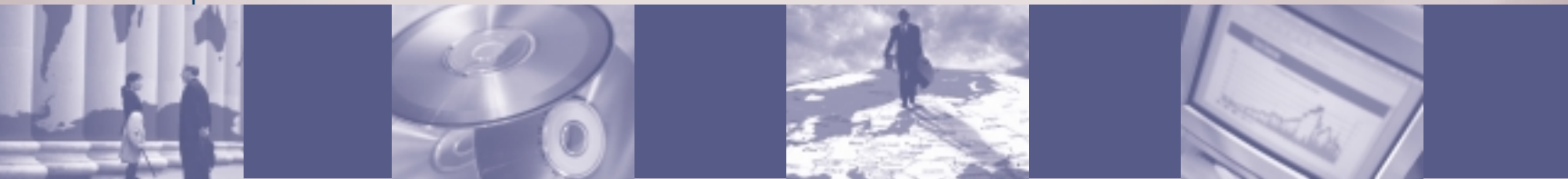


E-Business Services

Leading You to E-Business Success



E-Commerce
Internet *Web* *B2B* *B2C*
dot-com *e-tailing*
portals *online*
wireless *mobile*



E-business is more than just e-commerce — it's using the Internet to create connections to your customers, your suppliers, your industry and your community. E-business means understanding the opportunities and difficulties of conducting business on the Web. It means creating a new and effective business model for the Web that will generate revenues. E-business is about developing a new strategic vision and guiding your company in the Internet economy.

Gartner Helps You Profit From E-Business

The Internet economy continues to introduce new rules and realities that are changing the face of business and technology. These changes have accelerated the speed of conducting business with suppliers, clients and partners. While understanding the marketplace remains critical, the implementation is even more important. Realizing a profit, while you monitor the ever-changing e-business landscape, can be a daunting task.

We can help you generate success for your business strategies. At Gartner, we will provide you with all the ingredients you need to create a thriving e-business environment. Our services include accurate forecasts, best practices, reliable metrics, intelligent decision-making support, and the kind of cutting-edge research and expert consulting the e-business arena demands. As the trusted advisor of over 35,000 individuals, our business is steering you toward e-business results.

The average cost to **develop and launch a competitive e-commerce**

Web site will increase at least 24% over the next two years.

157%
The North American Internet retailing market, which grew 157% in 1999,

is predicted to reach U.S. \$142 billion in 2004. Internet retailers that want to capture a piece of this U.S. \$142 billion should take immediate action to ensure that they will be among the leaders.

Leading You to E-Business Success

At Gartner, we see you through the entire e-business life cycle — from ideas to results. Whether you're a bricks-and-mortar company expanding your business to the Web, a dot-com trying to establish your success, a technology provider, or an IT services organization looking to leverage an e-business opportunity, we have solutions for your unique needs. We can help you figure out where you want to be — and then get you there. That's our mission.



Research

At Gartner, we provide our clients with the kind of insightful research and actionable advice you expect from an industry leader: clear, concise and comprehensive. We help you focus on management strategies, technology issues, market forecasts and what to expect from e-business consumers. And we offer direct access to our analysts, so you can get first-hand decision support for your many e-business challenges.



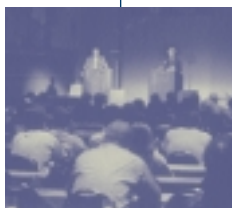
Consulting

We offer highly customized analyses of e-business strategic planning, market assessments, product development, project planning and technology selection. From marketing strategy to implementation assistance and from new product planning to e-commerce architecture, we guide you through every aspect of e-business. Our consultants will work closely with you, offering problem-solving solutions you can trust — the hallmark of this select Gartner service.



Decision Tools

At Gartner, we provide clients with powerful analytical rating tools, designed specifically to help you select the ideal vendor. We base our vendor recommendations on comprehensive weightings and detailed product information. You can substantially decrease the cost and time of selecting a vendor with Gartner's vendor selection software.



Events

As the world's largest e-business conference provider, Gartner takes pride in providing face-to-face interactions with Gartner analysts, unique networking opportunities, and access to leading technology vendors for both senior business and IT professionals. You can learn about the most recent trends, analyses and predictions for the future of e-business at our Internet and Electronic Business Conference, worldwide Symposia and a host of customized e-business events.

Your Guide to E-Business Results

Gartner e-business is your guide to getting — and staying — connected. Whether you're an e-business executive looking to implement a new Internet plan, a CIO looking to develop a short list of industry vendors, or a marketer looking to gauge your clients' online behavior, Gartner e-business helps keep you focused on the e-world.



E-Business Executives

Creating a Strategy for E-Business Advantage

Gartner gives you the edge in any e-business scenario. From deciphering sophisticated statistics to Internet usage and adoption, Gartner is the only name you need to know. We offer guidance on developing an e-business strategy, best practices for executing your Internet plans and winning models for a B2B or B2C environment. Gartner also collaborates directly with executives to create and manage successful e-business initiatives.

In the ever-changing Internet landscape, you need a reliable advisor to help you negotiate the terrain. Whether you need decision support in vendor selection or help understanding your e-business opportunities and threats, Gartner gives you the information you need to make and manage your e-business decisions.

- Which business models will survive the rigors of the new Internet economy?
- How can you best execute and implement your Internet plans?
- What are the best practices and case studies of successful B2B or B2C e-business models?
- How do you justify your Internet technology investments?
- How can you measure the success of your Web site or e-commerce transactions?
- How do you successfully leverage your Web model to increase overall revenues?

pure Web
Through 2002, less than **30% of "pure Web"**
e-business will be **profitable** on an operating basis.

75%
Through 2003, **75% of e-commerce programs**

will be delayed by more than one year, as enterprises will be
unable to **attract, develop or retain staff** with the necessary skills.



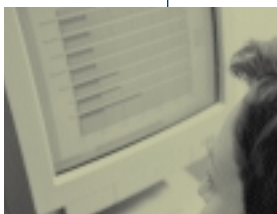
Technology Management

Optimizing Internet Architecture and Operations

The IT decisions you're facing now are more complex than ever in the Internet-enabled world. The reliability, security, scalability and operations of your Web site depends on your ability to make tough decisions.

Whether you're looking to develop the necessary Web architecture, decide on the ideal application development tools or further explore the interactive world, Gartner will help you move in the right direction.

- How do you select and maintain the most effective Web architecture and infrastructure?
- How can you maximize Web site design, functionality and performance?
- What are the best architectures and technologies to support your e-commerce business?
- What are the most viable Internet application development tools and technologies?
- Which vendors best support your e-business technology?
- Are your IT plans in alignment with your corporate business goals?



Marketing


Trends and Data of the Internet Markets

Gartner offers comprehensive market data to track your growth opportunities and keep you educated on the latest Web trends. We provide forecasts and trend analysis, usage patterns and market sizing. Through both research and consulting, we deliver the strategic planning and market overview information that drives your Internet business — while helping you to evaluate your competition. Additionally, we help you incorporate technology trends and identify the optimum market opportunities.

- What is the market size and growth for your specific industry or geography?
- How should you define the features, functions and pricing for a new e-business product to achieve optimal success?
- Which business strategy should you adopt to ensure success of your e-business products and services?
- From the standpoint of competition, how large is the market and what do your customers really need?



The Gartner Advantage



Every e-business strategy involves critical decisions — and you need a company that's trustworthy, unbiased and supportive of your goals. At Gartner, we've spent more than 20 years formulating ways to provide in-depth analysis and custom consulting capabilities. We make the difference when it comes to making your e-business decisions.

- **Objective Advice:** Giving actionable advice is what we do. When you want to reduce the risk of a major business decision, it's reassuring to know that you have a capable ally standing by.
- **Decision Support:** Whether you're selecting a vendor, developing a business strategy, weighing the pros and cons of pursuing alliances and partnerships, or just feeling a little overwhelmed, Gartner provides actionable advice to help you make critical e-business decisions.
- **Breadth and Depth:** The e-business technology landscape is broad, as is the Gartner knowledge base. From servers to software and from Web security to wireless applications, Gartner has the wisdom to help you with a wide range of challenges.
- **Strategy to Results:** Making Gartner a partner in your overall management strategy can bring you one step closer to flourishing in the new connected economy. From the early deployment of a select e-business strategy, our skills as technical consultants as well as general business advisors will lead you to success. We are the trusted ally you've been looking for.
- **Thought Leadership:** Our staff features more than 1200 analysts and consultants with an average of 15-18 years industry service. Generating more than 1,000 e-business reports annually, our staff prides itself on making future projections with high degrees of accuracy.

When you're looking for a clear, concise solution, it's always reassuring to know that you are dealing with a single, reliable operation — whatever your needs are. At Gartner, we not only steer you in the direction of the solution ... we work with you to arrive at the solution.

Visit us at www.gartner.com/ebusiness and get a first-hand look at how Gartner keeps you connected throughout the business year.

About Gartner



In the new connected economy, where the rules of business change as quickly as they are created, the ability to make timely decisions means the difference between your organization's success or failure. Yesterday's start-up is tomorrow's industry leader — and your new competition. Making, managing and adapting decisions at the speed of business is critical. Gartner provides advice and insight to support competitive decision making, guiding your company to success.

Gartner can help your organization succeed in each complex stage of the business life cycle. No matter what your business requirements entail, we will help you make the decision to navigate through the complexity, anticipate potential breakdowns and barriers, and implement your business strategies, quickly, efficiently and cost-effectively. Timing is everything — and Gartner delivers the advice you need, when you need it.

Since 1979, Gartner has been helping clients make and manage the best decisions for their business. Headquartered in Stamford, Connecticut, our 80 locations across the globe allow us to maintain an international focus and the ability to work with companies worldwide. The name Gartner has become synonymous with our group of the brightest IT minds in the industry — our 1,200 research analysts and consultants.

Your organization's success depends on your ability to adapt to the constant changes of the business world. Gartner's experience, confidence and unrivaled thought leadership can help you make the right decision — now and in the future.

For more information about Gartner's industry-leading research capabilities, consulting and measurement services, and world-renowned symposia and events, please visit us on the World Wide Web at <http://www.gartner.com>.

insight for the
connected world

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