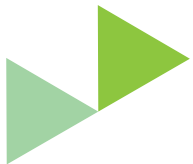




**ALWAYS UP.
ALWAYS RUNNING.
ALWAYS RESPONSIVE.**

How to Sell B2C Websites and eCommerce Services:
A Workload Playbook



Market | Audience | Value Prop | Use Cases | Competitive | Resources



CenturyLink[®]
Technology Solutions



Introduction

What this playbook is about

It's a fact: very few, if any, technology providers can offer the breadth of integrated managed IT services and infrastructure that CenturyLink does for organizations with consumer-facing websites and eCommerce sites.

Our ability to provide industry-leading colocation, managed hosting and cloud services that can quickly adapt to changing client needs is the reason so many of the world's most successful enterprises continue to rely on us for excellence in execution and consistency in service.

Our combined capabilities are a key differentiator over the competition. It's a great story to tell, and this playbook is your guide to how to tell it.

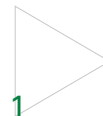
Here, we'll show you what makes the CenturyLink B2C Websites and eCommerce services offering unique, and how you can effectively sell to an increasingly critical and informed audience of IT and marketing decision-makers.

You'll gain insights into what motivates these audiences, what they think, and what their specific technology needs are. We've also provided details on our specific offerings – products and services that will help our customers and prospects meet their challenges head-on.

Did you know?

47% of organizations say they are putting websites and microsites in the cloud today.

Source: Savvis Global IT Leadership Report, Sept 2013



B2C Websites and eCommerce Workload



A customer-facing website is often the only interaction with a company a customer has. So, it goes without saying that the infrastructure, applications and technology services supporting it has to be well managed and well maintained.

CenturyLink provides services that do just that. Our B2C Websites and eCommerce Workload helps organizations establish, cultivate and maintain customer relationships through digital channels, whether they're promotional micro-sites or mission-critical, fully transactional websites and eCommerce sites.

CenturyLink services grow with our customers' needs, so while they may start with a cloud engagement, they may need to transition to a complete on-site managed engagement later on. Our advantage: our customers can do it seamlessly.

Our goal: to simplify website services for organizations, and grow with them as their business needs grow.

work•load [wurk-lohd] *noun*

1. the amount of work that a machine, employee, or group of employees can be or is expected to perform
2. an instance of an IT application and the "work" it does for an enterprise

THE MARKET?

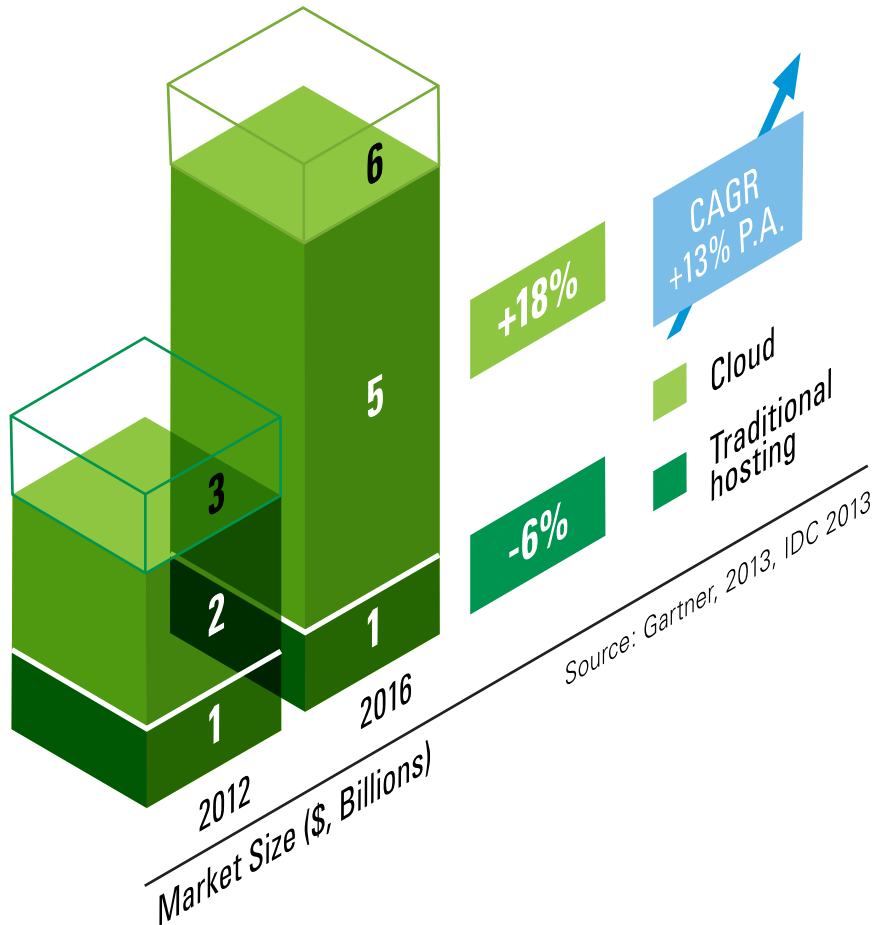
EXPANDING.

THE OPPORTUNITY?

ENORMOUS.



The market for consumer website and eCommerce site hosting is doubling. Are you ready?



Speed-to-market. Ease-of-use. Scalability. Burstability. Reduced risk. And a lower total cost of ownership. All of these are the reasons why the demand for hosting of websites and eCommerce sites will grow 15%-20% each year over the next two years. And, that's a huge sales opportunity for you and CenturyLink Technology Solutions to capitalize on right now.

The market for consumer website and eCommerce site hosting is doubling. Are you ready? (Cont.)

No wonder it's a massively expanding market with many formidable competitors – Amazon Web Services, Rackspace, HP and Verizon Terremark among them – all vying for the same customers, including marketing and IT departments in large enterprises and development agencies.

The good news? As a member of the CenturyLink Technology Solutions sales team, you have a distinct advantage, because CenturyLink offers more to our customers. More options. More service. More experience.

Our solutions are tailor-made to meet the marketing, business and technology needs of our audience. We're ready to help them move their consumer websites and eCommerce sites to the cloud with our comprehensive set of products and services. By the time you finish reading this playbook, you will be, too.

Did you know?

In five years, outsourced cloud becomes the leading IT model, surpassing colocation, managed services and in-house owned models.

Source: Savvis Global IT Leadership Report, September 2013

TWO DEMANDING

AUDIENCES.

TWO DIFFERENT

PERSPECTIVES.



We're the single source to meet the demands of IT and marketing decision-makers alike.



When it comes to consumer websites and eCommerce sites, IT departments need governance and control over the hosting environment. They need production environments that are highly scalable, secure, redundant and customizable. And they need it all at a lower total cost of ownership.

At the same time, marketing and eCommerce departments responsible need to respond quickly to the changing demands of their online customers. They need speed-to-market. The easier the environment is to use – and the more robust – the more effective and successful they can be.

CenturyLink provides IT, marketing and eCommerce departments with a single solution that meets all their most important needs.



Our B2C Websites and eCommerce offerings enable each department to be effective by helping ensure that:

- IT departments can continuously provide advanced technology
- Marketing and eCommerce departments can seamlessly meet changing consumer demands.

Did you know?

Within five years, companies will have outsourced approximately 70 percent of their infrastructures.

Source: Savvis Global IT Leadership Report, September 2013

Anatomy of a Technology Decision-maker



"For me and my team, it's all about control – control over the environment, the security, the customer experience and, of course, control over the costs. We're looking for a dedicated hosting environment with all the managed services to help ensure we stay up and running and competitive."

VITAL STATISTICS

Title: CIO, CISO, IT Director

Sector: Retail, Consumer Packaged Goods, Financial Services, Media or Government

Size of Organization: >5,000 employees

8

Market | Audience | Value Prop | Use Cases | Competitive | Resources

1_ WHAT HE THINKS

“Technology has become an absolutely vital part of marketing. If my team falters, the business could fail.”

2_ WHAT HE’S LOOKING FOR

“A great technology partner who can help me control costs and focus my IT resources on developing and/or managing business-critical websites. That’s why I’ll be outsourcing 70% of my IT infrastructure in the next five years.”

3_ WHAT HE FEELS

“The pressure to perform – and perform well – is always there. There are never enough hours in the day.”



4_ WHAT HE CRAVES

“Security. Control over capital costs. Manageability. And the ability to customize quickly.”

5_ WHERE HE STANDS RIGHT NOW

“Simply put, my job is to anticipate, prepare and respond to business needs. Right now, I don’t have the appropriate technology in place to make all that happen. I’m more than an information technologist – I’m a business technologist.”

Did you know?

Accelerating development and management of business applications has nearly surpassed cost control as the top strategic goal of IT leaders.

Source: Savvis Global IT Leadership Report, September 2013

What they buy

Dedicated hosting environments

Compute
Storage
Network

Basic managed services

Application Management
Security
Database Management
End-user Experience Monitoring (EUEM)
Application Performance Management (APM)
Savvis Intelligent Monitoring
Maintenance

Advanced services

Consulting and Professional Services (assessments, planning, migration)
Code Review
Release Management



How they buy

Vendor Selection

RFP-based

Sales Cycle

6 – 18 months

Contracts

Complex and detailed (vetted through legal)

10

Duration of Contract

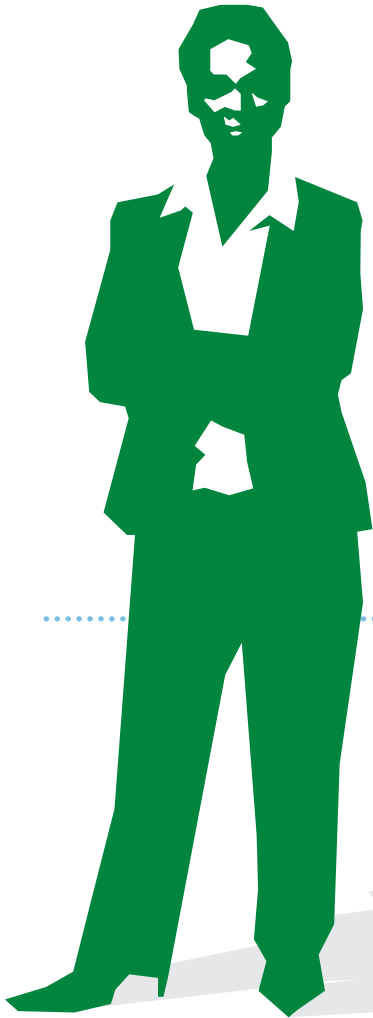
Multi-Year

Market | Audience | Value Prop | Use Cases | Competitive | Resources



CenturyLink
Technology Solutions

Anatomy of a Marketing Decision-Maker



“No matter the time of day or night, whether it’s high season or low season, our website has to be up and ready for business. We need an infrastructure that can handle higher volumes when necessary, while providing a consistently outstanding customer experience.”

VITAL STATISTICS

Title: CMO, Marketing and eCommerce VP, Director, Application Developer

Sector: Retail, Consumer Packaged Goods, Financial Services,
Media or Government, Web Development, Advertising

Size of Organization: >5,000 employees

1_ WHAT SHE THINKS

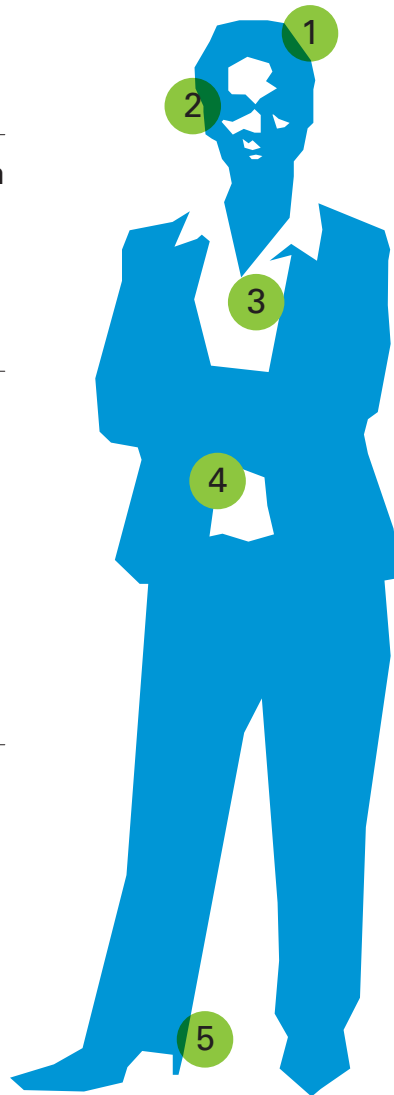
“Our goal is to attract, acquire and retain customers. How will we do that today?”

2_ WHAT SHE’S LOOKING FOR

“I’m not a technology expert. I need objective guidance. And, most importantly, I need to see the business impact and ROI of a potential IT investment.”

3_ WHAT SHE FEELS

“The only constant in today’s marketing is change. Love it or fear it, the only way to deal with change is to embrace it – and use it to have a positive impact on the business. It’s what my CEO demands of me.



4_ WHAT SHE CRAVES

“Better customer experiences. The flexibility to respond to peaks in demand. And technology that’s easy for our team to use – really, really easy.”

5_ WHERE SHE STANDS RIGHT NOW

“In the next five years, I’ll outspend my CIO on information technology. Now, I’m driving the technology decisions that make eCommerce, social media and mobile applications possible.”

Did you know?

Colocation and managed services will gain in popularity over the next two years as on-premise, in- house systems decline.

Source: Savvis Global IT Leadership Report, September 2013

What they buy

Public Cloud

Infrastructure-as-a-Service

Platform-as-a-Service

Compute

Storage

Security

Application Development & Testing Tools

Basic Managed Services

End-user Experience Monitoring (EUEM)

Application Performance Management (APM)

Savvis Intelligent Monitoring

Maintenance Updates



How they buy

Vendor Selection

Referral
Reputation
Experience

Sales Cycle

Fast: Days/Weeks

Contracts

Simple
(click-through with
the ability to cancel
when required)

Duration of Contract

Short-term, with quick opt-out



TECHNICAL

AGILITY.

BUSINESS

PERFORMANCE.

ALL FROM ONE COMPANY.



All for one and one for all:

CenturyLink has a comprehensive suite of offerings for IT, marketing and eCommerce decision-makers.

As you've seen, IT, marketing, and eCommerce decision-makers share many similar traits, but they also have unique needs and sensibilities. Obviously, you can't speak to them about the same things to convince them CenturyLink is their best choice.

What's more, it's clear that any conversation with either audience today must focus less on the "technology" we offer and more on the business outcomes our technology solutions enable.

To help you address what's most important to each of our audiences, what follows is the CenturyLink Technology Solutions Value Proposition – what we offer, why we're different and the business outcomes we enable – tailored specifically to each of our core audiences. The result: you can have the most relevant and effective conversations...leading to more conversations...and to closing more business.

Did you know?

CenturyLink Technology Solutions (formerly Savvis) has appeared as a leader in the Gartner Magic Quadrant for Managed Hosting for six years straight.

For Technology Decision-Makers

Your link to what's next

For technology decision-makers that have consumer-targeted websites and eCommerce sites, CenturyLink Technology Solutions offers B2C Websites and eCommerce enablement services – from “do-it-yourself” solutions to fully managed application and consulting solutions.

With deep IT infrastructure experience and advanced network at the foundation, CenturyLink delivers colocation, cloud, managed hosting, complete web hosting, eCommerce and web content management application solutions with flexible automation and customization options. In turn, CIO organizations get total governance and control over development to production environments that are high-performing, highly scalable, secure, and redundant.

The results: significantly lower total cost of ownership and the freedom to focus on what's next for their businesses.

OUR OFFERING	WHAT SELLS IT
Integrated platform of dedicated and shared hosting environments	Industry-recognized managed hosting leader specializing in enterprise-grade environments.
Customizable end-to-end B2C Website and eCommerce solutions	A single partner for simplified vendor management. Production environments and applications optimized specifically for consumer-facing and eCommerce websites
Managed services such as security, monitoring and application management Advanced services such as code reviews, release management, consulting and professional services	The flexibility to add services and grow your environment as your business needs expand
Global datacenters and network footprint	55 data centers worldwide that meet national and international standards for security and reliability. World's third-largest internet footprint, offering a low-latency public IP network for a better end-user online experience and a global MPLS network.

How we help.

1. One provider. Truly comprehensive services.

CenturyLink provides everything from self-managed infrastructure to fully managed application solutions. The advantage for technology decision-makers? The ability to easily migrate from self-managed and development environments to complex production environments with the same vendor.

2. Superior Customer Experience.

With our ability to globally standardize hosting infrastructure and web development practices, we provide reliable, consistent customer environments. And with our application management, monitoring and optimization capabilities, we can fine-tune the application platforms. Web pages and rich content load quickly on any desktop or handheld device, using a high-bandwidth, low-latency network backbone, including our “Fiber to the Mobile Tower” network.

3. Increased Return on Investment.

By keeping deployment and hosting costs lower while providing marketing departments with the ability to be more responsive to the market, our solutions can help lead to the acquisition and retention of customers.

4. Greater Control.

Our single platform provides IT departments with the ability to enforce regulatory compliance across all web properties. In addition, they can monitor usage by business unit to help ensure accurate chargebacks to projects. And they can reduce multiple vendor engagements by providing a single environment for development, testing and production.



How we help. (Cont.)

5. Security and Compliance.

Using our managed services for security along with our consulting services for PKI and PCI compliance IT departments can better manage, monitor, maintain and protect customer information, transaction data, digital properties and most importantly, the brand image,

6. Drive Growth.

Because we offer a wide range of services, from do-it-yourself to fully managed end-to-end solutions, our customers have the ability to grow as their business needs evolve.

7. Greater convenience for developers.

With popular content applications, development frameworks, the ability to leverage the cloud for centralized development environment and code repositories and enhanced migration services, developers can be more proactive and more productive, even while being globally dispersed and easily shift from these development to production environments in the future with the same provider.

5 REASONS FOR TECHNOLOGY DECISION-MAKERS TO CHOOSE CENTURYLINK:

1. Reputation as a managed hosting leader
2. Successful track record in hosting B2C websites and eCommerce sites
3. Fully integrated platforms and wide breadth of advanced services such as code-reviews, release management, consulting and professional services
4. Global footprint of datacenters
5. 24/7/365 support included in all contracts

For Marketing Decision-Makers

Your link to what's next

For marketing decision-makers that have consumer-targeted and eCommerce websites, CenturyLink Technology Solutions offers industry-leading IT infrastructure services on a single platform built for global performance and agile innovation.

With deep IT infrastructure experience and advanced network at the foundation, CenturyLink delivers colocation, cloud, managed hosting and complete web hosting, eCommerce and web content management application solutions with flexible automation and customization options. In turn, marketing organizations get rapidly deployable and elastic IaaS and PaaS platforms with the most popular frameworks. Plus, they get migration services to CIO-approved dedicated production environments.

The results: a significantly improved consumer experience, faster time-to-market with digital properties, a higher ROI and the freedom to focus on what's next for their businesses.

OUR OFFERING	WHAT SELLS IT
Infrastructure/Platform as a Service with guiding blueprints	Simple, instantaneous sign-up and automated, fast deployment / Migration to dedicated production environment if required
Managed services such as monitoring	A single point-of-contact for all services and the flexibility to add services and grow your environment as your business needs change expand
Client/project-based billing / Support for major frameworks, languages and databases	Ability to map costs to brands/line of business and revenue
Automated snapshots and simple retrieval	User-friendly, easy to use interface
Hybrid cloud with auto-scaling	Platform scalability for peak seasonality and unplanned surges from marketing events



How we help.

1. Reliable Revenue Capture

Our hosting infrastructure can elastically scale up to meet seasonal business demands.

2. Faster time-to-market

We can rapidly provide a hosting infrastructure so that marketing departments can easily and quickly launch campaigns, microsites and other consumer-facing websites and eCommerce sites.

3. Superior Customer Experience

With our ability to globally standardize hosting infrastructure and web development practices, we provide reliable, consistent customer environments. And with our application management, monitoring and optimization capabilities, we can fine-tune the application platforms. Web pages and rich content load quickly on any desktop or handheld device, using a high-bandwidth, low-latency network backbone, including our “Fiber to the Mobile Tower” network.

4. Brand protection

Through our managed security services, application management and optimization services, highly available hosting capabilities and disaster recovery locations in 55 CenturyLink datacenters around the world, we help marketing departments get geographically closer to their end consumers, reducing page load time, improving site availability and enhancing consumer perception.

Did you know?

Forrester reports that because physical and digital worlds are converging, consumers will demand uniform service whether they're in a digital or physical space.

Source: Forrester, Top Technology Trends to Watch 2014 - 2016

How we help. (Cont.)

5. Increased Return on Investment

By keeping deployment and hosting costs lower while providing marketing departments with the ability to be more responsive to the market, our solutions can help lead to the acquisition and retention of customers.

6. Ability to grow

Because we offer a wide range of services, from do-it-yourself to fully managed end-to-end solutions, our customers have the ability to grow as their business needs evolve.



7 REASONS FOR MARKETING DECISION-MAKERS TO CHOOSE CENTURYLINK:

1. Successful track record in hosting B2C websites and eCommerce sites
2. Fast implementation of infrastructure and development environments
3. Easy migration to dedicated environments when needed
4. Breadth of offering from do-it-yourself to fully managed services
5. Billing and control access per user or group
6. Scalability for bursty applications
7. 24/7/365 support included in all contracts

REAL-WORLD

SCENARIOS.

REAL

SOLUTIONS.



Perspectives on the challenges our customers face – and how you can help solve them.

Why are more consumer-facing websites getting outsourced and becoming cloud-based? What are the challenges that IT and marketing face in simultaneously trying to meet bottom-line and consumer demands? Here are several typical scenarios that IT and marketing leaders are dealing with today – and how you can help them meet their challenges with a CenturyLink solution.

IT Scenario 1

Situation: A large soft drink manufacturer was running an extremely costly, chaotic, and unreliable in house environment that internal marketing teams, developers and external agencies used to deploy and manage consumer-facing websites and microsites. This environment was difficult for IT to govern, audit, and control, increasing risk from instability and jeopardizing brand image.

Solution: CTS created a catalogue of centralized, standard cloud-based infrastructure resources from which internal groups and external partners could choose to fit their specific IT needs. By doing so, we tripled the size of the infrastructure with a two-to-one reduction of compute resources, while improving availability, security, performance and time-to-market.

Business Outcome: We allowed the company to only pay for the IT infrastructure resources it needed, while also allowing them to reduce IT management time and complexity so they could focus instead on business strategy. They realized a 50 percent cost savings and at the same time delivered a better online experience to consumers.

IT Scenario 2

Situation: A large consumer airline's eCommerce site could not easily scale to match its planned double-digit business growth rates. Their internal IT resources were too consumed with daily management activities that they were not able to focus on areas that grow the value of the business. These challenges were limiting its profitability.

Solution: The company selected CTS to manage over 300 of its eCommerce servers and its network connectivity. CTS also provided strategic consulting to help the company plan for continued growth.

Business Outcome: The company was able to ensure the scalability, safety, stability and security of its systems and IT staff was now able to focus on increasing business value, not maintenance. In addition, they were able to achieve 100% uptime, which greatly enhanced the customer experience and improved brand image.

Marketing Scenario 1

Situation: The Digital Marketing department of a sporting goods retailer is planning to run an online Super Bowl contest. They want to drive traffic to a new microsite and need infrastructure to host the microsite. This infrastructure must be scalable, since they need to be able to support very large volumes of traffic if the promotion is as successful as they hope. However, to obtain this infrastructure, they must wait in the IT department's long request queue but they need the site to be up within 2 weeks.

Solution: The Marketing team buys cloud IaaS services on-demand from CTS. They deploy their microsite using the standard blueprint they developed within hours and run it during the promotion period, decommissioning the virtual servers when the promotion is over.

Business Outcome: The Marketing team got fast implementation and was able to use cloud as a business enabler to drive demand and revenue. They were able to support the millions of hits the site received on Super Bowl Sunday without any disruption of service or site downtime.

Marketing Scenario 2

Situation: The eCommerce channel team of a large multinational retailer has devised a business strategy that includes expanding into new global markets to capture a new audience and increase revenue. They want to launch their eCommerce site in Hong Kong so they can deliver low latency access to their site for customers in Asia.

Solution: They launched their Asia-based eCommerce site on scalable CTS infrastructure (dedicated cloud) in Hong Kong, and their servers are managed by CTS.

Business Outcome: They achieved fast time to market. It took weeks to go live instead of months if they did it themselves, which means faster time to revenue.

HOW TO START A

CONVERSATION

WITH YOUR PROSPECTS AND THEN

KEEP IT GOING.



Questions to ask and steps to take to help accelerate your sales process.

To assist you in your discovery efforts with target prospects/clients in the area of B2C, we have a series of questions. In our experience, they will help to initiate a great discussion that will yield fantastic insight into the prospect/clients current status or perspective in the B2C space.

Questions to ask

Select one of the topics for your discussion based on your research and current knowledge of your prospects, and use these sequence of questions to gain further insights into their needs.

QUESTION	TOPIC
“How are you approaching [topic] today?”	the digital customer experience and changing customer expectations
“What challenges are you experiencing with [topic]?”	securing websites, customer transactions and data
“What’s is your current perspective on how you will address those challenges [topic]?”	launching and scaling web properties quickly to support growing customer volumes and new initiatives
	redundancy and availability challenges
	global/geographic expansion of digital properties to go after new market opportunities

Steps to take

Every person's selling style is different, so please think of these steps as a guide only. You may be equally effective using other techniques, however, we have found that this seven-step plan to be an effective way to reach prospects, raise their interest, and move them further along in the sales process, whether you're a "Hunter" (i.e. looking for new customers) or a "Farmer" (upselling existing customers).

STEP ONE

Learn about the workload in detail

Take the time to explore the specifics of the workload, take the appropriate training (if applicable), and familiarize yourself with the messaging and more on the business outcomes our technology solutions enable.

STEP TWO

Review and understand all marketing activities

It may be a regional trade show, an email campaign, a webinar or a banner ad. Familiarizing yourself with all marketing efforts, including the Marketing Calendar and Marketing Plan of Action, will help you to perceive the product as your prospects may perceive it, and will help you to anticipate any questions they may have.

STEP THREE

Identify marketing leads and contacts

Double-check your list of leads and contacts in Salesforce.com, Eloqua, and your Regional Marketing Manager, to ensure they are aligned. This will help you to avoid duplicating any efforts already undertaken by the marketing group.

STEP FOUR

Identify IT prospects based on workload target market

This list of prospects should of course differ from those you've identified in Step 3. For example, they can come from searching your own list of contacts, LinkedIn, professional association membership lists, networking events, and many more.

STEP FIVE

Enter your identified prospects into salesforce.com

Adding these contacts to Salesforce.com will ensure they will receive all appropriate marketing messages, moving them further down the sales pipeline. Be sure to include all pertinent details: name, title, address, phone, and email.

STEP SIX

Maintain a detailed prospect touchpoint activity list

However you choose to contact the prospect – email, phone call, event invitation, or white paper offer – keep a record of when you did. This will help you to know the appropriate follow-up message to continue your dialogue with the prospect, versus being repetitive with your messaging.

STEP SEVEN

Prepare a detailed follow-up plan

Of course, you should be contacting your prospects regularly. Keeping a detailed follow-up plan will help you to schedule your time appropriately, making contact with your prospects at times suitable to them, and to you.

FACTS. FIGURES. IDEAS.

The more you know, the more you'll sell.

Articles. Blogs. Videos. Reports. Whitepapers. Websites. Here, we've pulled together a variety of sources to help give you a comprehensive survey of the B2C Websites and eCommerce landscape today. Dive in: the deeper you go, the more gold you'll find.

Case Studies

- ▶ Hallmark
- ▶ easyJet
- ▶ Drugstore.com
- ▶ World's Largest Brand Manufacturer (P&G)
- ▶ Scivantage
- ▶ Universal Music Group
- ▶ Generic Soft Drink (Coke)
- ▶ Soft Drink (Pepsi)
- ▶ Anonymous: TV Anywhere (HBO GO)

Brochures and Sales Sheets

- ▶ eCommerce Solution Brochure
- ▶ Web Content Management Solution Brochure
- ▶ eCommerce Tear Sheet/Managed Solutions for IBM WebSphere Commerce
- ▶ eCommerce White Paper
- ▶ Web Content Management White Paper (Seconds Could Cost You Millions)
- ▶ Web Content Management Tear Sheet /Managed Solutions for WordPress

Research

- ▶ Gartner Magic Quadrant for eCommerce (2013)
- ▶ Gartner Magic Quadrant for Web Content Management (2013)
- ▶ eCommerce Technology Trends
- ▶ Web Content Management Technology Trends
- ▶ eCommerce: Argyle Journal, Conversation with CMO of Maidenform

Best of The Web

- ▶ seekingalpha.com
- ▶ Yahoo Finance
- ▶ MarketWatch.com
- ▶ SEC Edgar Securities Filings
- ▶ Forbes.com
- ▶ CIO Magazine
- ▶ CMO Magazine
- ▶ Harvard Business Review

Need more? Get more at CenturyLink SalesLink and Competitive Information Portal

For additional information, sales tools and sales materials, visit **SalesLink** – our online resource hub for the CTS sales organization.

For links to analyst information, newsfeeds and competitive intelligence, visit our **Competitive Information Portal**.