



PRESS RELEASE

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ONE THING EVERYBODY IN BUSINESS CAN AGREE ON

Atlanta, GA – September 24, 2004 – In an era of consensus management and committee decision-making, getting people agree on anything is time consuming work. So when Tom Daly, former senior executive of eBusiness at UPS and ING found a way to get everybody to agree on over 700 things in the fast paced world of internet marketing, he knew he had a winner.

“Running a large web site in a large company is like running for governor”, says Daly. “You spend a lot of time doing the corporate version of kissing babies and shaking hands.”

Daly's most recent corporate role was Head of eBusiness for ING's US operations. ING is one of the largest financial services companies in the world. Their US presence involves acquisitions totaling more than \$11 billion and the integration of ReliaStar, Aetna Financial Services, Pilgrim Funds and others.

In that environment, Daly was charged with bringing over 50 web sites together under a single brand umbrella. That consolidation effort required extensive collaboration with scores of individuals.

Rather than impose a strict regime of rules and policies, Daly created various systems that allowed the corporation to achieve its goals while at the same time ensure that individual stakeholders retained an active role in the process.

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EVERYBODY AGREES

Perhaps the most effective system was one that managed the User Experience. Partnering with Loren Burke of JWInsights, Daly leveraged the principles of “The Judgment Window” to help identify and remove over 700 user experience landmines that if left unaddressed, would have caused web projects to fail.

“It’s important to understand that the things we found were missed by all the other systems we had in place”, Daly explains. “We had the most talented people in the industry designing and building our web sites, but business objectives were at risk because we weren’t talking to users in a systematic way. The only way we could solve the problem was with a disciplined and strategic approach to user experience.”

As Loren Burke, President of JW Insights and co-founder of Usentio points out, “more and more companies are realizing that managing the user experience is the biggest challenge facing marketing today. Usentio’s proven patent-pending approach helps executives apply the minimum necessary resources to manage the user experience for increased effectiveness.”

About Usentio, LLC

Usentio, LLC (www.usentio.com) is a privately held consulting and research firm specializing in User Experience Risk Management. The firm, founded in June of 2004, uses its patent-pending system to service national and global clients from its base in Atlanta, Georgia.

Our roots extend back decades, first as Usability Systems, then as ULABS and most recently as JW Insights. Today, Usentio brings expertise from over 1,000 usability engagements and 35 years of helping executives strategically manage the risks that cause perfect customers to walk away from perfect products.

We provide consultative expertise on User Experience Risk Management strategies, management tools, and practical test implementation to senior marketing and brand management executives in large, complex organizations.

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