



CONVINCING THE C-SUITE

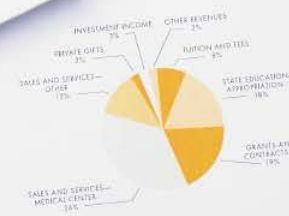
PROVING THE VALUE OF DIGITAL

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REVENUES SUPPORTING CORE ACTIVITIES
Flowing chart provides a breakdown of revenues supporting core activities for the fiscal year ended June 30, 2003.



REVENUES SUPPORTING CORE ACTIVITIES
(DOLLARS IN MILLIONS)



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Revenues to support UC Davis core activities of over \$2 billion, including those classified as nonoperating revenues, increased by \$115 million in 2004 vs 2003. UC Davis has very diverse

CSC: Global Leader in Providing Technology-Enabled Business Solutions and Services

\$16B global IT services leader

50+ year track record of client service excellence

Ranking 155 on the Fortune 500

On *Fortune* Magazine's list of "World's Most Admired Companies"

93,000 employees worldwide,
operating in more than 90 countries

2,500 enterprise clients

NYSE: CSC

CSC's Current Social Footprint

Corporate presence on FB, Twitter, Linked In, YouTube and Flickr.

94,131 followers and friends across all public social business channels.

4,700+ alumni in social business network.

Industry award winning employee community with 94K+ registered users.

Coming Soon! Invitation only external collaboration service to improve innovation, communication, service and delivery.

1,600+ members in industry's first open online community for healthcare providers on the meaningful use of e-health records.

12,000+ in award-winning client collaboration site focused on the insurance industry.

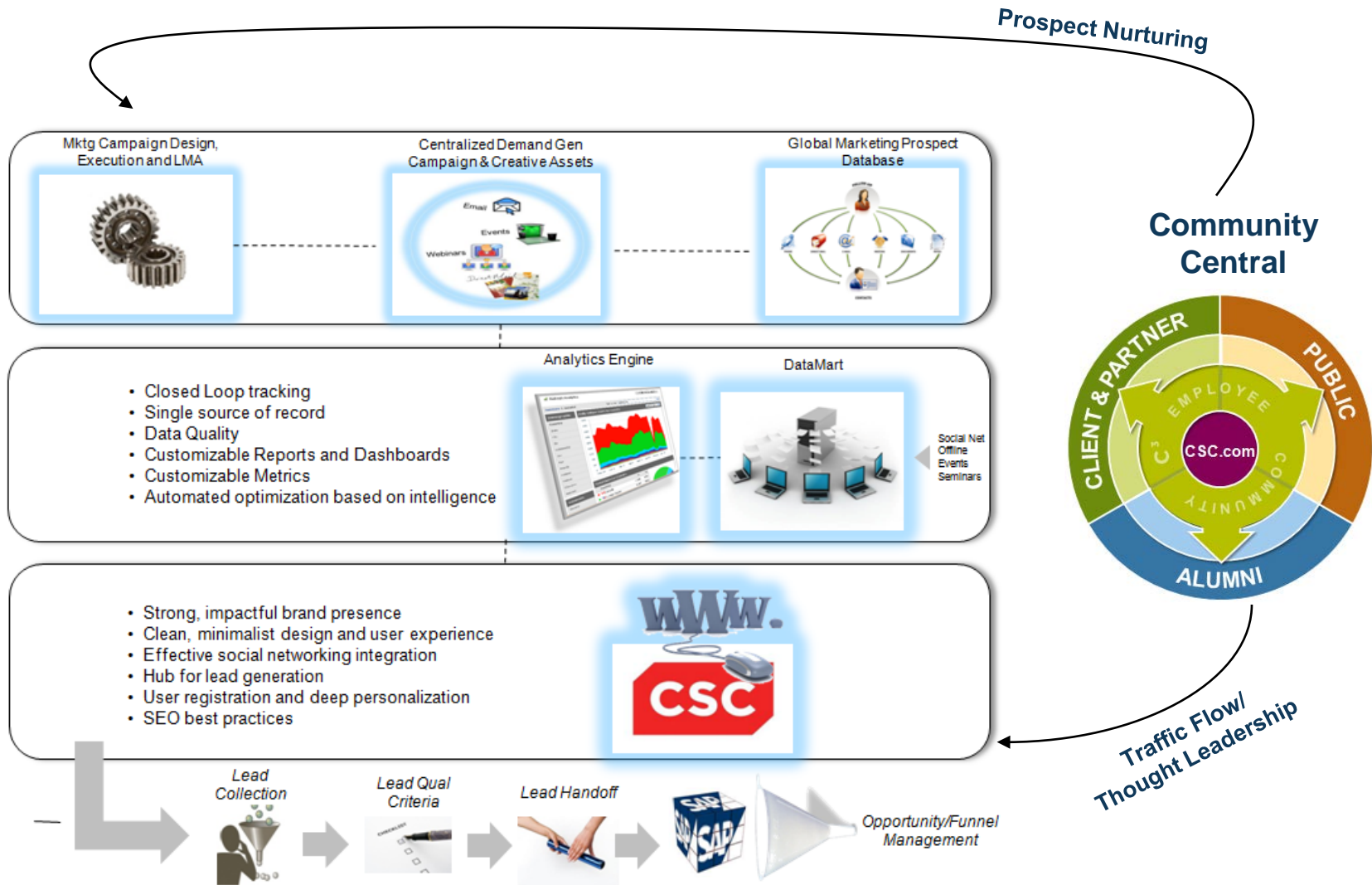
Proving the Value of Digital Efforts to the C-Suite Takes a Multi-Pronged Approach



- Building and activating a cohesive digital ecosystem that enables maximum leverage across vehicles.
- Key Elements
 - Leverage Marketing Automation
 - Optimize Campaigns based on Cross-Channel Analytics
 - Build Communities for Thought Leadership & Collaboration
 - Interpret and Act On Buzz & Sentiment Trends
 - Use Fundamentals of Demand Generation

The Digital Ecosystem

The Whole Is Greater Than The Sum Of The Parts



Leveraging the Community Spectrum

Enabling and Enriching Collaboration

Exclusive Access Communities

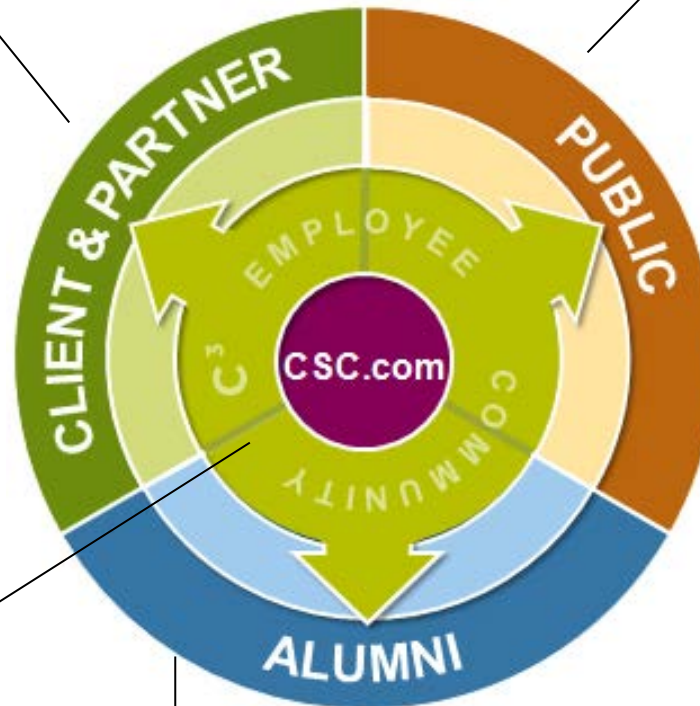
- Client and partner engagement
- Business development
- Thought leadership

FINANCIAL SERVICES (WikonnecT):
1,600 companies, 13,000+ registered users, 168 communities, 100K page views/mo, 8K visits/mo

Community.csc.com

- Thought leadership
- Business development
- Targeted buzz

HEALTHCARE (US Government Rules for Electronic Health Records (EHRs):
Sample members C-Level, Clinical, to IT, from all hospital sizes anonymous visitors + 1600+ registered members



Social Media



- Serve as relationship/network builder
- Generate buzz around key initiatives
- Track and act on sentiment
- Reach out to market "influentials"
- Support demand generation

C3 Employee Community

- Increase employee productivity
- Improve communication flow
- Drive collaboration/innovation

InTouch

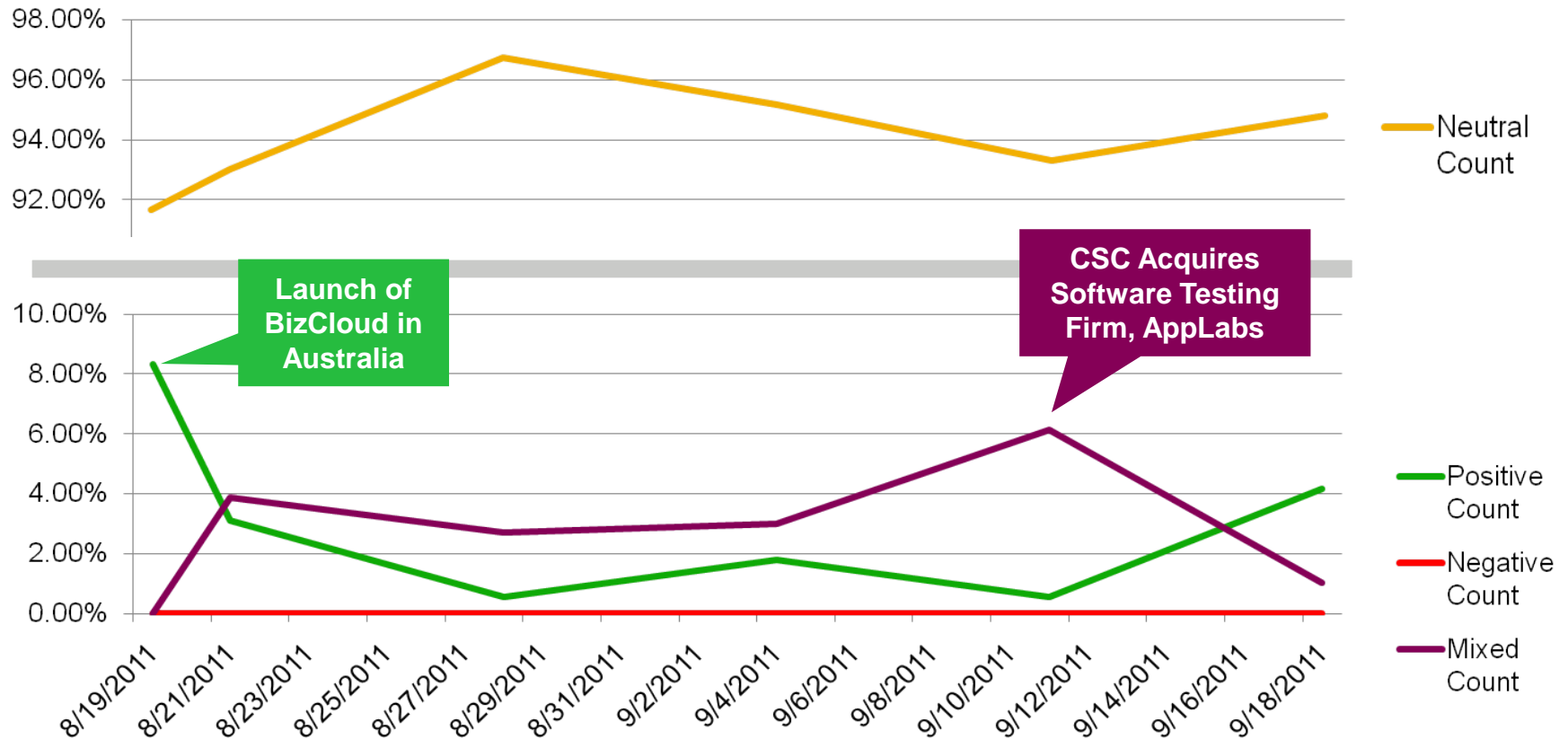
- Recruiting and referrals
- Business development

Key Metrics:

Community Growth (% growth m-m, y-y)
Brand Awareness (awareness/consideration correlated to social links)
Brand Sentiment/Positioning (brand sentiment correlated to social)
Business/Lead Development (x-attribution vs. other mktg vehicles)

Understanding and Acting on Sentiment Trends

- **Compare Sentiment Trends Against Competitors** (correlate to results, determine predictive potential)
- **Compare specific events to sentiment changes** and analyze to understand dynamics (use for post-mortem for key announcements, determine corrective actions)
- **Identify key supporters** and help amplify their voice (build ambassador program)
- **Identify key detractors** and engage (look for common threads/issues, engage with customer service where appropriate)



Fundamentals of Demand Generation

- **Understand** your customer and prospects based on expressed and derived elements
- **Build and Nurture** relationships before the need arises
- **Market and Buzz analysis** to identify and address evolving customer needs
- **Target tightly** and engage prospects with a single, powerful message across multiple channels
- **Embed** social elements in every outbound communication for cross-leverage



Key Metrics



Digital Rx

- No Silver Bullet in Digital - Leverage the Full Ecosystem
- Today's Customer Is Easier To Understand Than Ever; Measure Everything
- Communities Pay Off in Many Ways
- Sentiment Analysis Can Help Spawn A Lot More
- When it Comes to Digital (for Marketing) – it's ALL ABOUT Qualified Leads and Revenue



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