

Implementing the Viassary™ Solution

for

Compaq Computer Corporation

A White Paper

Fall 2001

Compaq Advisor Offers Customers “Smart” PC Experience, Ushers in a New Paradigm in Desktop Communications

Situation:

Compaq Computer Corporation sought to deliver a complete “smart” computing solution to customers to simplify and enhance their PC and online experiences, as well as to help customers realize the full functionality of their PCs and the Internet. The implementation of such smart technology would support the company’s business strategy to improve customer satisfaction and drive beyond-the-box revenues by educating customers on the company’s myriad of accessories, services and solutions. Also, by increasing their preemptive service efforts, Compaq would realize an opportunity to curb costs.

Compaq wanted to enable a smart communications vehicle that could interact with customers with a high degree of relevancy; optimize PC performance; and, ultimately, develop and deepen direct relationships with customers. Subsequently, intelligent messaging to customers could span a number of technical advice-related issues, ranging from increasing PC operating efficiency to maximizing broadband service and extending PC battery life. While Compaq had successfully provided similar PC management services to corporate customers, the company sought an innovative way to provide such services directly to consumers.

Of paramount importance was communicating the right information to the right customer at the right time. Compaq needed a solution that did not try to anticipate user needs, but rather respond to the needs an individual customer was exhibiting in his/her computing behavior.

Viassary Solution:

To meet Compaq’s business objectives, NeoPlanet and Compaq partnered to create Compaq Advisor, using NeoPlanet’s Viassary™ suite of products and services. Compaq Advisor, which began shipping on Compaq Presario desktop and notebook PCs on July 15, 2001, is a smart messaging application that provides relevant, timely and targeted information to the customer’s desktop. Compaq Advisor proactively alerts customers to potential product or service issues before they become a problem to ensure users are receiving optimal performance from their Presario PCs. In addition, Compaq Advisor communicates information about technology advances, services and offers relevant to users’ computing interests; and educates customers about how certain hardware accessories, software or Web-based utilities can maximize the total functionality of their PCs.

Customers are provided with information about data collection and usage during the Compaq Advisor registration process. (Please see attached FAQs regarding compliance with Center for Democracy and Technology guidelines.) In compliance with Compaq's decision to collect no personally identifiable user information: 1) All decisions about which messages are shown to individual customers are self contained in and made solely by the software that resides on the PC, not on a remote server, and 2) The actions of individual customers reside solely on the PC, not on a remote server.

Throughout the development of Compaq Advisor, Compaq conducted usability testing to validate effectiveness and ease-of-use of the application. Testing revealed that users felt Compaq Advisor was a valuable tool to have on their computer, citing the software provided "useful and relevant information in a timely manner." Users identified the value of Compaq Advisor as providing diagnostic information and advice about optimizing use of their PCs, and did not perceive that the information was only for solicitation purposes.

"Compaq Advisor will help us better meet our customers' computing and communications needs, while helping users maximize their PC and Internet experience. NeoPlanet's products and services will provide the underlying technology to power this new era of truly 'personal' computing from Compaq."

- Bob Brewer, vice president of solutions for Compaq's Access Business

Compaq Advisor works by responding to a series of conditions based on "rules." When a customer performs a specific action (or series of actions) on the Compaq PC, or changes occur within the computer environment, the program detects such conditions and triggers the intelligent delivery of an unobtrusive message to the user's desktop with information relevant to those conditions. Intelligent delivery of messages occurs in both online and offline environments. If conditions that trigger a rule are not met, the message associated with that rule is never displayed to the customer. Compaq Advisor provides messages in the following main areas of information: critical service and support messages; performance optimization hints; recommended accessories or upgrades; and relevant free and fee-based services. The following pages provide examples of how Compaq Advisor "rules" work.

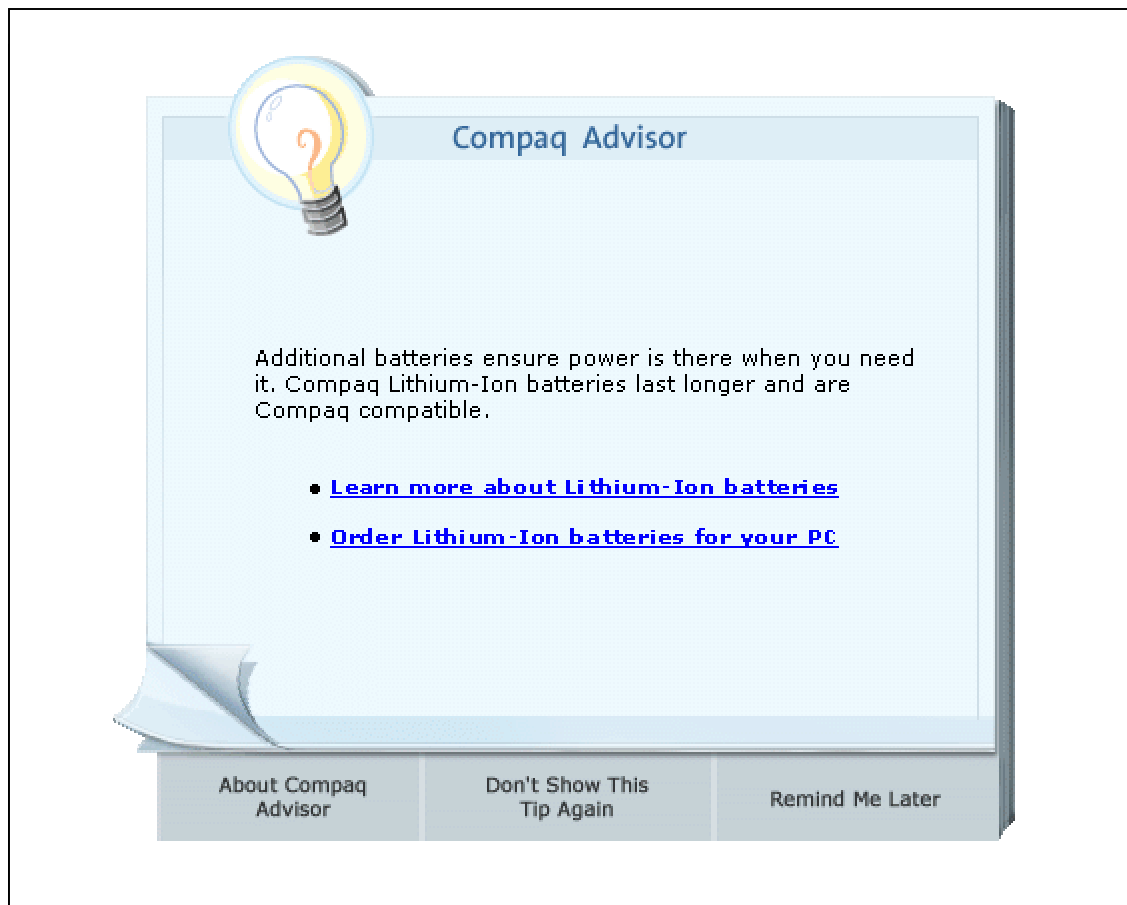
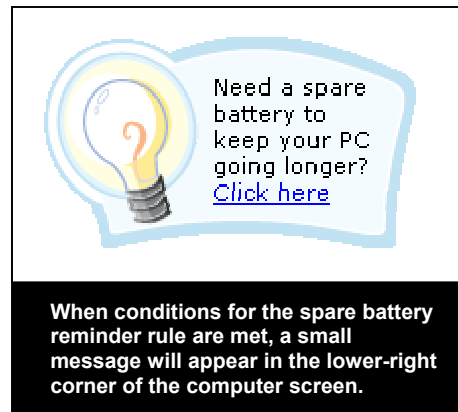
Spare battery reminder rule:

Rule: When a customer's Presario notebook or portable PC has been operating on battery power for extended periods of time, the customer receives a message alert offering an extended-life battery to increase the usefulness and maintain optimal performance of the Presario.

Condition(s): Customer must be using a Presario notebook or portable PC; and notebook or portable PC must have been running on battery power for seven or more hours within a 14-day period.

Action: A relevant and timely message alert, offering a high capacity lithium ion battery, is delivered to the customer's desktop. The suggested, extended-life battery is compatible with the customer's Presario model; and, to conserve the customer's existing battery power, the extended-life battery message alert will not be triggered when the Presario is running on battery power.

Response: Customer response options include more information about lithium-ion batteries; purchase of an extended-life battery; information about Compaq Advisor; request for later reminder; and don't show the battery-related tip again.



If the user clicks the small message, a larger message will appear with related content to increase the user's productivity or simplify a task. If the user doesn't click the small message, it disappears into the task bar after five seconds.

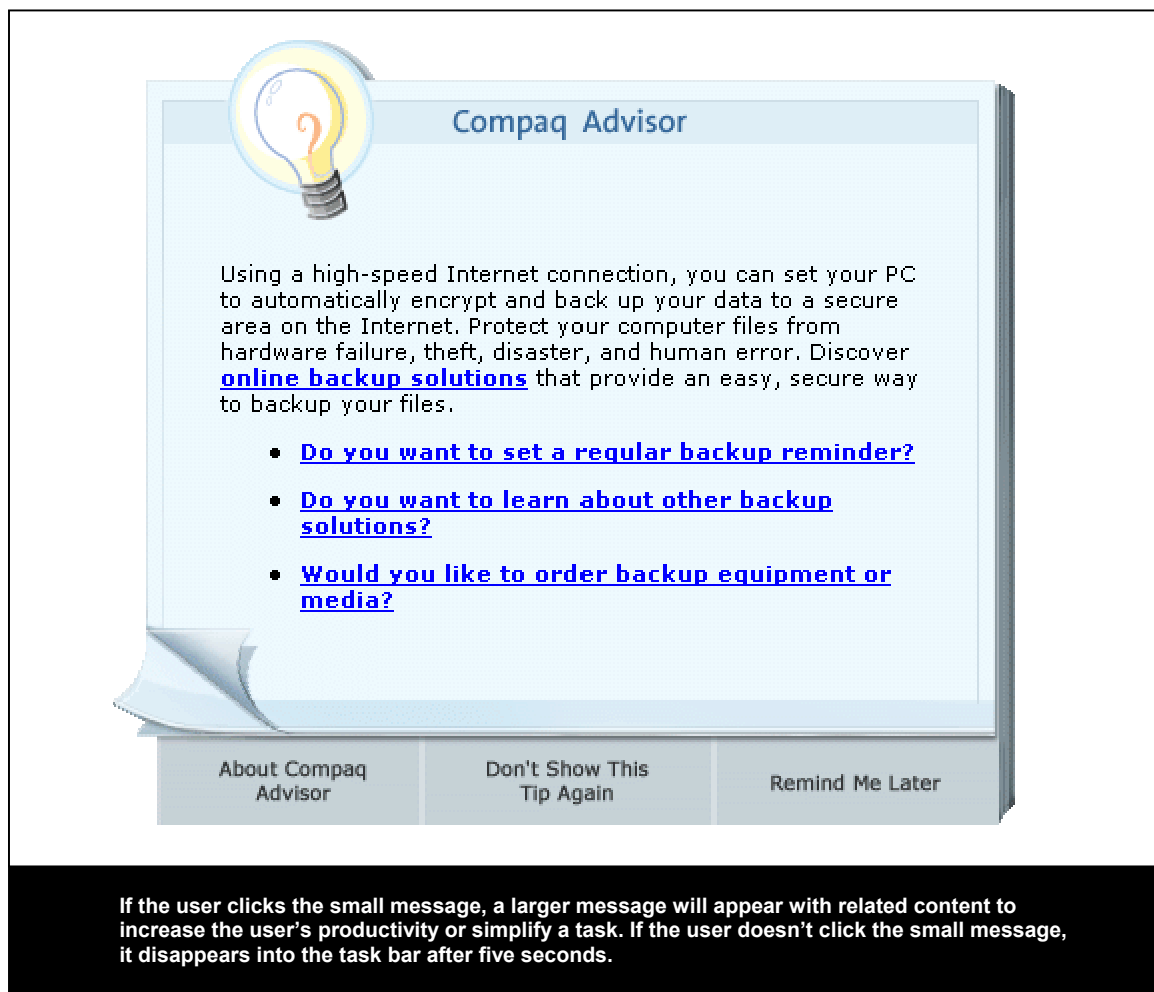
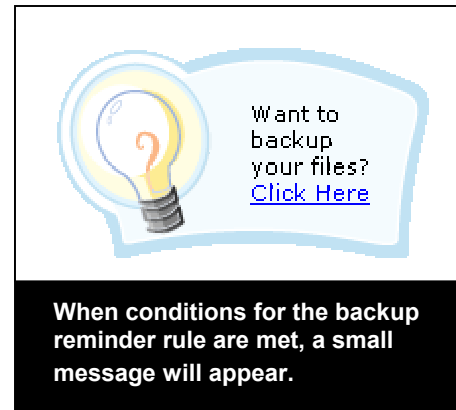
Backup reminder rule:

Rule: When a customer is operating a Presario desktop or notebook PC, a message alert will be sent to educate the user of the value of offline and online backup solutions to protect important computer files from hardware failure, theft, disaster and human error.

Condition(s): Customer must be using a Presario desktop or notebook PC for at least one month; there must be a predefined number of files in user's "My Documents" folder; and the user can be offline or online, with or without broadband connectivity to the Internet.

Action: A relevant and timely message alert is delivered to the customer's desktop, recommending regularly scheduled offline or online backups, as well as specific suggestions for backup solutions relevant to customers' Internet connectivity, i.e., broadband or non-broadband access.

Response: Customer response options include more information about backup solutions; purchase of backup media and online backup solutions; assistance in setting regular backup reminders; information about Compaq Advisor; request for later reminder; and don't show the backup-related tip again.



Compaq Advisor

Using a high-speed Internet connection, you can set your PC to automatically encrypt and back up your data to a secure area on the Internet. Protect your computer files from hardware failure, theft, disaster, and human error. Discover [online backup solutions](#) that provide an easy, secure way to backup your files.

- [Do you want to set a regular backup reminder?](#)
- [Do you want to learn about other backup solutions?](#)
- [Would you like to order backup equipment or media?](#)

About Compaq Advisor Don't Show This Tip Again Remind Me Later

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Viassary Components:

Compaq Advisor is comprised of the following Viassary components:

- Viassary Conductor, a smart, XML-based rules engine that facilitates relevant, timely and targeted interaction with customers regardless of their Internet connectivity. With Compaq Advisor, the rules engine resides on the client-side, evaluating conditions within the customer's computer environment and reacting by intelligently delivering messages such as proactive customer service alerts and product updates.
- Viassary Transporter, adaptive technology that allows Compaq Advisor to download applications, content, functionality and product updates in the background without interrupting the customer's computer experience.
- Viassary Imager, the graphic engine of the suite that allows for creation and deployment of applications and custom-designed interfaces visible to the user, e.g., Compaq Advisor message alerts.
- Viassary Infrastructure, the underlying architecture of the solution that provides highly scalable support for millions of concurrent users. Viassary Infrastructure also supports multiple levels of security with a unique version management system and encryption, enabling flexible privacy management to uphold Compaq's privacy policies, safeguarding customer information.

The Bottom Line:

Compaq's metrics for success for Compaq Advisor are to increase customer satisfaction, reduce costs through proactive customer service and drive incremental after market revenue. These metrics are based on a strategic commitment by Compaq to not only continue to deliver smart technology that defines the ultimate computing and Internet experience – but also to connect with their customers on a deeper level. As part of the Viassary suite's professional services, NeoPlanet is working with Compaq to identify, interpret and adjust as necessary the data collected to effectively monitor metrics.

As part of an ongoing program to enhance users' experience by delivering relevant and preference-based communications, Compaq Advisor will continue to deploy new rules based on customer feedback from initial rules and responses to intelligent messaging. The intersection of this customer-centric "business intelligence" and the company's business objectives will play a pivotal role moving forward.

About Compaq:

Founded in 1982, Compaq Computer Corporation ("Compaq") is a leading global provider of enterprise technology and solutions. Compaq designs, develops, manufactures and markets hardware, software, solutions and services, including industry-leading enterprise storage and computing solutions, fault-tolerant business-critical solutions, communication products, and desktop and portable personal computers that are sold in more than 200 countries. Information on Compaq and its products and services is available at <http://www.compaq.com>.

About NeoPlanet, Inc.

NeoPlanet, Inc. (www.neoplanet.com) is a privately held software solutions provider based in Tempe, Ariz. Founded in 1999, NeoPlanet connects companies with their customers, via the desktop and other digital devices, through intelligent customer-interaction software and solutions. NeoPlanet's Viassary™ suite of customer-empowering products and services leverages the fundamentals of Marketing Relationship Management (MRM), enabling companies to reach their customers with the intelligent delivery of relevant, timely and targeted communications and applications to profitably drive business.