

Equilibrium MediaRich for SharePoint Needs Assessment

Do you have an Image Production Problem?

You may suspect that a customer's Web site has an image production problem, but how can you be sure? Walk through the checklist below with the customer and check each symptom that they are presently experiencing with their site:

- Content creation bottlenecks with designers, corporate identity group, or IT.
- Site visitors are dissatisfied with purchases (i.e. high product returns).
- Images are often re-created from scratch since it's hard to locate the correct image.
- Images on the site are frequently inaccurate/outdated/duplicated/unauthorized.
- Multiple variations (size, color, etc.) of the same original image are manually created for the site.
- Multiple versions of the same image are created for different output devices (e.g. PDA) or bandwidths.
- The Web site has inconsistent look to its design and navigation.
- Images can't be modified and approved quickly enough to respond to new business opportunities.
- Product and marketing managers cannot personalize images or ad banners for customers, partners, and other site visitors.
- Web site does not provide an interactive, visually appealing look.
- Don't have enough time/designers to create all the images you'd like to have on your site.
- Text graphics for site navigation must be manually created for multiple languages.
- Creating and updating images for the site takes too long.
- Conversion rates are unsatisfactory.

Now count up the number of symptoms you checked and add up your score:

Number of symptoms checked	Prognosis
0-4	Issues related to image production, some of which could be significant. MediaRich for MSIB can optimize the imaging workflow and maximize the Web site's effectiveness.
5-9	Has a demonstrated image production problem. MediaRich for MSIB can significantly improve efficiency and increase revenues.
10 or more	Image production problems are preventing this company from effectively conducting business online. MediaRich for MSIB can add value immediately.

Info

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