

# DSI.COM SITE REDESIGN :: Discovery Update

April 2010





## Meeting Objectives & Accomplishments

- Review
  - Discovery Objectives
  - Requirements Gathering Sources
- Review Findings From
  - Stakeholder Interviews
  - Competitive Analysis
- Review Recommendations
- Identify Issues and Action Items
- Validate Proposed Solution
- Discuss Next Steps





## What did we accomplish to date?

- Interviewed 14 stakeholders and consolidated feedback
- Reviewed competitive sites for best-in-class functionality and features
- Incorporated best practices based on established patterns in corporate Web sites
- Created User Experience (UX) strategy/recommendations for DSI.com





**Three types of data were collected/incorporated:**

**Stakeholder  
Interviews**

**Competitive  
Analysis**

**Best  
Practices**





# STAKEHOLDER INTERVIEWS





## What we learned

- Studiocom facilitated seven focus groups that encompassed 14 employees from a breadth of roles and departments. Each group discussed likes and dislikes of the current site, and verbalized what different audiences need to know, do, and feel on the future redesigned DSI.com.
- Four major themes were identified across stakeholders' objectives, goals, and critical success factors for the newly redesigned DSI.com.
  - Content
  - Ease of Use
  - Brand Recognition
  - Company Culture
- Four additional themes that were identified include:
  - Pipeline
  - Corporate Responsibility
  - HR/Recruiting
  - Business to Business

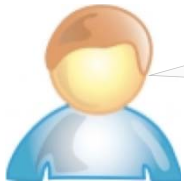




## Key Themes

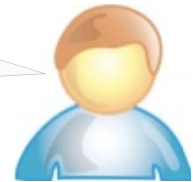
### ■ Content

Ensure our content is relevant, crisp, effective and consumer-focused



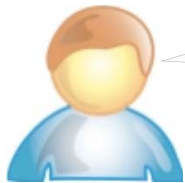
DSI.com must use relevant, accurate, simple messaging

Ensure that the right information is being communicated in the right places.



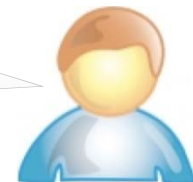
### ■ Ease of Use

Create an intuitive site structure with effective functionality



Everyone should feel empowered to quickly find the information they are looking for.

Critical success factor – Ease of use!





## Key Themes

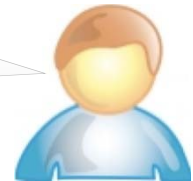
### ■ Brand Recognition

Help users better understand who DSI is and what we do



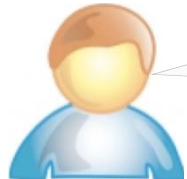
Corporate branding is a critical success factor. People know our products, but not our brand. We must make our brand known to everyone.

DSI is a progressive, forward thinking, cutting edge company – we need to show it!



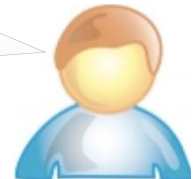
### ■ Company Culture

Communicate the enthusiasm, excitement and passion of our culture



Convey that we are a fun, creative, forward-looking company.

We do not do a good job of communicating the uniqueness of our culture. We do not capture that. Our employees are not seen on the Web site.



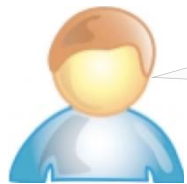




## Additional Themes

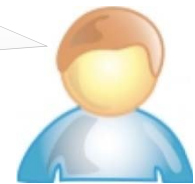
### ■ Pipeline

Our pipeline shows what we are working on and how committed we are to patient health



Who we are, what are we doing, what is the pipeline?

Want a products pipeline, kind of like what is currently on the site, but enhance the appearance and functionality.



### ■ Corporate Responsibility

Convey our commitment to philanthropy and social responsibility



Patient's assistance program subsidizes insurance for people that can't afford it. Patients from product sites would come to this page specifically. It is an important message.

Show what we are doing for patients, in communities, what kinds of organizations do we provide support for.





## Additional Themes

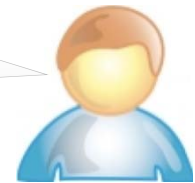
### ■ Human Resources/Recruiting

Our fundamental belief is that each employee helps shape our success



Job seekers want to know about the company, understand the company, career path, about the department.

Create a WOW experience for candidates when they come to visit the site. Video, testimonials.



### ■ Business to Business

Managed Markets: Represents our business to business opportunities



There is a lot of interaction with the accounts to pull through the contracts and get rebates. No real presence on DSI.com – just press releases that may pertain to what we do.

Managed Markets identify with company vs. product. Want to understand the portfolio of the products. Daiichi needs to show their presence and show that they're big.





# COMPETITIVE ANALYSIS





## Why a competitive analysis?

- Studiocom conducted a competitive analysis to gain a better understanding regarding best and worst Web site practices within the category, and to establish a baseline for DSI.com.
- The primary benefits of this analysis are a better understanding of what competitors are doing, what they are offering to customers, and what DSI needs to do to maintain a competitive advantage.





## High-Level Competitor Analysis

	Company Information / About Us	- Awards and Recognitions	- History	- Investor Relations	Corporate Responsibility / Global Citizenship	Product Information	Research & Development	Newsroom/Press	- Media (with downloadable images)	Contact Us	Search
<b>DSI</b>	0	0	0	0	0	0	0	0	0	0	0
<b>Forest Laboratories, Inc</b>	0	0	0	0	0	0	0	0	0	0	0
<b>Lilly</b>	0	0	0	0	0	0	0	0	0	0	0
<b>Abbott</b>	0	0	0	0	0	0	0	0	0	0	0
<b>Astra Zeneca</b>	0	0	0	0	0	0	0	0	0	0	0
<b>Boehringer Engelheim</b>	0	0	0	0	0	0	0	0	0	0	0
<b>Bristol Myers Squibb</b>	0	0	0	0	0	0	0	0	0	0	0
<b>Johnson &amp; Johnson</b>	0	0	0	0	0	0	0	0	0	0	0
<b>Merck</b>	0	0	0	0	0	0	0	0	0	0	0
<b>Novartis</b>	0	0	0	0	0	0	0	0	0	0	0
<b>Pfizer</b>	0	0	0	0	0	0	0	0	0	0	0
<b>Takeda</b>	0	0	0	0	0	0	0	0	0	0	0

- 4. Excellent
- 3. Good
- 2. Fair
- 1. Poor
- 0. None



## Key areas on DSI.com that must be enhanced

- Provide more in-depth, engaging content throughout the site.
- Refine the organization of the site to make it easier to find specific content.
- Elaborate on the DSI History - especially the innovation of the later years - and create an interesting, interactive timeline.
- Increase the Corporate Responsibility section by adding corporate citizenship/social responsibility content.
- Expand your Research & Development section to show that you are committed to finding solutions.
- Enhance the Press Releases section by adding press release-specific “search” and “filter” functionality.





## Key areas missing from DSI.com

- Add content on Home page (This is the most valuable content area on your site - and can provide a significant amount of value.)
- Create a site-wide search
- Incorporate a persistent secondary navigation in your page design (For ease of knowing where you are, finding content and navigating the site)
- Create an Achievements/Awards section (Contingent upon content)
- Create an Investor Relations section (Although this is not that relevant within the U.S.; content with links to daiichisankyo.com should be provided)
- Include Media information within the News section - with Media contact information & downloads
- Create a Business to Business section (Contingent upon content)
- Incorporate video/multimedia throughout the site





DSI :: Home Page

[A global leader in pharmaceutical innovation](#) | [contact us](#) | [site map](#) | text size (+) (-)



## Daiichi Sankyo

**Dedicated to Research. Devoted to People.**

Daiichi Sankyo, Inc., headquartered in Parsippany, New Jersey, is the U.S. subsidiary of Tokyo-based Daiichi Sankyo Co., Ltd., which is a global pharmaceutical innovator.



Dedicated to research. Devoted to people.

[about us](#) | [products](#) | [medical information](#) | [clinical research](#) | [news & resources](#) | [corporate responsibility](#) | [careers](#)






studiocom

# Competitor Home Pages

## Lilly :: Home Page

**Lilly** login | contact us | worldwide | sitemap | search this site | Search

HOME ABOUT US RESPONSIBILITY PRODUCTS RESEARCH & DEVELOPMENT INVESTORS CAREERS



**Innovation is personal**

At Lilly, an idea becomes an innovation only when it makes a meaningful difference in a person's life. Because personal experiences with illness are as important as the science of a disease.

**Measuring Ourselves Against the Toughest Challenges in Health Care**

Making medicines has never been easy. But in today's global health care environment, the challenges are unprecedented. Familiar ways of working aren't working anymore, so Lilly is transforming to meet the challenges head on — from how we make medicines to how we talk about them. Throughout our organization, we're asking tough questions and discovering better answers.

**Our Products**

Select by Product Name A-

**Lilly Faculty Registry**  
A New Standard of Transparency

**For Investors**

April 2, 2010 04:01 PM EST  
LLY NYSE \$36.15 \$-0.0

- > [Stock Information](#)
- > [Product Pipeline](#)
- > [Annual Reports](#)
- > [Webcasts & Presentat](#)
- > [Notice of Proposed Set Derivative Claims](#)

**Latest News**

April 1, 2010  
[Lilly Confirms Date and Conference Call for First-Quarter 2010 Financial Results Announcement](#)

April 1, 2010  
[ALIMTA\(R\) Recommended by Special Health Authority in United Kingdom as Maintenance Therapy for Advanced, Nonsquamous Non-Small Cell Lung Cancer](#)

April 1, 2010  
[U.S. District Court Rules on Validity of Lilly's Gemzar Patent](#)

> [More news](#)

**About Us**

- > [Facts at a Glance](#)
- > [Public Affairs](#)
- > [Diversity](#)
- > [Partnerships](#)
- > [Ethics and Compliance](#)
- > [More About Us](#)

**Responsibility**

- > [Lilly Foundation](#)
- > [Improving Patient Outcomes](#)
- > [Investing in Communities](#)
- > [Patient Assistance Programs](#)
- > [More About Responsibility](#)

Copyright © 2010 Eli Lilly and Company. All rights reserved. [Careers](#) | [Terms of Use](#) | [Privacy](#) | [For Suppliers](#) | [Sitemap](#)

## Bristol-Myers Squibb :: Home Page

**Bristol-Myers Squibb**

**Together we can prevail.**

Lou DiMaggio, Heart Attack Survivor  
See Lou's story, and others >>

Our Company R&D Products News Investors Partnering Responsibility Careers

SEARCH

SITE INDEX | CONTACT US | TERMS | PRIVACY

**Health Care Professionals**  
Access medical information and resources

**Clinical Trials**  
Bristol-Myers Squibb-sponsored clinical trials

**Need Help Paying for Your Bristol-Myers Squibb Medicines?**  
Learn about our assistance programs.

**2009 Annual Report & 2010 Proxy Statement**

**Our Environmental Stewardship**

**Being BioPharma**

Biopharmaceuticals and our String of Pearls Strategy

**LATEST NEWS**

March 17, 2010  
U.S. Food And Drug Administration Accepts New Drug Application For Once-Daily Fixed Dose Combination Of Onglyza™ (Saxagliptin) And Extended Release Metformin For The Treatment Of Type 2 Diabetes Mellitus In Adults

March 12, 2010  
Sanofi-aventis and Bristol-Myers Squibb Announce Important Updates to PLAVIX U.S. Prescribing Information

March 9, 2010  
Bristol-Myers Squibb and AstraZeneca Announce the Commencement of the Saxagliptin Assessment of Vascular Outcomes Recorded in Patients with Diabetes Mellitus Trial (SAVOR-TIMI 53)

March 8, 2010  
Bristol-Myers Squibb to Present at Cowen and Company Health Care Conference

RSS

© 2010 Bristol-Myers Squibb  
Your use of the information on this site is subject to the terms of our [Legal Notice](#) and [Privacy Policy](#).



## Overview

"About Us" is the category to learn about DSI as a progressive, forward-thinking, cutting-edge company. Small enough to be flexible, yet large enough to compete with the large pharmaceutical companies.

- Integrate mission, values, and vision - showcasing DSI's company beliefs and recognition
- Incorporate and expand the existing sections "Comprehensive Compliance Program" and "Supplier Diversity"
- Significantly enhance the History (Our Heritage) section and create a visual timeline
- Include: Key Facts; Leadership; Awards & Recognition; Partnerships; and Investors

## Related information

- Corporate responsibility/citizenship
- Recent award/achievement feature
- Links to [daiichisankyo.com](http://daiichisankyo.com) and 2009 annual report



Customers want to know who they are working with – and that they are credible company.





## Proposed Sections

- Our Vision & Values
- Key Facts
- Leadership
- Awards & Recognition
- History
- Partnerships (and Licensing)
- Compliance
- Diversity
- Investors

## Potential content

- Ability to learn more about DSI's brand and commitment to helping patient health
- DSI's culture
- Corporate responsibility/citizenship
- Key partnerships
- Key awards and achievements





## Morgan Stanley :: About Us

The screenshot shows the Morgan Stanley website's 'About Us' page. The navigation bar includes 'HOME', 'CAREERS', 'PRESS', 'CONTACT US', and 'GLOBAL OFFICES'. The main content area is titled 'About Morgan Stanley' and features a large graphic with the company name. Text describes the company's history since 1935 and provides a link to 'View the most recent quarterly results'. A 'Facts at a Glance' section includes a bar chart showing assets under management from 2001 to 2007, reaching \$782 Billion in November 2007. Other sections include Corporate Governance, Investor Relations, In the Community, and Awards and Recognition.

## CardinalHealth :: About Us

The screenshot shows the CardinalHealth website's 'About Us' page. The navigation bar includes 'About us', 'Our businesses', 'Community', 'Investors', 'News & Media', and 'Careers'. The main content area features a photo of a man in a white lab coat and the headline 'Better, safer healthcare delivery'. Text describes the company's focus on patient care and its status as a Fortune 18 company. A sidebar on the right lists 'Useful links' such as 'Supplier diversity', 'Careers', 'News', and 'Contact us', along with 'Related information' like 'Our view on healthcare reform in the United States' and '2007 Annual Report'. The bottom section includes 'Our commitment', 'Diversity', 'Awards and recognition', and 'Our leaders'.





## Chevron :: Vision & Values

**Chevron** Human Energy

INVESTORS | NEWS | CHEVRON WORLDWIDE | CONTACT

Home | Human Energy Stories | Global Issues | Energy Sources | Products & Services | Careers | **About Chevron** | Search

Home > About Chevron > **The Chevron Way**

**The Chevron Way**

The Chevron Way explains who we are, what we do, what we believe and what we plan to accomplish. It establishes a common understanding not only for those of us who work here, but for all who interact with us.

**Vision**

At the heart of The Chevron Way is our vision... to be *the* global energy company most admired for its people, partnership and performance.

**Our vision means we:**

- provide energy products vital to sustainable economic progress and human development throughout the world;
- are people and an organization with superior capabilities and commitment;
- are the partner of choice;
- deliver world-class performance;
- earn the admiration of all our stakeholders – investors, customers, host governments, local communities and our employees – not only for the goals we achieve but how we achieve them.

**Values**

Our company's foundation is built on our values, which distinguish us and guide our actions. We conduct our business in a socially responsible and ethical manner. We respect the support universal human rights, protect the environment, and benefit the communities where we work.

<p><b>Integrity</b></p> <p>We are honest with others and ourselves. We meet the highest ethical standards in all business dealings. We do what we say we will do. We accept responsibility and hold ourselves accountable for our work and our actions.</p> <p><b>Trust</b></p> <p>We trust, respect and support each other, and we strive to earn the trust of our colleagues and partners.</p>	<p><b>Diversity</b></p> <p>We learn from and respect the cultures in which we work. We value and demonstrate respect for the uniqueness of individuals and the varied perspectives and talents they provide. We have an inclusive work environment and actively embrace a diversity of people, ideas, talents and experiences.</p> <p><b>Ingenuity</b></p> <p>We seek new opportunities and out-of-</p>	<p><b>Protecting People and the Environment</b></p> <p>We place the highest priority on the health and safety of our workforce and the protection of our assets and the environment. We aim to be admired world-class performance through disciplined application of our Operational Excellence Management System.</p> <p><b>High Performance</b></p> <p>We are committed to excellence in</p>
--	---	--

## Bristol-Myers Squibb :: Key Facts

**Bristol-Myers Squibb**  
Together we can prevail.®

HOME | CONTACT US | INDEX

Our Company | R&D | Products | News | Investors | Partnering | Responsibility | Careers

Our mission is to help patients prevail over serious diseases. That's why I come to work every day.

Allison, R&D employee  
read more

**Our Company** | BMS.com Home > Our Company > **Key Facts**

**Our Mission & Commitment**

**Key Facts**

- Leadership
- Governance
- Compliance & Ethics
- History
- Diversity & Inclusion
- Our Websites
- Achievements
- Business Information

<b>Chairman and CEO:</b>	James M. Cornelius
<b>Headquarters:</b>	New York City
<b>Business:</b>	Biopharmaceuticals
<b>Web Address:</b>	www.bms.com
<b>NYSE Listing:</b>	BMJ
<b>Net Sales:</b>	\$18.8 billion in 2009
<b>R&amp;D Investment:</b>	\$3.6 billion in 2009
<b>Largest-selling Products in 2009:</b>	PLAVIX®, \$6.1 billion ABILIFY®, \$2.6 billion REYATAZ®, \$1.4 billion AVAPRO®/AVALIDE®, \$1.3 billion SUSTIVA® franchise, \$1.3 billion
<b>Selected Key Products:</b>	ABILIFY® (aripiprazole) ATRIPLA® (efavirenz / emtricitabine / tenofovir disoproxil fumarate) AVAPRO® (irbesartan) BARACLUDE® (entecavir) ERBITUX® (cetuximab) IXEMPRA™ (ixabepilone) ORENCIA® (abatacept) ONGLYZA™ (saxagliptin) PLAVIX® (clopidogrel bisulfate)



## Overview

Awards & Recognition is an excellent way to showcase the many awards and achievements that DSI has received over the years. This not only shows that DSI is a forward-thinking company, but provides significant credibility to your commitment to patients, physicians, employees, partners and the community.

*(NOTE: Most awards are B2B, so incorporating this section into the new site will be dependant on having usable content.)*

- Include all of the awards and achievements that DSI has received over the past few years
- Incorporate logos of each award, which lends additional credibility

## Related information

- Global citizenship feature
- Research and development feature
- Award-related press releases



Customers want to know who they are working with – and that they are credible.



April 2010





## Nike :: Awards and Recognition

**Awards & Recognition**  
Aiming to lead, in every way.

**Featured Award**

**CRO's 100 Best Corporate Citizens 2010**  
Nike Named as One of the 100 Best Corporate Citizens for 2010  
Corporate Responsibility Magazine (the new name of CRO Magazine) releases annual 100 Best Corporate Citizens List® March 2, featuring Nike on the list. View the [complete list](#).

**Corporate Responsibility**

**ClimateCounts™**  
Nike Tops Climate Counts List in Corporate Commitment to Climate – Nike is named as one of the top 100 most sustainable corporations in the world in Climate Counts' third annual corporate climate scores. [Read the press release](#).

**Newsweek Green Rankings**  
Nike Named in Top 10 of Newsweek's 2009 Green Rankings  
Newsweek released its exclusive environmental ranking of America's 500 largest corporations for 2009 naming Nike as an industry leader in environmental management. [Read more.](#)

**2009 WORLD'S MOST ETHICAL COMPANIES**  
The Ethisphere Institute named Nike as one of the World's Most Ethical Companies for 2009. The Institute recognizes organizations annually that promote ethical business standards and practices by going beyond legal minimums, introducing innovations, and benefiting the public and forcing their competitors to follow suit. [Read more.](#)

**Nike Named as One of the 100 Best Corporate Citizens for 2010**  
Corporate Responsibility Magazine (the new name of CRO Magazine) releases annual 100 Best Corporate Citizens List® March 2, featuring Nike on the list. [complete list.](#)

**Nike Named as One of 100 Most Sustainable Corporations in the World**  
Innovest Strategic Value Advisors and Corporate Knights Inc. identified the 100 Most Sustainable Companies in the globe for 2009. Companies were evaluated based on how effectively they manage environmental, social and governance risks and opportunities, relative to their industry peer. [Read more.](#)

**Nike Received Top Score in Design Innovation from Ceres**  
Nike is the leader in the apparel category in Ceres' first-ever ranking of consumer goods companies. [Read more.](#)

## BMS:: Awards and Recognition

**Bristol-Myers Squibb**  
Together we can prevail.®

HOME | CONTACT US | INDEX

SEARCH

**Our Company** R&D Products News Investors Partnering **Responsibility** Careers

**“The impact on the patients’ lives truly motivates and trumps anything else that comes as a benefit of the job.”**

John, Marketing employee  
[play video and read more](#)

**Responsibility**  
Bristol-Myers Squibb Foundation  
Sustainability  
Patient Assistance Programs  
Building Our Communities  
Grants & Giving  
Position on Key Issues  
Clinical Trials  
Combating Counterfeit Drugs  
Achievements

BMS.com Home » Responsibility » Achievements

**Achievements**

**What sets Bristol-Myers Squibb apart?** It's our commitment to patients with serious diseases, and our focus on finding innovative medicines to combat those diseases.

Over the years, Bristol-Myers Squibb and its employees have received numerous distinguished awards and recognitions, including the National Medal of Technology, the Lasker Award for Medical Research and the Prix Galien Award. Also, we've been hailed year after year as one of the best companies for working mothers, a great place to work for scientists and an acknowledged industry leader in environment, health and safety.

**Below is a selection of awards and recognitions we have received.**

**NATIONAL ASSOCIATION OF BOARDS OF PHARMACY (NABP®)**  
The Bristol-Myers Squibb (E.R. Squibb & Sons, LLC) U.S. Distribution Center in Mt. Vernon, Indiana, has received accreditation by the National Association of Boards of Pharmacy (NABP®) as a **verified-accredited wholesale distributor (VAWD®)** for prescription drugs.

**NATIONAL ASSOCIATION FOR FEMALE EXECUTIVES (NAFE)**  
The National Association for Female Executives selected Bristol-Myers Squibb as a Top 50 Company for Executive Women in 2010. This marks the eighth straight year the company earned this honor. To make the list, companies must have at least two women on the board and track gender in executive-level jobs, including the percentage of women who are direct reports to CEOs, running major divisions or managing country operations.



## Overview

"Our Heritage" currently contains five sentences of body copy providing a very brief overview which focuses primarily on your initial company history. Creating an expanded "History" section is a great opportunity for visitors to understand your rich company history, and provide considerable credibility.

- Significantly expand the History (Our Heritage) section and create an interactive timeline with engaging photos, imagery and content
- It is important to establish the heritage of your company and highlight your past innovation and milestones in research. However, you should also focus on where you are today - and vision for the future

## Related information

- Research & Development/Pipeline
- Recent award/achievement feature



April 2010



History establishes credibility. However, we must convey where we are now – and how we are keeping up with the times.





## Morgan Stanley :: History

MORGAN STANLEY INTERACTIVE TIMELINE

History | Achievement | Expansion | Innovation | Community

**1935**  
Henry S. Morgan, Harold Stanley and others leave J.P. Morgan & Co. to form the investment banking firm of Morgan Stanley. The Firm formally opens its doors for business on the nineteenth floor of 2 Wall Street on Monday, September 16, 1935.

**1936**  
In its first full year of operation, Morgan Stanley manages or co-manages \$1.1 billion in public offerings and private placements – a 24 percent market share.

**1938**  
Leads a group of 102 underwriters to distribute the United States Steel Corporation's offering of \$100 million of debentures.

**1939**  
Heads syndicate for \$60 million flotation – largest rail financing to date.

**1935**  
Firm debuts with an offering of \$19.1 million of first lien and unifying mortgage bonds of the Consumer Power Company.

**1930s**

Richard Sylla, Financial Historian, Stern School of Business, on Morgan Stanley's founding

MEXICO CITY | MILAN | MOSCOW | MUMBAI | MUNICH | NEW YORK | PARIS

EARLY ORIGINS | 1930s | 1940s | 1950s | 1960s | 1970s | 1980s | 1990s | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008

MORGAN STANLEY INTERACTIVE TIMELINE

History | Achievement | Expansion | Innovation | Community

**February**  
Announces the formation of the "Carbon Principles," climate change guidelines for advisors and lenders to power companies in the United States. The Carbon Principles are guidelines to strengthen environmental and economic risk management in the financing and construction of electricity generation.

**April**  
Morgan Stanley Private Equity enters the India market. Investing in the emerging market will funnel through the Firm's third Asia-dedicated PE fund.

**May**  
Reinforced commitment to its clients and served as "chief diplomat" in brokering an agreement between PE shops and banks in the \$17.9 billion buyout of Clear Channel.

**September**  
Advises the U.S. Treasury regarding the troubled Government-Sponsored Enterprises, Freddie Mac and Fannie Mae. A team drew on expertise from across the Firm to assess the situation with Freddie Mac and Fannie Mae and propose a solution.

**September**  
Becomes a Bank Holding Company and forms a Strategic Alliance with Mitsubishi UFJ Group (MUFJ).

**2008**

Sponsors a landmark festival at the Kennedy Center in Washington, D.C. from February 5 – 17. The festival, Japan: Culture + HyperCulture, displayed performances and free events by more than 450 artists to showcase the diversity of Japanese culture.

SEOUL | SHANGHAI | SINGAPORE | STOCKHOLM | SYDNEY | TAIPEI | TEL AVIV

EARLY ORIGINS | 1930s | 1940s | 1950s | 1960s | 1970s | 1980s | 1990s | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008

## UPS :: History

Home | Contact UPS | UPS Websites | Pressroom | Careers | Investor Relations

UPS Corporate

About UPS | UPS Companies | UPS Worldwide | Business Solutions

About UPS

→ News  
→ Events  
→ Sponsorships  
→ Awards  
→ Executive Forum  
→ Company History  
→ 2000-2007  
→ 1991-1999  
→ 1981-1980  
→ 1930-1980  
→ 1907-1929

**1907-1929**

**Messenger Service**

**1907 - 1912**  
In 1907 there was a great need in America for private messenger and delivery services. To help meet this need, an enterprising 19-year-old, James E. ("Jim") Casey, borrowed \$100 from a friend and established the American Messenger Company in Seattle, Washington. According to accounts given by Jim there were quite a few messenger services already in the Seattle area, some of which he had worked for in the past.

**1907-1929**

**Milestones**

**1907**  
Jim Casey borrows \$100 from a friend to start the American Messenger Company in Seattle, Washington.

**1913**  
Company acquires first delivery car, a Model T Ford. Changes to technique of consolidated delivery. Chooses name Merchants Parcel Delivery.

**1919**  
First expands beyond Seattle to Oakland, CA.

**Solutions for your business**

That initial name was well-suited to the business pursuits of the new company. In response to telephone calls received at their basement headquarters, messengers ran errands, delivered packages, and carried notes, baggage, and trays of food from restaurants. They made most deliveries on foot and used bicycles for longer trips. Only a few automobiles were in existence at that time and department stores of the day still used horses and wagons for merchandise delivery. It would be six years before the United States Parcel Post system would be established.

Jim and his partner, Claude Ryan ran the service from a humble office located under the sidewalk. Jim's brother George and a handful of other teenagers were the company's messengers. The company did well despite stiff competition, largely because of Jim Casey's strict policies of customer courtesy, reliability, round-the-clock service, and low rates. These principles, which guide UPS even today, are summarized by Jim's slogan: best service and lowest rates.

**Retail Era**

**1913 - 1918**  
The young company focused on package delivery for retail stores, as improvements such as the automobile and the telephone were causing a decline in the messenger business.



## Abbott :: History (Flash Interactive Option)

The screenshot shows the Abbott website's history section. At the top, there's the Abbott logo and navigation links. A search bar is present. Below, a horizontal timeline shows decades from the 1910s to the 1940s. The 1920s is currently selected and highlighted in blue. Below the timeline, there are several historical entries with text and images:

- 1920s:** Dr. Abbott breaks ground for a new manufacturing facility in North Chicago, Illinois. This location will serve as the company's headquarters for more than 40 years. (Accompanied by a photo of construction workers and a building.)
- 1921:** Dr. Abbott dies in July, and Dr. Alfred Stephen Burdick is named president of the company. (Accompanied by a portrait of Dr. Abbott.)
- 1920s:** The development of *BuTyn*, a butyl alcohol-based anesthetic, marks the beginning of Abbott's long, productive and groundbreaking involvement in anesthesia. (Accompanied by a photo of a medicine bottle and a document.)

On the left side of the page, there is a vertical navigation menu with links to Home, About Abbott, Our Promise, Message from the Chairman, Fast Facts, Areas of Expertise, History, Jobs Worldwide, Products, Global Citizenship, Careers, News & Media, Investor Relations, and Global Licensing.

## Abbott :: History (Static Option)

The screenshot shows a static version of the Abbott history page. It features the Abbott logo and navigation links at the top. A search bar is located below the logo. The main heading is "History Timeline" with the sub-heading "A Tradition of Innovation". A link "Back to 'Our History'" is visible. The main content area contains a paragraph of text:

More than 120 years ago, 30-year-old Dr. Wallace C. Abbott, a practicing physician and pharmacy proprietor, founded the company that bears his name. Using the active part of a medicinal plant, known as the "alkaloid," he formed tiny pills, called "dosimetric granules," which provided more accurate and effective dosing for his patients than other treatments available at the time. The demand for these accurate granules soon far exceeded the needs of his own practice and, from these modest origins, was born Abbott, one of the world's most broad-based health care companies and a global leader in the discovery, development and manufacture of products that span the continuum of care.

Below this text is a horizontal navigation bar with links for different decades: 1888-1900, 1900s, 1910s, 1920s, 1930s, 1940s, 1950s, 1960s, 1970s, 1980s, 1990s, and 2000s. The 1888-1900 section is currently selected and expanded to show more details:

- 1888-1900:** 1888: Seeking better and more accurate medications for his patients, Wallace C. Abbott, M.D., begins producing dosimetric granules in the apartment above his People's Drug Store on Chicago's North Side. First-year sales are \$2,000. (Accompanied by a portrait of Dr. Abbott.)
- 1894:** Dr. Abbott acquires, and becomes editor of, the medical journal *The Alkaloidal Clinic*. (Accompanied by a cover image of the journal.)

At the bottom, there are more entries:

- 1900s:** 1900: The business is officially incorporated in Illinois as the Abbott Alkaloidal Company. (Accompanied by a historical document from The Abbott Alkaloidal Co., Manufacturing Chemists, Rayvenwood Station, Chicago.)
- 1906:** The company's first sales force – composed of seven "Abbott missionaries" – is formed. (Accompanied by a photo of a group of people.)

On the left side, there is a vertical navigation menu with links to Home, About Abbott, Our Promise, Message from the Chairman, Fast Facts, Areas of Expertise, History, Jobs Worldwide, Products, Global Citizenship, Careers, News & Media, Investor Relations, and Global Licensing.



## Overview

Although Daiichi Sankyo is not traded in the U.S., creating a new Investor Relations section would provide additional credibility that DSI is part of a large corporation.

- This page/section should provide general information about DSI - as well as Daiichi Sankyo Co, LTD
- Links to appropriate press releases, 2009 annual report and other information on the global Daiichi Sankyo Co, LTD Web site should be considered
- Additional content may include items such as pipeline information, patent expirations, etc.

## Related information

- Related links, such as Contact Us, Compliance & Ethics, Research & Development, Pipeline
- Awards & Recognition feature



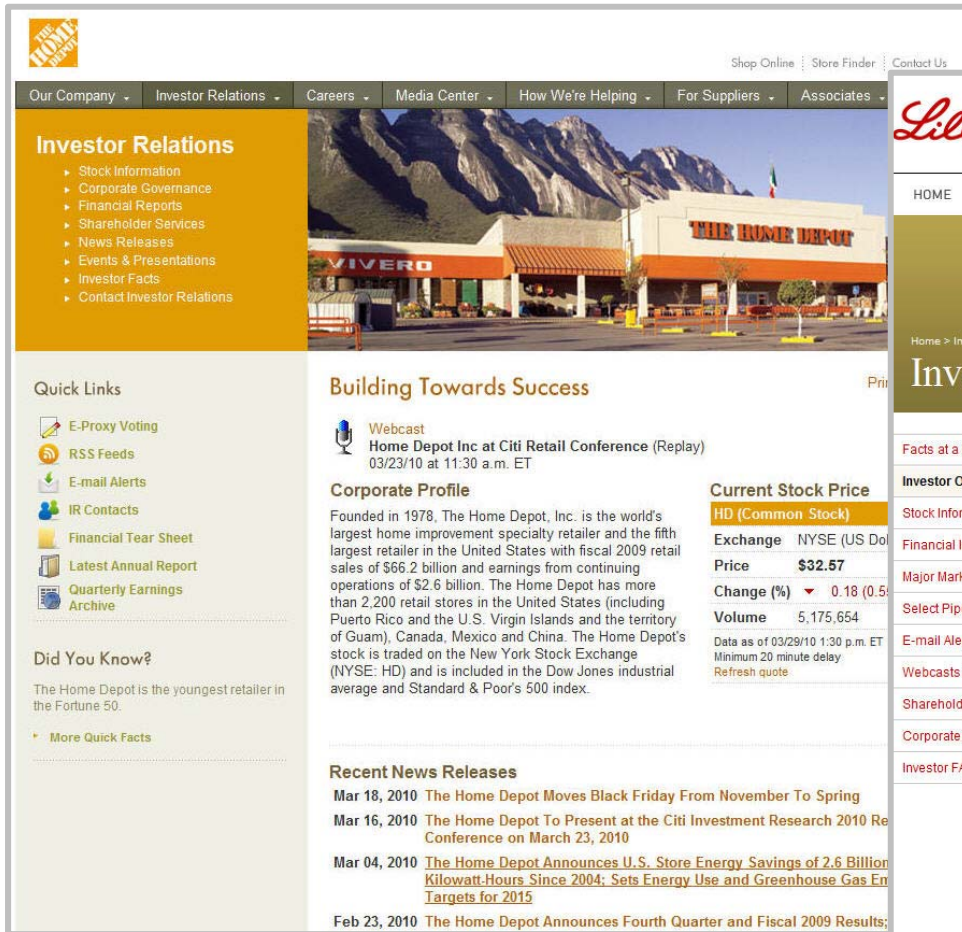
April 2010

Customers (physicians) want to know that they're doing business with a major corporation.



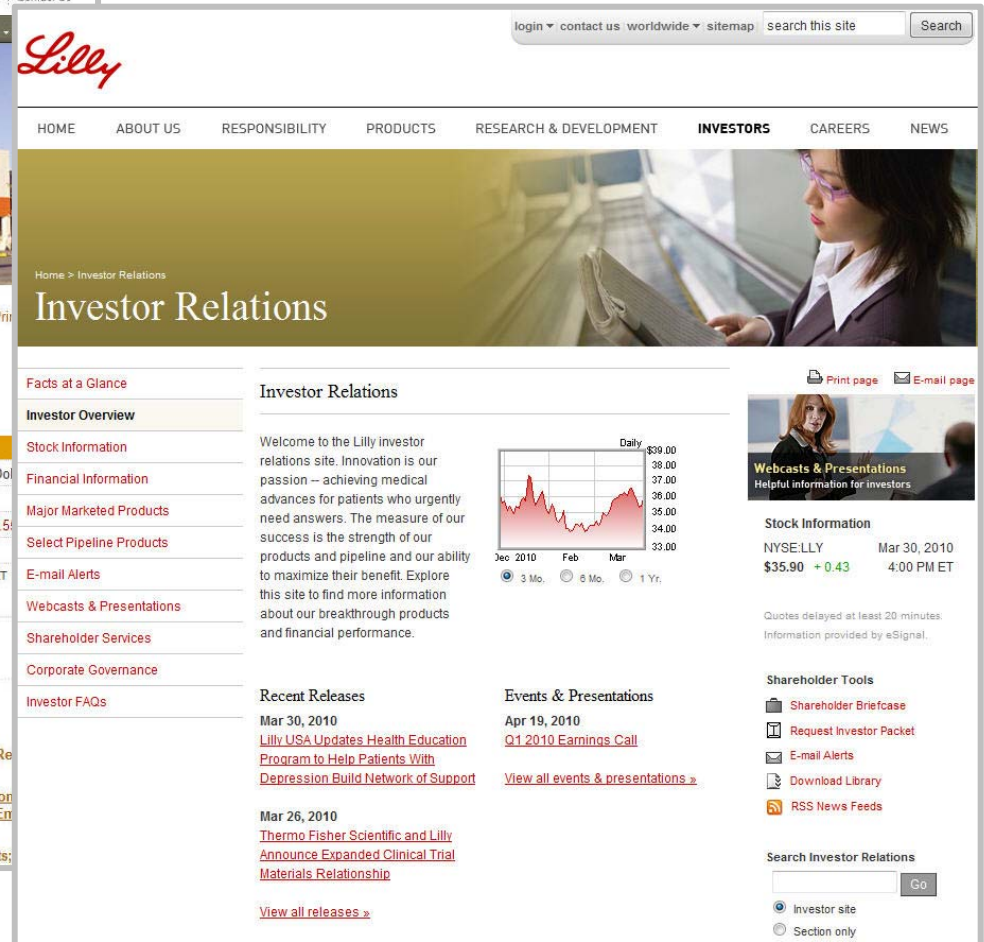


## Home Depot :: Investor Relations



The screenshot shows the Home Depot Investor Relations page. At the top, there is a navigation menu with links for 'Our Company', 'Investor Relations', 'Careers', 'Media Center', 'How We're Helping', 'For Suppliers', and 'Associates'. The main header features a large image of a Home Depot store with the text 'Building Towards Success'. Below this, there is a 'Webcast' section for 'Home Depot Inc at Citi Retail Conference (Replay)'. A 'Corporate Profile' section provides details about the company's history and operations. A 'Current Stock Price' section displays the stock price as \$32.57. A 'Recent News Releases' section lists several announcements from March 2010.

## Lilly :: Investor Relations



The screenshot shows the Lilly Investor Relations page. The top navigation includes 'HOME', 'ABOUT US', 'RESPONSIBILITY', 'PRODUCTS', 'RESEARCH & DEVELOPMENT', 'INVESTORS', 'CAREERS', and 'NEWS'. The main header features a large image of a woman reading a document. Below this, there is a 'Facts at a Glance' section with a table of links for 'Investor Overview', 'Stock Information', 'Financial Information', 'Major Marketed Products', 'Select Pipeline Products', 'E-mail Alerts', 'Webcasts & Presentations', 'Shareholder Services', 'Corporate Governance', and 'Investor FAQs'. A 'Recent Releases' section lists announcements from March 2010. A 'Stock Information' section displays the stock price as \$35.90. A 'Webcasts & Presentations' section lists several presentations from March 2010. A 'Shareholder Tools' section includes links for 'Shareholder Briefcase', 'Request Investor Packet', 'E-mail Alerts', 'Download Library', and 'RSS News Feeds'. A search bar is located at the bottom right.





## Overview

Create an entirely new section dedicated to community involvement, corporate citizenship, and corporate philanthropy.

- Showcase community programs & corporate giving/philanthropy
  - Highlight key programs, such as the Patient Assistance Program (Cause marketing)
- Integrate employee programs
  - Volunteerism

## Related information

- Global citizenship feature
- Patient Assistance Program
- Scholarships
- Awards & recognition feature

Our site must show how we are engaged with people and humanity.





studiocom

# Responsibility | Best in Class

## Bristol-Myers Squibb :: Responsibility

**Bristol-Myers Squibb**  
Together we can prevail.®

HOME | CONTACT US | INDEX

Our Company | R&D | Products | News | Investors | Partnering | **Responsibility** | Careers

“We see the company’s mission in real life — in the villages, in peoples’ homes. We serve those who are experiencing health disparities.”  
Phangisile, Foundation employee  
play video and read more

**Responsibility**  
Bristol-Myers Squibb Foundation  
Sustainability  
Patient Assistance Programs  
Building Our Communities  
Grants & Giving  
Position on Key Issues  
Clinical Trials  
Combating Counterfeit Drugs  
Achievements

BMS.com Home » Responsibility

### Responsibility

**We take our responsibilities in the world seriously** and always strive to do what’s right. We do this for our customers, for our employees, for the environment, for our families and friends, and, for the communities in which we operate.

**Reducing Health Disparities**  
The Bristol-Myers Squibb Foundation helps build bridges to health for underserved populations.

**Sustaining Our World**  
We foster sustainability through environmental, social and economic progress.

**Paying for Your Medication**  
We assist eligible patients who have financial hardships and who need our medicines.

**Building Our Communities**  
We are a good neighbor, supporting the communities where we live and do business.

**Grants & Giving**  
Apply or learn more about our grants and charitable giving

**Positions on Key Issues**  
Our stand on important issues facing the Biopharma industry

## Morgan Stanley :: Responsibility

HOME | CAREERS | PRESS | CONTACT US | GLOBAL OFFICES

LOG IN TO

SEARCH

OUR VIEWS | INDIVIDUAL INVESTORS | INSTITUTIONAL SERVICES | **GLOBAL CITIZEN** | ABOUT MORGAN STANLEY

### Global Citizen

Morgan Stanley is dedicated to making a positive contribution to society through our focus on the environment, our people, responsible business practices, community investment and strengthening the next generation of citizens. Because our firm was founded on the principal of doing first-class business in a first-class way, we take the larger view that the way business is done matters to our clients.

Our global citizenship is a direct reflection of the firm’s core values and enhances our ability to provide superior service to our clients, our employees and our communities.

**Supporting Our Global Community**  
Morgan Stanley is committed to doing its share as a responsible corporation by improving the quality of life in communities around the world.

**Taking a Strategic Approach**  
Morgan Stanley has created the Environment, Social Finance & Community Reinvestment Group to take on environmental, social and community issues more effectively than ever. By integrating our efforts across all three areas, we aim to transform these challenges into new opportunities.

**Empowering Our People**  
Our people are Morgan Stanley’s foundation, our competitive advantage and our future.

**Preserving Our Legacy**  
We operate each day with respect for our firm, our industry and the world in which we conduct business.

Community Affairs | Annual Charitable Report | Sponsorships | Statement on Human Rights | Environment, Social Finance & Community Reinvestment | Diversity Programs | Career Opportunities | Campus Recruitment | Responsible Business Practices | Code of Ethics | Company History

**Press Releases**  
October 29, 2009  
Microfinance Industry Proactively Develops Best Practices  
September 14, 2009  
Alliance of Finance Experts to Act as Resource to Federal Government on Renewable Energy Policy  
September 14, 2009  
Morgan Stanley Works With Grameen America To Develop Financial Projections And Analyze Funding Needs  
August 31, 2009  
Wind Farms Set Wall Street Afflutter  
June 22, 2009  
When Charity Begins At The Office  
February 24, 2009  
Morgan Stanley Raises Strategic Focus on Environment and Social Finance

Careers | Press | Contact Us | Global Offices | Privacy | Terms of Use  
© 2010 Morgan Stanley. All rights reserved.



April 2010



## Overview

The existing Products page on DSI.com can remain relatively intact. However, there are a few enhancements that should be incorporated.

- Placing content at the top of this page is an excellent opportunity to reinforce your position of being a forward-thinking, innovative company, your commitment to patient health, etc.
- Add a brief description of each product in addition to the existing logo and link

## Related information

- Patient Assistance feature
- Product-related Award/Recognition feature
- Product news (Press Releases)
- Research & Development/Pipeline



April 2010



We want patients come to our site to learn about our current products as well as those that may help them in the near future.





studiocom

# Products | Best in Class

## Chevron :: Products

**Chevron**  
Human Energy

INVESTORS | NEWS | CHEVRON WORLDWIDE | CONTACT

Home | Human Energy Stories | Global Issues | Energy Sources | **Products & Services** | Careers | About Chevron

Home > Products & Services > Chevron

**Chevron**  
Powering Performance

**Chevron**  
Chevron is committed to superior product performance and quality. Over more than 125 years, it has grown to become one of the leading marketers of refined products, including gasoline, diesel and aviation fuels and lubricants in North America.

**TECHRON**  
Techron  
No gasoline offers lower emissions, higher performance and a cleaner engine than Chevron gasolines with Techron. Techron is a patented gasoline additive that helps keep car engines clean.

**Delo**  
Delo  
Delo has a long history of developing superior lubricants. Delo products provide customers with bottom-line value and proven performance above industry requirements.

**ExtraMile**  
ExtraMile is Chevron's newest retail brand, focused on providing an exceptional convenience store experience. Chevron ExtraMile offers one-stop, high-quality products, an appealing environment and great service.

**Oronite**  
Oronite  
Chevron Oronite is a leading developer, manufacturer and marketer of performance additives for fuels and lubricating oils. Oronite additives

Merchandise  
Buy branded merchandise Zorch.

Business Opportunities  
Become an independent Chevron service station dealer.

Brand Sponsorships  
Chevron supports organizations and events worldwide.

Drive Smarter  
Learn how much fuel you could save by improving your driving habits.

## BMS :: Products

**Bristol-Myers Squibb**

HOME | CONTACT US | INDEX

Our Company | R&D | **Products** | News | Investors | Partnering | Responsibility | Careers

“The impact on the patients' lives truly motivates and trumps anything else that comes as a benefit of the job.”

John, Marketing employee  
play video and read more

**Products**

BMS.com Home » Products

**Products**

**What sets us apart?** We believe it's our commitment to patients with serious diseases, our focus on finding innovative medicines that combat those diseases, and our commitment to help our patients prevail over serious diseases.

Listed below in therapeutic order are the brand names of selected key Bristol-Myers Squibb medicines. Please click the product link for complete information (for U.S. residents only). You may access additional information about these and other Bristol-Myers Squibb products via the links at left.

Adverse reactions to Bristol-Myers Squibb's products can be reported to Bristol-Myers Squibb at 800-721-5072.

**Cancer**

**ERBITUX**  
CETUXIMAB  
ERBITUX® (cetuximab)  
www.erbitux.com

**IXEMPRA**  
IXEMPRA® (ixabepilone) for injection  
www.ixemptra.com

**SPRYCEL**  
dasatinib 100 mg tablets  
SPRYCEL® (dasatinib) product information

**Cardiovasculars and Metabolics**

**AVALIDE**

**Financial Hardship and Uninsured?**  
You may be eligible to receive your Bristol-Myers Squibb medicine free of charge. Find out how.

**R&D**  
Our researchers are dedicated to discovering and developing innovative medicines.

We are committed to protecting patients from counterfeit drugs.



April 2010





## Overview

Research & Development is a critical part of every pharmaceutical company's future. Consequently this section is very important to many of your audiences. By expanding this section and providing the appropriate content, you can greatly enhance your brand - and credibility.

- Pipeline is a very important and should be highlighted on this page
- Include any R&D highlights or Awards/Recognition
- Incorporate content about Disease Areas of Focus with links to appropriate disease-state Web sites

## Related information

- Pipeline
- Research & Development-related Award/Recognition feature
- Research & Development news (Press Releases)
- Products
- Patient resource feature/content with links



April 2010

People want to know who we are, what we are doing and what is in the pipeline.



studiocom

# Research & Development | Best in Class

## Lilly :: Research & Development

## Novartis :: Research & Development

login | contact us | worldwide | sitemap | search this site | Search

HOME ABOUT US RESPONSIBILITY PRODUCTS **RESEARCH & DEVELOPMENT** INVESTORS CAREERS NEWS

Home > Research & Development

### Research & Development

**Research & Development**

- Research Pipeline
- Discovering New Drugs
- Value of Medicine
- Clinical Trial Registry

Lilly Research Laboratories (LRL) is responsible for the discovery, development, and clinical evaluation of pharmaceutical products and for providing ongoing scientific support for marketed products.

Discovering and developing innovative therapies for many of the world's unmet medical needs is at the core of LRL's mission.

Approximately 7,000 people work in LRL in the U.S. and other countries around the world. Research and development locations in the United States include several sites in Indiana and California.

The most recent listing of sites has been revised to United States, Canada, China, England, Japan, Singapore, Spain, and a joint venture facility in Australia. In addition, LRL conducts clinical research in more than 50 countries around the world.

**Research Pipeline**

Improving patient outcomes is the goal of all research at Lilly Research Laboratories. To achieve this goal, LRL has built one of the best mid-stage pipelines in the industry with approximately four dozen distinct compounds in clinical development, including 17 priority biotech and small-molecule candidates, all aimed at improving the lives of patients around the globe.

> [Learn More](#)

**Discovering New Drugs**

Lilly is among the industry's leaders in investing in research and development. The process of discovering, testing and developing a new drug is complex, costly, and time-consuming — costing \$800 million or more and spanning 10 to 15 years. In recent years, we have taken steps to accelerate the development of our medicines so that they can reach patients faster.

**Principles of Medical Research**

Lilly has established policies, standards, and protections through the R&D process to ensure that needs are foremost at all times. It begins with our Principles of Medical Research, an overarching statement about how and why Lilly conducts research, its relationship to researchers, and how it shares research and development results.

[Learn More](#)

**ImClone Systems acquisition strengthens Lilly's oncology pipeline and biotech capabilities**

Lilly has a rich history and deep expertise in oncology, which was augmented by ImClone's culture discovery. ImClone's pipeline adds several molecules in mid-to late-clinical development targeting vital all major solid tumor types. These targeted therapies, three of which have the potential to be in Phase 2009, add to Lilly's own oncology pipeline of 13 compounds in clinical development. [Learn More](#)

**Partnerships**

At Lilly, we value partnerships. Our history has proven — and our success continues to — that our

worldwide locations | contacts | sitemap

NOVARTIS INSTITUTES FOR BIOMEDICAL RESEARCH

Welcome to **NIBR**

Home About us Research Collaborations Careers Newsroom

Search

CLINICAL TRIALS

Novartis clinical trials are designed to find better ways to treat or prevent diseases.

[Visit the Novartis clinical trials website](#)

**JOB OPPORTUNITIES**

Find out what opportunities await you at one of the most exciting places to work in the life sciences industry.

[Search for jobs](#)

[Search for jobs in the US](#)

**PHARMACEUTICAL BUSINESS AT NOVARTIS**

Novartis discovers and develops innovative medicines with improved efficacy and fewer side-effects.

[Learn about our Pharmaceuticals division](#)

**PRODUCTS IN DEVELOPMENT**

	2008	2009	2010	2011	2012
SEARCH	10/17/08	10/17/09	10/17/10	10/17/11	10/17/12
SEARCH	10/17/08	10/17/09	10/17/10	10/17/11	10/17/12
SEARCH	10/17/08	10/17/09	10/17/10	10/17/11	10/17/12
SEARCH	10/17/08	10/17/09	10/17/10	10/17/11	10/17/12
SEARCH	10/17/08	10/17/09	10/17/10	10/17/11	10/17/12
SEARCH	10/17/08	10/17/09	10/17/10	10/17/11	10/17/12

[Learn more about Novartis products in development](#)

**Research**

**Disease Areas**

- Autoimmunity, Transplantation & Inflammation**  
Rheumatoid arthritis, multiple sclerosis, transplantation, psoriasis, lupus...
- Cardiovascular & Metabolic Diseases**  
Heart disease, heart failure, hypertension, type 2 diabetes...
- Gastrointestinal Disease**  
Inflammatory Bowel Disease (IBD), Gastroparesis and Irritable Bowel Syndrome...
- Infectious Diseases**  
Hepatitis B & C, Staph. aureus infection...
- Musculoskeletal Diseases**  
Osteoporosis, muscle atrophy, sarcopenia...
- Neuroscience**  
Alzheimer's disease, depression, Parkinson's disease...
- Oncology**  
Many types of cancer ...
- Ophthalmology**  
Glaucoma, macular degeneration...



## Overview

A "News" page should be created to provide users a consolidated view/landing page to see and access of all DSI's news items, including:

- General news
- Press releases
- Media content/contact information
- Upcoming events (if appropriate)
- A few key Award/Recognition logos

## Consider Including

- E-mail alerts
- RSS feed(s) - users can subscribe for site updates

## Related information

- Global citizenship feature
- Award-related press releases
- Research and development feature





studiocom

# News | Best in Class

## Chevron :: News

**Chevron** Human Energy™

INVESTORS | NEWS | CHEVRON WORLDWIDE | CONTACT

Home | Human Energy Stories | Global Issues | Energy Sources | Products & Services | Careers | About Chevron

Home > News

Press Releases  
Speeches  
Publications  
Media Resources

### News

Get the Latest News From Chevron

**Chevron Signs Gas Deal in China**  
Chevron will work with China National Petroleum Corporation to jointly develop a large gas field in central China.

READ MORE

**Press Releases** RSS

- December 11, 2007  
Chevron Launches ChevronWithTechron.com
- December 10, 2007  
Chevron Announces Green Light for Angola LNG Project
- December 08, 2007  
Chevron Announces \$22.9 Billion Capital and Exploratory Budget for 2008
- November 20, 2007  
Chevron and MIT Announce Energy Research Program
- November 19, 2007  
U.S. Federal Court Dismisses Remaining Ecuador Cancer Claims Against Chevron

MORE PRESS RELEASES

**Speeches** RSS

October 25, 2007  
Securing California's Energy Future  
By David J. O'Reilly  
Chairman and CEO

MORE SPEECHES

**Publications**

Next Magazine  
Chevron's tech magazine reports on the latest innovations.

Download (7.0 MB)

MORE PUBLICATIONS

**Chevron in Ecuador**  
Find the latest information on Chevron's call for the Ecuador lawsuit dismissal.  
Go to Texaco in Ecuador

**Members of the Media**  
Contact Chevron Corp. Media Relations at: +1 925 942.0050  
pubaffmr@chevron.com  
Go to Media Resources

**Investor Relations**  
Access stock information, investor presentations and financial data.  
Go to Investor Relations

© 2001 - 2007 Chevron Corporation. All Rights Reserved. Terms of Use | Privacy Statement | Site Map

## BMS :: News

**Bristol-Myers Squibb**  
Together we can prevail.®

HOME | CONTACT US | INDEX

HOME | Human Energy Stories | Global Issues | Energy Sources | Products & Services | Careers | About Chevron

HOME > News

Our Company | R&D | Products | News | Investors | Partnering | Responsibility | Careers

“ I am the champion. Rheumatoid arthritis is not. ”  
Nicole Dalton, rheumatoid arthritis patient  
play video and read more

**News** BMS.com Home > News

Press Releases  
Publications  
Media Library  
Key Facts  
Leadership  
Financial Reporting  
Features  
Achievements  
Media Contacts  
Subscribe to e-mail alerts

**News**

Our success as a next-generation BioPharma company will be measured by the difference we can make in the lives of patients fighting serious disease. Members of the press may learn more about our company, our philanthropy and our focus on innovative medicines by viewing the resources on this page.

Press Releases  
Publications  
Media Library

**Connecting City Kids to Nature**  
Funded by Bristol-Myers Squibb's Community of Learners Program, the Watershed Association offers summer day camp scholarships to city kids.  
read more

Subscribe to our e-mail alerts  
All press releases  
SEC Filings  
End-of-day stock quote

**Media contacts**

**Latest Press Releases**

**March 17, 2010**  
U.S. Food And Drug Administration Accepts New Drug Application For Once-Daily Fixed Dose Combination Of Onglyza™ (Saxagliptin) And Extended Release Metformin For The Treatment Of Type 2 Diabetes Mellitus In Adults

**March 12, 2010**  
Sanofi-aventis and Bristol-Myers Squibb Announce Important Updates to PLAVIX U.S. Prescribing Information

**March 9, 2010**  
Bristol-Myers Squibb and AstraZeneca Announce the Commencement of the Saxagliptin Assessment of Vascular Outcomes Recorded in Patients with Diabetes Mellitus Trial (SAVOR-TIMI 53)

RSS Get News Alerts



April 2010



## Overview

Creating a Media section on corporate Web sites has become a standard. All of the competitors that were benchmarked for this project contain media-specific information, which allows media - and general users to access media related content. Content on this page/in this section should include:

- Media contacts
- Publications information with links to
  - Global company brochure
  - DSI specific philanthropy brochure
- Library for downloading photos (senior executives, events photos, etc.) general media-specific assets, logos, key presentations, etc.

## Related information

- Global citizenship feature
- Award-related press releases
- Key facts
- Research and development/pipeline feature
- Key partnership(s) feature





## Chevron :: Media

**Chevron Human Energy** | INVESTORS | NEWS | CHEVRON WORLDWIDE | CONTACT

Home | Human Energy Stories | Global Issues | Energy Sources | Products & Services | Careers | About Chevron | Search

Home > News > Media Resources

Press Releases  
Speeches  
Publications  
Media Resources

### Media Resources

**Media Contacts**  
Members of the media can contact Chevron Corporate Media Relations by phone at: +1 925.842.0050 or by email at [pubaffmr@chevron.com](mailto:pubaffmr@chevron.com).

If you are not a member of the press but would like to contact Chevron, please see the [Contact Us](#) page for more information.

You can also follow us on [Twitter](#).

**Chevron Background Information**  
Chevron Corporation ranks among the world's largest global energy companies. [View Company Profile](#).

Available in PDF format are a corporate fact sheet and biographies and photos of our executives.

- Download Fact Sheet (138 KB)
- Download Executive Bios (53 KB)

**Annual Report and Supplement**

- 2008 Annual Report
- Download 2008 Annual Report (4.2 MB)
- Download 2009 Annual Report Supplement (4.4 MB)

**2008 Corporate Responsibility Report**

- 2008 Corporate Responsibility Report
- 2008 Corporate Responsibility Report Download Page

**Download Chevron Corporation Hallmark for Media Use**

The images located on this Web page are for editorial use only in newspapers, news magazines, trade publications, broadcast media and online media. All images remain the property of Chevron. The images cannot be edited or altered in any manner. These images cannot be used for any personal or commercial purpose.

- Four Color JPEG, Print-Quality (87 KB)
- Four Color EPS, Print-Quality (490 KB)\*
- Grayscale, Print-Quality (472 KB)\*

**Press Release Alerts**  
Get email alerts in forming press releases, financial and Investor Relations events.  
[Sign Up Now](#)

**Chevron on Twitter**  
Now you can get Chevron and information on Twitter.  
[Follow Us](#)

**Chevron on YouTube**

- Chevron Channel
- Richmond Refinery
- Texaco in Ecuador

**Fuel Prices**  
Read about factors that influence the price of fuel.  
[www.thepriceoffuel.com](http://www.thepriceoffuel.com)

**Chevron Worldwide**  
Chevron has operations in countries around the globe.  
[View Worldwide Operations](#)

## BMS :: Media

**Bristol-Myers Squibb**  
Together we can prevail.

HOME | CONTACT US | INDEX

Our Company | R&D | Products | News | Investors | Partnering | Responsibility | Careers

“ I am a cancer warrior. ”  
Mark D., R&D employee and cancer survivor  
[read more](#)

**News**  
Press Releases  
Publications

**Media Library**

**Product Media Kits**  
Devens biologics facility  
R&D Photos  
Facilities Photos  
Meet Our Patients  
Meet Our Employees  
Logos

**Key Facts**  
Leadership  
Financial Reporting  
Features  
Achievements  
Media Contacts  
[Subscribe to e-mail alerts](#)

**Media Library**  
If you are a member of the working press and need a photo, image or video that is not available on this website, please e-mail your request to [news@bms.com](mailto:news@bms.com) and we will make every effort to respond as soon as possible. Please follow our [terms for usage](#).

**Media contacts**

**Subscribe to our e-mail alerts**

- All press releases
- SEC Filings
- End-of-day stock quote

**Product media kits**  
ORYCEL (abiraterone) and IXEMPRA (ixabepilone) for IVI

**Devens biologics facility**

**R&D photos**

**Facilities photos**

**Meet our patients videos**

**Meet our employees videos & photos**





## Overview

Site-wide search is standard functionality that provides users an effective tool to easily find specific content they are looking for. Although Web sites are designed to eliminate (or at least minimize) the need for users to use Search, many users utilize this functionality instinctively. (Note: All of the competitors that were benchmarked for this project incorporate a site search on their sites.)

- Incorporate Search functionality throughout the entire site
- Provide filter/category options
- Related items
  - Featured Results in right column (based on search text criteria)



April 2010



Critical Success Factor: Search functionality





studiocom

Search | Best in Class

## United Technologies :: Search (with categories)

Carrier Hamilton Sundstrand Otis Pratt & Whitney Sikorsky UTC Fire & Security UTC Power Search

**United Technologies** UTC in the News | PW1000G Engine Would Deliver Fuel Economy on Boeing 737

HOME ABOUT UTC INVESTOR RELATIONS CORPORATE RESPONSIBILITY GOVERNANCE CAREERS RESEARCH CENTER

### Search Results

You Searched for:  Results per page: 10

CATEGORY:

- All
- About UTC
- News
- Corporate Responsibility
- Governance
- Investor Relations

Match:  any search words  all search words  exact search words

124 results found.  
13 pages of results.

**ABOUT UTC** [show all results](#)

**Gregory J. Hayes**  
Greg Hayes is Senior Vice President and Chief Financial Officer of United Technologies Corporation. He has global responsibility for UTC's finance function. Greg also directs communications and interactions with UTC's

**Quality**  
In us or in another company. Only by offering superior value to both customers and investors three main elements: Culture and philosophy based on the teaching of the late Yuzuru Ito, the

**NEWS** [show all results](#)

**UTC Reaffirms 2010 Outlook; Expects Earnings Per Share Of Between \$4.40 And \$4.65, Up 7 To 13 Percent**  
NEW YORK CITY – United Technologies Corp. (NYSE:UTC) will outline expectations for 2010 this morning in New York at its annual investor conference, which will be broadcast live on the - 12 Mar 2010

**Advisory: Investor And Analyst Meeting Scheduled For Thursday, Dec. 10**  
HARTFORD, Conn. – United Technologies Corp. (NYSE:UTC) will broadcast its investor and analyst meeting scheduled from 6 p.m. to 7 p.m. ET Thursday, Dec. 10, 2009. - 02 Dec 2009

**United Technologies Corp. Second Quarter Earnings Advisory To Securities Analysts, Investors And News Media**  
HARTFORD, Conn. United Technologies Corp. (NYSE:UTC) will issue its second quarter 2009 earnings press release Tuesday, July 21, prior to the stock market opening. - 01 Jul 2009

**CORPORATE RESPONSIBILITY** [show all results](#)

**Stakeholder Engagement**  
sessions in New York and Beijing. In response to the meetings, attended by socially responsible investors

## J & J:: Search (with filters & featured results)

Employees Careers Investors News Partners Contact Us Find

Johnson & Johnson Home Our Products Our Caring Our Company

AJ Ling-Han, Phil Crowley, and Steve Santos, USA  
Johnson & Johnson  
The diversity of our employees brings a richness to our work environments

### Search Results

Results 1 - 20 of about 5440 for products.

**Results from JNJ.com**

Results: 1 2 3 4 5 6 7 8 9 10 Next

[Health Care Products and Services - Johnson & Johnson](#)  
... Our **Products**. Every day, millions of people around the world enjoy the benefits of **products** from the Johnson & Johnson Family of Companies. ... Our **Products**. ... [www.jnj.com/connect/healthcare-products/](#) - 30k

[Johnson & Johnson - Health Care Products & Pharmaceuticals](#)  
Consumer health care **products** and services from Johnson & Johnson. Your family's health and well-being is our passion. ... [www.jnj.com/connect/](#) - 18k

[PDF] [Page 1 of 3](#)

... WW 5,993 5,685 5,4% 1.6% 3.8% 22,520 24,567 -8.3% -6.1% -2.2% MAJOR NEW PHARM **PRODUCTS** (5) PREZISTA US 88 50 76.0% 76.0% - 303 159 90 6% 90.6% - ... [www.investor.jnj.com/common/download/download.cfm?companyid=JNJ&fileid=345047&filekey=8b686b...](#)

[Health Care Products and Services - Johnson & Johnson](#)  
... Our **Products**. Every day, millions of people around the world enjoy the benefits of **products** from the Johnson & Johnson Family of Companies. ... Our **Products**. ... [www.jnj.com/connect/healthcare-products](#) - 30k

[Consumer Health Products - Johnson & Johnson](#)  
JnJ offers consumer health care **products** for baby care, skin and hair care, oral care, nutritionals, pain relief, wound care, and much more. ... Consumer **Products**. ... [www.jnj.com/connect/healthcare-products/consumer/](#) - 101k

[Johnson & Johnson - Health Care Products & Pharmaceuticals](#)  
Consumer health care **products** and services from Johnson & Johnson. Your family's health and well-being is our passion. ... [www.jnj.com/connect/home/](#) - 18k

**Refine Your Search**

Results From:

- [JNJ.com](#)
- [Our Family of Company Websites](#)
- [Our Citizenship & Caring](#)
- [News Releases](#)
- [Careers](#)
- [All](#)

**Featured Results**

- bebe**  
The experts in gentle care for young skin and hair.
- Biosense Webster Products**
- CLEAR & CLEAR**  
Active treatment for athlete's foot noticeably clearer, more beautiful skin.
- Codman**  
**Codman Products**
- DAKTARIN**  
Active treatment for athlete's foot and other fungal infections.

[View all Feature Results](#)





# USER EXPERIENCE STRATEGY/RECOMMENDATIONS





## Enhance the overall user experience

### Inform

- Ensure that the information for the core audiences is available and intuitive
- Content should be relevant, crisp and effective
- Incorporate Global Citizenship. "DSI is a company you feel good doing business with."

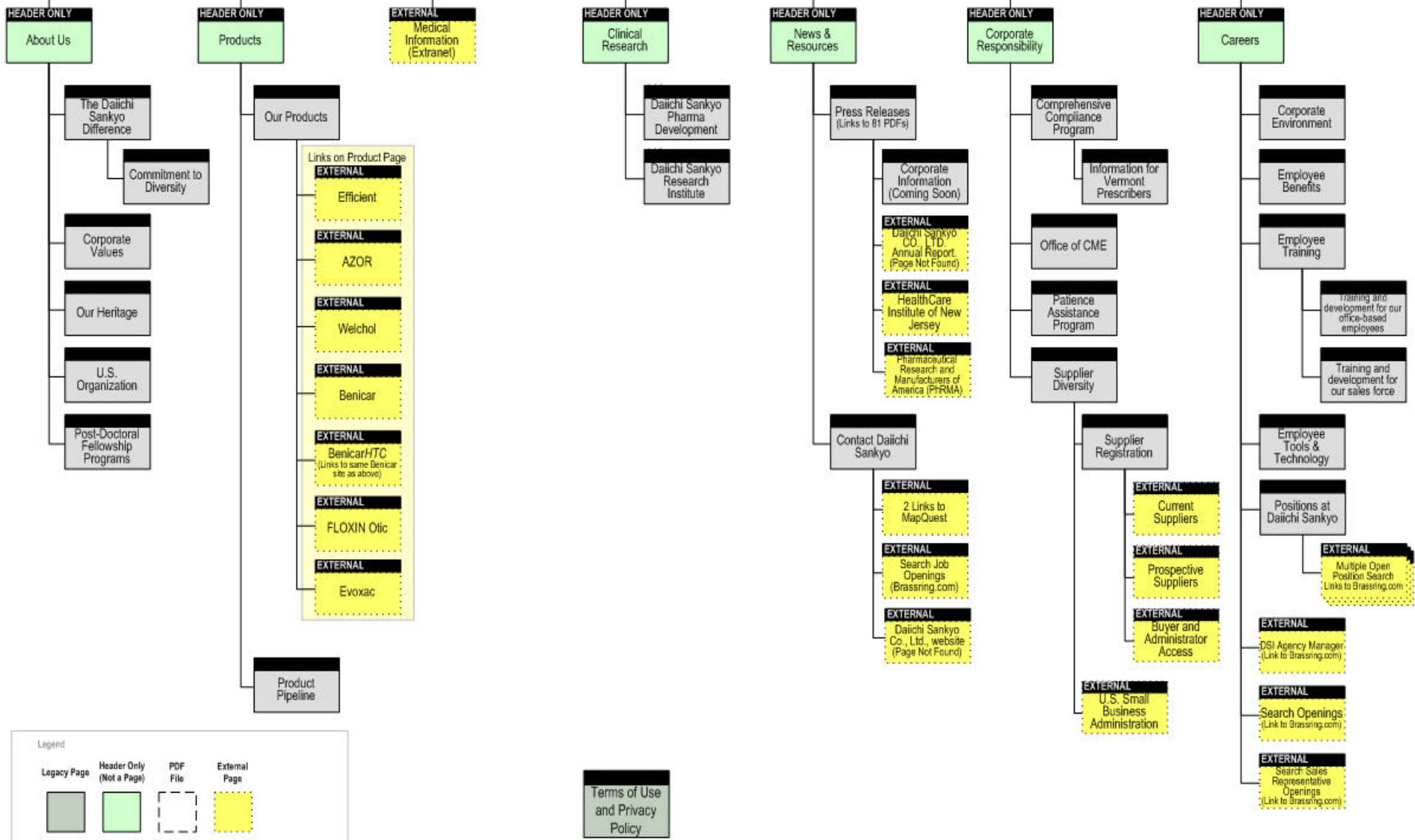
### Standardize

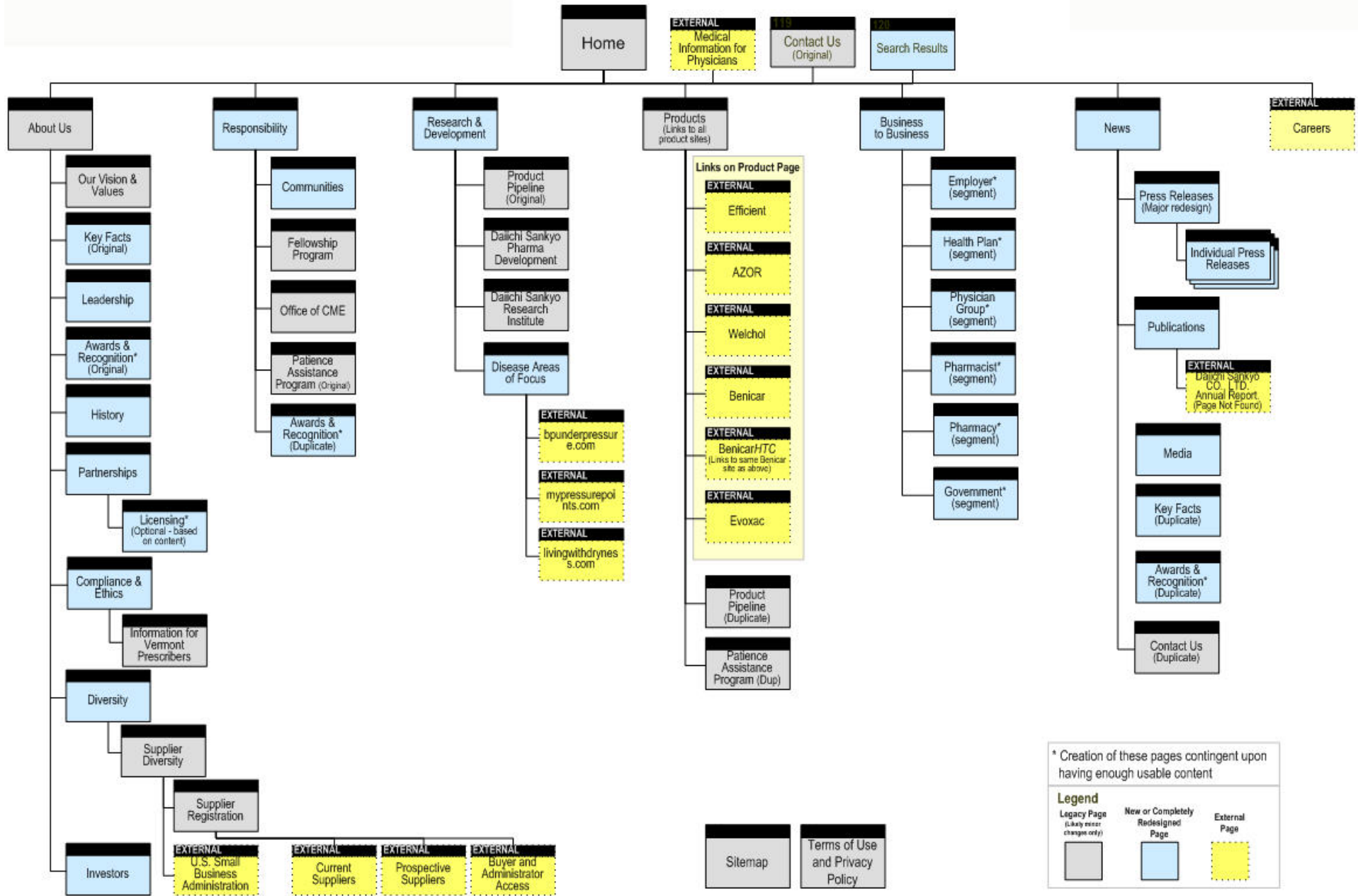
- Create a seamless, intuitive navigation
- Develop familiar main site navigation as other major corporate websites
- Design a compelling experience that aligns with the new brand positioning

### Organize

- Make the information easy to find for each user type
- Make the site more searchable, findable, and browseable
- Use navigation best practices: indicators as to page and section, breadcrumbs, and related links in the right navigation as appropriate
- Create search functionality for:
  - Press releases
  - Entire Web site
- Redesign the overall user experience to significantly increase usability, intuitiveness, and user satisfaction









## Initial Site Structure Recommendation

Home	About Us	Responsibility	Research & Development	Products	Business to Business	News	Careers
------	----------	----------------	------------------------	----------	----------------------	------	---------

### Left Navigation

[Home](#) > [Breadcrumb](#) > Breadcrumb

[Secondary Link](#)

[Secondary Link](#)

[Tertiary Link](#)

[Tertiary Link](#)


[Tertiary Link](#)

[Secondary Link](#)

[Secondary Link](#)

## Content

(Copy, links, Images)



Callout area  
Lorem ipsum dolor  
sit amet, consectetur

Related Links →

[Link](#)  
[Link](#)  
[Link](#)

External links are indicated [Link](#) 

Callout area  
Lorem ipsum dolor  
sit amet, consectetur





## Next Steps

- Begin User Experience and Information Architecture phase: 4/6
- Begin development of Creative Brief
- Review of Creative Brief: 4/15
- Round 1 Review of UX: 4/21
- Design begins: 4/27



QUESTIONS?



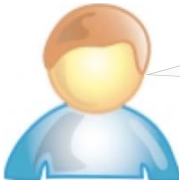
# APPENDIX





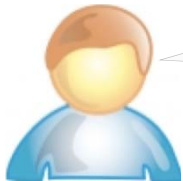
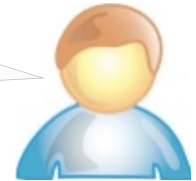


## What we learned/major theme: **RELEVANT CONTENT**



DSI.com must use relevant, accurate, simple messaging.

Our content must be crisp and to the point. It cannot be too wordy.



Ensure that the right information is being communicated in the right places.

Our site should have video and interactive content.



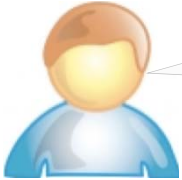
Doctors/Healthcare Providers and Patients should feel more educated – and feel better about working with DSI.

Although current employees have access to the intranet to get detailed information, the public site could provide them a high-level view of what is going. They want to get a synopsis of what is now going on.



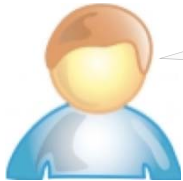
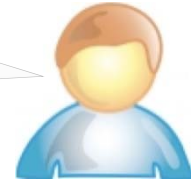


## What we learned/major theme: **BRAND**



Corporate branding is a critical success factor. People know our products, but not our brand. We must make our brand known to everyone.

Customers want to know who they are working with – and that they are credible vendors.



We need to make sure we convey who we are and where we are going – with an emphasis on where we are going.

DSI is a progressive, forward thinking, cutting edge company – we need to show it!



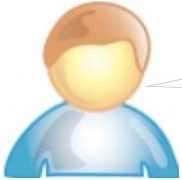
We must convey who we are and what we do as a company in a consumer-focused way.

We must make sure users know who we are and where we are going. And that we are small enough to be flexible, yet large enough to compete with the big pharmas.



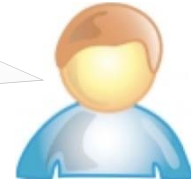


## What we learned/major theme: **BRAND**

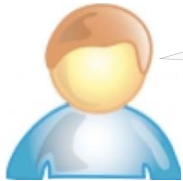


Doctors know our brands, but they don't know our name.

Managed Markets identify with company vs. product. Want to understand the portfolio of the products. Daiichi needs to show their presence and show that they're big.



We need to show where we fit into the global matrix.



We must be sure we appear as a creative and forward thinking company.

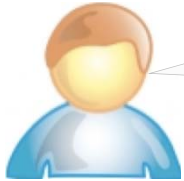


Need to convey who we are, what are we doing, what is in the pipeline.



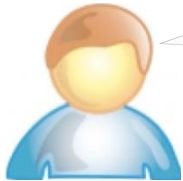
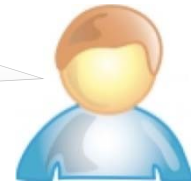


## What we learned/major theme: **EASE OF USE**



DSI.com is very primitive. Not a lot of functionality and offers only a minimum of what it should have.

Has to be easy to navigate – usable, searchable.



We must make sure everything is easy to find without having to go to the Japanese site and try to filter through their content to find what they are looking for.

Critical success factor – Ease of use!



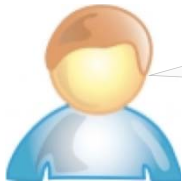
Everyone should feel empowered to quickly find the information they are looking for.

Make phone numbers much more prevalent than they are now.



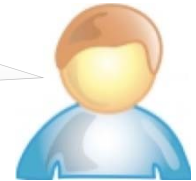


## What we learned/major theme: **CULTURE**



We do not do a good job of communicating the uniqueness of our culture. We do not capture that. Our employees are not seen on the Web site.

We must make sure to convey an excitement in our culture and future.



We do not do a good job of portraying uniqueness of our culture or stories about our people.

We want our customers to feel that there is a great company and culture behind delivery of the products.



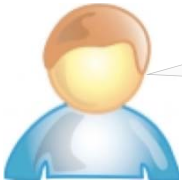
Communicate enthusiasm – people are very motivated.

Website is okay, but does not encapsulate the passion, energy of the company itself.



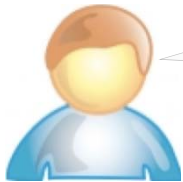
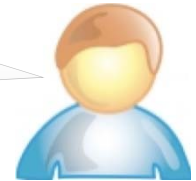


**What we learned/major theme: GLOBAL CITIZENSHIP**



Our site must show how we are engaged with people and humanity.

DSI piece is just donations. Talk about what we ARE doing for our communities.



Add diversity to the Web site.

Interview employees in a video, and employees talk about the company.



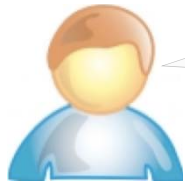
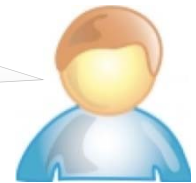


## What we learned/major theme: MISC



Potential licensing partners would like them to feel long-term commitment and dedication.

Having a product pipeline shows how serious we are on this.



Smaller companies who may be interested in partnering with DSI want to see how DSI has successfully partnered with other companies. (See our track record)

Take what we have now, make it more substantial and provide interactivity.



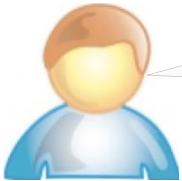
Our site must be robust, modern, have more content, and really provide a WOW factor.

Success Factor: Web site must be perceived as valuable by internal people, so they'll start directing people to the site.





## What we learned/major theme: MISC



History and Company Information are important; however, our history of innovation is very important.

History establishes credibility. However, we must convey where we are now – and how we are keeping up with the times.



History is a means to drive credibility; foundation is rooted in that, but we must also show what happened the last 100 years.

Make sure we convey innovation, forward-thinking and cutting edge.

