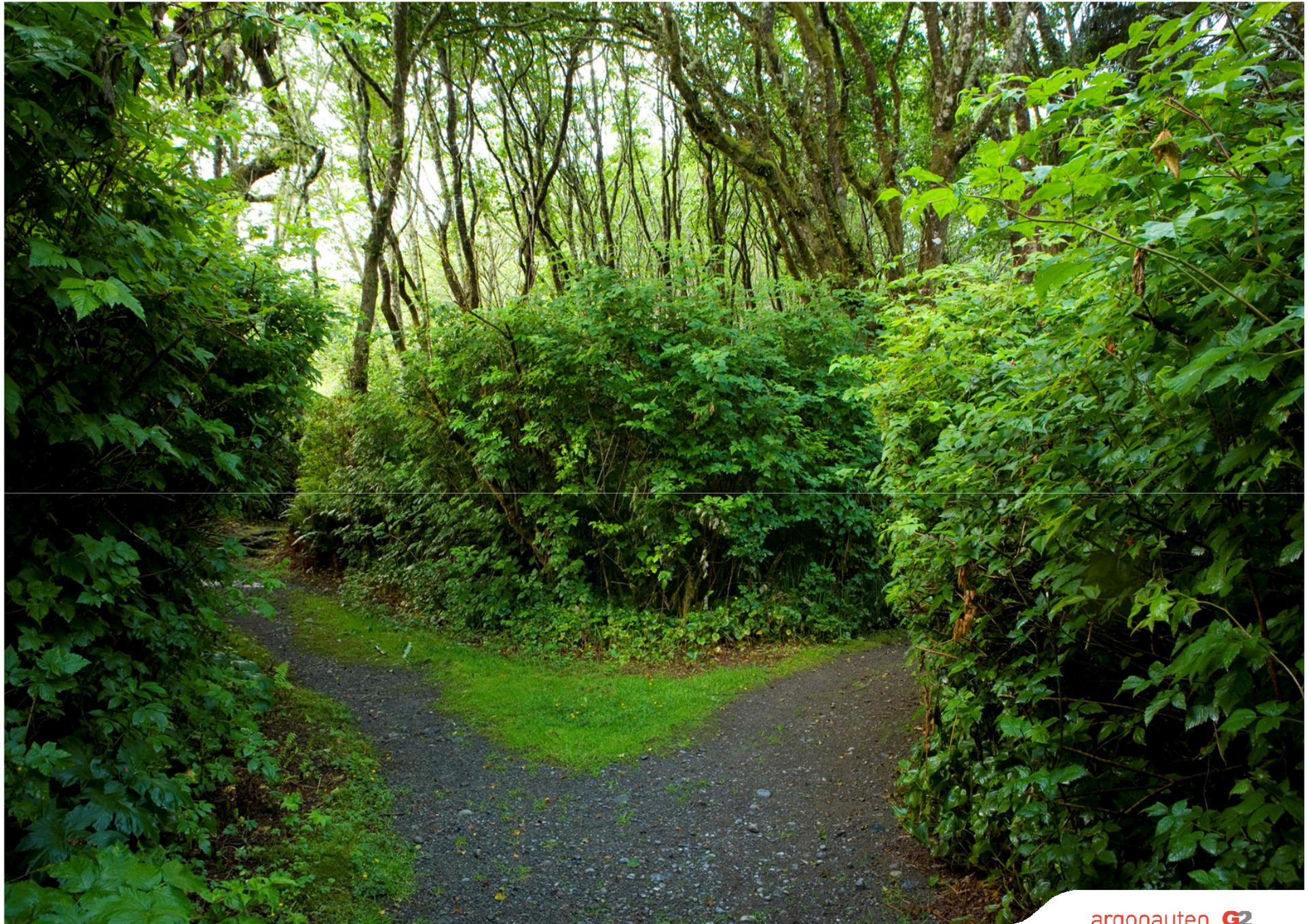


**HABEN WIR DIE RICHTIGE  
ORGANISATION ZUM ERFOLG?**

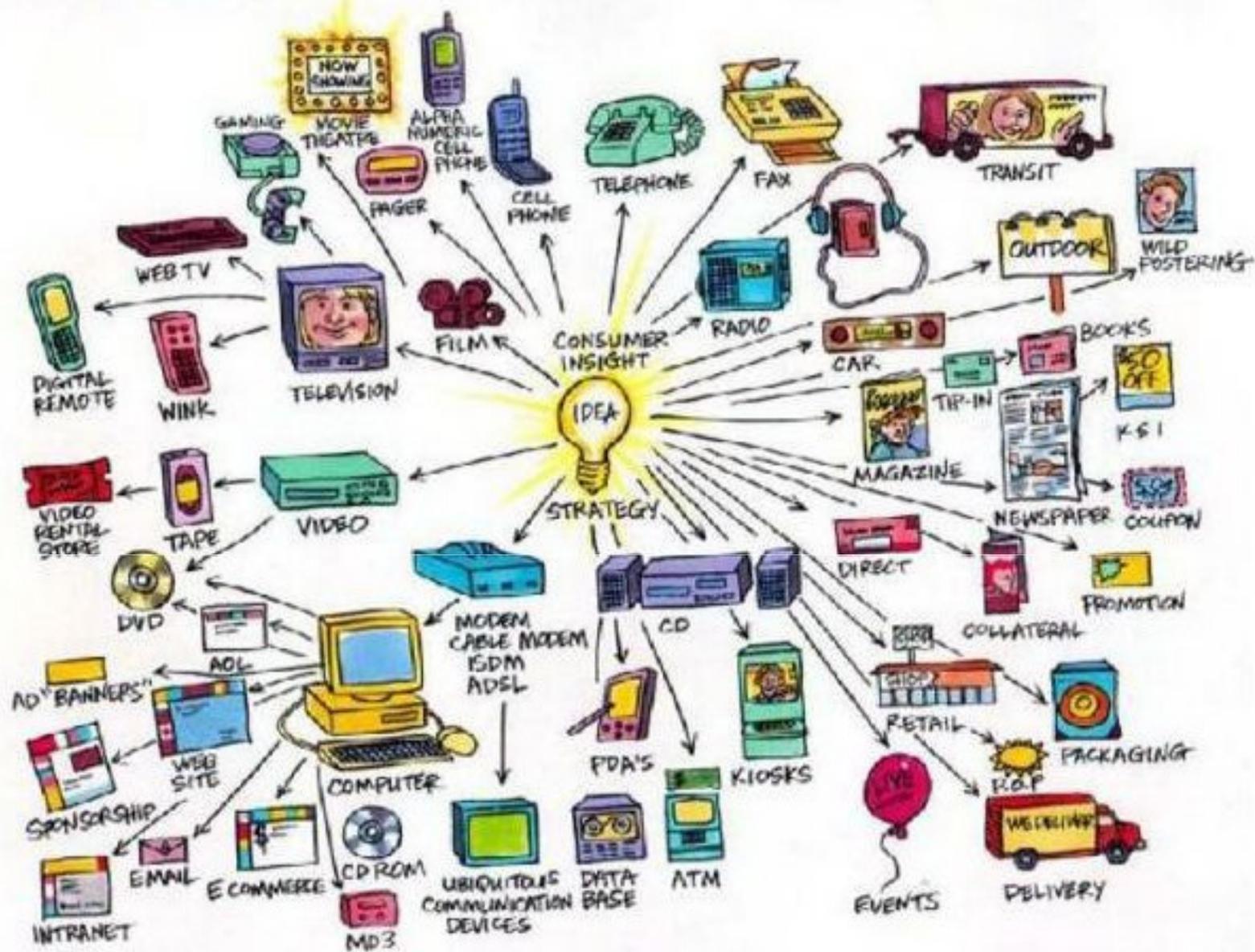
**WAS KUNDEN UND AGENTUREN  
TUN MÜSSEN.**





# DIGITAL IST ÜBERALL.





# Strategy

Brand Planner

Creative Planner

CRM Consultant

Social Media Strategist

eCommerce Expert

Art Director

Account manager

Mobile Conceptionist

UX Planner

Screendesigner

# Account

Usability Expert

Information Architect

Project Manager

Motion Designer

# Creative

Creative Concept Developer

Java expert

Copywriter

CMS Expert

UI Designer

Flash Designer

HTML Programmer

# Production

Motion Designer

IT Director

Webmaster

System Administrator

Webdeveloper

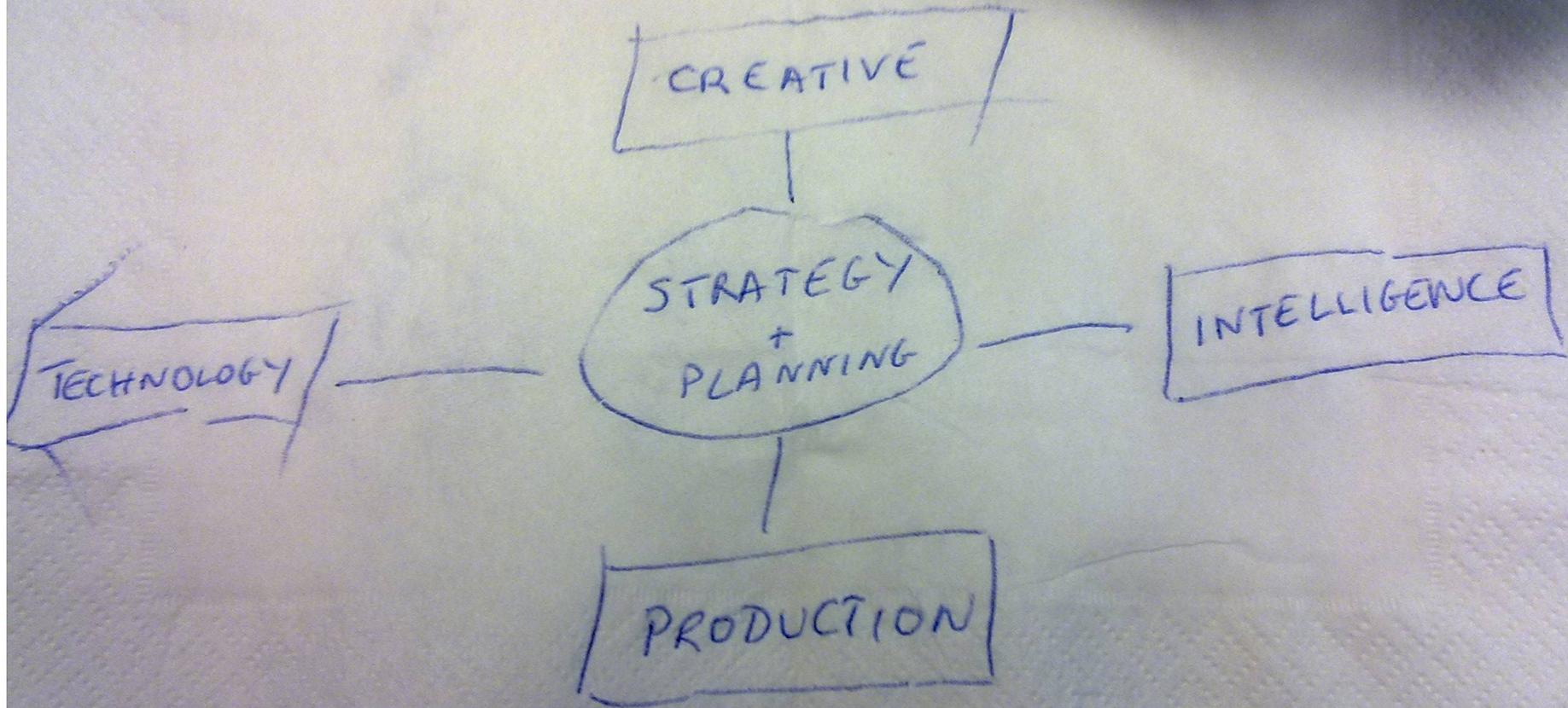


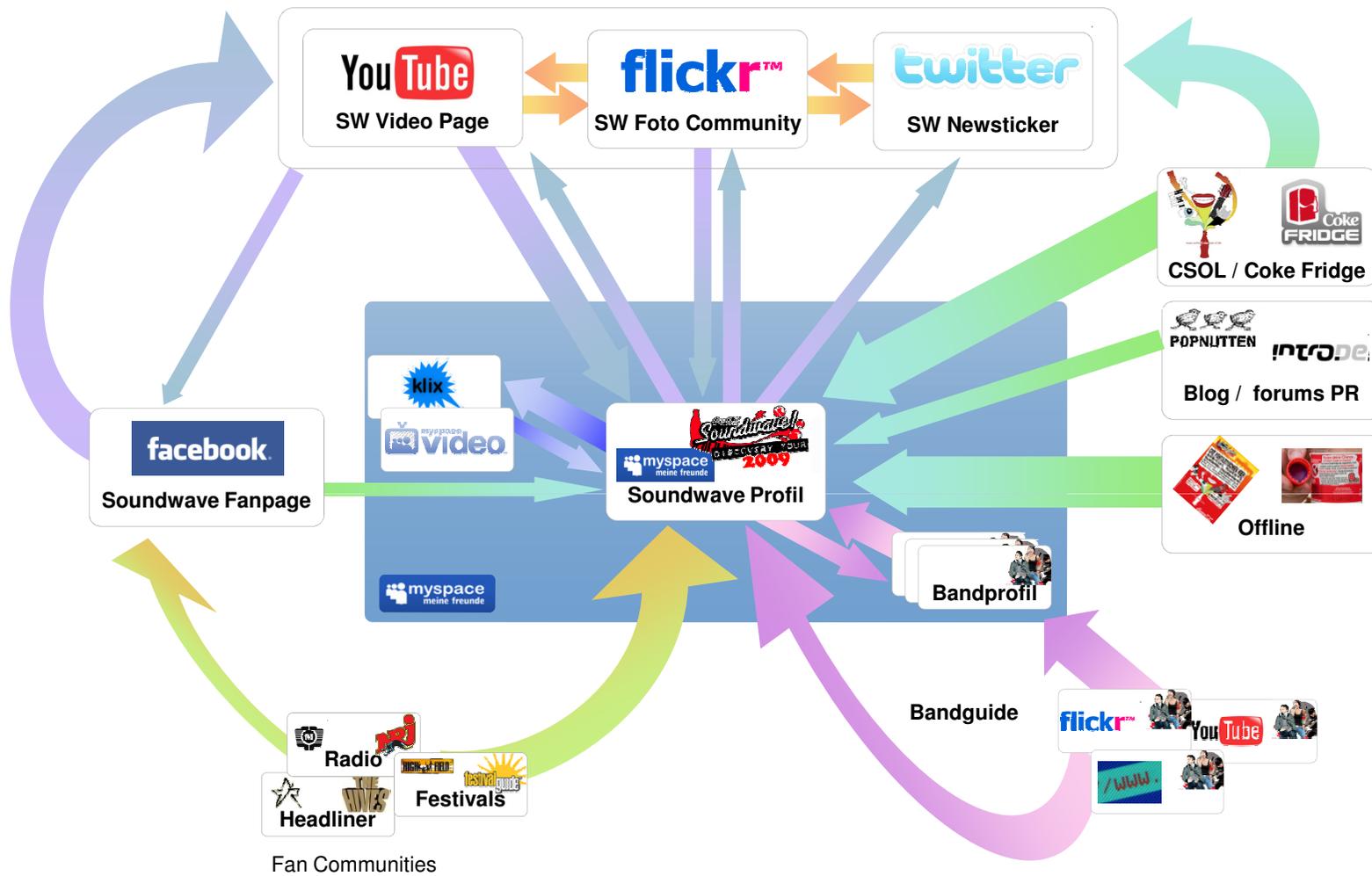
# **ANFORDERUNGEN AN DIE AGENTUR DER ZUKUNFT.**

## **1. Fokus auf Strategie und kreative Konzeption**



**Umsetzung schlägt Strategie**



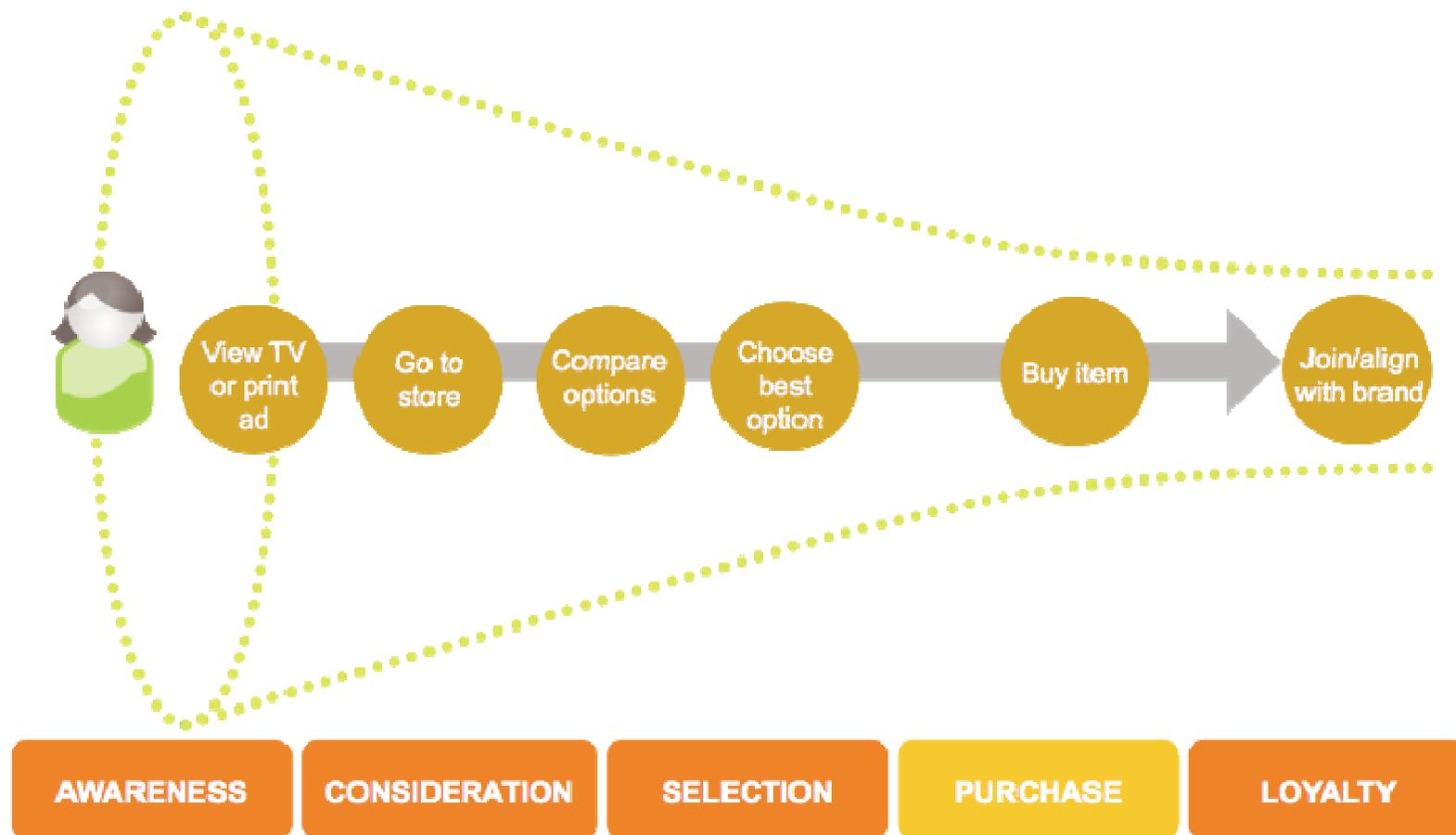




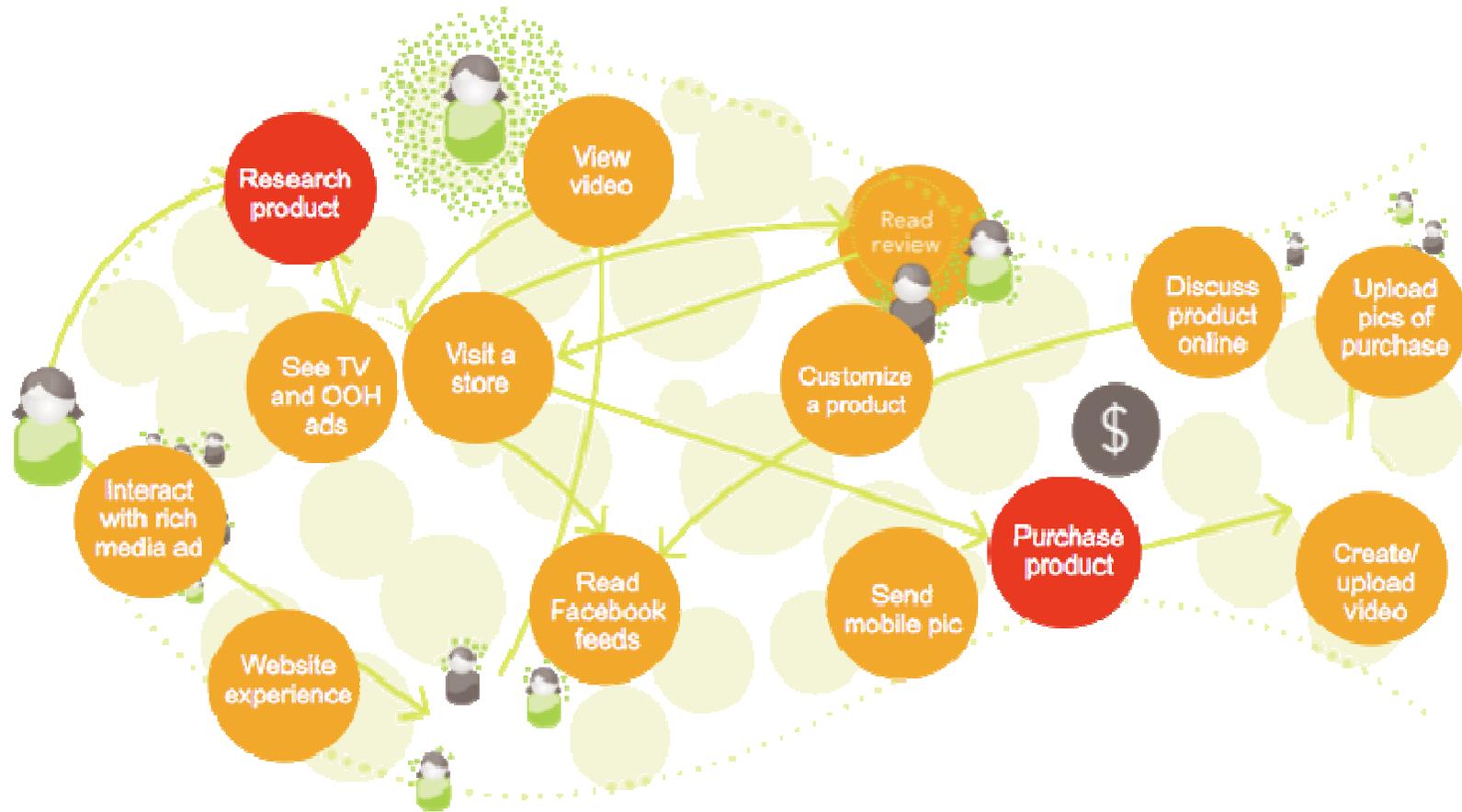
# ANFORDERUNGEN AN DIE AGENTUR DER ZUKUNFT.

1. Fokus auf Strategie und kreative Konzeption
2. Insights in Prozesse der Kaufentscheidung

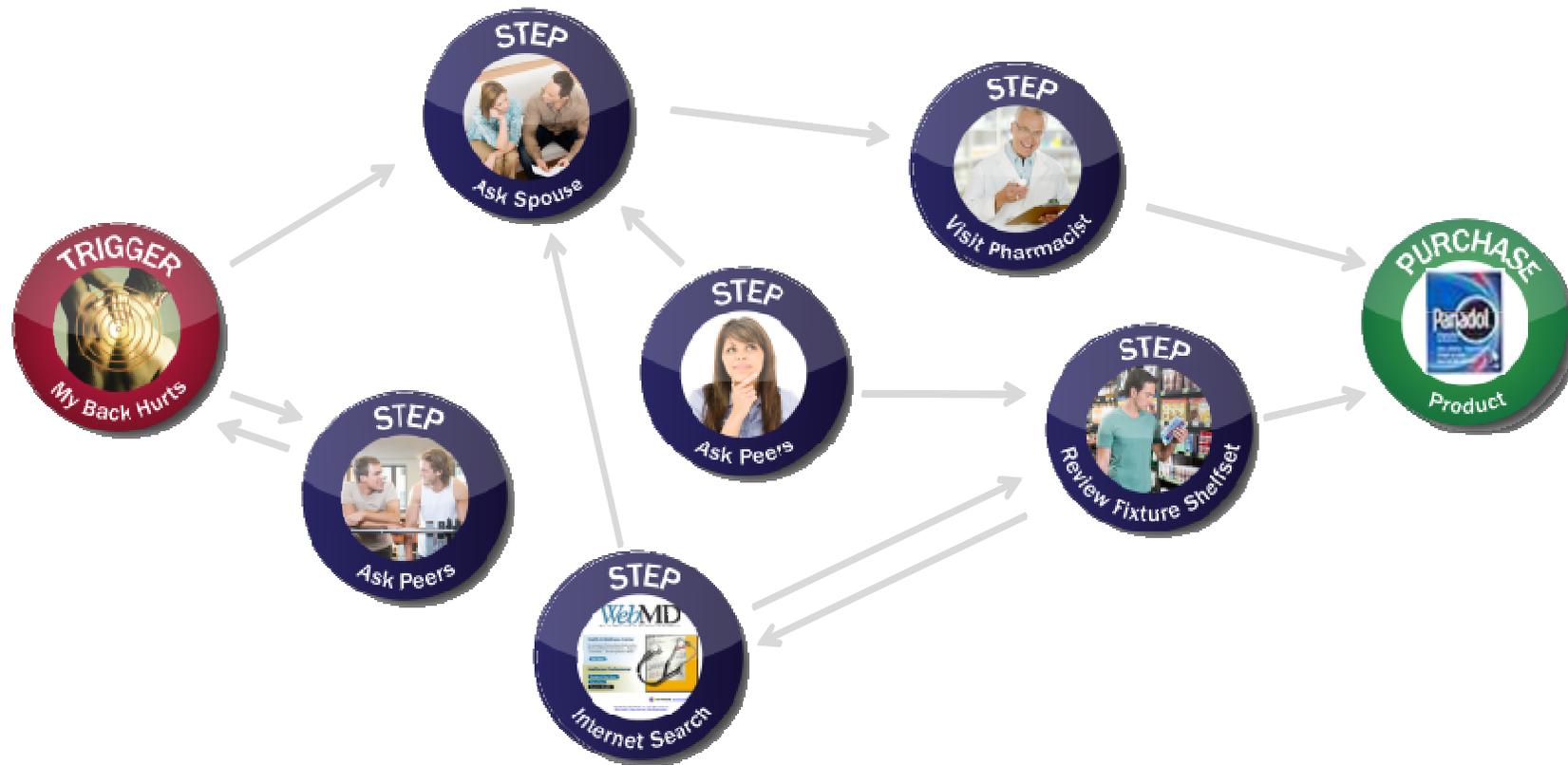
# ALTES MODELL.



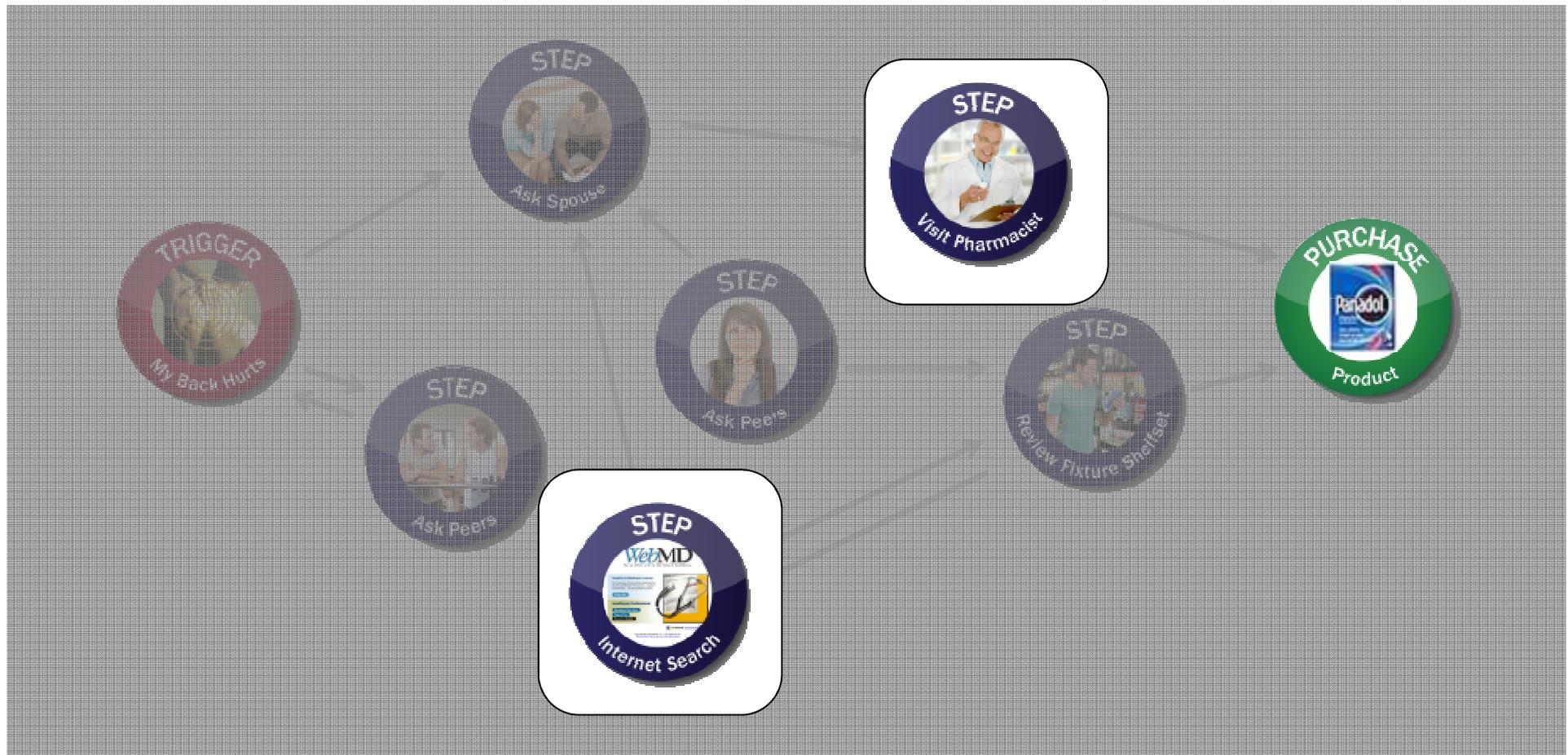
# NEUES MODELL.



# AUF DEN SPUREN DER KAUFENTSCHEIDUNG.



# WO AKTIVIEREN WIR DIE KAUF- ENTSCHEIDUNG AM EFFEKTIVSTEN?



# ANFORDERUNGEN AN DIE AGENTUR DER ZUKUNFT.

1. Fokus auf Strategie und kreative Konzeption
2. Insights in Prozesse der Kaufentscheidung
3. Kollaboration mit Konsumenten





# CrowdSpirit<sup>beta</sup>

Electronic Products Crowdsourcing

[Home](#)

[How it works](#)

[Join the community](#)

[Blog](#)

[About](#)

1. Submit an idea of a new, innovative electronic product.



2. Vote, define specification, or even invest money on products.



3. Once finalized, test and recommend products to retailers.



**Based on your contribution, earn money from product sales.**

→ Play it again?

The CrowdSpirit project is still under construction, we are working on it. Meanwhile, you can:

➔ [See how it works](#)

➔ [Join the community](#)

➔ [Contribute to our blog](#)



Home  
Community

Ideas  
IdeaStorm

Blogs  
Direct2Dell

Videos  
StudioDell

Discussions  
Forums

Dell.com

Support

About | Terms of Use | Talk with the Moderator

SUGGESTIONS:

# IDEASTORM WHERE YOUR IDEAS REIGN

The Dell Community has contributed: 8854 ideas | promoted 613326 times | 67528 comments

popular ideas

recent ideas

comments

ideas in action

How IdeaStorm Works:



**POST...**  
your idea for a new  
Dell product/service.



**PROMOTE...**  
interesting ideas  
you want to see.



**DISCUSS...**  
with Dell and other  
users.



**SEE...**  
what we are  
planning to develop.

Help us build a better  
gaming desktop!



Search →

Post an Idea →

all Ideas

5600

## Get GNU/Linux Machines in Retail Stores

PROMOTE



Linux submitted by [dpic](#) Feb 14

Imagine how successful Dell's Ubuntu offering could be if just one Dell Ubuntu machine was put in retail stores. If people knew of an alternative to Windows, they would go for it! So what do you say, Dell? Why don't you try to put at least one of your Ubuntu machines offered in retail stores?

[499 Comments »](#)



DEMOTE

16800

## Make Ubuntu laptops cheaper than Windows laptops (in all countries)

PROMOTE



Linux, Operating Systems, Sales Strategies, Laptops submitted by [a3\\_nm](#) 09/16/07

When trying to buy an Ubuntu laptop, it appears that for the same hardware specs, the Ubuntu system costs over 100\$ more than the Windows system. This is not logical and cannot encourage people to buy an Ubuntu laptop if it is

[Login](#) [Register](#)

User name:

Password:

Remember me

[Forgot password](#)

[Top Idea Makers →](#)

CATEGORIES

[all](#)

[Accessories \(Keyboards, etc.\)](#)

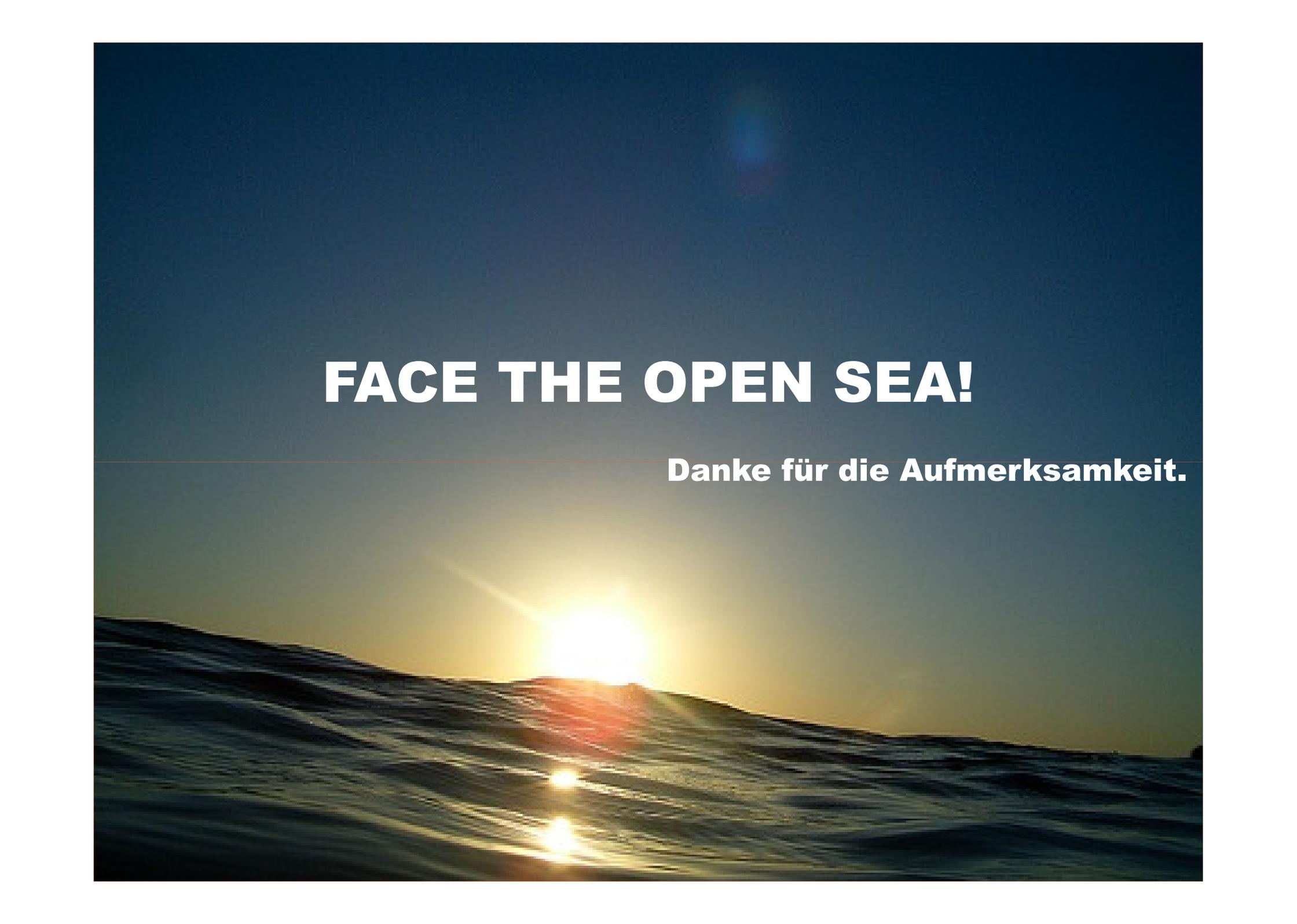
[Advertising and Marketing](#)

[Broadband and Mobility](#)

[Dell](#)

# **ANFORDERUNGEN AN DIE AGENTUR DER ZUKUNFT.**

- 1. Fokus auf Strategie und kreative Konzeption**
- 2. Insights in Prozesse der Kaufentscheidung**
- 3. Kollaboration mit Konsumenten**

A photograph of a sunset over the ocean. The sun is a bright, glowing orb on the horizon, casting a long, shimmering path of light across the dark, rippling water. The sky transitions from a deep blue at the top to a lighter, hazy glow near the horizon. The overall mood is serene and contemplative.

**FACE THE OPEN SEA!**

**Danke für die Aufmerksamkeit.**