

One Company on the web

July 2006

Status report
Americas Communications meeting



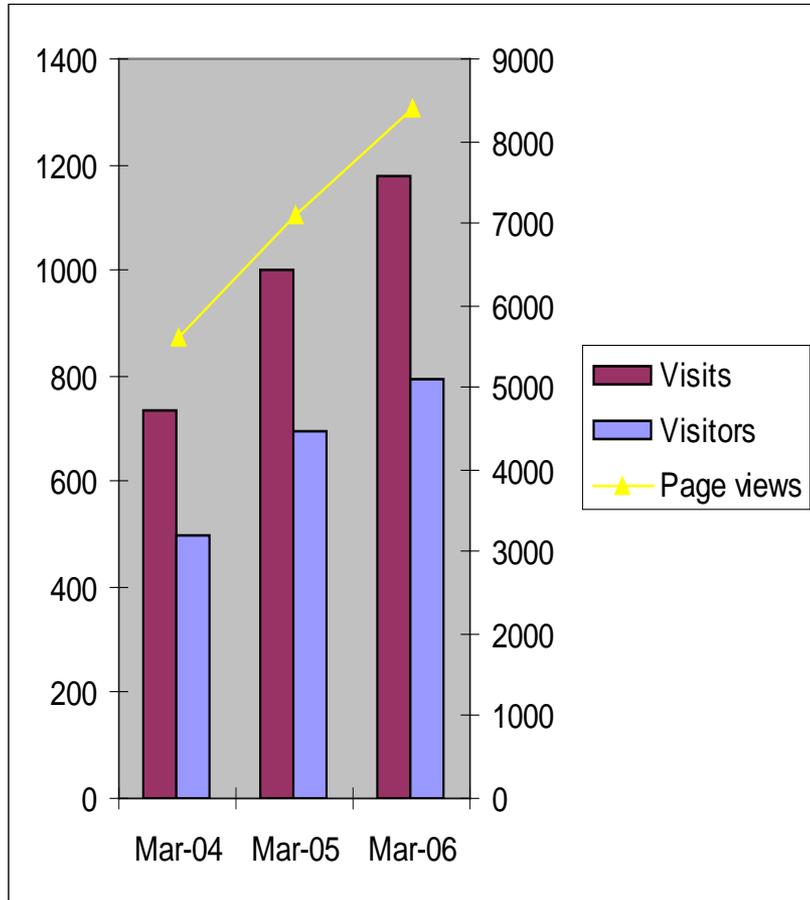
"The Internet is the first port of call for many existing and potential customers, so it's essential that they are able to find what they want easily.

As their expectations of the Web increase, we need tools that can meet them in a cost effective way. Using the Web as a tool, we can improve the service to customers while reducing the cost for ABB."

Fred Kindle - ABB President and Chief Executive Officer

Inside.abb.com – 2006-07-04 – "ABB Web site revamped as visits surge"

Strong increase in web traffic to www.company.com



- Group site + 53 country sites
- Web content in 28 languages
- 1.2 million visits per month* (733,000 in 2004) + 61%
- 800,000 visitors per month* (490,000 in 2004) + 60%
- 8.4 million pages served per month* + 50%
- 340,000 monthly* downloads (100,000 in 2004) + 240%
- 2/3 of all web traffic to Products & Services content
- 6,000 web inquiries received every month, more than 4,500 are product/service related

*Monthly figures Mar-04 – Mar-06

But web presence far from meets customer expectations:

Thousands of feedback forms analyzed, most common complaints:

- Can not find documents in preferred language
- No support for “local” search
- Poor support for part numbers/product IDs
- Poor support for discontinued products
- Poor support for legacy brands
- Poor “supporting info” on installation and mounting
- Poor support for trouble shooting
- Slow speed and poor performance

Feedback on search	RESPONSE FORM	2006/02/10 17:03:30
Feedback on search	RESPONSE FORM	2006/02/06 10:35:07
Feedback on search	RESPONSE FORM	2006/01/30 23:22:53
Feedback on search	RESPONSE FORM	2006/01/25 11:25:04
Feedback on search	RESPONSE FORM	2006/02/17 21:43:01
Feedback on search	RESPONSE FORM	2006/02/22 14:14:57
Feedback on search	RESPONSE FORM	2006/02/22 15:21:45
Feedback on search	RESPONSE FORM	2006/01/30 14:31:26

RESPONSE (owner is Niklas Kampe/FIASE/ABB)

COMMON FIELDS

(common fields submitted by the user)

User's search query 020 050.04

CUSTOM FIELDS

(custom fields submitted by the user)

> How relevant results did the search engine give you?

1 - Poor

> Comments:

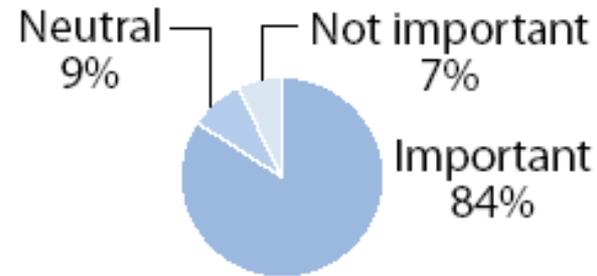
This is the worst web site for technical info I have ever used. When I search Entelec model numbers, the system doesn't recognize them. I have had nothing but problems with the ABB web site since its inception.

I buy and specify millions of \$ in instrumentation each year, and if I can avoid ABB, I will, because your web engine SUCKS!

Most content is available in English, but...

Most customers strongly prefer information in their local language

(Source: Forrester research)

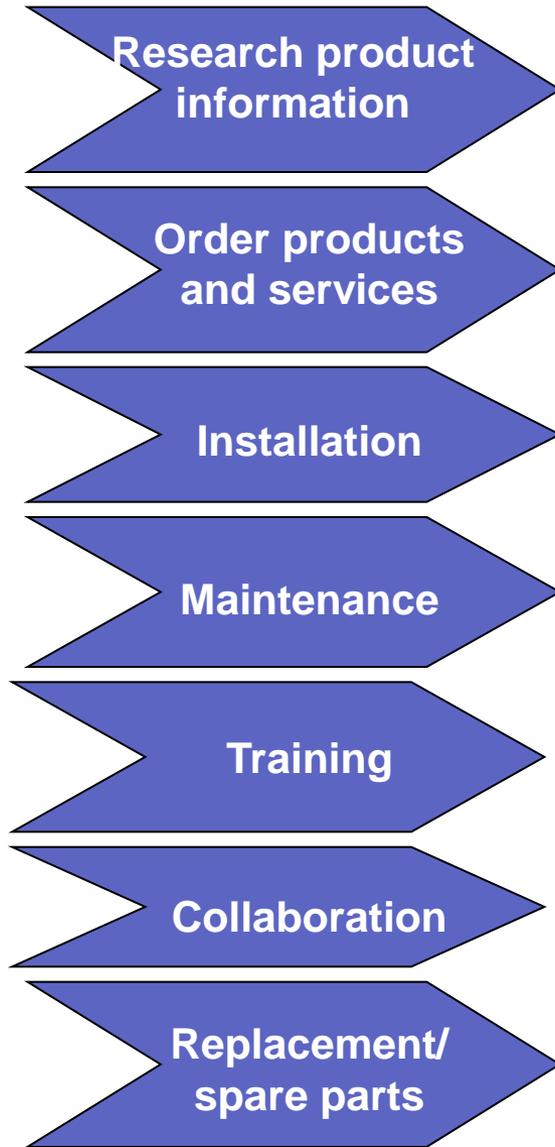


Current situation on www.abb.com	Preferred	Delivered
English	33,8	52,2
German	14,2	11,4
Spanish	7,2	5,0
Swedish	6,4	5,0
Chinese	5,8	4,1
Finnish	5,0	4,5
Italian	3,8	2,7
French	3,5	1,8
Portuguese	3,5	2,6
Polish	2,7	2,1
Russian	2,3	1,6
Dutch	2,1	1,5
Other	9,6	5,6

Company's web presence and current challenges

- Despite its strong position www.company.com still does not cover the full scope of company's offerings
 - Only "global" products presented
 - Company's service offerings poorly represented due to their local character
- Current technical solution for www.company.com and our country sites is unable to meet business needs for localized marketing messages and campaigns
 - Only global messages possible
 - Poor support for languages other than English
- As amount of content grows with customer expectations, businesses need more efficient ways to manage content
 - Require tools to facilitate easier maintenance of existing content
 - Better connections to other applications needed to prevent duplication of content

Current application landscape (not full picture)



- **Curabitur interdum urna nec**
- **Sed pharetra ante pulvinar**
- **Praesent placerat nunc a ligula**
- **Aliquam augue eleifend**
- **Cum sociis natoque penatibus**

Project's goal is to connect applications

Research product information

Order products and services

Installation

Maintenance

Training

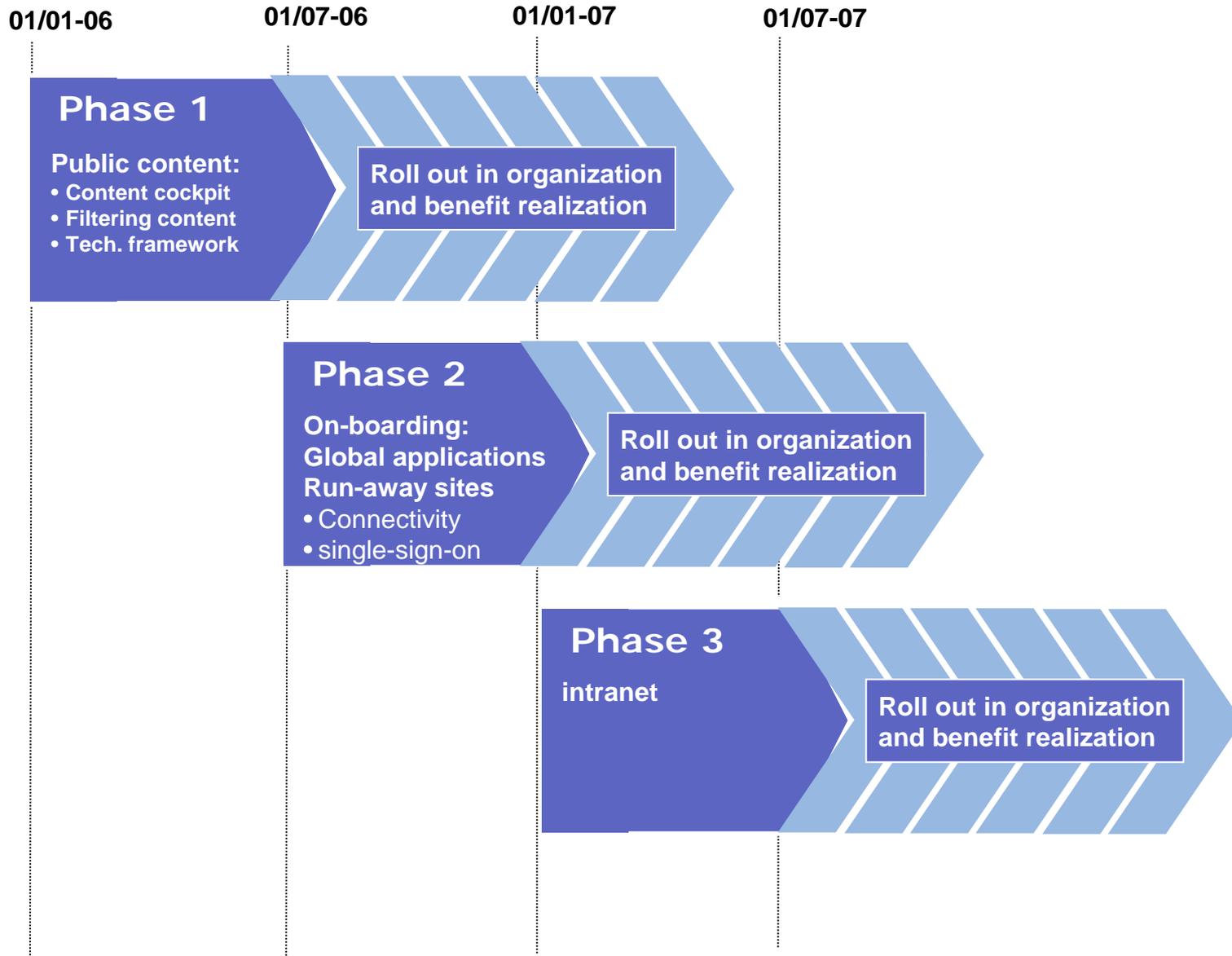
Collaboration

Replacement/
spare parts

One Company on the Web

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Implementation phase: 3 project phases



Project status – May 2006

- Phase 1 – internet - will launch late June 2006
 - Serve customers content in their preferred language
 - Serve content and contacts relevant to customers country/market
 - Starting process of consolidating external site and current country sites

The remaining slides have been removed for proprietary purposes – the rest of the presentation provided screenshots of proposed changes to web pages and applications.