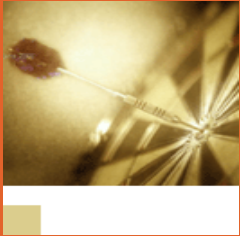




# TOE BREAKER

high quality web based solutions  
and outsourcing options

Issue: 1  
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## CMO Global: Architects for the eBusiness World

The primary findings in the latest eBusiness Reports for 2004....actually we better start from the beginning. This is a newsletter distributed by CMO Global - architects of the eBusiness world: CMO Global are developers of Web and Wireless Solutions.

Yes it is another newsletter, but we would like to think that the discerning, commerce oriented professional will gain value from a quick browse through our quarterly distribution of details regarding recent eBusiness developments and how they can impact upon your organisation in the new business world.

The information in CMO Global newsletters should interest you as it doesn't matter anymore how big or small your organisation is, or what industry you're competing in. If you're not considering, developing and deploying web based solutions for your business then your wasting money, your wasting time and your falling behind. Where does CMO Global fit into all of this? We are an international, software development team capable of consulting, reporting, building and deploying customised software solutions for all types of organisations - large or small. CMO provides high quality, affordable solutions.

Whether you need a website, improved web based functionality, eCommerce enablement, wireless systems or state of the art multi-dimensional applications to improve your business processes - CMO can deliver.

### 2003 eBusiness Findings

So, the inaugural CMO "ToeBreaker" will start with some primary eBusiness findings in 2004. According to recent appraisals of eBusiness trends for 2003, the past 12 months have seen a lot of changes in the eCommerce industry. While the sheer number of consumers who shopped online rose significantly, there was a simultaneous increase in online fraud, which kept some sceptical consumers at bay.

The traditional items consumers purchase online (CDs, books, DVDs and electronics), continued to top sales lists, while digital music began to gain significant ground, thanks in part to efforts made in digital rights management software and services used to secure intellectual property and prevent unauthorised file sharing.

The eCommerce industry continued to grow in leaps and bounds throughout the year. While the final tally on how many billions of dollars were spent this year won't be ready until late January, early reports predict a surge in growth not only for this year but over the next five years as well.

A recent report from Forrester Research found that a growing online consumer base, increases in new product categories, and efforts by online retailers to optimise the online shopping experience will spark significant growth in the industry between now and 2008. The report also stated that eCommerce sales will increase at a steady 19 percent year-over-year rate. According to Forrester, by 2008, online retail sales will account for 10 percent of total retail sales in the United States.

The 2003 end of year holiday season will have also served as a nice kick-start into 2004, as an unprecedented amount of shoppers were forecast to buy online. Jupiter Research expected 2003's online holiday sales to be led by new shoppers, resulting in a 21 percent increase over 2002 and nearly 40 percent of surfers were expected to do some or their entire holiday gift buying online. According to Nielsen/NetRatings, in November alone, shoppers spent 55 percent more online than November 2002. Is your business eCommerce enabled?



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## New CMO Product: CMOshop - a cost effective SME eCommerce solution



CMO Global recently launched its own customisable eCommerce solution for small to medium businesses looking to make their products or services available for purchase through the Internet. *CMOshop* is an affordable, reliable and proven solution that makes eCommerce feasible without enormous budgets. If you click here you can see how Packwood Coffee revolutionised their business model with CMOshop.

## The Revolution Goes Wireless

However, the eBusiness revolution has moved far beyond stand alone web applications and eCommerce facilities. Cutting edge web enabled business processes are now exploiting the potential of wireless technology to revolutionise business practise. By wireless we mean, hand held, mobile devices that can connect to the Internet in real time. Opportunity for creative applications is really quite exciting and current initiatives in the business world are just the tip of an iceberg. Wireless application manifestations might include doctors using electronic notepads that are linked to a central hospital database, real estate agents with portable catalogues that contain all the information on each of their properties and means to update that information from their portable device. Another example might be a site surveyor or geologist needing real time access to company files whilst on site, files he could download, view, update and upload without leaving the site. The applications are endless and CMO Global has huge plans to architect wireless solutions throughout various industries from wine to leisure to community services to finance, having already deployed systems in the commercial property industry.

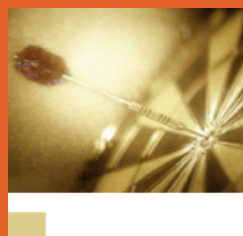
## Improving Your Website - Two Hundred Years of Art Material Goes Online

So how can you improve your website's functionality? Are you providing useful online applications that make your organisation's services more readily accessible to your customers? It all comes down to creativity. Looking at your business model, understanding where the web is effective and coming up with improved website functionality. Then you just need someone with the technical expertise to deliver your vision. A recent example of how CMO Global can improve your online performance is illustrated in their work for Daler Rowney.

Daler Rowney is one of the world's leading suppliers of high quality art materials. For over 200 years Daler Rowney have been supplying world-renowned artists with the means to produce critically acclaimed artworks. CMO Global was approached by Daler Rowney to enhance and expand their web application. It was an interesting case of old business world meets new world technology. You can see the result for yourself here.

## Search Engine Optimisation

Search Engine Optimisation (SEO) was an essential initiative for eBusiness in 2003. Whether businesses optimised web pages for the best possible results or implemented a paid-search strategy on the major search engines such as Google and Yahoo! SEO proved to be a sure-fire method for getting customers to visit sites. CMO Global offers a proven SEO service that will find your site well positioned on all major search engine lists without having to pay the



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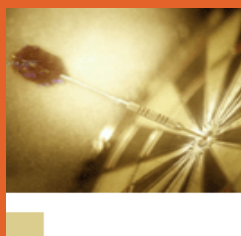
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exorbitant fees others are currently charging. Learn more about this CMO service here.

### ISSUES OF INTEREST:

#### Email Marketing and Anti-Spam

With many small businesses sporting micro-marketing budgets, many online retailers turned to email marketing as a cost-effective method of reaching out to new customers in 2003. But email marketing may soon become a sticky situation for many small business marketers, as new anti-spam legislation is being implemented in various countries. For example, US President George Bush recently signed a new anti spam bill (effective Jan 1st) which sets into motion the first US national standards for sending bulk unsolicited commercial email (UCE). US email marketers have 120 days from that date to comply with the new law and with then be liable for civil and criminal prosecution with penalties including one year jail terms for spamming offences.

#### Mind the Law: Warning to all website owners

In recent months, it has become clear that website owners need to ensure that their websites comply with the Disability Discrimination Act 1995. The Act requires businesses providing services via websites to make reasonable adjustments to websites to allow disabled users to access those services. Adjustments might include the inclusion of facilities for enhanced screen readers and Braille input. If you have not yet done so, now is the time to review your website - particularly given the fact that organisations representing the interests of the 8.5 million disabled people in the UK alone are beginning to take steps to ensure that the provisions of the Disability Discrimination Act relating to websites are indeed enforced.

In March 2003, the Disability Rights Commission launched an investigation, expected to be completed by early 2004, into the accessibility of 1,000 websites to disabled users. Enforcement in the courts is another possible means of expediting compliance. The Royal National Institute of the Blind has recently announced that it is providing funds to members of the public to enable them to sue owners of websites that are inaccessible to those with visual handicaps under the Disability Discrimination Act. The RNIB cannot give details about individual cases that it is pursuing but, if they proceed, it will be the first time the Disability Discrimination Act has been tested in the courts.

If you need such a review of your website, then there is only one company to contact! CMO Global were first exposed to this issue in the Year 2000 when a CMO Director was asked to write an article in a Law Institute Journal on the topic.

### CMONEWS:

#### World Cup Rugby at Oxford

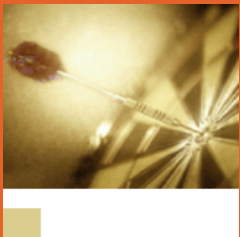
Trying to find an appropriate venue to enjoy the World Cup Rugby was simplified for CMO Global representatives who were invited to Oxford University to present their business model to MBA students. Presentations by various companies were scheduled to commence from 10:30am onwards, however the rugby threw a spanner in the works when the Wallabies just wouldn't lie down, as would have been more appropriate given the English had already been celebrating their World Cup victory for the passed six months. Pursued lips, tense tooshies and fears of the all time greatest choke of a long list of previous chokes were finally waylaid by Mr Wilkinson and the presentations were underway only an hour after the scheduled times. The opportunity of being so far behind closed ranks with an upset victory a distinct possibility was far too



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tantalising from an Australian skewed staff base. And whilst the presentation was a success the day will be remembered with disappointment as the prospect of ribbing demoralised English Rugby fans in such a traditional setting never materialised. Congratulations England, with a second international trophy to compliment the one you earned in 1966, you will now have to build a cabinet!

## **New Appointments**

CMO would like to welcome Stephen Humphris onto the CMO Global team. Stephen has previously provided web solutions to blue chip Australian and International clients for five years, before heading to London (via Asia - with a narrow escape from a tiger whilst riding an elephant in India). He will be responsible for assisting CMO with project management, marketing initiatives and business development.

## **Very Serious Incident**

Finally on a rather serious note. Has anyone seen a missing stylus? A CMO Global employee lost a stylus over the New Year break. Standing about ten centimetres, thinner than a pencil and black all over, this CMO stylus has previously had a passion for international adventure and rather flamboyant behaviour leading senior management to be concerned that if not found soon this rogue stylus may bring the good reputation of CMO Global into disrepute. The stylus was last seen tapping on a mini cab window in central London. The min cab driver later admitted to dropping the stylus at Heathrow Airport. Please send reports of sightings along with any photographic evidence to [stylus@cmoglobal.co.uk](mailto:stylus@cmoglobal.co.uk)

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