

Mercator®

# Mercator® Brand Positioning

Michael Collins  
Global Marketing

# Mercator Brand Positioning

## What Endures vs. Evolves?

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- **What endures**

- Identity
- Tagline
- Positioning

- **What evolves**

- Market and Sales Focus
- Customer Audience
- Product
- Campaigns and Programs
- Headlines and Marketing Messages

Mercator.

# Mercator Brand Positioning World Class Brands

Master Brand



Tagline

The Power to Know.

Solved.

Campaign Theme

SAS is all you need to know.

Trust is not given. It is earned.

Campaign

Enterprise Intelligence | Supplier Intelligence | Organizational Intelligence | Customer Intelligence | Intelligence Architecture

How can you increase customer profitability?

Identify (and keep) your most valuable customers?

And get greater ROI from your marketing campaigns?

**SAS is all you need to know.**

Only SAS provides you with a complete view of your customers. So you'll understand their needs, enhance their lifetime value and achieve greater competitive advantage. To find out how leading companies are reaping the rewards of SAS customer intelligence, call toll free 1 866 270 5723 or visit us at [www.sas.com/customer](http://www.sas.com/customer)

The Power to Know. sas.

Trust is not given. It's earned.

And EDS earns that trust a million times each day - with systems we created to confidentially process everything from credit card transactions to income tax returns. Across the world, companies and governments trust us to handle vital financial, medical and personal information in a way that builds consumer trust and respects ever-evolving government standards. Shouldn't you? Call 800-566-9337 to learn more, or visit [www.eds.com/security\\_privacy](http://www.eds.com/security_privacy).

EDS Solved.

# Mercator Brand Positioning Objectives

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- Craft one clear and sustainable positioning that uniquely differentiates Mercator
- Develop a new verbal identity that communicates the company's positioning and key messages
- Create an architecture for product naming

# Mercator Brand Positioning

## The Process

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- **Business Definition**

- Interview over 15 executives to gain a clear understanding of the Mercator business and strategy
- Gather industry perspective from Gartner and BEA
- Map Competition based on Secondary Research
- Review existing brand communications

- **Brand Definition and Expression**

- Define overall strategic positioning, key messages, tagline and product names
- Visually and verbally express the new direction

# Mercator Brand Positioning

## Internal Perspective

### • The Company

- “We are a software company that offers quantifiable return on investment. We love proof of concepts - we always win!”
- “Our future is 25% embedded, 50% through large SI providers and 25% direct sell.”

### • The Brand

- “Mercator is making good progress in difficult times by steady, disciplined, consistent execution.”
- “Mercator wants to be known for speed and flexibility, working in any environment, and open architecture.”

### • The Products

- “Our core benefit is ‘out of the box’ functionality. We are easier to use than custom integration.”
- “Our competitive advantage is our products. SI partners come to us because of our vertical solutions.”

# Mercator Brand Positioning

## External Perspective

- **The Industry**

- “It is a dynamic market – we have come out of turbulent times and a period of trial and error. The market has grown to \$1.5B over the last 5 years. The industry has changed from niche market to mainstream and shifted from packaged goods to pure play.”
- “Smart companies will saturate 2-3 verticals!”

- **The Company**

- “If the backbones take off, the best opportunity for Mercator is to become an ‘application goodie’.”
- “Why we chose Mercator - best of breed, eager to partner, robust technology, passionate, aggressive, and confident.”

- **The Products**

- “Strong technology for solving industry specific issues. Pre-built maps are the best. Incredible STP offer.”
- “Their products can be customized but do not have to be built on-site.”

# Mercator Brand Positioning

## Competitive Landscape – Gartner



- friendly application tools
- not doing well financially



- best of breed middleware
- not strong in FS or HC

Mercator®

- strong in transformation
- strong in FS and HC

webMethods

- tight relationships with packaging vendors
- executing well




- packaged IP – not a backbone
- not seen signs of a turnaround



# Mercator Brand Positioning

## Competitive Landscape – See Beyond

<p>Master Brand</p>		<p>Tagline</p>	<p>Optimizing e-Business</p>
<p>Positioning</p>	<p>A pioneer in the development of technology for uniting disparate computer systems, enabling the seamless flow of information within and among enterprises in real time.</p>		
<p>Key Messages</p>	<ul style="list-style-type: none"> <li>– SeeBeyond makes disparate platforms work together</li> <li>– Only SeeBeyond provides a comprehensive solution developed from the ground up by</li> </ul>		
<p>Products</p>	<ul style="list-style-type: none"> <li>– SeeBeyond Business Integration Suite</li> <li>– eXpressway Integrator</li> <li>– eXchange Partner Manager</li> <li>– eInsight Business Process Manager</li> <li>– eIndex Global Identifier</li> </ul>		





# Mercator Brand Positioning


## Competitive Landscape – Tibco

Master Brand		Tagline	The Power of Now
Positioning	<b>The leading provider of Total Business Integration solutions – delivering infrastructure software that enables businesses to seamlessly integrate business systems in real-time.</b>		
Key Messages	<ul style="list-style-type: none"> <li>– First used to digitize Wall Street - “We digitized Wall Street”</li> <li>– Along with our key partner Reuters . . . Reuters uses TIBCO technology as a foundation for its robust integration solutions “powered by TIBCO”</li> <li>– Forefront of making integration accessible to a broad range of companies</li> </ul>		
Products	<ul style="list-style-type: none"> <li>– <b>TIBCO ActiveEnterprise</b> <ul style="list-style-type: none"> <li>• TIBCO BusinessWorks</li> <li>• TIBCO InConcert</li> <li>• TIBCO IntegrationBroker</li> <li>• TIBCO Adapters</li> </ul> </li> <li>– <b>TIBCO ActiveExchange</b> <ul style="list-style-type: none"> <li>• TIBCO BusinessConnect</li> <li>• TIBCO BusinessPartner</li> </ul> </li> </ul>		



# Mercator Brand Positioning

## Competitive Landscape – webMethods

Master Brand		Tagline	The Business Integration Company
Positioning	<p>Leading independent provider of integration software delivering the industry's most comprehensive platform for enterprise integration, including complete support for Enterprise Web Services.</p>		
Key Messages	<ul style="list-style-type: none"> <li>– We are imbedded in systems you already have – SAP, Oracle, JD Edwards and other top applications – we are baked inside. None of our competitors can say that.</li> <li>– We have sold more backbones than anybody else.</li> </ul>		
Products	<ul style="list-style-type: none"> <li>– Global Business Visibility</li> <li>– webMethods Business Integrator</li> <li>– webMethods Developer</li> <li>– Enterprise Web Services</li> <li>– Open Management Interface</li> </ul>		



**webMethods**

- emphasize their size and comprehensive platform
- core products have descriptive names
- have developed "solution suites" named by vertical

# Mercator Brand Positioning

## Competitive Landscape – Vitria

Master Brand		Tagline	The Leading Integration Services Provider
Positioning	<p>A recognized world leader in the development of software solutions for complex business problems.</p>		
Key Messages	<ul style="list-style-type: none"> <li>– We created the EAI market in 1994</li> <li>– First to solve integration challenges through collaborative applications</li> </ul>		
Products	<ul style="list-style-type: none"> <li>– BusinessWare Integration Platform</li> <li>– Vitria Collaborative Applications</li> </ul>		



**VITRIA**

- emphasize invention, pioneering
- products are bundled into 2 groups, core platform and applications
- they use the same product names across all industries



# Mercator Brand Positioning

## Competitive Landscape – Mercator

Master Brand		Tagline <b>The Power is On Intelligent Business Integration The e-Business Transformation Company</b>
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Positioning	<b>Mercator’s Software intelligent business integration solutions unify any internal operations and connect them with partner’s and customer’s systems while leveraging current technology investments.</b>	
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Key Messages	<ul style="list-style-type: none"> <li>– The only business integration offering that bridges the worlds of the Web, EDI, HIPAA, GSTP, and internal applications</li> <li>– Mercator draws on superior technology, deep industry expertise, proven methodologies, and strategic partnerships to help clients meet future business integrations needs</li> </ul>	
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Products	<ul style="list-style-type: none"> <li>Mercator Integration Broker</li> <li>Mercator SDK</li> <li>Mercator Desktop</li> <li>Mercator FS Manager</li> <li>Mercator Gemini</li> <li>Mercator Process Integrator</li> <li>Mercator Commerce Manager</li> <li>Mercator Design Studio</li> </ul>	<ul style="list-style-type: none"> <li>Mercator Process Design</li> <li>FS Manager Package</li> <li>SWIFT Integration Package</li> <li>GSS for SWIFT ISO 15022</li> <li>SWIFT Integration Package</li> <li>GSS for SWIFT ISO 15022 Int</li> <li>GSS for GSTPA Integration Pkg</li> <li>GSS for GSTPA 3rd Party Service</li> </ul>
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**Mercator**

- multiple taglines
- emphasize tactical, functionality
- no rhyme or reason to product naming
- selling products not solutions

# Mercator Brand Positioning

## Business Beliefs

- Most companies will not change their legacy systems and those that do will still require an integration component within their new enterprise nervous system
- Government and corporate mandates will require businesses to seek solutions to constantly changing issues
- Effective solutions require a combination of industry insights and superior technology
- Integration technology brings together data that solves specific industry problems

**Fast, focused  
integration solutions  
solving specific industry  
issues that result in  
demonstrable ROI will  
differentiate Mercator**

# Mercator Brand Positioning Positioning Statement

Mercator's strong and reliable integration platform combined with a flexible suite of industry-ready solutions allows our customers to seamlessly and quickly meet critical business requirements. Our focus on rapidly adapting our technology to meet specific industry needs enables our customers and partners to accelerate implementation, reduce risks and increase operational efficiencies resulting in ROI.

**Providing industry-ready**  
 **integration solutions**  
to solve critical business problems.

# Mercator Brand Positioning

What do we want our partners and customers to think?

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- Our *expertise* in integration technology is an *advantage* to our partners and customers.
- Our solutions work *inside any system* without time consuming custom coding.
- Our *inside knowledge* of the integration needs of the specific industries is highly valuable.
- Our ability to *rapidly adapt* to ever-evolving standards and mandates is demonstrable.
- Our ability to support and complement *enterprise-wide systems* and platforms makes us a desirable partner.



Mercator.

# Mercator Brand Positioning Masterbrand + Tagline

Mercator<sup>®</sup>

THE ADVANTAGE **INSIDE** INTEGRATION

# Mercator Brand Positioning

## What is “The Advantage Inside Integration?”

- **Advantage**

- Our ability to prove the results
- Our focus on ROI, performance, and speed
- Our proven track record of solving problems

- **Inside**

- Our inside knowledge about the industries we serve
- Our products, which work “inside” other systems
- Our premium value as a partner or as an added component

- **Integration**

- Our core competency – the best of breed
- Our focus on technology that addresses specific industry needs
- Our demonstrable results

# Mercator Brand Positioning

## Our Tone of Voice

**reliable**

**insightful**

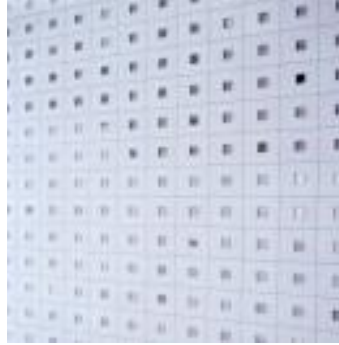
**collaborative**

**resourceful**

**A G I L E**

The logo consists of the word "Mercator" in a serif font, with a registered trademark symbol (®) to its upper right. A small green dot is positioned below the letter 'o'. The text is enclosed within a thin green rectangular border.

Mercator®



# Mercator® Product Architecture and Naming

# Mercator Brand Positioning

## Naming Architecture Assumptions

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- Clear and descriptive
- Distinctive and memorable
- Relate to “advantage inside” positioning
- Demonstrate how the products work together
- Simplify the buying/selling process
- Be extendable into related fields

# Mercator Brand Positioning

## Our Current Product Offer

### Core Products

Mercator Integration Broker  
 Mercator Software Development Kit  
 Mercator Desktop  
 Mercator FS Manager  
 Mercator Gemini

### Components

Mercator Process Integrator  
 Event Server  
 Commerce Manager  
 Event Agent  
 Security Collection  
 Management Collection  
 CIC Execution Option  
 IMS/DC Execution Option  
 Servlet Integrator  
 EJB API  
 IBM WebSphere MQ Integrator  
 Plug-in  
 Mercator Design Studio  
 Mercator Process Designer

### Cross-Industry Integration Pkgs/Importers & Solutions

EDI Integration Pkg: EDIFACT  
 EDI Integration Pkg: X12  
 EDI Integration Pkg: TRADACOMS  
 Web Services Integration Pkg  
 SAP Integration Pkg  
 Peoplesoft Integration Pkg  
 Siebel Integration Pkg  
 Importer: COBOL  
 Importer: Text  
 Importer Collection: XML  
 XML DTD Importer  
 XML Schema Importer  
 BEA WebLogic Integrator Plug In

### Industry Integration Pkgs

FS Manager Package  
 SWIFT Integration Package  
 GSS for SWIFT ISO 15022  
 Integration Package  
 SWIFT Integration Package  
 GSS for GSTPA Integration Pkg  
 GSS for GSTPA 3<sup>rd</sup> Party Service  
 Access Packs  
 Business Metadata Repository  
 HC Integration Pkg: HIPAA X12N  
 HC Integration Pkg: NCPDP  
 HC Integration Pkg: HL7  
 Healthcare HUB  
 RosettaNet Integration Package  
 Supply Chain Visibility HUB

### Adapters

BEA MessageQ Adapter  
 BEA Tuxedo Adapter  
 Candle Roma Adapter  
 IBM MQSeries Adapter  
 Java Messaging Service Adapter  
 Oracle AQ Adapter  
 TIBCO Rendezvous Adapter  
 IBM DB2 Adapter  
 Informix Adapter  
 Microsoft SQL Server Adapter  
 ODBC Adapter  
 OLE DB Adapter  
 Oracle 7&8 Adapter  
 Sybase SQL Server Adapter  
 AS2 Adapter  
 CICS Adapter

COM Adapter  
 CORBA Adapter  
 FTP Adpater  
 HTTP Adapter  
 Java Class Adapter  
 JCA Gateway Adapter  
 Sockets Adapter  
 VAN Adapter  
 OpenPGP Adapter  
 S/MIME Adapter  
 SOAP Adapter  
 RosettaNet Adapter  
 Utility Adapter Collection (14)

### FS Manager Connectors

MQ Gateway  
 ODBC Gateway  
 Socket Gateway  
 File Transfer Gateway  
 Comtext Gateway  
 Connect Direct Gateway  
 Crest Gateway  
 Exchange Gateway  
 Fax Gateway  
 MHS Gateway  
 Mercury Multimessage  
 Gateway  
 Oasys Global/ Direct Gateway  
 Sequel 2000 Gateway  
 SWIFT Gateways (8)  
 Telex and Trax Gateway  
 XPDITE Gateway

### Starter Kits

Starter Pack: HIPAA Integration  
 Starter Pack: SAP to Anything  
 Starter Pack: Real-Time Trade  
 Matching

### Other

Mercator Training  
 Mercator Consulting  
 KEY/MASTER  
 Trading Partner EC  
 Trading Partner

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# Mercator Brand Positioning

## Our New Product Offer

Mercator®

THE ADVANTAGE **INSIDE** INTEGRATION

**Mercator InsideAdvantage 7.0**

**Mercator InsideIntegrator**

**Mercator**  
Inside  
Financial Services

**Mercator**  
Inside Healthcare

**Mercator**  
Inside Manufacturing

**Mercator**  
Inside Retail

**Mercator**  
Inside  
Distribution



# Mercator Brand Positioning

## Existing Product Name Architecture







	Financial Services	Healthcare	MRD
<b>Professional Services</b>			
<b>Industry Solutions</b>	Financial Services Solution <ul style="list-style-type: none"> <li>• GSS for GSTPA</li> <li>• GSS for SWIFT</li> <li>• GSS for SWIFT ISO 15022</li> <li>• GSS for Payments</li> <li>• GSS for Omgeo</li> <li>• FS Manager</li> <li>• Gemini</li> </ul> FS Starter Kit	Healthcare Solution <ul style="list-style-type: none"> <li>• Healthcare Integration Package</li> </ul> HC Starter Kit	MRD Solution <ul style="list-style-type: none"> <li>• Data Exchange</li> <li>• ERP Quick Connector</li> </ul> MRD Starter Kit
	Business Metadata Repository	Healthcare Hub	Supply Chain Visibility Hub
<b>Core Product</b>	<b>Mercator Integration Broker</b> <ul style="list-style-type: none"> <li>• Mercator Process Integrator</li> <li>• Mercator Commerce Manager</li> <li>• Mercator Design Tools</li> <li>• Web Services</li> </ul>		
<b>Adapters</b>	Intelligent Adapters		
<b>Connectors</b>	FS Connectors		



# Mercator Brand Positioning

## New Product Name Architecture

### Mercator InsideAdvantage 7.0

	Financial Services	Healthcare	MRD
Professional Services			
Industry-Ready Integration Solutions	<b>Mercator Inside Financial Services</b> <ul style="list-style-type: none"> <li>• Mercator InsideGSTPA</li> <li>• Mercator InsideSWIFT</li> <li>• Mercator InsideSWIFT ISO 15022</li> <li>• Mercator InsidePayments</li> <li>• Mercator InsideOmgeo</li> <li>• Mercator InsideFSManager</li> <li>• Mercator InsideGemini</li> </ul>  	<b>Mercator Inside Healthcare</b> <ul style="list-style-type: none"> <li>• Mercator InsideHIPAA</li> <li>• Mercator InsideNCPDP</li> <li>• Mercator InsideHL7</li> </ul>  	<b>Mercator Inside MRD</b> <ul style="list-style-type: none"> <li>• Mercator InsideSupplyChainVisibility</li> <li>• Mercator InsideDataExchange</li> <li>• Mercator InsideERP</li> </ul>  
Core Product	<b>Mercator InsideIntegrator</b> Business Process Management Management and Design Tools Business Activity Monitoring Web Services		
Adapters	<b>Mercator Inside Adapters</b>		
Connectors	<b>Mercator Inside Connectors</b>		



# Mercator Brand Positioning Naming Architecture Summary

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Master Brand + Tagline	<b>Mercator.</b> The Advantage Inside Integration.
Product Suite Name	<b>Mercator</b> InsideAdvantage 7.0
Core Product Solution	<b>Mercator</b> InsideIntegrator
Industry-Ready Integration Solutions	<b>Mercator</b> Inside Financial Services <b>Mercator</b> Inside Healthcare <b>Mercator</b> Inside MRD
Architecture Name	Solutions-Oriented Architecture (SOA)
PIPS	Industry-Ready Integration Solutions
Sales and Partner Programs	MercatorPlus



# Mercator Brand Positioning

## Mercator Positioned Against the Competition

<p><b>The Advantage Inside Integration™</b></p>	<p><b>Optimizing e-Business</b></p>	<p><b>The Power of Now</b></p>	<p><b>The Business Integration Company</b></p>	<p><b>The Leading Integration Services Provider</b></p>
<p><b>Industry-Ready Integration Solutions</b></p>	<p><b>Integration Application Tools</b></p>	<p><b>Best of Breed Middleware</b></p>	<p><b>Total Integration Company</b></p>	<p><b>Integration Provider</b></p>
<ul style="list-style-type: none"> <li>- <b>Mercator</b> InsideAdvantage 7.0</li> <li>- <b>Mercator</b> InsideIntegrator</li> <li>- <b>Mercator</b> Inside Financial Svcs.</li> <li>- <b>Mercator</b> Inside Healthcare</li> <li>- <b>Mercator</b> Inside MRD</li> </ul>	<ul style="list-style-type: none"> <li>- SeeBeyond Business Integration Suite</li> <li>- eXpressway Integrator</li> <li>- eXchange Partner Manager</li> <li>- eInsight Business Process Manager</li> <li>- eIndex Global Identifier</li> </ul>	<ul style="list-style-type: none"> <li>- TIBCO ActiveEnterprise</li> <li>- TIBCO BusinessWorks</li> <li>- TIBCO InConcert</li> <li>- TIBCO IntegrationBroker</li> <li>- TIBCO ActiveExchange</li> <li>- TIBCO BusinessConnect</li> <li>- TIBCO BusinesPartner</li> <li>- TIBCO ActivePortal</li> <li>- TIBCO PortalBuilder</li> <li>- TIBCO AlertServer</li> <li>- TIBCO PortalPacks</li> <li>- TIBCO Extensibility</li> <li>- TIBCO XML</li> </ul>	<ul style="list-style-type: none"> <li>- Global Business Visibility</li> <li>- webMethods Business Integrator</li> <li>- webMethods Developer</li> <li>- Enterprise Web Services</li> <li>- Open Management Interface</li> <li>- webMethods Solution Suite for Retail Banking</li> <li>- webMethods Solution Suite for etc....</li> </ul>	<ul style="list-style-type: none"> <li>- BusinessWare Integration Platform</li> <li>- Vitria Collaborative Applications</li> </ul>

# Mercator Brand Positioning Boilerplate

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## About Mercator Software, Inc.

Mercator<sup>®</sup> provides large global organizations with a new level of automation for integration – delivering industry integration solutions that solve critical business problems in real-time. The Mercator InsideAdvantage 7.0 integration suite features a Solutions-Oriented Architecture,<sup>™</sup> powering industry-ready integration solutions that easily and seamlessly automate high-volume, complex transactions. Over 1,100 global businesses in financial services, healthcare, and manufacturing, retail and distribution leverage the power, speed and flexibility of Mercator's proven integration technology and industry expertise to build better business value and faster ROI. To hear why our customers and partners believe Mercator is the advantage inside integration, visit our Web site at [www.mercator.com](http://www.mercator.com).

# Mercator Brand Positioning Homepage Application on www.mercator.com

The screenshot shows the Mercator homepage layout. At the top left is the Mercator logo. A navigation bar contains links for Company, Solutions, Services, PressRoom, Customer Care, Alliances, and Investors. The main hero section features a man in a suit gesturing, with the headline "The Inside Story: as told by our customers. HEAR OUR CUSTOMERS TELL WHY MERCATOR IS THE ADVANTAGE INSIDE INTEGRATION." To the right of the hero is a box titled "Industry-Ready Solutions:" listing "Financial Services", "Manufacturing, Retail, Distribution", and "Healthcare". Below this is a "Register for Mercator E-mail Alerts" form. The footer area is divided into three columns: "PRODUCT INFO" with links for "MY MERCATOR.COM", "SUBSCRIBE", and "DOWNLOAD"; "What's News" with three news items; and "Training Specials" with a registration notice and a "New! White Paper" section.

Mercator.

Company Solutions Services PressRoom Customer Care Alliances Investors

**The Inside Story: as told by our customers.**  
HEAR OUR CUSTOMERS TELL WHY  
MERCATOR IS THE ADVANTAGE INSIDE INTEGRATION.

**Industry-Ready Solutions:**

- Financial Services
- Manufacturing, Retail, Distribution
- Healthcare

Register for Mercator E-mail Alerts

**PRODUCT INFO**

- MY MERCATOR.COM
- SUBSCRIBE
- DOWNLOAD

Mercator is lorem ipsum doloe sit amet et con  
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**What's News**

- Q3 2002 Results Conference Call  
| CLICK HERE
- To Learn More About the New  
Released Mercator 6.7.  
| CLICK HERE
- AMRO Private Banking Chooses  
Mercator to Provide Integration  
Solution for Regional Hubs in Europe  
and Asia  
| READ MORE
- To read the Current Analysis Report  
on Mercator's Healthcare Hub  
Solution  
| CLICK HERE

**Training Specials**

Register Early and Save Big with our  
Early Bird Specials.  
| CLICK HERE.

All Classes in the Bannockburn  
Training Center now Guaranteed not  
to cancel!  
| REGISTER NOW

**New! White Paper**

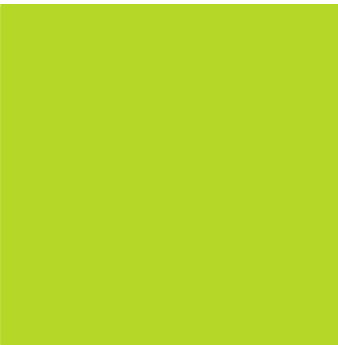
Learn how Mercator's Integration  
Technology leverages an open  
integration infrastructure, such as SAP  
XI, to provide a powerful integration  
solution for the complex enterprise.  
| LEVERAGING AN OPEN INTEGRATION  
INFRASTRUCTURE

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