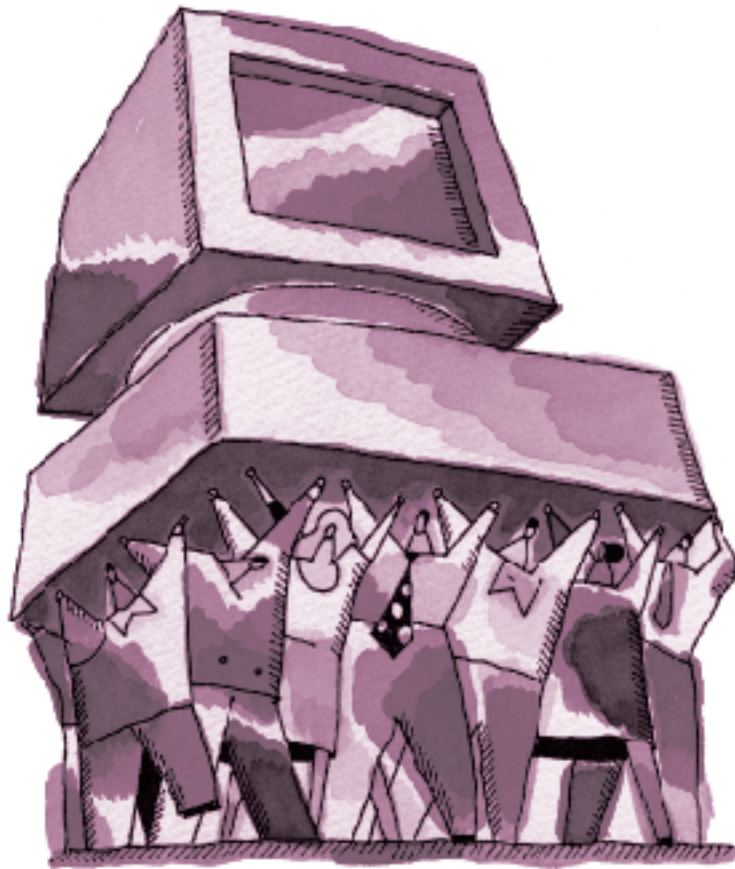


# Triangle Publishing Services Co.

*Editorial consulting services for print and Internet publishers in the IT Market*



## TPSC

Annual Report for 1999

[www.triangle-publishing.com](http://www.triangle-publishing.com)

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April 8, 2000

Dear Stakeholders:

Thank you. If you were a client of Triangle Publishing Services Co. (TPSC), you put your most valuable possession, your brand name, in our care. And if you were a supplier of services to TPSC, you provided the highest quality of material and service to help achieve the goals of our clients. Together we had an amazing year.

Indeed, “amazing” doesn’t adequately describe the surge in demand for editorial services that occurred in 1999. Last year TPSC produced more than 1,000 pages of material for its clients, a 100% increase from 1998 production levels. Furthermore, the bulk of this volume was specifically for the World Wide Web, as part of a major shift in the IT publishing market. In addition to the Web pages, TPSC produced 30 new magazines, supplements, feature articles, strategic planning reports, professional training presentations and other services for more than a dozen organizations. A partial list of TPSC clients in 1999 follows:

TPSC Customers—1999
Cahners Publishing Co.
CFO-Economist Publishing Co.
EarthWeb Inc.
Interex
Hurwitz Group
International Data Group
Edu.com
Thomas Publishing Co.
TechOnLine.com
SAP

Last year’s surge occurred during disparate circumstances for IT publishers and vendors. Several major publishing organizations reported shortfalls in advertising revenues and profitability. Two major organizations were sold and reorganized. Other organizations enjoyed record revenues and strong growth.

Meanwhile, World Wide Web content became the product for which TPSC was primarily engaged. Increasingly, vendors and publishers alike found that a different set of skills was required to develop and publish content for the Web. TPSC’s extensive experience in Web publishing enabled the company to be at the right place at the right time with the right capabilities.

By the end of 1999, TPSC had provided strategic planning, development, design services and content for 10 Web sites. Publishers using an advertising-based business model sponsored some of the sites. Other sites were developed for vendors seeking to provide information, insights and incentives for their customers and potential customers. Still other content was developed for the sites of vendors who were pursuing an e-commerce revenue model. A partial list of TPSC’s Web site projects follows:

TPSC Web site projects*		
Web site URL	Type of site/business model	TPSC services
CMPnet/Fujitsu	Custom publishing	Content
Compaq.com	Image	Content
Datamation.com	Advertising, e-commerce and other revenue streams	Content, strategic planning
Edu.com	Advertising, fees, e-commerce	Content
ERPhub.com	Advertising, e-commerce and other revenue streams	Strategic development, planning, design, content
MASG.com	Advertising, site licensing fees	Strategic planning, design, content
MEAonline.com	Subscription	Content
Microsoft.com/ Enterprise	Image	Strategic planning, design, content, production
MySAP.com	E-commerce	Content, management services
TechOnLine.com	Advertising, fees, e-commerce	Content

Another key event of 1999 was the partnership between TPSC and CIO Communications' Custom Publishing unit. The two organizations collaborated to provide a complete set of Web site content development services for CIO clients. These services included site development strategy, content development, design services, production supervision and marketing as well as direct mail services and print support. By early 2000 TPSC and CIO together had won several Web site development programs, including two for Microsoft, and one for Compaq.

TPSC radically reorganized its operations to meet the surge in demand. Staffing increased by almost 100%. The evolution of TPSC from an established niche player to an experienced, standard-setting industry resource noted for its professionalism accelerated enormously in 1999 and has continued in 2000.

### Mission Statement

***Triangle Publishing Services Company provides superlative editorial material and consulting services for publishing companies and vendors in the information technology market.***

The name of the company reflects a fundamental belief that a publication or a Web site can be successful only if the three components of its business model—editorial, sales and circulation—are strong and working together. The company provides its services on an outsourcing basis to organizations that need publishing support.

In addition to its experienced staff, TPSC recruits experts to meet the specific needs of each project. It makes extensive use of electronic mail, computers, desktop-publishing systems and high-speed networking to provide its products and services.

## Review of Operations—1999

In 1999 Web content development became as important as TPSC's longer-established print publishing services business.

This shift reflects the changing demands of business decision makers for online information, the need for publishers and vendors to provide information to their customers directly by means of the Web, and the opportunity for new Web companies to take advantage of the ubiquity of the Internet by selling products and services through electronic commerce.

First, all these types of clients need a site strategy. Because many vendors and publishers are unfamiliar with the Web and may have undefined objectives, we have found it imperative that a site strategy document should be the first step in any Web site development project. A team of TPSC editors and publishers reviews existing information and Web site content, interviews management executives at clients and develops special-purpose research about the Web site's intended audience. The resulting site strategy document distills the client's goals, marketing challenges, target audience, competitive environment and other factors into a crisply written report.

Once approved, editors, writers, designers and production staff, sales teams and other interested parties use this report to understand the challenges and proposed solutions. TPSC then follows up with an issue plan that describes in detail the subject matter of the articles to be published electronically, the questions to be answered, the art elements to be developed and other tactics necessary to achieve the strategic objectives for the Web site.

In addition to Web projects, in 1999 TPSC continued to develop and create a number of print publications for its existing client base. TPSC's expertise in manufacturing, business and information technology (IT) was in demand for a series of supplements for a variety of publications and vendors. In addition, TPSC provided strategic planning and market research services, including several highly successful focus groups on the use of the Web by IT and business professionals.

Other highlights of the year were internal. The surge in demand for TPSC's services required a restructuring in August, with the addition of several new and talented staff editors as well as writers. Each content development project now has two editors who share responsibility and authority for the project. These dedicated project management editors are empowered to deliver the level of quality that is expected by clients and commensurate with TPSC's high standards. TPSC hosted its first off-site management retreat in November, where the new team met, defined its roles more sharply and developed standards and accountability protocols.

TPSC's Roster of Publishing Professionals	
Role	Personnel
Editor-in-Chief	Steven Flax
Managing Editor	Alice Shimmin
Editors	Debra Bulkeley, Karen Schwartz, Lauren Gibbons Paul, Terrence Lynch, Arlene Richman
Art direction	Mary Avery
Marketing and Sales	Regina Twiss
Contributing Editor—Web operations	Evan Schuman



## 1999 Goals and Objectives Review

Each year TPSC management sets a series of goals for the year and tries to attain them. This is the list of goals for 1999 and an assessment of the results to date toward achieving those goals:

- *Further develop expertise and opportunities in ERP market*

The ERP (enterprise resource planning) market matured into an electronic commerce model and TPSC adapted its services to meet that need. We provided e-commerce-related content to several vendors and publishers. Specific examples include content for the mySAP.com e-commerce site and content for the Microsoft Web site about e-commerce.

- *Identify additional publishing partners as clients*

TPSC established a partnership with CIO Communications' Custom Publishing unit, which enabled both partners to better fulfill the needs of IT vendors. By early in 2000, the partnership had won projects from several vendors including: Microsoft and Compaq.

- *Fine-tune existing technological infrastructure*

The surging demand for content and the increasingly sophisticated nature of the clients involved, required a complete revamping of the TPSC infrastructure. New offices, new computers, additional contract IT support and other investments were made to keep pace with the clients' needs for TPSC to connect with their internal servers and other advanced technology tasks. In addition, almost half of the TPSC staff now is connected to the Internet via a high-speed data link.

- *Establish more relationships with key vendors*

Several continuing projects with clients such as Microsoft were achieved last year and additional vendor relationships were in development in early 2000.

- *Develop custom published newsletters for clients*

One new publication, *Manufacturing Edge*, was introduced for a client at year-end 1999. Additional clients will be solicited in 2000 for other custom published newsletters.

## 2000 Outlook

TPSC now provides the following publishing services for its clients:

- Advertisements
- Backgrounders
- Business plans
- Case studies
- Circulation strategies
- Editorial audits
- Editorial strategic planning
- Expert witness testimony
- Focus groups
- Ghostwriting of books
- Market research reports
- Special reports
- Supplements
- Temporary staff
- Trade show representation
- Web site development
- White papers

TPSC's current and past contributor list includes almost 70 writers, editors, designers, illustrators and photographers. Each is an independent contractor who is available to support TPSC clients. TPSC partners are located throughout the United States and Europe to provide geographical diversity. In addition, other writers are available in Asia.



## Past and Present TPSC Contributors

Mary Avery	Elizabeth Lindholm	Bill Roberts	Barbara DePompa
Tia O'Brien	Chris Staiti	Charles Waltner	Mark Mehler
Jenny Ross	Deborah Asbrand	Jeff Zygmunt	Karen Schwartz
Emily Kay	Arlene Richman	Lamont Wood	Erin Haskell
Alan Radding	Connie Winkler	Gil Bassak	Kirk McGregor
Mike Robinson	Jeanne Brokaw	Jim McLeod-Warrick	Teri Robinson
Jerry Lazar	Bob Ristelhueber	Terrence Lynch	Larry Curran
Don Nicholas	Stephen D. Solomon	Maria Burtis	Ann Monroe
Willie Schatz	Mark Halper	Richard Quinnell	Linda Wilson
Mary Brandel	Alice Shimmin	Andy O'Connell	Natalie Engler
Dan Orzech	Lee Sustar	Paul Korzeniowski	Dan Richman
Theresa Yrastorza	Richard Buchanan	Julie Monahan	Sandro
Steven Flax	Lauren Paul	Pat Waurzyniak	Susan Mael
Jack Rochester	Debra Bulkeley	Stanley Brown	Robert Anthony
Jayne Pearl	Lynn Haber	Renee Moore	Cynthia Bowden
Deb Cooper	Joyce Chutchian	Dennis Howlett	Regina Twiss
Jonathan Goodman	Peter Golden	Alecia Helton	

## Goals and Objectives for 2000

- More aggressively market TPSC products and services, including the launch of a direct mail campaign and other marketing tactics
- Build and operate a Web site for TPSC, to support internal organizational needs as well as external marketing needs
- Recruit additional personnel as required, to bolster Web content development team
- Further refine the TPSC organizational structure, with the goal of more completely integrating responsibility and authority for each manager
- Have at least two off site editorial meetings a year
- Provide useful feedback to TPSC staff who request it

## Target Markets for Newsletters

TPSC has identified the following as appropriate technology markets for custom-published newsletters:

- Data mining
- Data warehousing
- Enterprise Resource Planning
- LAN products
- Network and Systems management
- Supply chain management
- WAN products
- Technology Training
- Data communications services
- Sales force automation
- Electronic commerce
- Distribution
- Electronic design automation
- Intellectual property
- Online exchanges

Once again, my profound appreciation for your interest and support.

Larry Marion, President  
Triangle Publishing Services Co.

## Staff Biographies

### *Executive*

*Larry Marion* is the President and Editorial Director of Triangle Publishing Services Co. Mr. Marion has more than 25 years of experience writing and editing publications about computer system users and vendors. He has worked as a writer and editor at *Datamation*, *LOTUS*, *BusinessWeek*, *Forbes*, *Financial World*, *Institutional Investor*, *Electronic Business* and *Software Magazine*. In addition, his articles have appeared in *Information Week*, *PC Week*, *Beyond Computing* and *Computerworld*.

### *Editorial*

*Steven Flax* is Editor-in-Chief of Triangle Publishing Services Co. Mr. Flax has nearly 30 years of publishing experience in the areas of business journalism, information technology, specialty publications and venture capital. He has special expertise in the areas of new publication development, strategic repositioning and the improvement of existing publications. He has consulted with, edited or written for a number of publications, including *Forbes*, *Fortune*, the *New York Times*, *Electronic Business*, *Beyond Computing*, *GQ*, *US, Inc.*, *Reader's Digest*, *Institutional Investor* and the *Harvard Business Review*. He has won two national journalism awards for feature writing, served as Editor-in-Chief of *Lamaze Parents' Magazine*, and was one of the two creators of *Civilization*, the magazine of the Library of Congress, which won the National Magazine Award in its first year of publication.

*Alice Shimmin* is Managing Editor of Triangle Publishing Services Co. Ms. Shimmin is responsible for overseeing the editorial content and art assignments for several of Triangle's print and Web-based projects. She has held several freelance and editorial positions with information technology publications and Web sites including: *Datamation* magazine, *PlugIn Datamation*, *Application Development Trends* magazine, *Open Computing* magazine and *LAN Times* magazine.

*Evan Schuman* is Contributing Editor—Web operations for Triangle Publishing Services Co. Mr. Schuman brings 20 years experience in the areas of information technology, publishing, journalism and marketing. As contributing editor, Mr. Schuman is responsible for developing and implementing the strategies and editorial content for TPSC's clients that are Web publishers. He proposes, plans and directs the editorial, navigational, graphical and interactive elements that are presented in sophisticated Web sites. He has held a variety of editorial positions in both print publications and Web sites including: CMP Media's *Tech Web*, *Communications Week*, *Information Week*, *Sun Focus*, *Unix Today!*/*Open Systems Today* and *The Internet Business Report*.

Other Triangle Publishing editorial contributors include: Barbara DePompa, Karen Schwartz, Debra Bulkeley, Charles Waltner, Alan Kay, Josh Greenbaum, Emily Kay, Jerry Lazar, Paul Korzeniowski, Alan Radding, Willie Schatz, Lauren Gibbons Paul, Stephen D. Solomon and Teri Robinson. Collectively the company's writers and editors represent more than 300 years of experience writing and editing articles and reports about business and information technology.

This team of writers and analysts has produced reports for Dataquest, International Data Corp., Business Research Group, BIS Strategic Decisions, Giga Information Group, the Hurwitz Group, Cambridge Technology Group, PricewaterhouseCoopers and other leading market research and consulting firms.

### *Art Direction*

Mary Avery of Carlson Webster Avery has more than a decade of experience with high-technology publications and vendors. Her firm has developed editorial material for *Information Week*, *Computerworld*, *Software Magazine* and *Client/Server Computing*. In addition, she has prepared collateral material for SAP, Cambridge Technology Group and other firms.



### *Market Research*

*Beacon Technology Partners* of Concord, Mass., is an independent market research firm specializing in qualitative and quantitative market research and consulting, primarily in the fields of electronics, computers, software, services, the Internet and the World Wide Web. Working with TPSC, *Beacon Technology Partners* conducts market research relevant to the client's objectives and needs. Beacon provides: quantitative and/or qualitative methodologies; brand management tools—including the Everest Chart and the Perceptual Map; product management; and Web audit and Web architecture services. In adherence to TPSC's mandate, Beacon's goal is to provide our clients with relevant market data to guide and help them make informed decisions.

### *Circulation*

*Blue Dolphin Communications* of Sudbury, Mass., works with TPSC when a client's circulation issues come into question. This includes defining the target audience, looking for new subscribers or boosting a renewal effort. Blue Dolphin is a circulation management and subscription marketing firm that provides consulting, circulation strategy, direct marketing and creative solutions to publishers. It deploys a wide spectrum of resources including: direct mail, World Wide Web, space ads, gift programs, renewals, bills, inserts and card decks. Its founder and CEO, Don Nicholas, literally wrote the book on subscription marketing and invented the metrics and models used by publishers throughout the world today.

### *Sales and Marketing*

*Regina Twiss* is Vice President of Sales and Marketing for Triangle Publishing Services Co. With 18 years experience in print and Internet publishing marketing and sales, Ms. Twiss is responsible for TPSC's sales and marketing strategies as well as new business expansion. She oversees the development of all TPSC's marketing communications and branding efforts. She has held a number of marketing and sales positions for publishing organizations, including: *PlugIn Datamation*, *Datamation* magazine, *Cahners Business Information's C2 Group* (Computers & Communications), *Digital News Publishing* and *Lotus Magazine*.

## TPSC Partial Client List\*

### **Publishing companies**

IDG-*CIO*, *Computerworld*, *InfoWorld*,  
*Network World*  
Ziff Davis-*PC Week*  
Sentry-*Software Magazine*,  
*Client/Server Computing*  
*Cahners-Electronic Business*, *Datamation*  
*CMP-Information Week*, *Communications Week*,  
*HOMEPC*  
*Inc.*  
*The New York Times*  
*Beyond Computing*  
EarthWeb  
Thomas Publishing Co.  
Economist/CFO Publishing

### **Vendors**

IBM  
Cambridge Technology Group  
Compaq Computer Corp.  
Digital Equipment  
LeCroy Corp.  
Lotus Development  
ObjecTime  
Renaissance Solutions  
SAP  
Unisys  
Microsoft

### **Intermediaries**

Beacon Technology Partners  
Creamer Dickson Basford  
Cunningham Communications  
Geoghegan Associates

### **Consultants**

Cahners In-Stat Group  
Dataquest  
Giga Information Group  
Gomez Advisors  
Hurwitz Group  
IDC  
PricewaterhouseCoopers  
Sentry Group  
Tower Group

\* Includes clients of affiliates

## Selected TPSC Case Studies

### *Microsoft Corporation*

Establishing itself as a knowledgeable provider of enterprise solutions and information was the goal set by Microsoft in the summer of 1999. The company wanted a new Web site dedicated to providing information and insights to CIOs and other senior IT managers, and wanted the robust site to be operational in roughly eight weeks.

TPSC and its partner, the custom publishing unit of CIO Communications, assembled a team of editors, writers, designers and programmers to deliver an interactive site on schedule. The equivalent of 75 pages of editorial material was conceived, researched, written, edited and posted on a Web site largely designed by the CIO/TPSC team. And the site went live the week it was promised.

CIO/TPSC maintains the site, providing a constant flow of unique and engaging editorial content, interactive features and other activities. The address for the Microsoft Enterprise Web site is [www.microsoft.com/enterprise](http://www.microsoft.com/enterprise)

### *Cahners Publishing Company*

A venerable magazine was placed on the market, and half its editorial staff promptly quit. In desperation, the editor of *Datamation* contacted TPSC to provide on-site managerial services as well as content. For four months, TPSC, working with the remaining *Datamation* staff, maintained a monthly magazine running more than 70 pages in each issue.

When *Datamation's* owners decided to convert the magazine to an online e-zine, TPSC was engaged to manage the editorial operation, including managing the remaining full-time staffers. Working with the publisher and general manager, TPSC continued the Web site operation for a year, until it was sold to another company and the new organization hired full-time staff.

### *SAP*

The rapid rise of the Internet as the preferred conduit for business-to-business commerce demanded a quick response by SAP, the leading vendor of enterprise software. In late 1999 SAP turned to TPSC to provide strategy, design and content for its new business-to-business e-commerce site, [mySAP.com](http://mySAP.com). The address for the SAP Web site is [www.mySAP.com](http://www.mySAP.com)

### *Microsoft Corporation*

To support the launch of Windows 2000, Microsoft turned to IDG for a variety of marketing efforts, including the organization of a conference, list rentals and a custom-published magazine. The custom publishing unit of IDG's CIO division then engaged TPSC to provide editorial strategy and design, and to carry out the development of the magazine, called *eDirections*.

In less than two months the Editor-in-Chief of Triangle and his staff, along with several veteran high-tech and business writers, developed the editorial content for an 80-page magazine that included extensive interviews with beta users of the new software, as well as Microsoft partners and Microsoft staff. The TPSC team developed a compelling package of profiles, tips and round-up articles. In addition, TPSC created special content for a Web site version of *eDirections*.

The reaction of the marketplace to the publication of *eDirections* in February 2000 was unanimous—the magazine, with a circulation of one million, was one of the highlights of the Windows 2000 launch. The address for the Web version of *eDirections* is [www.itworld.com/edirections](http://www.itworld.com/edirections)

### *Edu.com*

A month before the launch of a new Web site for college students, the owners of edu.com realized that they needed a variety of buyers' guides on various technologies and products of interest to the target market. TPSC was able to deliver 27 buyers guides, on a variety of technology subjects, in three weeks.

Edu.com then requested a series of commentaries on new technologies and their use. Again, TPSC was able to deliver a large quantity of high quality material in a short amount of time. The Web address for this client is [www.edu.com](http://www.edu.com).

### *TechOnLine*

In a market crowded with competitors, this Web site for electronics engineers began providing daily news items about new products and other announcements. In the summer of 1999 senior TechOnLine executives realized they needed some short-term support to fill a gap as they were staffing up with full-time help. The Web publisher turned to TPSC for a short-term staffing and content solution, and for six weeks TPSC provided six news stories a day, as well as editing and project management. Our content was delivered on time and gave a new full-time staff a chance to establish itself and provide its own content. The address for this client is [www.techonline.com](http://www.techonline.com)

### *CMP Media Inc.*

When this publisher of *Information Week Magazine* wanted to launch a series of supplements focusing on specific subjects, the existing editorial staff was not able to handle the load. So *Information Week* turned to TPSC to produce the six supplements, each on a different subject. TPSC conceived the subjects of the articles, found the appropriate writers and editors, and built the pages using the client's Quark template and TPSC art and design resources.

The series of supplements was a financial and editorial success. Once the concept was proven, *Information Week* hired full-time resources to continue the program.

### *Computerworld*

In 1996 *Computerworld* began a strategic effort to penetrate some vertical markets. It identified financial services as one of four market opportunities for customized magazine supplements to be inserted into the existing weekly newspaper. *Computerworld* contacted TPSC and requested the first of a series of bimonthly supplements to be delivered in one month. TPSC delivered a 12-page supplement suitable for insertion into *Computerworld* in the given time period. In addition, for a year TPSC provided the bimonthly magazine with marketing support and strategic planning services.



If you are interested in finding out more about  
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[info@triangle-publishing.com](mailto:info@triangle-publishing.com).

# TPSC

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