

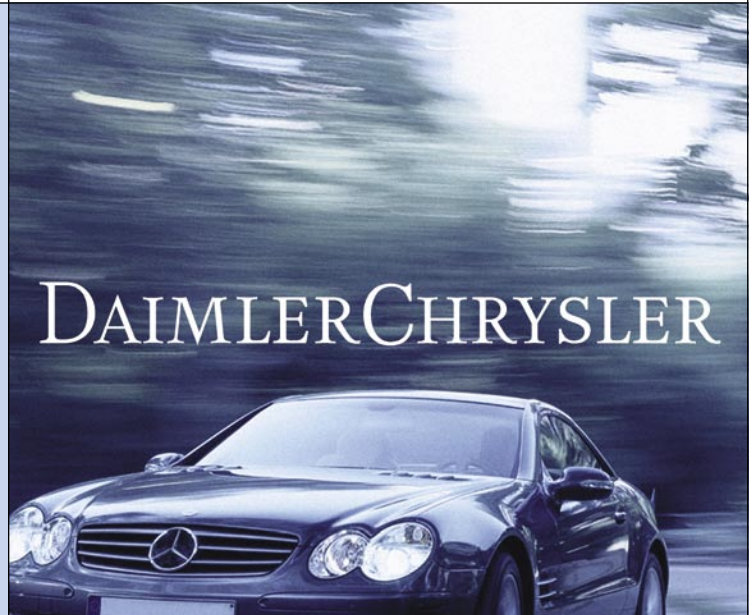
DaimlerChrysler AG selected Communiqué to relaunch the Internet presences of all of their brands.

One platform for 170 countries and 5500 dealers worldwide.

DaimlerChrysler

DaimlerChrysler is one of the world's leading automobile manufacturers with 362,100 employees.

DaimlerChrysler's domestic and commercial brands include Maybach, Mercedes-Benz, Chrysler, Jeep®, Dodge, smart, Freightliner, Sterling, Western Star and Setra.



Goals

To replace Vignette V5 with a single platform (Communiqué) for 170 countries and 5500 dealers worldwide.

Creation, translation and presentation of business information for all units, regardless of location

Having one centralized installation to cut costs and increase profits

100% Style Guide & Brand protection worldwide

Communiqué will give each MPC (Marketing Practice Center) the flexibility they need.



Communiqué Solution

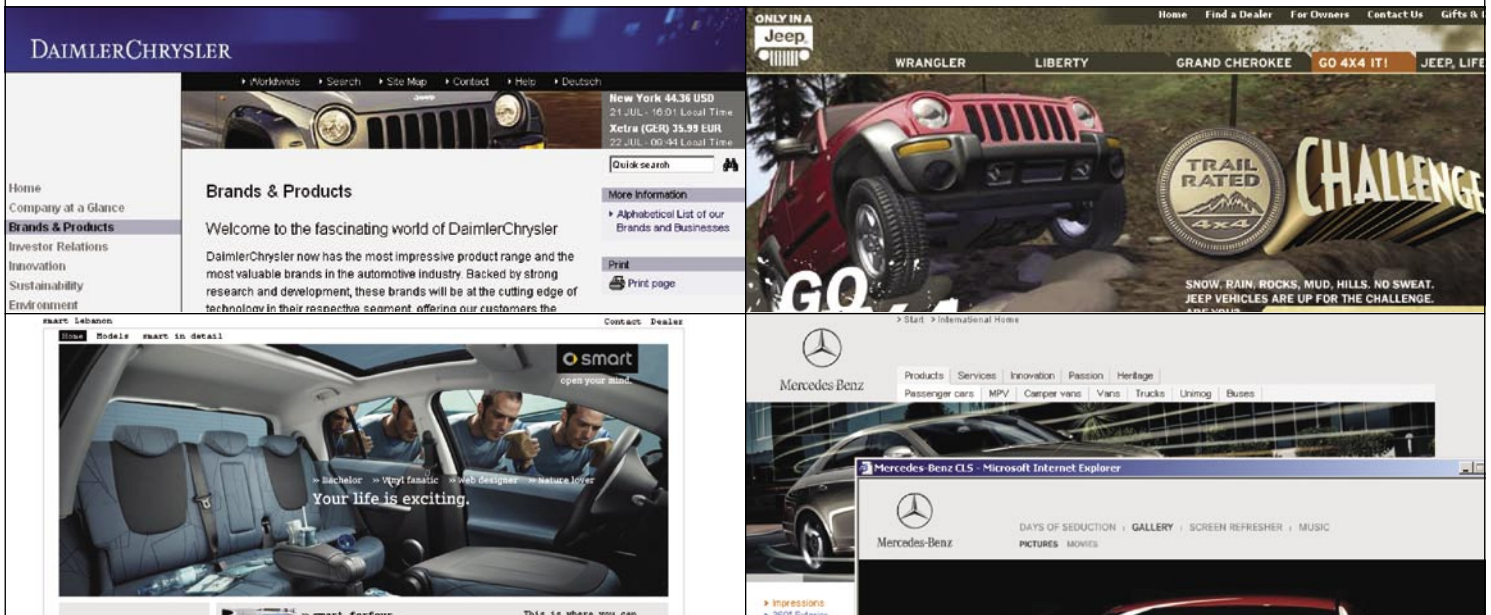
DaimlerChrysler AG has selected Day's Communiqué to relaunch the Internet presences of all of their brands. Based on the successful implementation of a comprehensive Internet project for Mercedes-Benz, DaimlerChrysler has decided that they will standardize all online sites of each brand using Communiqué. The complete overhaul and subsequent unification by Day Software will replace the current inconsistent content management system landscape, which consists of different single point solutions that has led to disparate information and fractured branding.

Day was selected based on the ability to provide a highly flexible, scalable global content management solution that will guarantee worldwide brand uniformity, while ensuring local flexibility within various regions of the world. This solution will preserve DaimlerChrysler's coveted brand and will improve the effectiveness and timeliness of getting new products and services to market.

The Communiqué content management system will be centrally hosted at the headquarters in Stuttgart Germany within a CMS competency center, providing a higher level of security and availability as well as an enormous cost savings.

By utilizing a central repository for content, the company can achieve great efficiencies as decentralized content maintenance of regional websites becomes much easier. Likewise, corporate-wide content changes can be made and deployed across the websites much faster. In addition to the rapid and successful implementation of the pilot project for Mercedes-Benz, other decisive criteria for selecting Day were the scalable and open J2EE architecture, multilingual interfaces and user-friendliness. Furthermore, comprehensive out-of-the-box functionalities, which in particular include workflow, multi-site branding and digital asset management were also key to the selection.

The latest news we have from DaimlerChrysler is that they are starting to migrate other brands onto our platform, starting with jeep.de and chrysler.de. One of the main reasons that DaimlerChrysler is aggressively expanding the use of our technology is because our R&D team continues to build functionality that specifically addresses the needs of the automotive industry. This customer-centric approach enables our customers to use out of the box functionalities of our software instead of building out specific functionality on their own – saving them time, effort, and expense.



Project Requirements

- Strong Multilingual support
- Localize content for "global" access Worldwide
- Migration of Vignette V6 to Communiqué 3.5
- Ability to leverage current IT applications: IBM WebSphere Application Server, LDAP server support, etc.

Key Criteria for selecting Communiqué

- Time to market
- High quality graphics rendering
- Extensive Use of Standards - J2EE
- Ease of use
- Easy & secure migration path
- Globally focused and enabled - Unicode
- Scalable, Secure and Reliable