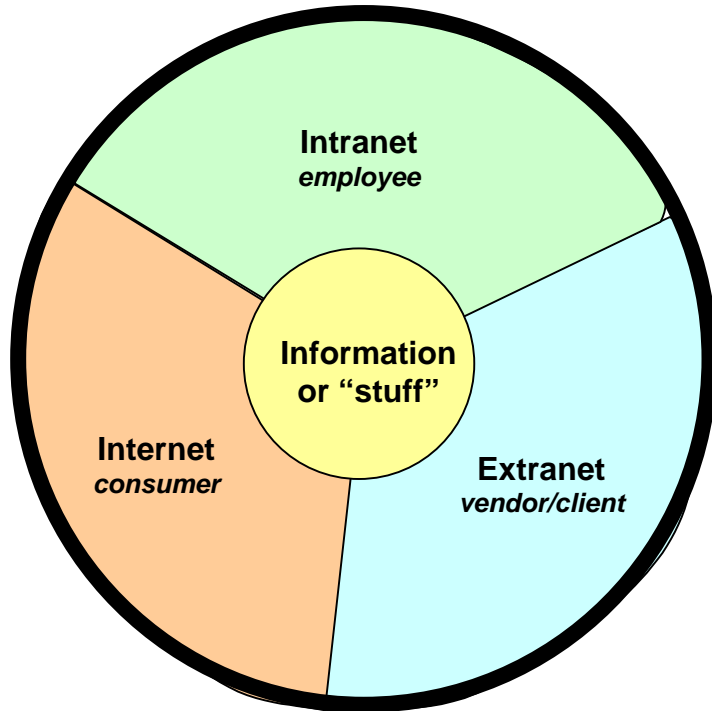


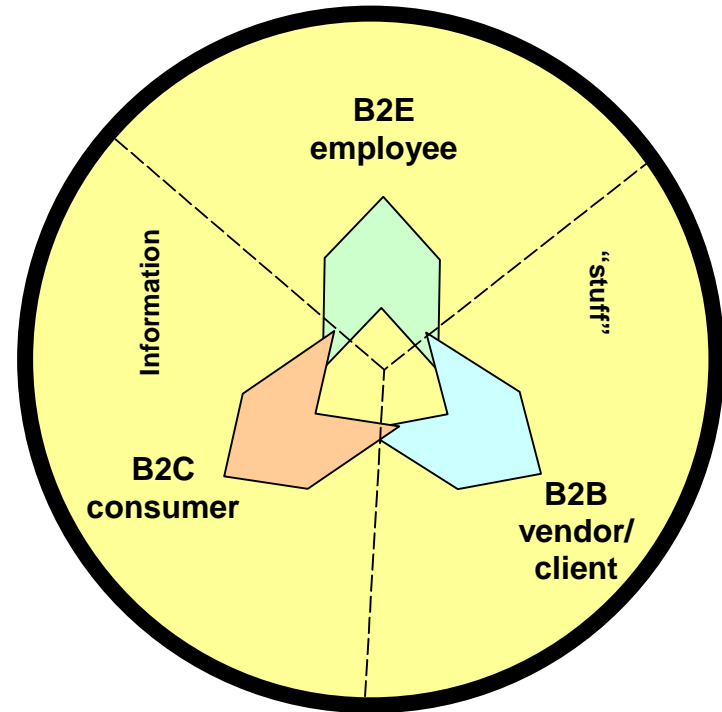
## Evolution to a Holistic e-Business Strategy

To date, most companies have been handling their Intranets, Extranets and Internets very differently, often missing opportunities to leverage strategy, processes and technology, not to mention human capital. It's time to take the existing model and turn it inside out!!

**today**



**tomorrow**



HR must deal with consistent branding and messages aimed not only at employees, but also at consumers who could be either potential clients or recruits, and partners in the form of existing clients and/or vendor alliances. For example, some benefits information should be made available to potential recruits, while messages about the firm's services and culture not only educate possible clients, but also serve to inform those recruits. While the audience morphs and changes, the message should be consistent.