

# Creating a Global Web Presence

How QUALCOMM's BREW Web Site Goes—and Stays—Global

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# Introduction to BREW

- Site must meet the needs of:
  - ◆ Operators
    - ✦ USA: Verizon, Alltel, US Cellular
    - ✦ Japan: KDDI
    - ✦ Korea: KTF
    - ✦ China: China Unicom
  - ◆ Developers (JAMDAT, Mattel, Disney...)
  - ◆ Handset Manufacturers (Kyocera, LG, Motorola...)
  - ◆ Technology Press (partners' PR needs, editors)
- Korean, then Japanese, Simplified Chinese and Brazilian Portuguese (upcoming: Spanish and pan-European)
- Eightfold increase in traffic, because most developers are in China, Japan and Korea

# Centralized Control vs. Decentralized Control

- Take a look at your existing resources and infrastructure (software and hardware)
- Local support – is it available?
- Branding issues
- Take a long-term outlook

# Why Not Let Them Do Their Own Site?

- This is a global effort—too much branding at risk
- Easier for me to do it and change it to suit them than to police what they'd do
- Do they have
  - ◆ staff?
  - ◆ expertise?
  - ◆ budget?
  - ◆ bandwidth?
  - ◆ flexibility?
  - ◆ stomach to stick with it?

(Probably not.)

# If We Build It, Will They Come? And What Will They Bring?

- Translation of domestic content is easy; we need content that matters to *them* (local shows, awards, training, press releases, interviews)
- From the start, the BREW site has engaged the developer community—wherever it may be—so offering technical content in multiple languages has been a high priority for us
- Tell your offices about the site, then tell them again, then tell them again, then tell them again...
- Have them tell their contacts, partners, customers...
- Let lagging regions know how active regions are using the site

# “Japan wants to review every page before release. Will that slow us down much?”

- This is the downside of involving them, but the upside is that it shows they are engaged. You balance between their stake and your schedule.
- Incorporate feedback to domestic site; consider this an editorial pass on your original content
- Trust and verify: Make sure they're not making changes to corporate materials
- Some regions lack the bandwidth to review very much; need to accept and do your best.

# The Web team overhauls the site architecture (or, Changing the DNA of a rabbit)

- Be prepared for them to completely overlook globalization issues, leaving the regional sites in the old architecture (or even broken)
- Attend team meetings
- Regional sites need *champions* to keep content locally focused and to look forward in re-design/re-architecture
- Test architectural changes on regional sites *before* changes are set in stone for domestic site

# Success Factors

- Have local champions; empower them
- Generate new local content on a consistent basis
- Dedicate resources to globalization effort
- Web tracking—share statistics with regional offices to get their attention
- Intuitive access to regional sites

# How do I make the regional sites top-of-mind and keep them there?

- Roll out your numbers (high hit rates on pages in regional sites)
- Look for the international angle in *everything* (demo-ware, presentations, artwork, collateral)
- Become the default contact for matters international