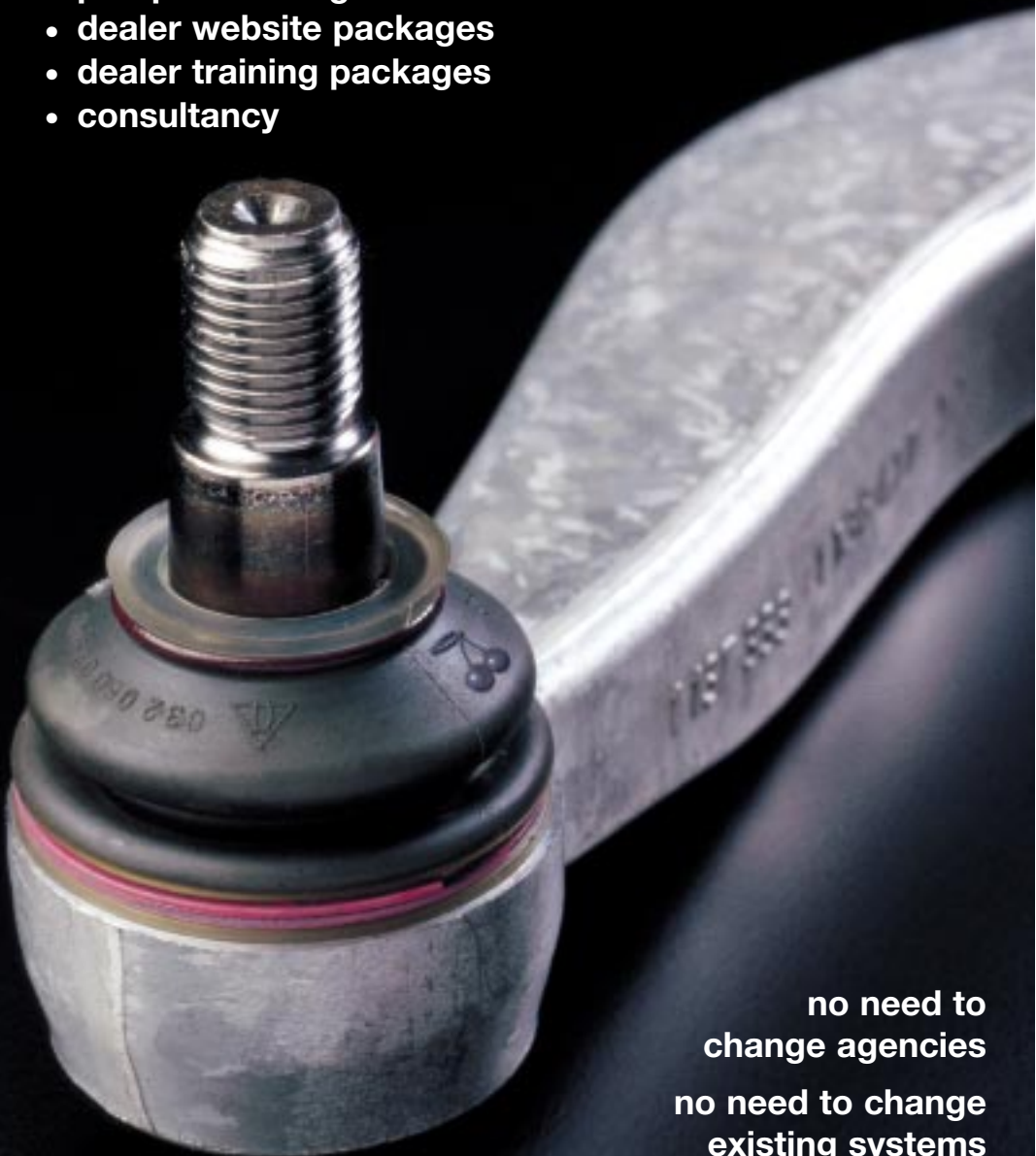


**components for
automotive intranets
and websites**



- used car locators and marketing services
- customer relationship management tools
- prospect management tools
- dealer website packages
- dealer training packages
- consultancy



no need to
change agencies
no need to change
existing systems

2nd Byte

Car manufacturers would no sooner think of making their own car batteries than they would consider writing their own word processing software. These are specialised components supplied by experts.

The range of functions an intranet or website could perform are infinite. Consequently car manufacturers and dealers alike will rely increasingly on the convenience of suppliers like 2nd Byte to add specialist functionality to their intranets and websites.

2nd Byte 'plug-in' components integrate seamlessly into existing intranets and websites - working in partnership with car manufacturers and their distribution networks to increase enterprise efficiencies and raise standards.

Our clients include:
BMW, Honda, Jaguar,
Lamborghini, Land
Rover, Mazda, Porsche,
Renault, Rolls Royce -
Bentley, What Car?,
Glass's Guide.



the people



Jerry Horwood
Managing Director

"I believe in evolution, not revolution. In other words use technology to do something better, not just something new. My company brings to the internet and intranet party two key strengths: we understand the car industry, and we offer modular products and services which can be customised and then 'plugged into' existing systems. This saves time and investment, as well as reducing business risk. 2nd Byte is already a highly profitable, fast growing internet company - a rare combination. But we've only just begun..."



Drew Tyrrell
Director of Technology

"My development team is second to none! There is no aspect of net technology we can't set our hands to. Which is just as well, because we frequently test them to the limits by dreaming up ground-breaking new products and services. I don't believe traditional internet agencies are geared up to provide complete web-based enterprise solutions. So my goal is to empower 2nd Byte to plug some of the gaps with extraordinary systems."



Guy Thomas
Director of Client Services

"I don't believe our standards of service can be set too high. We put considerable effort into encouraging our staff to put themselves in the shoes of our clients, and to make sure that no problem is ever too much trouble to solve. I also believe that our clients are part of the 2nd Byte team. So although they usually have the final word, I make sure they are involved as far as possible in everything we do for them".



Duncan Moore
Director of Operations

"My background has been to make sure that huge multi-national IT systems for companies like Nissan and Mazda run smoothly within tight quality control parameters and budgets. When a company entrusts an internet or intranet application to 2nd Byte, I clearly recognise the considerable responsibility placed on our shoulders - we have to be doubly sure we don't let them down. By applying well tried and tested methodologies for system support and development, I aim to exceed expectations wherever and whenever possible".



Tricia Horwood
Director of Personnel

"Our staff aren't 'Human Resources', they are quite simply by far and away our most important asset. It's our proudest boast that unlike many ordinary internet agencies, we have exceptionally low staff turnover. We work extremely hard to make sure 2nd Byte is a highly challenging and stimulating place to work and that we all have fun at the same time!"



over fifty
years senior
management
experience
in internet
technologies
for the car
industry

exclusively
focused on the
automotive
industry, which
means:

briefings are brief

we can contribute
from extensive
experience

we can offer
customised
turnkey services

the company

Websites need to be much more than online brochures. 2nd Byte fill the gaps left by non-specialist internet agencies and hard pressed in-house IT professionals by adding powerful functionality to existing internet and intranet systems - quickly and cost-effectively.

We only provide services for the car industry. This means:

- Briefings are brief
- We contribute to problem solving from our experience not only of web technologies, but also from an extensive knowledge of the way the car industry works
- We already have a range of modular solutions for fast and cost effective customisation

The car industry is a club. Few who join it ever leave. Most managers have had experience of working for several brands, and few senior positions are ever filled from outside.

It takes a considerable amount of time for an individual to understand the players and the processes, the politics and the markets.

Our management have been involved in the car business for most of their working lives. So we not only understand car manufacturers, we also understand dealers and what makes them tick.

But the internet industry is also becoming increasingly complex. So we have to be experts in that as well.

Established in 1992 by Jerry Horwood, formerly Marketing Services Manager for Volvo and then BMW, 2nd Byte is rapidly growing and today employs around 50 people in Godalming (30 miles south west of London and 45 minutes from Heathrow and Gatwick), and in Brighton.

2nd Byte combine an understanding of car manufacturers and their dealers with considerable expertise in internet technologies.



the products

Fully customised 2nd Byte products save time, effort and money by rapidly adding comprehensive state-of-the-art functionality to intranets and websites. But unlike in-house systems, manufacturers and dealers don't have to worry about supporting and maintaining them.

The products also constantly evolve, because 2nd Byte can't risk them ever becoming second best.

Used Car Locators and Marketing Systems

Used cars traditionally suffer from poor quality marketing support in comparison to their new cousins. Our comprehensive integrated services have succeeded in dramatically raising the standards of presentation of used cars from the exotic like Porsche and Bentley, to prestige and volume manufacturers like BMW, Jaguar, Land Rover, Mazda and Renault. We also provide a wide range of wholesaling, inter-dealer and consumer facing used car intranet and internet locator systems.

Dealer Websites

We have developed a unique database management system for dealer websites. It enables us to provide every dealer in a network, from day one, with a fully functional, personalised, Corporate Identity-controlled website. Dealers can then select a wide range of additional elements to add customised functionality. The dealers' used cars are also automatically fed seamlessly into their websites from integrated 2nd Byte or third party systems.

Customer Relationship Management (CRM) Tools

Keeping customers happy so they keep coming back for more is the single most important mission for any company, and particularly for the car industry where brand loyalty is so hard won and so easily lost.

The internet is essentially a convenient form of communication between car owners and automotive service providers (manufacturers, dealers and third parties like finance companies). We have developed two pioneering modular systems, known as My Car and My Fleet. These 'plug' into manufacturer and dealer websites to provide highly personalised functionality for owners, fleet buyers and 'user-choosers' - compelling them to keep returning.

Dealers and manufacturers also use these CRM systems to create and monitor highly targeted campaigns to groups of customers and prospects.

Prospect

Management Tools

Providing electronic communication convenience to owners and prospects places an obligation on dealers, and other customer or lead management services, to respond both appropriately and very promptly (ideally in under an hour). We therefore provide internet lead management systems so that customer and prospect e-mails can be conveniently and efficiently managed in a single comprehensive facility.



modular products for plug-in functionality



unparalleled
expertise
offered by a
unique team



the services

Bespoke developments

2nd Byte design and manage brand websites. We also develop one-off applications for existing websites as well as car company intranets.

Training

In collaboration with J D Power and Associates, we have developed a dealer internet training package. Not only do dealers often need elementary education about this fast evolving medium, they also need up-to-date advice about exploiting it to the full. The programme inevitably draws heavily from US dealers' experiences, but in a way that makes sense in Europe.

We also provide a range of manufacturer intranet training products and services to assist in maximising the potential for this vitally important opportunity.

Consultancy

One consequence of building and supplying such a wide-range of extraordinary internet and intranet products, is that we have amassed considerable experience in all aspects of e-commerce for the automotive industry. That unique expertise is now available to assist our clients in developing their internet strategies.

