



Ultimately your eBusiness initiative is about solving business issues.

- How do we leverage the web to *increase revenue*?
- How do we make information easily accessible to *improve customer satisfaction*?
- How can we *reduce costs* by eliminating manual processes?



The challenge is making it happen. Pierce Washington has a track record of partnering successfully with our business clients by focusing on the four key elements that enable an eBusiness program:

STRATEGY

A clearly articulated vision is the foundation of any eBusiness initiative.

- Pierce Washington documents your vision using our unique storyboard process.
- Pierce Washington delivers a roadmap to guide the implementation of your eBusiness vision.

PROCESS

eBusiness projects must enable a process that drives business results.

- It is critical to align people with process to successfully enable the eBusiness vision.
- Pierce Washington challenges the assumption of 'it's always been done this way'.

ADOPTION

To achieve expected benefits customers have to use the eBusiness solution.

- Pierce Washington pro-actively addresses the adoption aspects of an eBusiness project.
- Internal and external customers are informed, educated, and incented to use the channel.

TECHNOLOGY

Technology is nothing more than the enabler of your eBusiness vision.

- Translating your vision into a technology solution can be a challenge.
- Pierce Washington works effectively with the business and IT to enable the vision.

Contact us to learn more:

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