



## News From Your Region

### **North America/South America (NASA)**

Neil Pisane, Vice President, and General Manager of NASA, reports that the eMerchandising solution is off to a strong start. The key to Value Based Selling, BroadVision's eMerchandising solution has already been adopted by one nationwide retailer and another is set to do likewise.

The eMerchandising Assessment IQ (for Incentive Quotient) program is creating interest among many new customers. The assessment is a free day of consulting that tests the robustness of a prospect's current web-based incentive system and benchmarks its offerings against those of several key competitors. At the end of the assessment, organizations receive a 13-point e-commerce checklist detailing the findings. To learn more about the assessment, contact your local sales rep.

Also note that the worldwide headquarters' office in Redwood City, California, has moved 5 miles away. The new address is:

**BroadVision, Inc.**  
1600 Seaport Blvd.  
North Building, 5<sup>th</sup> Floor  
Redwood City, Ca 94063  
650.331.1000

### **Europe, Middle East and Africa (EMEA)**

Andrea Rubei, Vice President and General Manager of EMEA, reports four new partnerships, with Guidance Kft, a Hungary-based systems integrator; Roc Consulting, a UK-based consulting company; Blue Infinity, which is developing a co-branded vertical solution for private banking; and International Turnkey Systems, a BroadVision VAR for the Middle East.

EMEA also reports that Fahem Ben Messaud has been appointed as Sales Manager for France Middle East and Africa.



## News From Your Region

### Europe, Middle East and Africa (EMEA) – Continued

Several EMEA offices have new addresses, as follows:

#### **BroadVision United Kingdom**

Havell House, 2nd Floor  
62-66 Queens Road  
Reading  
Berkshire RG1 3AZ  
United Kingdom  
+44 (0)118 918 3900  
+44 (0)118 918 3926 fax  
[Contact BroadVision](#)

#### **BroadVision Italy (Milan)**

Via Noto, 10  
20141 - Milano  
Italy  
+39 02 56808971  
+39 02 56808864 fax  
[Contact BroadVision](#)

#### **BroadVision Italy (Rome)**

Via Cornelia 493  
00166 Roma  
Italy  
+39 06 87908648  
+39 02 56808864 fax  
[Contact BroadVision](#)

#### **Broadvision France S.A.**

3 Av de l'Opera  
75001 - Paris  
France  
Tel: +33 1 70 39 39 09  
Fax: +33 1 55 35 06 88  
[Contact BroadVision](#)

#### **BroadVision Deutschland GmbH**

Feringastrasse 6  
85774 M  
Germany  
+0049 89 99216 474  
+0049 89 99216 200 fax  
[Contact BroadVision](#)

#### **BroadVision Spain**

Paseo de la Castellana - 91 - 3 pl.  
28046 Madrid  
Spain  
+34 91 297 55 46  
+34 91 297 54 97 fax  
[Contact BroadVision](#)

#### **BroadVision Middle East and Africa**

Via Noto, 10  
20141 - Milano  
Italy  
+39 02 56808971  
+39 02 56808864 fax  
[Contact BroadVision](#)



## News From Your Region

### **Asia Pacific and Japan (APJ)**

Dr. Shin-Yuan Tzou, Chief of Staff and General Manager of APJ, reports that the office has a new address, which is:

#### **BroadVision Japan**

4F, Hanwha Bldg.  
4-10-1, Shiba, Minato-ku  
Tokyo, 108-0014  
+81-3-5765-2900  
Fax +81-3-5765-2919

APJ also announced four new partnerships: with SCS, TIS, Tech Tree India, and with business transformation experts Nandaki Systems, who will use the BroadVision suite of solutions to develop the processes and presentation of their IP(3) framework. In addition, NEC Japan has signed a new agreement with BroadVision, after several years of discontinuity in the relationship.