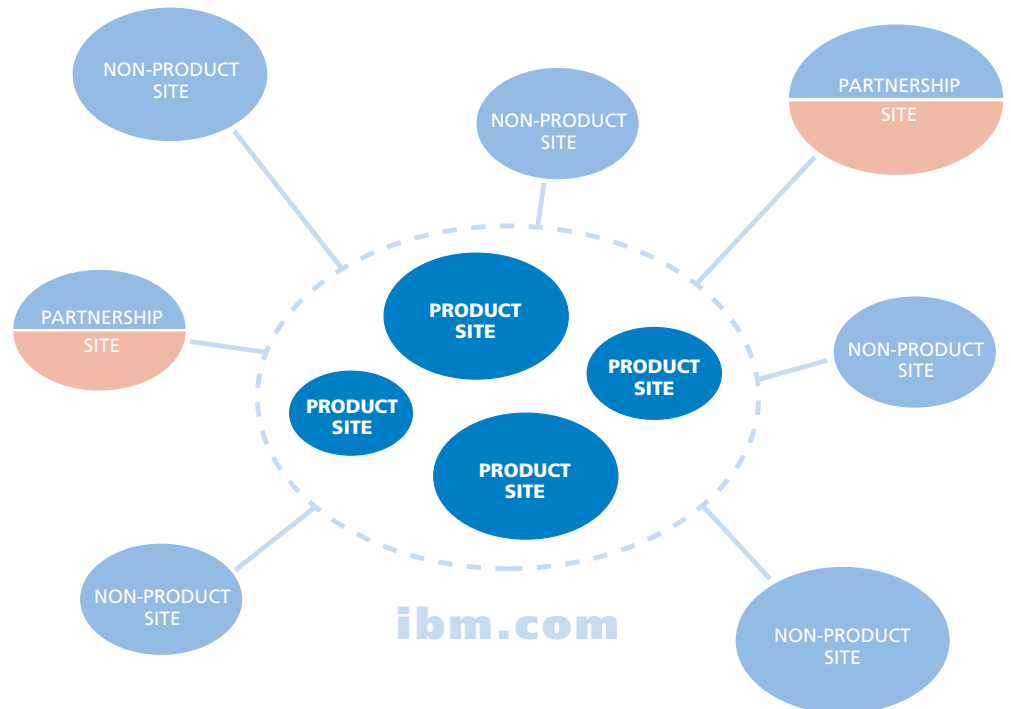


Model 3: mission control model

Behind the scenes ibm.com coordinates various content satellites, all performing different functions, and all located in different areas.



Pros

- Easy fit to the current organization
- Makes sense from user perspective: the content is where the audience is
- Very flexible: allows for varied and creative extension of the IBM brand on the Web, and can accommodate other models (e.g. symbiotic model).

Cons

- Relevance to the IBM brand must be clarified and managed carefully
- IBM must put more into developing robust navigation flow—need to build bridge from non-product content to ibm.com and vice versa.