
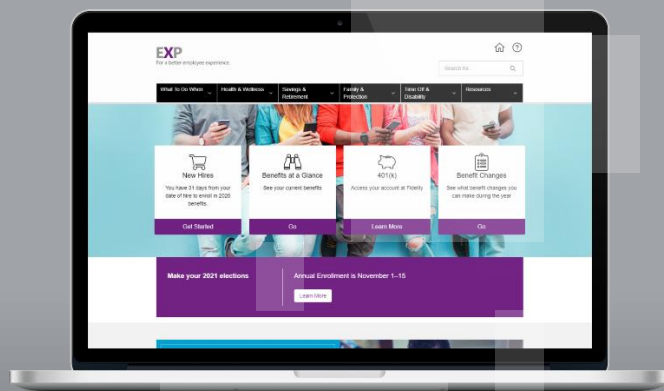


# EXP Lite Simply Engages

Helping clients  
support employees  
with fast, digital and  
effective content

 **October 2020**





# Introducing EXP

A fully scalable solution

# EXP Lite helps you deliver to your employees in moments that matter now



## MOBILE

Can be viewed on any web-enabled device and **comes with a free standalone mobile app**



## MEASURABLE

Data analytics offer insights (hits, usage patterns, level of engagement) to drive your ongoing communication and engagement strategy



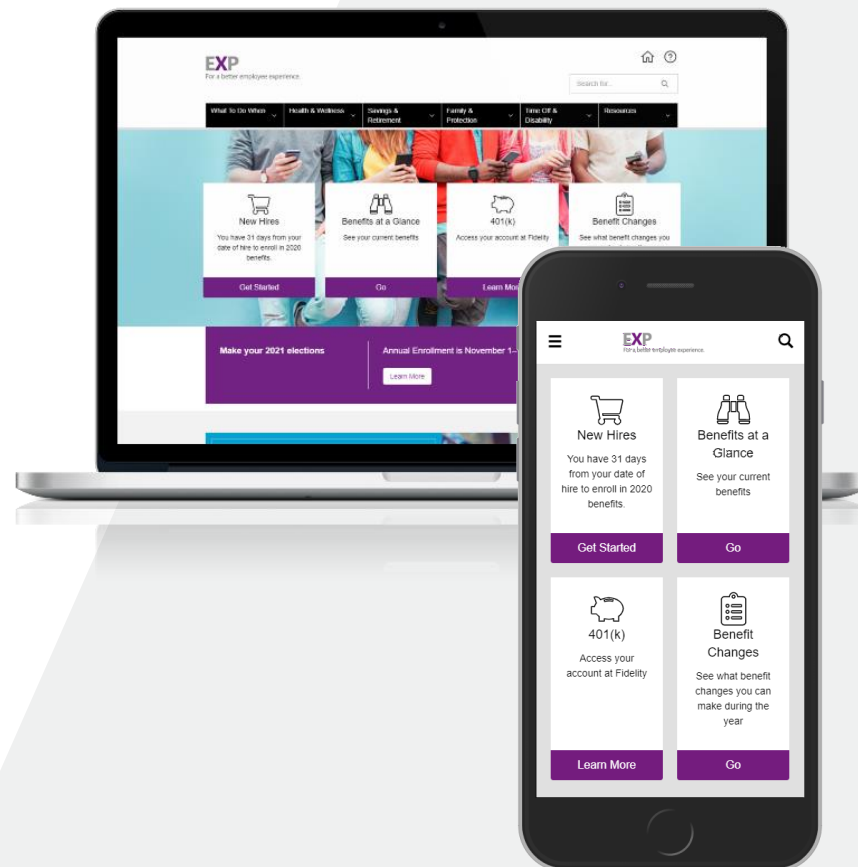
## ENGAGING

Fully branded and designed experience

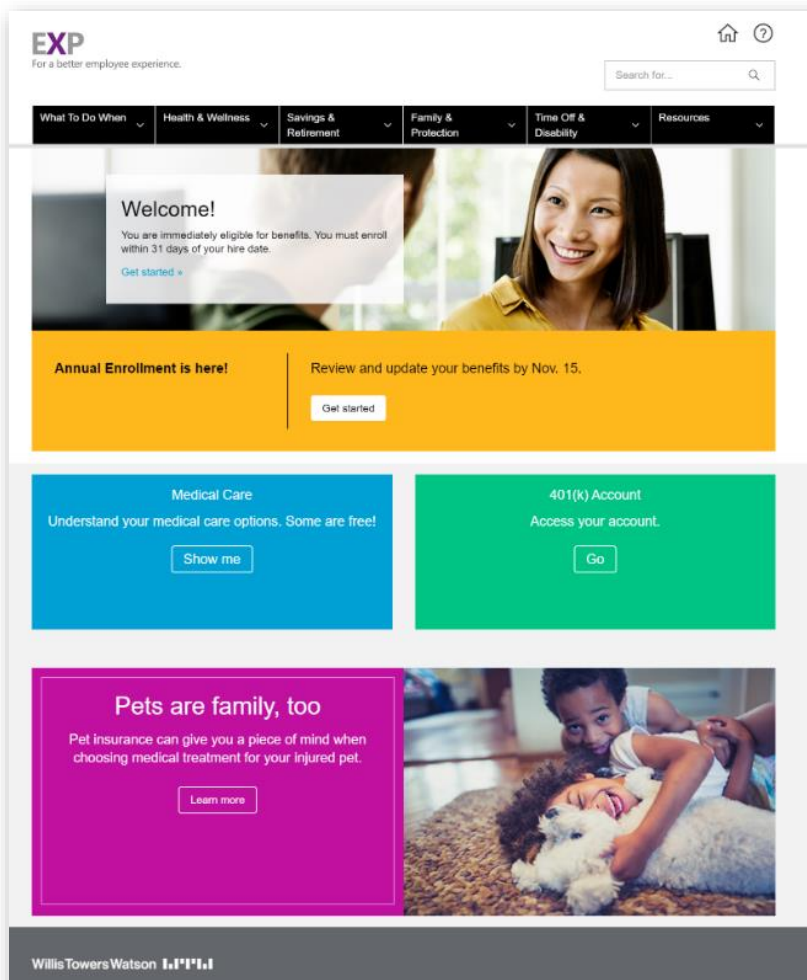


## MODERN

Content management options and powerful search



# EXP Site Design



**Coming to life with great creative**  
*Applied within the  
 software parameters*

**You'll be pleased with  
 the flexibility**

**A free image and icon library is  
 part of the platform**

**Analytics through analytics  
 through your Google Analytics  
 platform our Google  
 Analytics platform**



# What are some of the benefits of EXP Lite?



Suited for a **large amount of content and information** while remaining intuitive and user-friendly



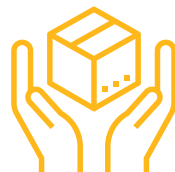
Comes with **standalone mobile app** — more opportunities for engagement



**Unlimited** number of pages



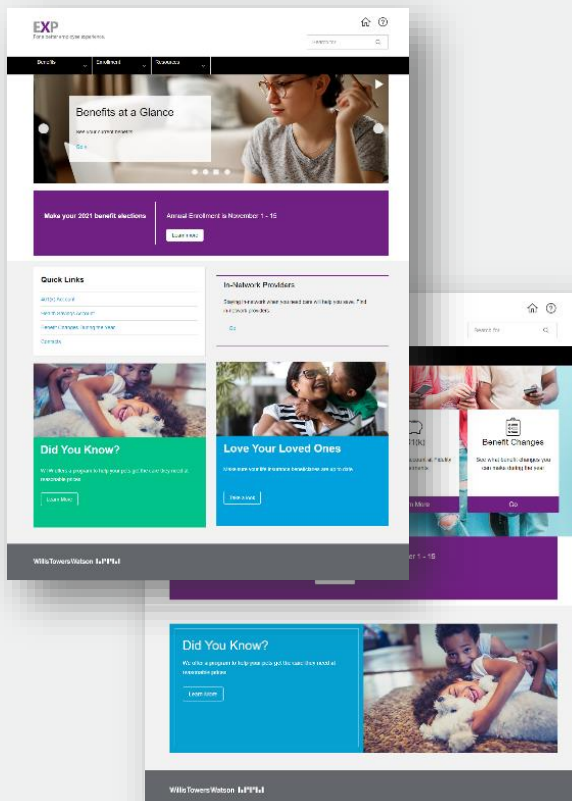
Opportunity to **add personalization / segmentation** down the road without moving to a new platform



**Includes product enhancements** throughout the year



Option for Mitsui Fudosan to **be content manager\***



You decide  
when, how  
broad, how  
personalized,  
what services  
– and in what  
combination

	EXP Lite	EXP Lite with Authentication	EXP
<b>Mobile App</b> (Progressive Web App)	✓	✓	✓
<b>Login Page and SSO</b>	No	✓	✓
<b>Targeting/ Individualization</b>	None	Limited Segmentation	✓
<b>Unlimited Content</b>	✓	✓	✓
<b>Vanity URL</b>	✓*	✓*	✓
<b>Expandable to multiple languages or content groups</b>	✓*	✓*	✓*
<b>Client Managed Content</b>	✓*	✓*	✓
<b>24/5 Support</b>	✓	✓	✓
<b>Guest Access</b>	✓	Optional	Optional
<b>Implementation Project Duration</b>	2-4 Weeks	8-10 Weeks	18-22 Weeks
<b>Advisory Support Level</b>	Communication consulting as needed	Communication consulting as needed	Client success management plus communication
<b>Analytics</b>	<b>Limited</b> Logins and basic traffic	<b>Advanced</b> Unique visitors, date ranges, breakdown by HRIS data	<b>Advanced +</b> Advanced plus integrated vendor data
<b>Environment</b>	Production Only	Test and Production	Test and Production
<b>Data Integration</b>	None	HRIS Indicative	HRIS + Other Data
<b>Contract Duration Choices</b>	1 year, 3 year	3 year, 5 year	3 year, 5 year

\*Add on with additional fees

Reference slide in appendix for more details on these features

## Option 2

# Develop the experience

Through the lens of EXP Lite

## Employee Experience PLATFORM READINESS Working Session

- Define goals and success
- Prepare for building the site structure
- Confirm how we'll get the work done

## Content Development and Site Build

- Develop content for the site aligned with site goals
- Build site and load content

## Launch and Embed

- Develop the Change/Communication strategy and launch plan
- Craft a year-round engagement plan

