

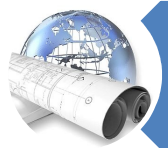


# 5 New Skills for a Web Designer

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*W*  
fewer CLIENTS more ATTENTION

# Agenda



UST Global Corporate Overview



Web Strategy and Analysis



Global Visions



Social Media Strategy



Mobile usage and readiness



Effective Communication





Who are we?

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# UST Global Overview



- **UST Global is a U.S. based company established in 1999**
  - Part of the Comcraft Group, a \$6 billion conglomerate with operations in 50+ countries
  - Global operations spread across four continents
  - Focused verticals: Healthcare, Retail & Consumer Goods, Banking and Financial Services, Media & Entertainment, Insurance, Transportation & Logistics, Manufacturing & Utilities

- **8000 + associates globally with one of the best retention rates in the industry**



- **Highest Quality Processes and Standards**
  - Certified at ISO 27001- Intertek PLC, ISAE 3402 (SAS 70)- KPMG
- **Fortune 500/Global 1000 clients account for over 95% of revenues**
  - 50+ enterprise accounts in the Fortune 500/Global 1000



# Our Values Drive Trusted Relationships



*Mr. G.A. Menon (late)  
Founder Chairman, UST Global*

“We will listen, learn, be empathetic and help selflessly in our interactions with every one”

“Through business, we will better the lives of those less fortunate than ourselves”

“ We stand by our commitments and act with responsibility in all our relationships.”

## Core Values

### HUMILITY

We listen, learn, and help selflessly in our interactions with others.

### HUMANITY

Through business, we foster a strong sense of corporate social responsibility.

### INTEGRITY

We honor our commitments and act with responsibility in all our relationships.

**These values are the building blocks of our vibrant global work culture.**

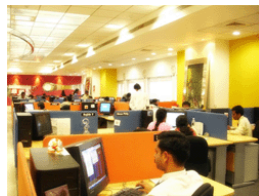
## Culture

- Openness
- Learning
- Passion
- Excellence
- Harmony
- Flexibility
- Fearlessness
- Compassion
- Creativity
- Fun

## Client Benefits

- Innovation and Ideas for your business
- Everyone has a say
- Open dialogue on issues
- Enabling your success
- Ease of doing business
- Partnering beyond the business

# UST Global – Worldwide Locations



# Executive Platforms of Innovation

Vision	Build a Sustainable innovation ecosystem
Philosophy	Innovation is expected, not just welcome
Benefits	Drive revenues & profits for our clients



# A Vision To Transform Lives

## Corporate Social Responsibility at UST Global

*Not Just a Responsibility...It's a Way of Life*



*USsociates at the Elsie Gaches Village Foundation*



*USsociates Participate in 19th Annual Los Angeles River Cleanup organized by FOLAR – Friends of LA River*



*MITRA members and volunteers at UST Global's adopted village, Azhinjivakkam*



*USsociates clean main roads leading from the Trivandrum city to the Technopark campus*



*USsociates visiting SNV Sanskrit UP School, Kerala*



**Colors of UST Global**

*Employee volunteer program with the vision of giving and achieving*





Let's discuss the  
Skills!

# Measuring the End

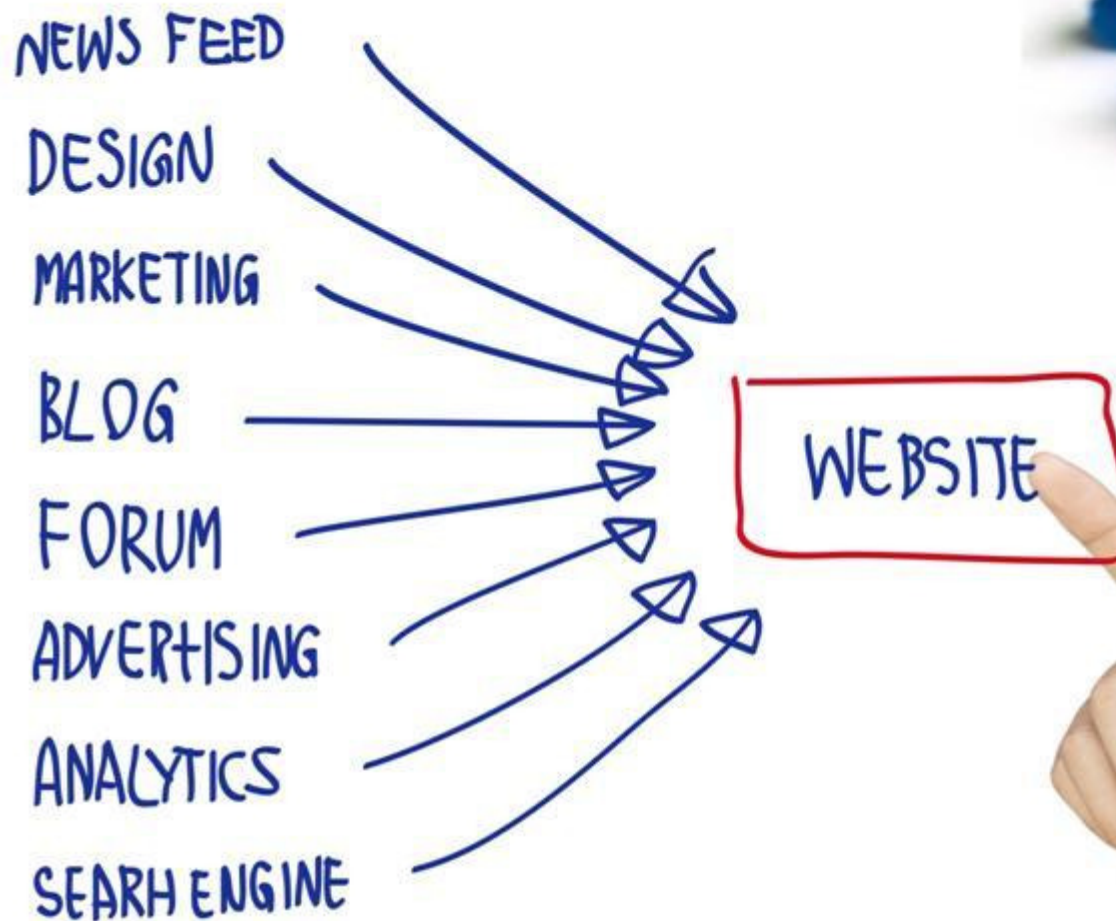
## *Web Strategy and Analysis*



- ❖ Set Business Objectives
- ❖ Identify Target Audiences
- ❖ Establish Success Criteria

# Clients need help understanding how their website fits into their broader online marketing strategy

## *Web Strategy and Analysis*



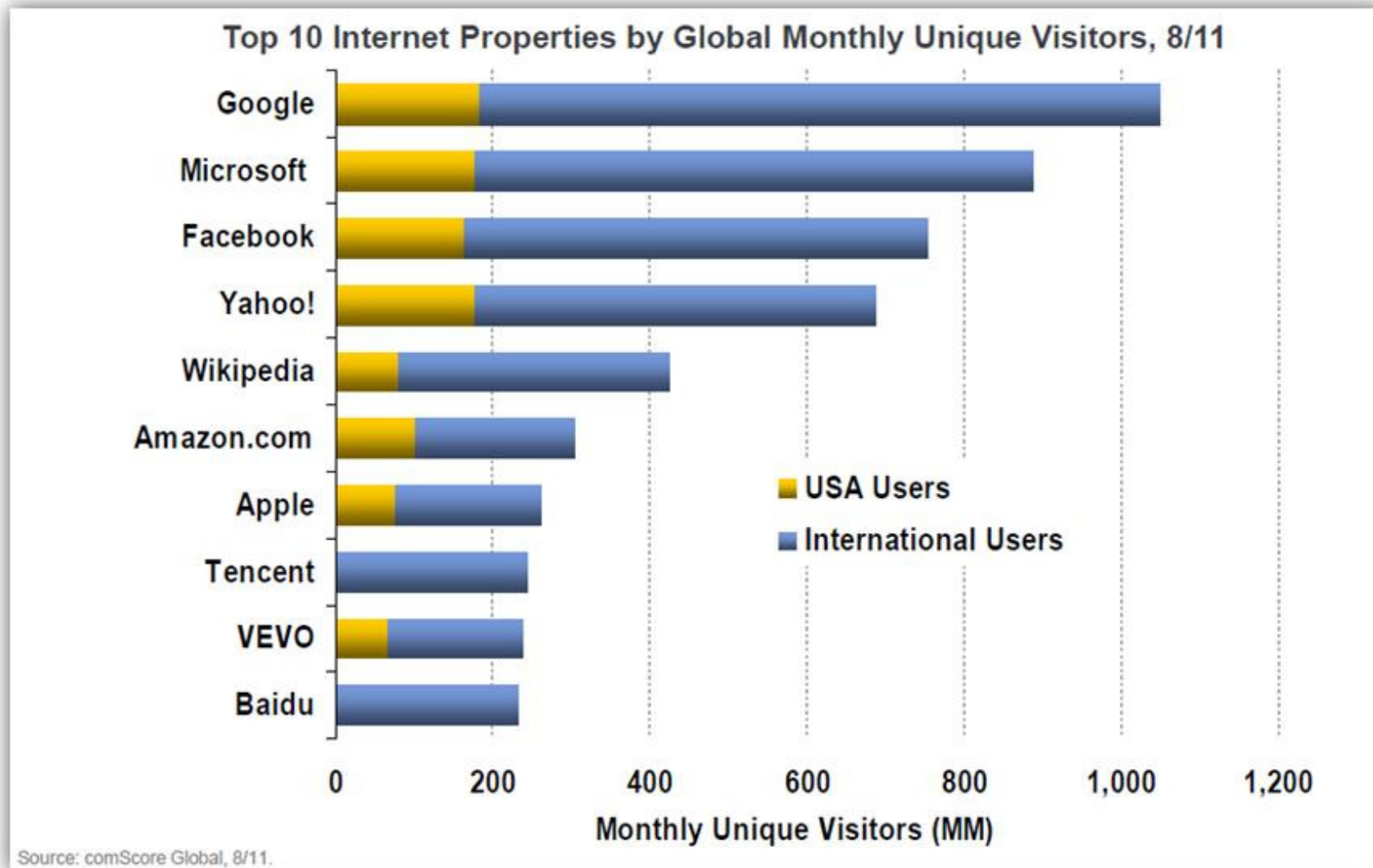
# Our backyard also important – China, India, Nigeria, Russia and Iran added most users

In 3 years China added more Internet users than exist in USA

Rank	Country	07-10 Internet User Additions (MMS)	2010 Internet Users(MMS)	Y/Y Growth	Population penetration
1	China	246	459	20%	34%
2	India	42	88	43	8
3	Nigeria	35	45	2	28
4	Russia	25	60	0	42
5	Iran	24	37	31	49
<b>6</b>	<b>USA</b>	<b>22</b>	<b>244</b>	<b>2</b>	<b>79</b>
7	Brazil	21	79	4	41
8	Philippines	18	23	292	25
9	Mexico	13	35	24	31
10	Pakistan	12	29	43	17
Top 10 world		457	1,099	16%	29%
		693	2,054	13%	30%

Note: Russia data as of 06/10;all other data as of 12/10;Source:United Nation/International Telecommunications Union

# International Users Exceed US Users By Plenty



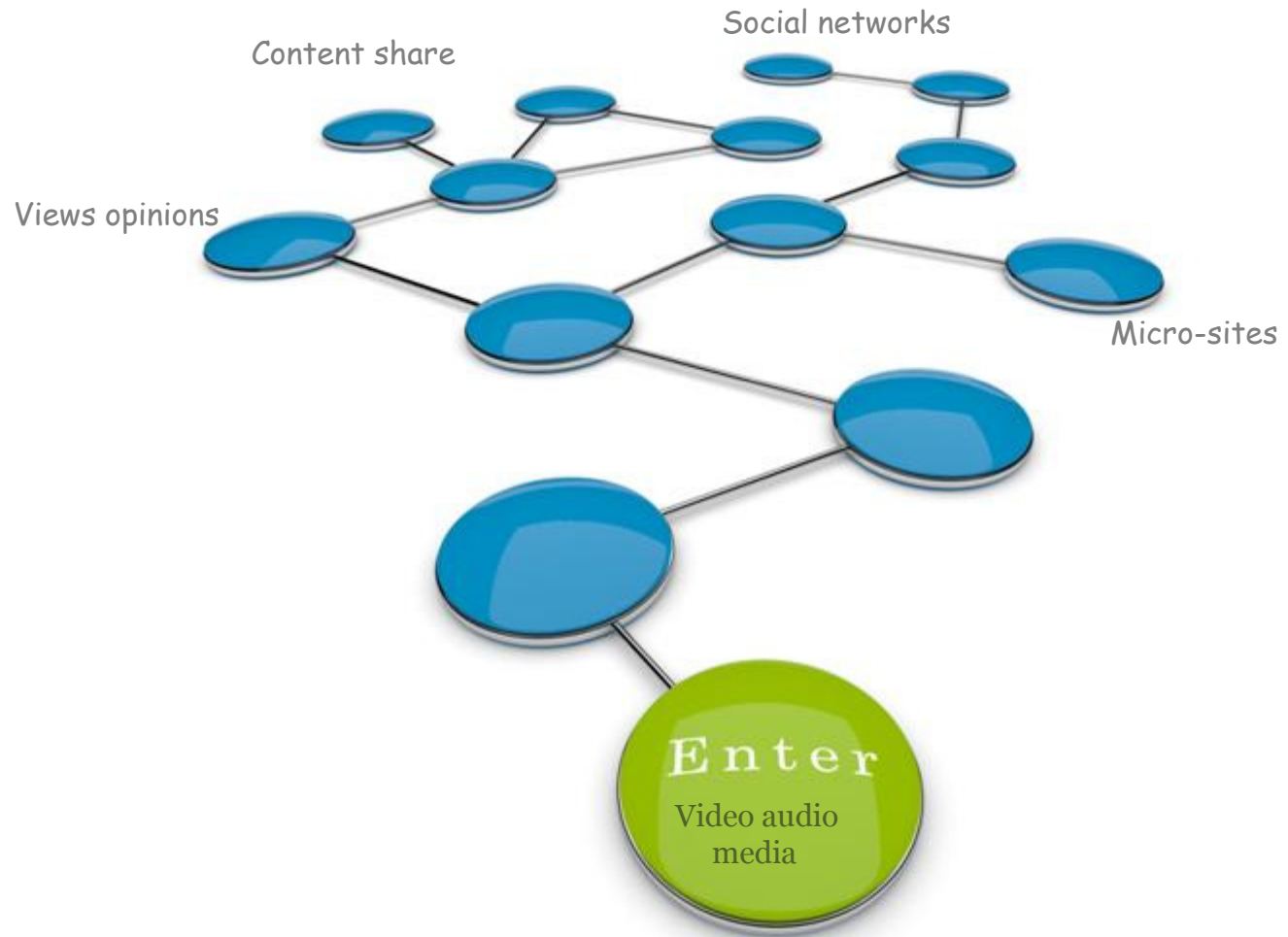
# Global vision Now Means Respecting Sensitivities Of All Ethnicities

 *Be A Dweller Of The Global Village*

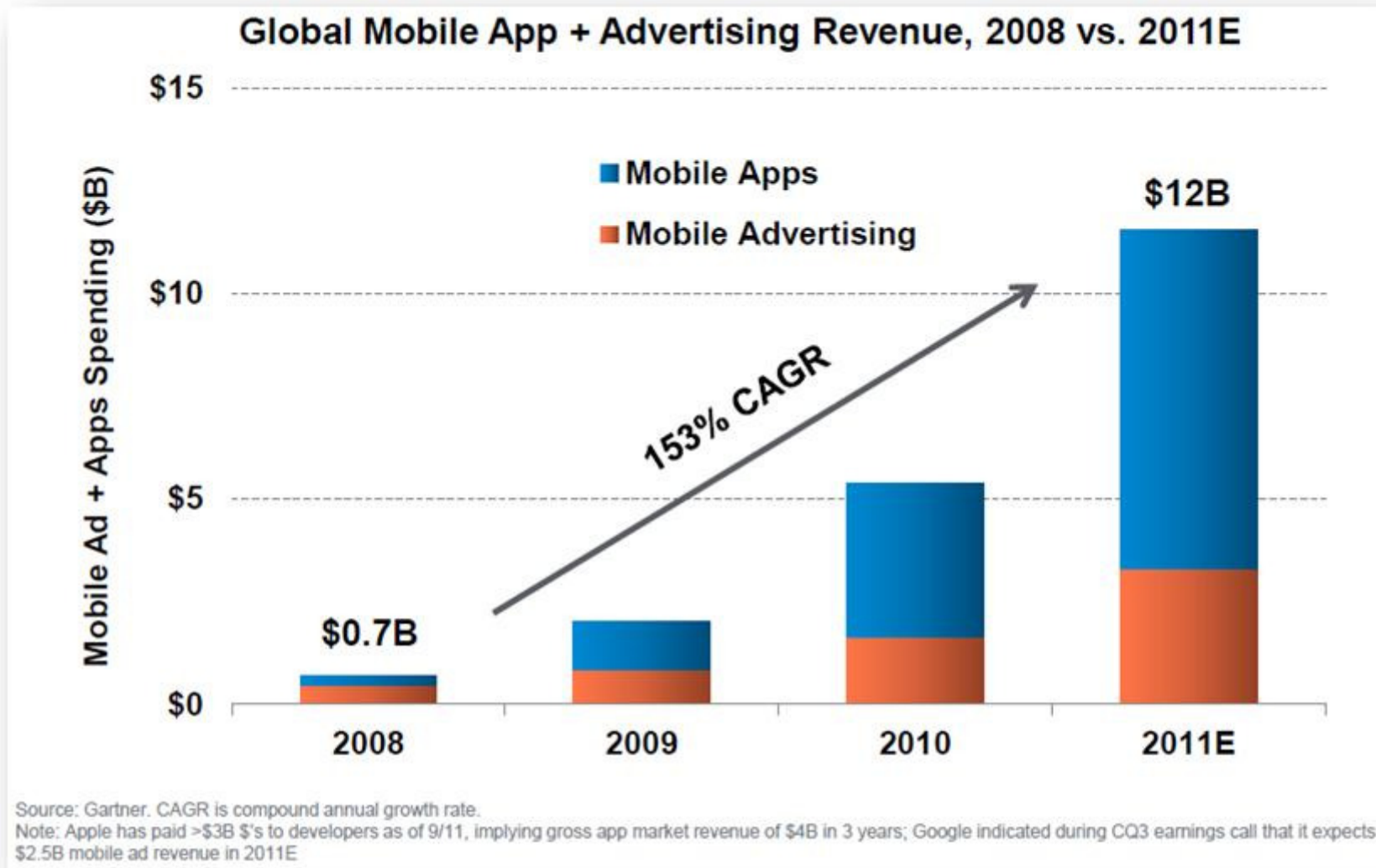


# Social Media Strategy Has Made Computer Interactions More Human

 **3Cs- Content, Commerce, Collaborate**



# Mobile Usage – Smart Phones, Devices are getting popular by the day





# Mobiles used for business, personal, emergencies as well as for fun

## *Mobile Readiness*



# Ability to verbalize and articulate abstract notions critical to customer satisfaction

## **Effective Communication**



# Skills Web Developers Needs To Have

## **Needs analysis and Web Strategy**

- Purpose of the website and how to measure its success. Google analytics and other tools to enable customer profiling



## **Think global act local**

- Internationalization aspects – colors, resources, graphics and their sensitivities in different locations

## **Get Social**

- CRM / Commerce – everything is getting social. Content is co-created. Ability to bring in relevant social aspects – with micro sites, features around social sites



## **Be Context aware**

- Mobile usage and ability to provide context specific information improves consumer stickiness. HTML 5 has specs around location specific information

## **Be a publicist**

- If your work is not seen – its not good enough. Search Engine Optimization

## **Commercial view**

- PayPal, Amazon, Flipkart etc and their popularity (have data around that – even y/y growth of eCommerce) Compounded with Mobile usage, loyalty and couponing – ability to see how organizations can benefit by mobilizing their commerce



## **User Personalization**

- This is old – but the newer aspect is like what some magazines have done. A version on facebook that makes the content more personalized based on what I read.

Thank You



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