



Savvis IT Infrastructure



# Savvis Web Solutions

Consumer Packaged Goods

## Leading Brand Experience

When it comes to consumers

## experience is everything

No industry relies on the direct feedback of their customers more than the consumer packaged goods (CPG) industry. And in today's marketplace the best way to connect with these consumers is through the online medium. By using the right mix of applications, IT infrastructure, and technical know-how, you can bridge the communication gap between consumers and your business — creating a feedback loop that collects invaluable data about your products and shapes larger corporate strategies that help you respond to the constantly changing demands of customers.



The most successful CPG companies already leverage interactive marketing and social media to drive awareness of their goods as well as brands, with good reason. “Forrester predicts that interactive marketing budgets at CPG companies will grow by 36% over the next five years.”<sup>1</sup> As businesses begin focusing less on traditional channels and more on interactive marketing.

But to harness the effects of interactive marketing and social media, CPG businesses must create an engaging experience for consumers that is deployed on a high flexible hosting infrastructure to ensure performance. No one understands this better than Savvis.

Some of the world’s most recognizable CPG brands rely on Savvis to provide the vital Web infrastructure elements that connect them to online customers. As an industry leader, Savvis knows that Web hosting is much more than a managed server and operating system. Because of that, we developed a suite of services that we call Savvis Web Solutions. Every piece of the Web Solutions portfolio has been designed to help CPG companies communicate with the consumers of their products. Whether we’re managing applications, monitoring the end user experience, or deploying Web 2.0 and social media architectures, we focus on delivering a solution that will provide a seamless engagement with your customers, right up to the design of your site layout. We’ll help you more effectively promote your brand and improve your operational efficiency, all while lowering the cost of managing a world-class Web ecosystem.

<sup>1</sup>“Defining A CPG Web Site Strategy,” Forrester Research, Inc., May, 2009

## Beyond IT infrastructure

Savvis offers a powerful portfolio of tools and services designed to support every aspect of your business' online identity. From the base IT infrastructure to the end user experience, we've got it covered. And we've put you in control of these tools with our secure and easy-to-use SavvisStation Customer Portal. Whether it's creating online forums to gather feedback on your products, connecting with distribution partners or even building an online store to market your products directly, Savvis has the infrastructure components as well as the technical and marketing discipline to help your online business succeed.

## Quality of Experience

Businesses in the CPG industry today live or die by their customers' online experience. A slow page load may result in a missed opportunity to collect critical feedback on goods and services — or worse — send that customer to a competitor. The Savvis End User Experience Monitoring (EUEM) and Application Performance Monitoring (APM) services provide your business with unprecedented insight into the performance of applications that are the foundation of your online presence. You get a robust view of your entire Web ecosystem, right up to your end users' desktops. Because we've wrapped our monitoring tools into an intuitive management fabric, you can effortlessly access and control this information through our SavvisStation customer portal. For additional protection, if performance dips below acceptable thresholds, our Web Solutions Center team is alerted and proactively troubleshoots problems. And we offer performance service level agreements (SLAs) based upon your end users' quality of experience to demonstrate your brand is in truly safe hands.

## Just In Time Infrastructure

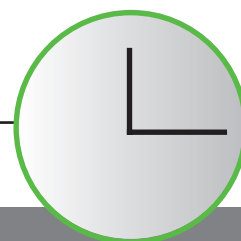
Many businesses are ill prepared to address the traffic spikes associated with large marketing campaigns. Nor can they handle sharp increases in Web site hits due to unanticipated events such as unscheduled media attention. Even expected seasonal shifts in demand can overstress your site. Although overbuilding will certainly ensure infrastructure is always available, the cost of adding reserve capacity is steep. And because much of that capacity goes unused much of the time, it's an inefficient way to provide a positive user experience.

Savvis' Symphony cloud services provide an elegant and cost-effective solution by eliminating the need to overbuild physical servers. By leveraging our cutting edge virtualization technologies, you can dramatically reduce your server footprint and — more importantly — the cost of your Web environment. To help you reap the most benefits from this new service, our Cloud Acceleration Consulting Services can help your business migrate from a traditional to a cloud environment, and ensure that your applications are optimized for cloud performance.

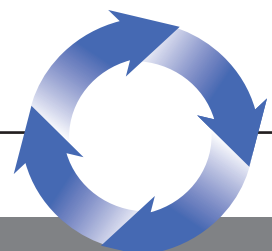
## Savvis knows consumer packaged goods



Quality of Experience



Just in Time Infrastructure



Lifecycle Management

## Lifecycle Management

Online marketing campaigns are complex. Whether it's a product launch or a seasonal pricing promotion, the Web sites your business launches to support these campaigns are typically delivered through highly matrixed teams of internal marketing and IT staffs, and frequently third-party agencies as well. This organizational complexity increases the probability of missteps or miscommunications that can impact your ability to launch campaigns on time and on budget.

Savvis ensures that your campaigns launch smoothly by streamlining the complex workflow involved in bringing products to market. Our Web Lifecycle services include Site Launch, Release, and Change & Capacity Management. We put the proper controls in place to provide your business with a smooth and predictable operating model that significantly increases your speed to market. Our service also enables rapid corrective "roll back" should you need to pull content or campaigns quickly offline.

## Marketing Effectiveness

Marketing executives and brand managers have always been frustrated by the difficulty of understanding the effectiveness of online marketing campaigns. The capability to track what your customers are doing when they visit your site is critical when it comes to fine tuning your campaigns. Knowing which pages within your sites are experiencing the most traffic play an important role to understanding which products are resonating with consumers. Savvis

Web Analytics provides and offers a perfect complementary data set to the feedback provided by consumers. By allowing your business to easily capture, track, and report on this data, Savvis helps you shape your campaigns and product roadmap.

## Social Media

Whether you're capturing customer feedback or delivering a forum for dialogue and mindshare within your organization, Social Media provides an invaluable means of breaking down communication barriers. Savvis Social Business Software (SBS) powered by Jive Software®, delivers a social media solution that removes the countless obstacles that stand between you and your customers, or among your employees and partners. Savvis SBS delivers a fully-meshed community fabric that simply put, makes communicating easier. It provides the framework for capturing critical intelligence from your customers and lays the foundation for sharing ideas and driving innovation among colleagues — all delivered as a fully managed service on our global infrastructure.

Bridging all of the gaps in  
the consumer experience  
landscape



Marketing  
Effectiveness



Social Media



Brand  
Protection



Brand  
Reusability



Consulting  
Expertise

## Brand Protection

Security is a challenge for even the most technically sophisticated enterprises. A security breach on your Web site could result in negative publicity in newspapers, blogs, online forums, and even late-night television that could significantly damage your company's reputation and brand image. Attracting and retaining a security staff with up-to-date skills; identifying where your organization's systems and processes are the most vulnerable; and complying with the ever-increasing burden of industry standards are just some of the security challenges your IT staff faces today.

When it comes to security, our extensive menu of security services means you can design a customized and comprehensive solution that suits your particular needs, regardless of when or how it is implemented. Most importantly, we will serve as your trusted advisor, working with you to create and implement a security strategy that helps you achieve your long-term business goals, whatever those happen to be.

## Brand Reusability

No one wants to reinvent the proverbial wheel. Yet one of the biggest problems that organizations with multiple brands and business units face is how to cost-effectively reuse information assets. Whether those assets are in the form of infrastructure components, applications, or digital content, most organizations don't leverage them appropriately. Savvis helps CPG businesses with multiple business units significantly lower their IT spending by identifying and utilizing existing IT services across their organizations. In the end, you'll write fewer checks for new hardware and application licenses—and your business operations will run more smoothly and cost effectively.

## Consulting Expertise

Let's face it: unless you're in the IT services business, chances are you'd rather focus your staff on core business issues rather than on chasing new technologies that might support your strategic initiatives. Yet you must still somehow monitor how emerging technologies might help you improve

the online connection you make with consumers, enhance the performance of your applications and Web sites, or improve the efficiency of your infrastructure. It's a delicate balancing act. Focus too heavily on technology and your own initiatives will suffer. Neglecting technology could leave your business playing catch up with your competitors. Savvis can help you achieve the right balance. Among other strengths, we offer you:

**Application Knowledge.** Our teams can help you identify and implement the best applications to support your specific business goals.

**Cloud Acceleration.** Have you considered deploying cloud services but lacked the time or resources to plan and execute a migration? We can help you make sense of what is currently available, and assist you to choose the right platform for your business. After all, not all clouds are created equal. And when you select a cloud platform, we can design, migrate and implement your infrastructure so the transition is seamless for your business.

**Web Lifecycle Services.** No one understands the complexities associated with launching a Web campaign better than Savvis. A single campaign can require the engagement of multiple marketing and IT teams within your business and — most likely — third party agencies to help drive development of digital content. Multiply that by the number of campaigns your business is running simultaneously, and the processes and procedures become exponentially more complex. Our teams will untangle these complexities while quickly establishing processes that span multiple organizations, ensure smooth communications, and provide you with the tools and resources you need to launch and manage your campaigns more efficiently.

**Web Optimization.** Our teams will provide a thorough assessment of your test, staging, and production environments and identify gaps that are slowing your business down. We'll identify the problem areas and fix them by helping you leverage new technologies and fine tune your existing applications to optimal performance.

# Why Savvis Web Solutions?



## Quality of Experience

- Measure application performance from 80,000 locations around the world
- Provide visibility into page load times from a customer's viewpoint
- Identify and correct application issues before they occur



## Just-in-Time Infrastructure

- Stop overbuilding capacity
- Cut costs
- Reduce server sprawl
- Access capacity when you need it
- Automatically provision operating system instances through the SavvisStation Customer Portal



## Marketing Effectiveness

- Understand what pages on your site are successful
- Fine tune your campaigns based on customer traffic and revenue conversion
- Segment visitors
- Gather data across several websites or analyze each one individually.



## Lifecycle Management

- Simplify launch processes
- Expedite change management
- Improve communications between internal and third-party teams



## Social Media

- Improve communication with your customers
- Gain real-world intelligence into the performance of products and services
- Collaborate to drive the product roadmap based on customer demand



## Brand Protection

- Protect against potential data breaches
- Provide security professionals dedicated to your security
- Remedy gaps in your security team's skills



## Brand Reusability

- Leverage existing assets to reduce costs
- Utilize existing infrastructure and digital content to streamline processes
- Create internal charge-back models to help track spending across multiple business units



## Consulting Expertise

- Seamlessly extend your team with seasoned industry professionals
- Drive efficiency
- Understand the gaps that undermine your existing hosting architecture
- Painlessly migrate to improved infrastructure and application platforms
- Reduce time to market with tools and resources to drive more efficient campaign launches



To find out more about Savvis Web Solutions visit  
[www.savvis.net/sws](http://www.savvis.net/sws) or call **1.800.SAVVIS.1.**



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