



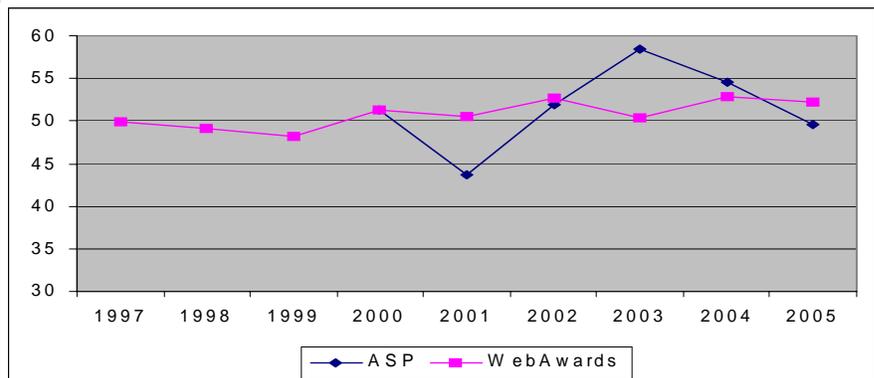
WebAward Internet Standards Assessment Report

Application Service Provider Industry Benchmark Results

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

<u>Year</u>	<u>ASP</u>	<u>WebAwards</u>
1997		49.9
1998		49.1
1999		48.2
2000	51.3	51.3
2001	43.7	50.5
2002	51.88	52.7
2003	58.5	50.4
2004	54.6	52.9
2005	49.6	52.2

Score out of a possible 70 points

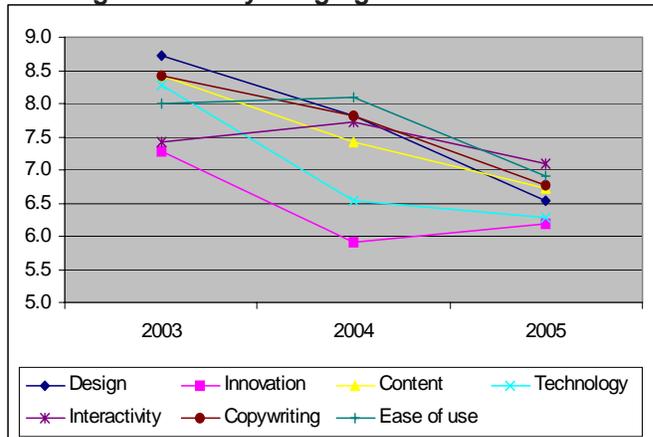


Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Design	8.7	7.8	6.5	7.7
Innovation	7.3	5.9	6.2	6.5
Content	8.4	7.4	6.7	7.5
Technology	8.3	6.5	6.3	7.0
Interactivity	7.4	7.7	7.1	7.4
Copywriting	8.4	7.8	6.8	7.7
Ease of use	8.0	8.1	6.9	7.7

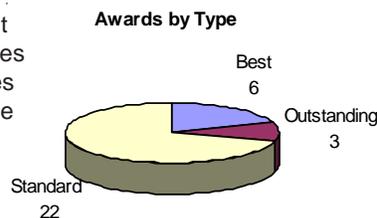
Score out of a possible 10 points

Average Scores by Judging Criteria Chart

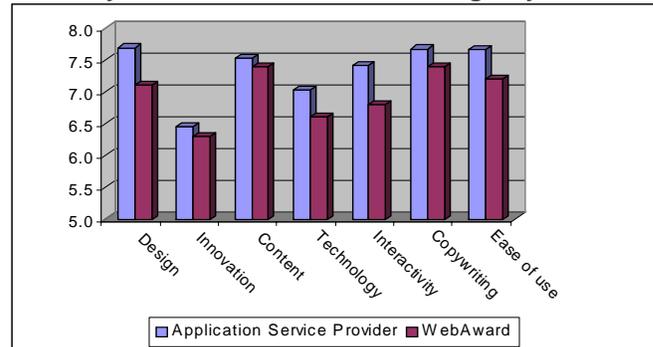


Commentary

An application service provider (ASP) is a business that provides computer-based services to customers over a network. ASPs joined the WebAwards in 2000 as an industry category and generally score very high in design, copywriting and ease of use. It scores lowest in use of technology and innovation of the Web site. For the past three years, ASPs have been above average in all seven judging criteria and have the fourth highest scores for ease of use among all of the industries reviewed. ASPs are a product of the Internet age and their Web sites are not only their sales brochure, but often the gateway to the services they offer to their customers.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2005	The Rocket Science Group	MailChimp
2004	Leopard	Leopard Web site
2003	Exciting New Technologies	Exciting New Technologies
2002	i2 Technologies, frog design	i2.com
2001	Rocket Network	Rocket Network
2000	Meridian Project Systems	ProjectTalk.com Website

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