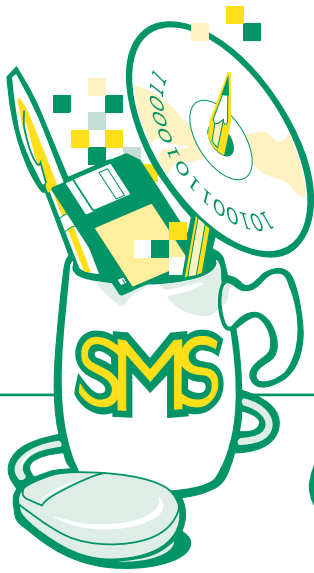


SMS Studios Expands Trophy Case . . .	2
Internet Technology Thrives on Outsourcing	2
Web Speak	2
Savor the Wild Calls "Shotgun!"	3
FREE Educational Brochure	3
SMS Web Service	
Explode Client Products	4



MARKET

Settings

A newsletter directed to SMS clients and prospects to communicate topics of common interest.

Summer 2001

IS SELLING PRODUCTS ON-LINE RIGHT FOR YOUR BUSINESS? FOR ANDREWS GLASS COMPANY THE ANSWER IS YES AND NO.

When Andrews Glass asked SMS to develop and host their web site, they wanted to accomplish more than one objective. Because the majority of Andrews' business consists of combining glass engineering and custom fabrication of glass/quartz, Kovar, and ceramics to produce components that meet customer specifications, it is important that Andrews' capabilities, such as precision bore tubing, grinding/polishing, and glass-to-glass or glass-to-metal sealing, be effectively presented on the site. In addition, Andrews wanted to provide site visitors with a company overview; the latest press releases; technical specifications; and information regarding specialty items, midi-distillation systems, and pressure reaction vessels. Much of what Andrews offers is handled through personal contact, telephone calls, and e-mail. An e-commerce capability would do little to improve service for customers in these areas. However, when it comes to pressure reaction vessels, it's a different story.

BETTER CUSTOMER SERVICE WITH LESS ADMINISTRATION

Since pressure reaction vessels (PRVs) are stock items with a price list, they lend themselves to an e-commerce arrangement. Working with the SMS web staff, Andrews set out to make it easy for customers to place an order on-line. To do this, it was necessary for Andrews to provide SMS with the price list, sizes, descriptions, and part numbers for vessels, accessories, and options. SMS formatted all of the information for the web site. To enhance the experience, SMS created animations that show the assembly sequence, providing the user a clear guide on how to assemble the product. This added dimension reduces calls to customer service for assistance when the PRV is shipped to the customer. In addition, SMS created an inter-active view of a more sophisticated multi-port PRV that allows users to selectively view each component. The ordering system that was developed by SMS features a shopping cart approach. A visitor to the site can search

for products four ways: vessels; couplings; fittings and accessories; multi-port assemblies and components. The customer chooses the items needed and places them into the shopping cart. Quantities are filled in along with the name, address, and shipping information. The system automatically figures the shipping costs and completes the order. There is a security system built into the ordering program that allows the buyer to use a credit card if that is a convenient way to pay. The order is then e-mailed to Andrews Glass for processing.

Adding the e-commerce module to the web site has produced benefits for both Andrews and their customers.

The ordering system has made it easier for customers by reducing the steps needed to place the order and allowing the use of a credit card. The enhanced graphics provide more in-depth support for customers with less need for them to call customer support. At the same time, Andrews has been able to reduce the administrative costs of supporting the PRV line. The key to deciding whether e-commerce is right for your business is to analyze your products and services to see how they are currently being sold. Usually, if there is a great deal of customization involved, e-commerce does not fit well. If, however, a reasonable degree of standardization can be achieved, on-line purchasing/ordering can be very effective.

The above article is set in Optima.



SMS Studios Expands Trophy Case

"They like us!"

...exclaimed Frank Bruno after receiving word that SMS Studios had won its second Communicator Award in as many years, and in as many entries. Actually, Frank didn't really paraphrase the often-imitated Sally Field speech, but if he did it would have been pretty funny.

Instead, the characteristically low-key producer simply took the prestigious crystal sculpture, won for the "Where There is No Water, There is No Life" video, where he acted as the producer/editor, and placed it next to the still dust-free Telly received a few months earlier for a hotcake-like selling video called K-9 Patrol.

"They like us!"

The South African doc, shot by a local entrepreneur to increase American awareness, features actual footage of South African villages, plighted with drought and starvation. All of the editing for the project was done in the SMS editing suites.

K-9 Patrol is a reality-based program that includes footage of a camera crew riding shotgun with a patrol of South Orange County police as they clean up the streets with their "canine partners." Frank oversaw much of the package design and post work on the project, done here at the SMS studios in conjunction with the SMS art room.

SMS studios had opened its doors for new types of projects a few years back when Frank re-transplanted his

extensive producing experience back here from Los Angeles. Since then, SMS has won a few more snazzy paperweights, now being displayed on a shelf in the web development department. Kevin Mulherin, one of our

key web designers here at the studio, sits beneath them.

"They're pretty cool, but they look kind of heavy any more, and I may have to think about relocating,"

states Mulherin, who usually appears fearless when it comes to heavy objects.

The above article is set in Souvenir.



Internet Technology Thrives on Outsourcing

As we all know by now, the Web has transformed the way our clients do business, some more drastically than others. Many of our clients have relegated their on-line operations entirely to our servers and personnel. Others have chosen to maintain a certain amount of control, setting up in-house creative and/or management teams to maintain their Internet activities. Here at SMS, we believe the approach that best works for our clients is the right way to go.

Recently, in response to the collapse of the dot-com industries, The Associated Press released an article that touched on the concept of internal networks. Extremely large companies, such as banks, airlines and insurance firms, with millions of dollars worth of capital invested in in-house pursuits, have decided to outsource. Comparatively, most companies agree as to why.

"Managing IT is becoming a huge problem... It's not a core competency of most companies," sites Gary Helmig, research manager for Wit Soundview, a securities analysis firm in Stamford, Connecticut. He goes on to point out that many companies are, "left fumbling with computer personnel and equipment that stray from their core missions."

According to Helmig, unloading such a department can save a company 25 to 30 percent on computer systems, opting instead to pay only for what it uses by hiring outsiders to nanny their Internet sites and computer networks (contracts in the billions often mean an outsourcer will buy outright the client's computer equipment or replacing it with their own).

Dennis McGuire, chief executive of Technology Partners International, a company that brokers outsourcing deals, compares the move to something we can all understand, "Computer processing power is increasingly becoming like electricity. You buy as much as you use and you get a monthly bill. And you don't have to build your own power plant."

Coming to Terms with Web Language.

Bloatware

Software that takes up more hard disk space and requires more memory with every new version. Despite PC's being many times more powerful, programs take just as long to load and perform simple tasks.

Dumbsizing

Laying off talented employees and then rehiring them as freelancers at a higher rate.

Capsizing

What happens to a business when it Dumbsizes too much.

> W E B S P E A K <

The above article is set in Helvetica Condensed.

Savor the Wild Calls "Shotgun!"

The message from the secretary explained it as simply as possible; "Mr. Waldrupp is not interested." After a fortnight's worth of phone tag with the amenable gatekeeper, the message, delivered from the agency responsible for the ever-

popular "Silver Bullet," was clear: Savor the Wild's dreams of marrying their concept of wildlife artwork packaging to the Coors

Brewing Company's image of easy-going, nature lovers wasn't going to happen. For the clients, four visionary years of hard work and careful plotting was met with a gentle shutting of the door. They would have to accept that living in a country that promises an economic system rife with opportunities for relative unknowns with big

But that doesn't mean they're going to give up easily, either.

In addition to sending out the video proposal produced here at SMS, which demonstrates and details the concept of introducing a major brewing company to the wildlife art world business through art-focused, product packaging,

another tack would be taken.

The new approach would mean sending the video to any and all possible markets for wildlife packaging, whether those markets handle beer, breadsticks, or balloons, hence the "shotgun" moniker

(as opposed to a "rifle" method, which would target one company or market).

The fact that the video features beer would be interpreted in

differing markets as merely an example of how the concept can be manipulated.

The selling point would still be how wildlife art can differentiate a product into a new market, increase market share, and introduce a new revenue stream to whatever company decided to take on the idea.

Scott Norton, writer/producer for the SMS Studios, manages some competitive spirit, "Now the challenge is to research these other markets, and see if we can find a match for the concept. Small, medium or large, we want to fill the funnel with as many different companies as we can. A great deal of work has been put into this project, and we still believe there's a future for it."

Looks like they'll be more to this story. Look for more in the next issue of market jottings.



The above article is set in Bauhaus Demi

Educational Brochure on Using and Producing Visual Presentations Available **FREE**

SMS President, Bob Norton, has authored an educational booklet, "Using and Producing Visual Presentations that are Effective In Sales and Marketing Applications."

Ideal for the first time user as well as the veteran of visual presentations, readers will discover new insights into usage possibilities for new video and CD-ROMs, as well as somewhat "well worn" productions. To receive your free copy, call Anita at 856/697-1257.



SMS
scientific
marketing
services

P.O. Box 600
Minotola, NJ 08341-0600
1-856/697-1257
FAX: 1-856/697-9639
E-mail: info@SMSmktg.com
Web site: www.SMSmktg.com

the latest news from

VIDEO/MEDIA

SMS Web Services **Explode** Client Products (and Business is **BOOMing!**)

Stokes Vacuum, a worldwide supplier of high performance vacuum equipment, needed to facilitate the process of getting replacement parts to their customers. Often, when a customer needs a part, Stokes offices have long since closed for the day. Because Stokes products are primarily used in the process industry, where systems may be on-line for 24 hours a day and in various locations worldwide, orders can come in around the clock. The company also needed to alleviate the workload of the parts department who normally need to walk a customer through selecting the correct part.

Sonya Carelli, Stokes Parts Specialist, states, "Often a customer will call and ask for a seal, and we manufacture literally thousands of seals. Finding the right one involves asking a series of questions about the pump in order to determine where to start looking." Another common problem occurs when the customer

and a Stokes representative would refer to the same part by different names. All of these issues needed to be addressed with

an ordering system that would alleviate these frustrations, provide customer satisfaction and free valuable time for Stokes personnel.

In response to these concerns, SMS Web Services created an on-line system for customers of Stokes Vacuum to quickly identify parts by looking at "exploded-view" drawings of vacuum pumps and comparing them to a complete parts list. Once the correct part is identified, they can be easily added to a shopping cart system, which is then sent to Stokes databases to generate quotes. To create the system, the SMS team converted dozens of CAD drawings into Graphic Interface Files, or GIF's, for viewing on the web. Because the drawings were fairly large, each drawing had to be broken up into smaller sections to allow for zooming in on the parts and to reduce scrolling. Each part was labeled with an ID

number and then translated from Excel databases into flat file databases for the on-line database server. After clicking on a part number, the database is searched and the part name and description is displayed to the user. The user can then add the part to their quote for submission to the Stokes Spare Parts Department.

The system will save Stokes Parts personnel large amounts of time by transferring the selection process to the user, thereby alleviating customer frustration and enabling Stokes personnel to develop other ways to serve their customers.

"We hope that this system will give the customer the confidence in knowing what parts to order,"

Carelli adds, "and unlike the parts department, the new system works 24 hours a day, 7 days a week!"

BOOM!

...This above article is set in Optima.

Color Chips

illustrations by Dave Ricci

