

Generic Business Benefits for e-projects utilising interactive media components

People	Processes	Technology	Design	Business	Marketing	Infrastructure
Increase skills	Centralise core services	Reduce ongoing support costs	Increase the time users spend on the site through readability of content	Create new revenue streams	Improve branding	Decrease facilities and management costs
Increase span of responsibility	Reduce transaction / business function processing time	Increase reliability and quality	Increase task completion /sales through clear layout	Increase productivity and user performance	Improve image	Enable incremental changes at lower cost
Reduce headcount	Eliminate replicated tasks	Reduce complexity by streamlining	Improve / add to company's image through appropriate use of Media techniques	Increase lead conversions	Improve market share	Increase scalability, flexibility and agility
Reduce salary costs	Minimise errors / rework	Lower future development costs	Increase the time and use of users through Media techniques	Increase return business	Increase customer satisfaction and loyalty	Enable enterprise wide solutions that streamline processes
Increase professionalism and motivate staff	Standardise processes	Drive business decisions through Web log analysis	Attract and retain people through media techniques	React faster to business changes	Segment customers in new ways to sell more or allow better uptake	Improve digital asset management supply chain
Empower staff to be pro-active through better information flow	Implement best practice standards	Web analytics allow better customer information	Meet accessibility criteria to increase use to new people	Increase efficiency	Allow the opportunity to create customer communities	Enable online surveys and other two way communication capture
Focus time on critical tasks / revenue generation	Shorten product development	Increase people's access to the business offerings	Faster selection for users through clear navigation paths	Creates new business opportunities	Capture better and more useful feedback from customers	Open up company –wide communication
Create learning opportunities and records through a centralised resource	Avoid costs from unnecessary rework	Increase traffic by optimising metadata and search terms	Enhance customer/user experience and satisfaction	Distribution of consistent content / messages on demand	Establish a global presence	Integrate electronic systems to streamline admin processes
Strengthen business relationships	Speed up review and sign-off across the necessary people	Lower costs for future platforms and updates if programmed for interoperability	Increase web page use - enhance the content through 'stickiness' analysis	Reduce costs of development and content production	Outperform competitors	
Decrease customer support costs	Improve collaboration between people	Lower maintenance time and costs	Increase user interest by expanding content that shows in site entry statistics	The cost of doing nothing will have a negative impact on the business	Shorten time to product launch or marketing campaign	

	Increase production and efficiency by reusing centralised knowledge store	Reduce development time	Re-design common web exit pages to retain users longer	Improve partner relationships	Take faster advantage of emerging market opportunities	
	Reduce operational costs		Expand the use of the site to less used features	Provide 24/7 service	Completion of meaningful tasks online faster than offline	
	Increase access to information		Decrease user errors and use of help/support features	Reach more potential customers including users with disabilities	Enable customers to research products online before buying offline	
				Reduce risk of legal action through meeting legal and policy requirements	Demonstrate social responsibility through meeting legal and policy requirements	
				Monitor and improve web log statistics for unique visitors, stickiness, conversion rates, etc.	Validate advertising campaigns through log analysis	
				Increase site traffic	Increase market understanding through log analysis	

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