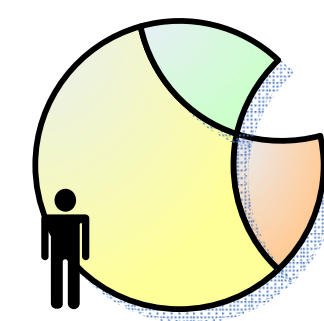


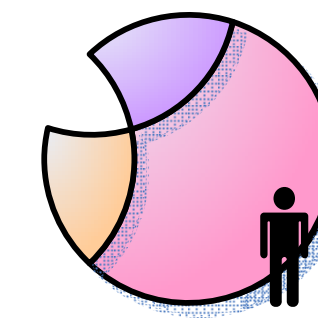
Business Decision Maker

- Deal with a range of issues from strategic product development to tactical product production
- Innovating – developing new products & creating new designs
- Enhancing – restructuring existing designs for improved performance
- Updating – reengineering existing design with new or different parts
- Shared Concerns
 - Shares innovating with the Business Decision Maker
 - Shares sourcing new products concerns with Procurement Decision Makers



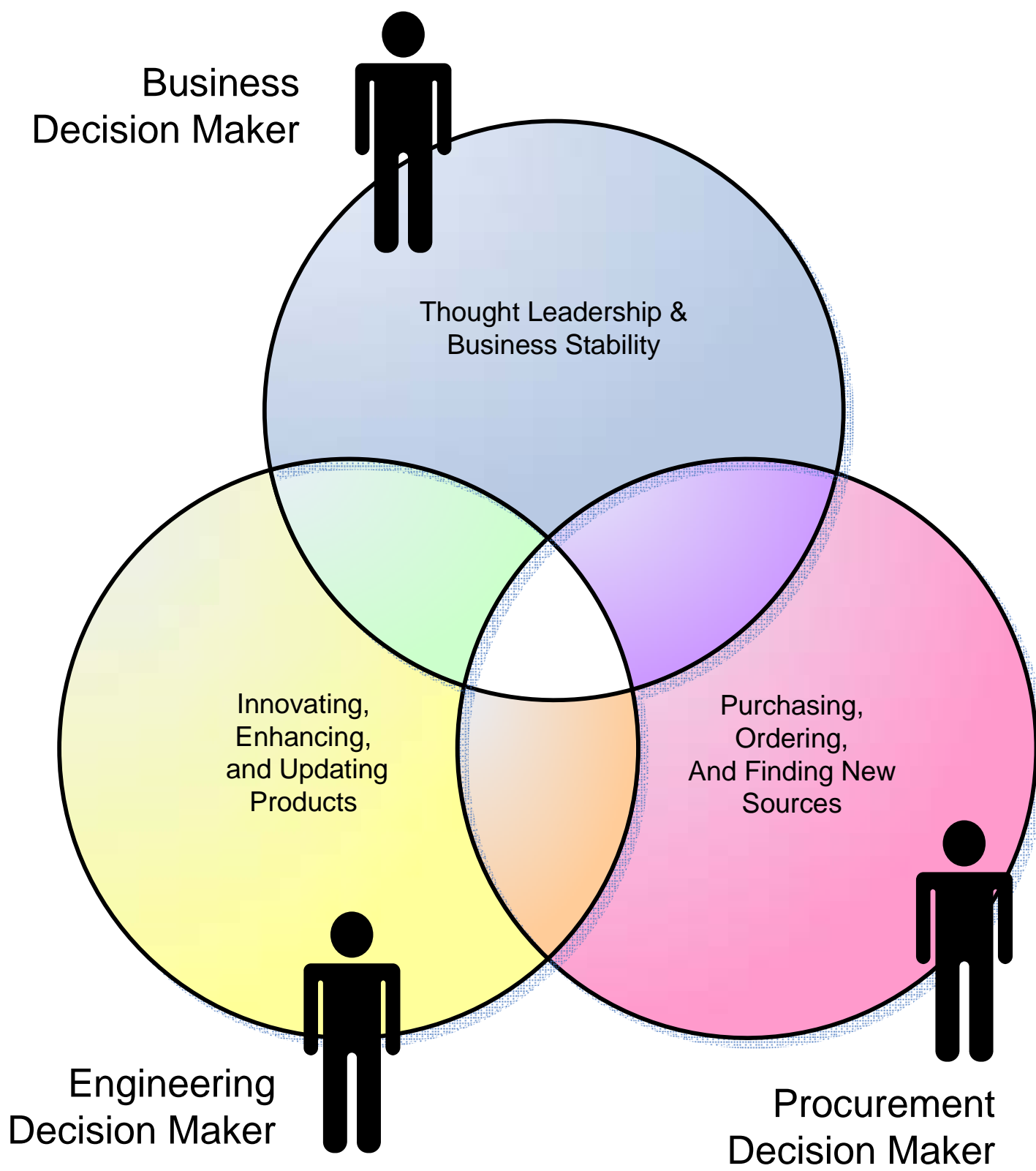
Engineering Decision Maker

- Deal with a range of issues from strategic product development to tactical product production
- Innovating – developing new products & creating new designs
- Enhancing – restructuring existing designs for improved performance
- Updating – reengineering existing design with new or different parts
- Shared Concerns
 - Shares innovating with the Business Decision Maker
 - Shares sourcing new products concerns with Procurement Decision Makers

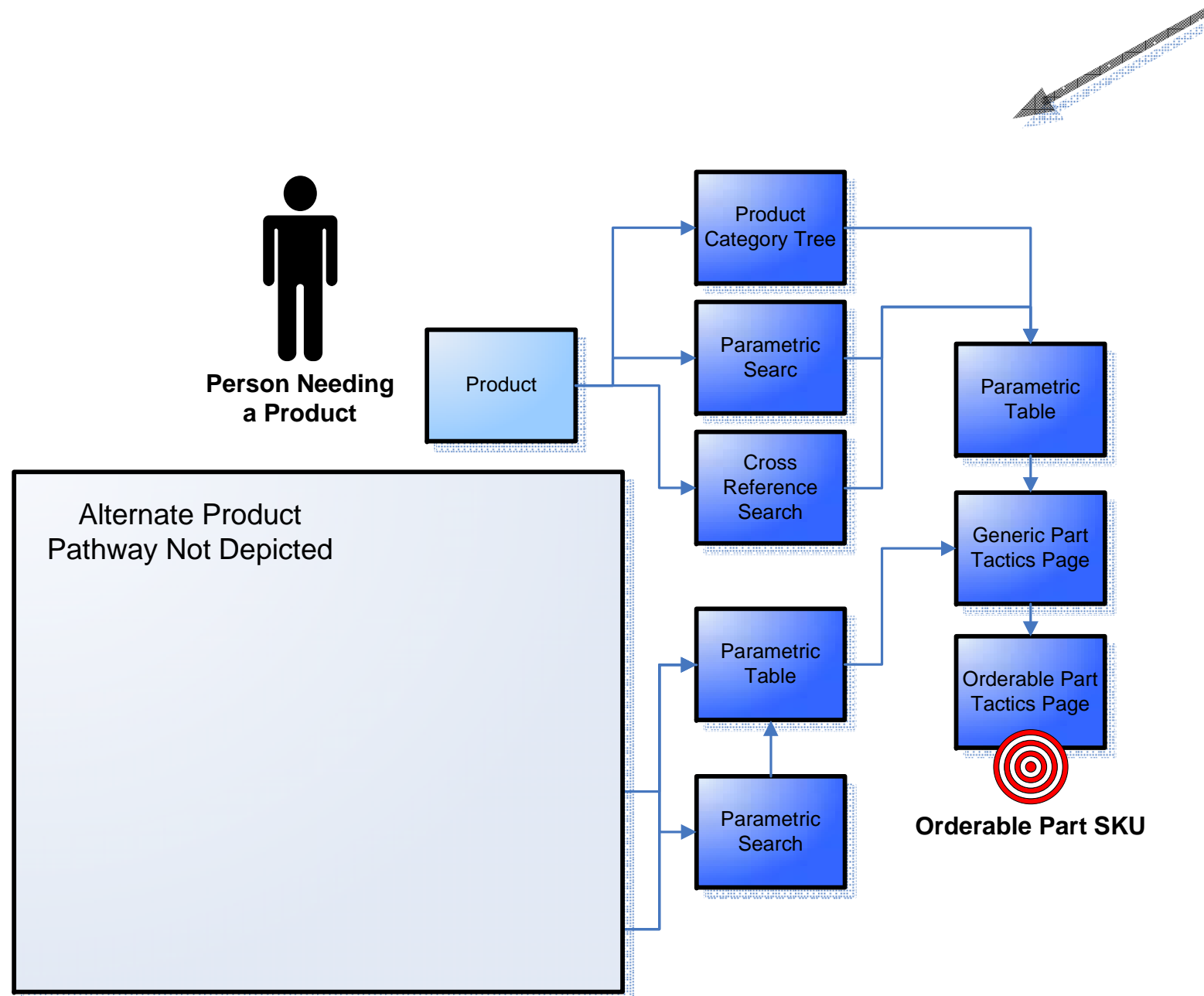


Procurement Decision Maker

- Accountable for the research that underlies the purchasing decision
 - Identify best value
- Purchasing – Transactional acquisition of a product and checking for stock
- Ordering – long term establishment of standing orders
- Shared Concerns
 - Shares sourcing new products concerns with Engineering Decision Makers
 - Shares business reporting needs with Business Decision Makers



| Strategic Decision Making | Information Delivery | | Home Page | | Global Navigation | | Features & Applications | |
|---|---|----------------|--------------------------------------|---------------------|-------------------|-----------|-------------------------|--|
| | Primary | Secondary | Primary | Secondary | Existing | Proposed | Existing | Proposed |
| Setting Company Direction & Establishing Partnerships | | Corporate Info | | Innovating with IDT | | About IDT | | |
| Establishing Product Direction | Solutions / Application Content | | Products by Application and Category | Innovating with IDT | | | | WebBench Application |
| Enhancing and Optimizing Existing Products | Technical info in Product Catalog | | | Products | | | Bookmark Products | |
| Producing Products Multi-sourcing Components | | | | Getting Support | | Support | | |
| Supply Chain Management | Sourcing info (relating to specific products) | | | How to Purchase | | | US Stock Check | Worldwide Stock Check, Bill of Materials |
| Reporting & Optimizing | | | | | | | | Reporting Tools |
| Tactical Decision Making | | | | | | | | |



Product Classification System (Existing)

- Primary Classification**
 - Business Category
 - Based loosely on business units
 - Adapt to business needs
- Secondary Classification**
 - Family, Line, Sub-Line, etc.
 - Varies greatly between business categories (1 to 5 levels)
 - Varies between naming conventions and parametric features
- SKU Classification**
 - Generic Part
 - Orderable Part

Proposed Information Delivery System

- Website Navigation (Home Page and Products Section)
- Category Table (Products Section) + Parametric Table / Search (Products Section)
- Tactics Page
- Tactics Page

