

PORTFOLIO

CLIENT:
BEA Systems

PROJECT:
Direct response Web site

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Richard Bloch

Marketing Communication
and Direct Response

- Direct mail
- Email
- Web
- White papers
- Articles
- Newsletters
- Case studies
- Brochures

415.924.6376

RJB@RBloch.com

www.RBloch.com

BACKGROUND:

BEA Systems is a leading application infrastructure software company providing enterprise software that delivers highly responsive, mature Web infrastructures. This direct response Web site was developed to generate leads by offering a guide to service oriented architecture. Traffic for this response site comes from a variety of Google keyword ads.



(Benefits page)

(Header)

FREE: a collection of instructive online SOA resources for IT executives -- including an interactive SOA Readiness Assessment

(Headline)

**End integration hassles...
Sync up with business processes...
Improve customer service.**

**Find out how a service-oriented architecture (SOA)
can help you align IT with business goals and deliver business services
faster.**

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(Headline)

Assess your SOA readiness

Find out just how quickly your organization can begin reaping the benefits of a service-oriented architecture (SOA).

(Copy)

In today's business climate, customers – and the customer service organizations that serve them – expect real-time service and responsiveness. That's why so many industry-leading enterprises are looking to advanced information infrastructures such as SOA to cut costs, align strategies with execution, and more effectively respond to change.

For many IT organizations, an excellent way to get started is by taking the SOA Readiness Assessment, prepared by the experts at BEA. Use this valuable self-assessment to:

- **Take a candid, close look** at six critical "domains" in your organization that impact your preparedness to move to SOA – and learn what you can do to increase that readiness
- **Benchmark your organization** against your peers to uncover competitive advantages
- **Find out** what other companies are doing with SOA and how well it's working
- **Apply what you learn** about your organization – its processes, strategy, projects and applications, IT governance, architecture, and more -- to benefit any number of initiatives

The self-assessment takes just a few minutes, but rewards you with a **nine-page customized Benchmark Report** you can share with your boss, your team, and your internal constituents. It even includes a quick-reference directory of SOA-focused industry resources that simply isn't available anywhere else.

Discover your own organization's readiness for SOA ... then learn more from an instructive white paper and real-world SOA case studies. Register for access to the SOA Executive Resource Center now.

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(Response page)

(Header)

FREE: a collection of instructive online SOA resources for IT executives -- including an interactive SOA Readiness Assessment

(Headline)

**End integration hassles...
Sync up with business processes...
Improve customer service.**

(Subhead)

Find out how a service-oriented architecture (SOA) can help you leverage the immediacy of today's Internet-powered economy – and learn how to get there quickly.

(image of resource center content: white paper, case studies, and screen shot from SOA Readiness Assessment).

(Copy)

Welcome, and thank you for your interest in learning how SOA can improve integration while leveraging current assets to improve service and responsiveness. Register here for exclusive access to the online SOA Executive Resource Center prepared specifically for leaders in IT.

INFORMATION REQUEST FORM

(*REQUIRED INFORMATION)

To download or receive a hard copy, simply fill out the brief form below and click "Submit."

YES! I want to learn how to take advantage of service-oriented architecture, leverage it to improve delivery of business-critical services, and dramatically improve my organization's responsiveness to business

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change. Please grant me immediate, exclusive access to the SOA Executive Resource Center featuring an interactive SOA Readiness Assessment and customized benchmark report, white paper, case studies, and more.

Please check if applicable:

We have an immediate need. Please have a representative contact me about building a standards-based service-oriented architecture.

(Offer details page)

(Headline)

What's inside the online SOA Executive Resource Center

(Copy)

Discover how you can quickly use service-oriented architecture (SOA) to speed the delivery of business-critical services and better respond to business change. The SOA Executive Resource Center includes access to:

- **SOA Readiness Assessment**

Learn about your own organization's readiness for service-oriented architecture by taking this short survey. You'll receive a nine-page customized report that will help you:

- **Benchmark** your organization against peers and best practices in six key areas
 - **Find out** how other companies are applying SOA
 - **Apply what you learn** to your own processes, projects, and strategies
 - **Get a candid look** at your organization's strengths and weaknesses – information that can help you on any number fronts
-

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- **White Paper: The New Momentum of Today's Service-Driven Enterprise**
Learn how technology architectures can be optimized around service—to all constituent groups, from customers to employees to partners—to accelerate response times, and leverage the anytime, anywhere immediacy of today's Internet-powered economy.
- **Case Study: Computer Industry**
Learn how a leading computer retailer enhanced its B2B shopping site by leveraging reusable code to accelerate future application development.
- **Case Study: Mortgage Banking**
Discover how SOA improved margins by replacing manual and paper-based workflows with automated, Web-based applications.
- **Case Study: Telecommunications**
See how SOA is already accelerating application deployment and eliminating redundancy through the reuse of existing software.

Are you prepared to meet customer needs in today's service-oriented enterprise? Find out. **Register now** for free access to the SOA Executive Resource Center.
