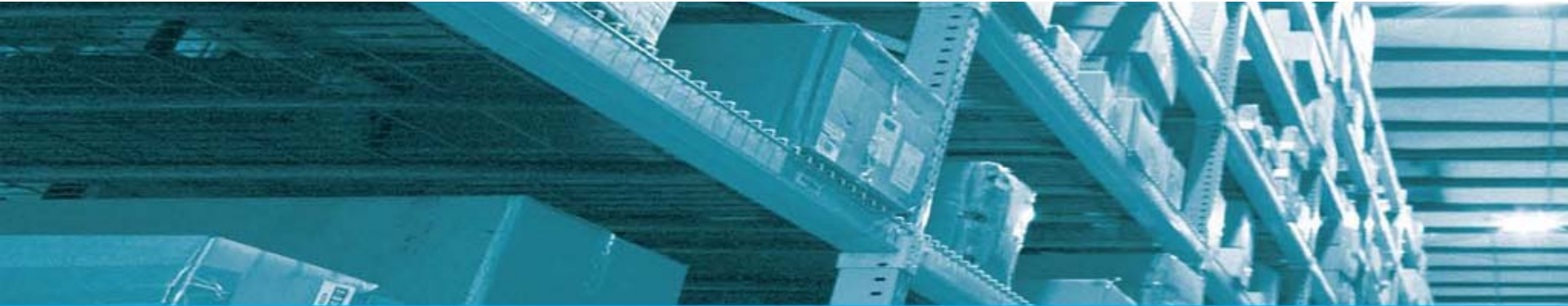
- e-Concept & Consultancy
- e-Shop design & -Development
- Managed Hosting ASP
- e-Marketing
- e-Shop Management





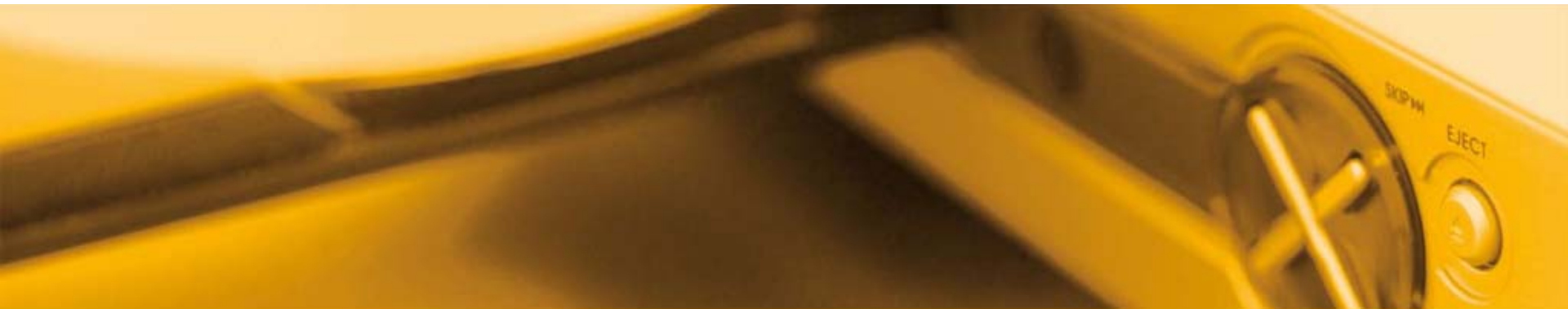
- e-Payment Processing
- Cash Disbursement
- Membership & Recurring Payments
- Credit Management & Reconciliation
- Response & Donation Handling





- e-Commerce Fulfilment
- Inventory Management
- Return Management
- Carrier Management
- Data & Call Centre Services





- ↘ CD Replication
- ↘ DVD Replication
- ↘ Recordable Media
- ↘ Content Projects
- ↘ Creative Services



↘ A-brands; example HP

↘ Commerce

↘ Fulfilment

↘ Payments

↘ Charities: example British Red Cross

↘ Payments & Response handling

↘ Fulfilment

↘ Opportunity: Commerce



↘ **Software Publishers; example Teleatlas**

↘ Commerce

↘ Fulfilment

↘ Media

↘ **Media; example Telegraaf**

↘ Payments

↘ Opportunity: Commerce, Media & Fulfilment

↘ **Other sectors**

↘ Retail

↘ Fashion





Internet is the key to (y)our success

docdata is the secret behind your e-success