



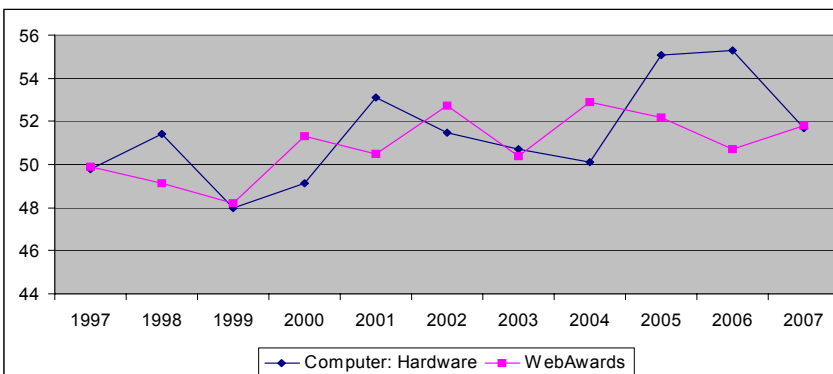
# WebAward Internet Standards Assessment Report

## 2008 Computer Hardware Industry Benchmark Results

### Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

| <u>Year</u> | <u>Hardware WebAwards</u> |      |
|-------------|---------------------------|------|
| 1997        | 49.8                      | 49.9 |
| 1998        | 51.4                      | 49.1 |
| 1999        | 48.0                      | 48.2 |
| 2000        | 49.1                      | 51.3 |
| 2001        | 53.1                      | 50.5 |
| 2002        | 51.5                      | 52.7 |
| 2003        | 50.7                      | 50.4 |
| 2004        | 50.1                      | 52.9 |
| 2005        | 55.1                      | 52.2 |
| 2006        | 55.3                      | 50.7 |
| 2007        | 51.7                      | 51.8 |

Score out of a possible 70 points

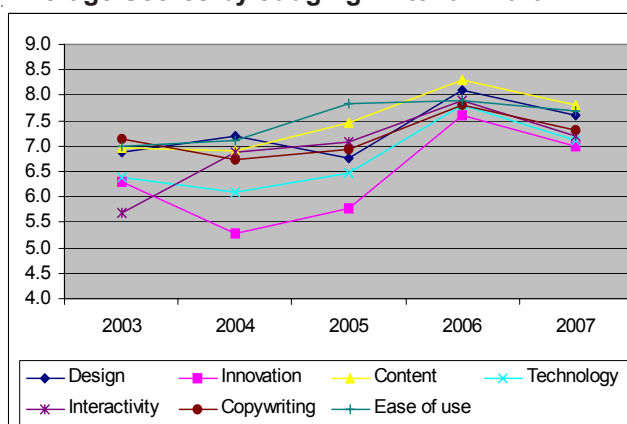


### Average Scores by Judging Criteria

|               | <u>2003</u> | <u>2004</u> | <u>2005</u> | <u>2006</u> | <u>2007</u> |
|---------------|-------------|-------------|-------------|-------------|-------------|
| Design        | 6.9         | 7.2         | 6.8         | 8.1         | 7.6         |
| Innovation    | 6.3         | 5.3         | 5.8         | 7.6         | 7.0         |
| Content       | 7.0         | 6.9         | 7.5         | 8.3         | 7.8         |
| Technology    | 6.4         | 6.1         | 6.5         | 7.8         | 7.1         |
| Interactivity | 5.7         | 6.9         | 7.1         | 7.9         | 7.2         |
| Copywriting   | 7.1         | 6.7         | 6.9         | 7.8         | 7.3         |
| Ease of use   | 7.0         | 7.1         | 7.8         | 7.9         | 7.7         |

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart

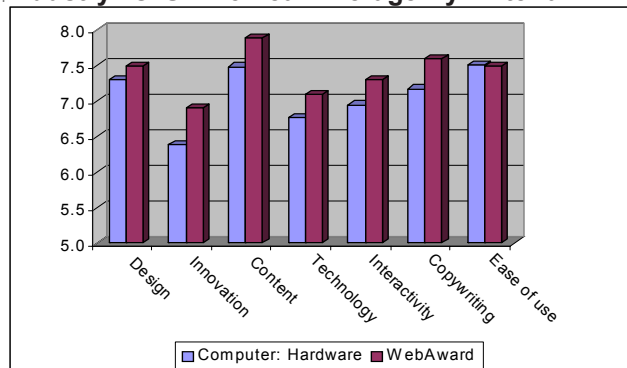


### Analysis

Computer hardware Web sites are generally in line with the overall ISAR index for web development demonstrating an almost counter cyclical pattern to the index average. When the overall average zigs, computer hardware sites tend to zag. Poor performance in 2004 resulted in computer hardware sites scoring below the 5-year criteria benchmark averages in all areas. Computer hardware sites tend to be strongest in content and ease of use. They beat the WebAward criteria average benchmark in the ease of use category.

Selling computer hardware online today means being able to effectively demonstrate your products and even customize it to your customer's specifications. The best sites in this industry are using multimedia to engage the customer throughout the buying cycle.

### Industry vs ISAR 5-Year Average By Criteria



### Best of Industry Winners

| <u>Year</u> | <u>Winner</u>           | <u>Web site</u>         |
|-------------|-------------------------|-------------------------|
| 2007        | Dell Global Site Design | StudioDell              |
| 2006        | Broadcom Corporation    | Broadcom Website        |
| 2005        | HP.com                  | HP.com                  |
| 2004        | HP.com                  | HP.com                  |
| 2003        | HP                      | HP Public Web Site      |
| 2002        | Palm, Inc.              | Palm.com                |
| 2001        | IBM                     | ibm.com                 |
| 2000        | EMC Web Team            | EMC.com                 |
| 1999        | Four Points Digital     | 3Com HomeConnect        |
| 1998        | AGENCY.COM/Online Magic | Compaq Website          |
| 1997        | Anderson & Lembke, Inc. | Altec Lansing microsite |

### About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through its WebAward program. Multiple independent judges review and score each site from 0-10 points on each of seven criteria for a possible 70 points. Best of Industry WebAward is given to the site that scores highest in the industry. The views of this report are based on observations of aggregated industry data and do not reflect the results for any particular Web site unless noted. For complete information, go to [www.webaward.org](http://www.webaward.org)