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INVESTMENT OPPORTUNITIES FROM AROUND THE WORLD

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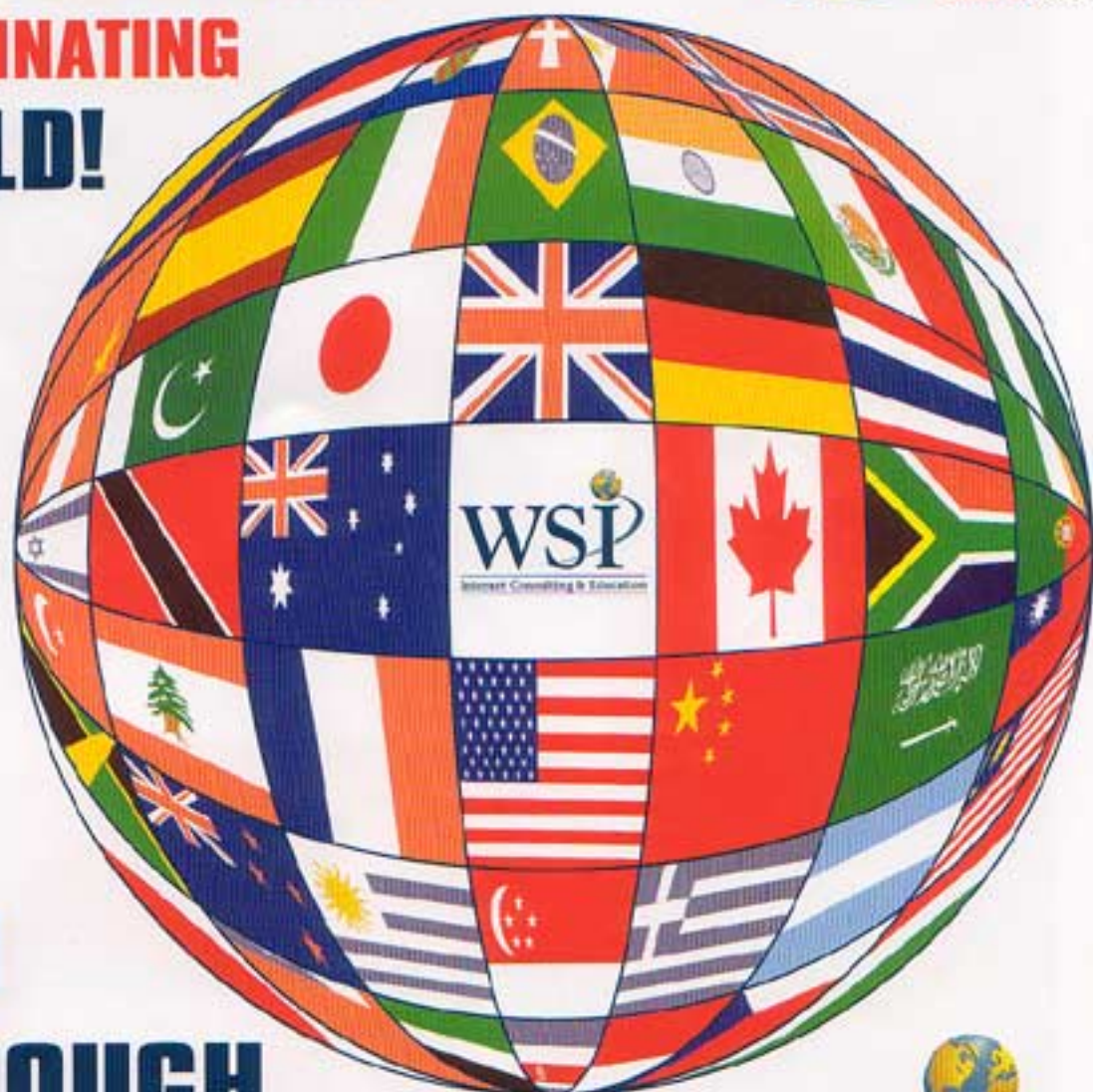
SPRING/SUMMER 2003

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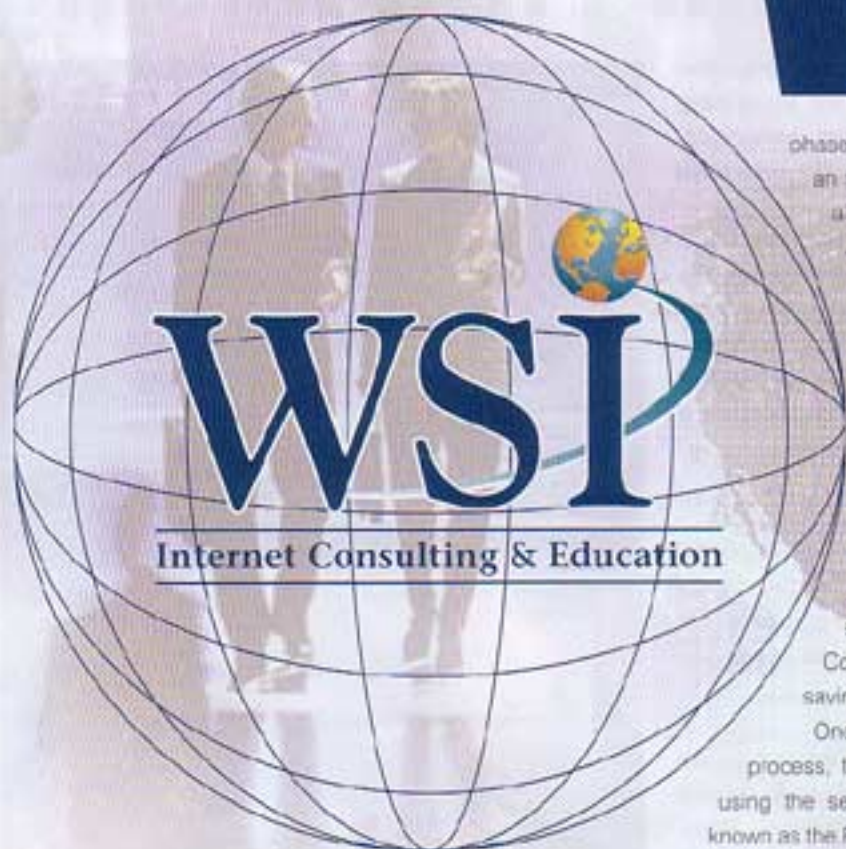
ARE YOU  
**BOLD ENOUGH**  
TO BECOME A  
**WEB WINNER?**

**WSP**

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# BECOME A WEB



**With existing franchise networks already in place, WSI is offering driven individuals a regional master opportunity that will allow them to access an income stream from the word go**

LIKE a Phoenix rising from the ashes of the dot-com industry, WSI Internet is turning other companies' Internet failures into new found profits.

"Our position is simple," explains Louis Zalany, WSI's chief executive officer. "Most websites don't work, and our unique systems turn these Internet failures into success stories...day in and day out."

It all started in Toronto, Canada in 1995 and today, with over 700 franchised offices serving small to medium-sized businesses in 87 countries internationally, WSI is rated the world's #1 Internet Franchise. This #1 ranking, bestowed upon WSI by *Entrepreneur Magazine* in its annual Franchise 500 report, is also accompanied by WSI's ranking as the 14th fastest growing franchise of any kind in the United States.

So what drives all of this growth in an industry that has been literally decimated by the bursting of the dot-com bubble? According to WSI, it's their results. "The dot-com bubble was built on a fairy tale theory that the Internet would magically materialise new profits for any business with a website," proclaims Zalany. "It's taken most companies a few years to figure out that their half-baked strategies aren't working, and that's where we come in."

WSI franchisees utilise a proven and patent-pending business methodology called the Internet Solutions Lifecycle™. The six

phase system drives the development and deployment of an Internet Solution from concept through to delivery. It all starts with what WSI calls the Internet Business Analysis™ (IBA). The IBA™ system enables WSI franchisees (referred to as Internet Consultants) to understand the unique challenges and opportunities faced by each company.

"Most companies have hidden profit centres within their businesses that they don't even know exist," claims Zalany. "In general, when people think of the Internet, they think of online sales, but what most people are unaware of is that companies have a 700% greater opportunity to use the Internet to increase their profits by reducing expenses. Our IBA™ enables our Internet Consultants to find these hidden revenue and cost savings opportunities."

Once the solution has been defined through the IBA™ process, the WSI Internet Consultant blueprints the solution using the second phase of the Internet Solutions Lifecycle™ known as the Functional Design™. Through a simple-to-use online

wizard the Internet Consultant provides the information required by the production centre to produce the website or Internet Solution.

By taking a page

out of Microsoft and IBM's playbook, WSI has established a network of eight certified production centres strategically located in high quality, low cost jurisdictions in the US, Mexico, El Salvador, Canada, India, Tunisia,

**"We find hidden revenue and cost savings opportunities"**



**WSI head office in Toronto, Canada is staffed by 175 people**

# WINNER



Saudi Arabia and Australia. These production centres compete with each other for the franchisee's business by offering the lowest possible prices and the highest possible quality and service. This translates into profits for WSI Internet Consultants. Once a production centre has been chosen by the Internet Consultant, the Lifecycle's third and fourth phases (Build and Test) are conducted by the production centre.

The fifth phase of the Internet Solutions Lifecycle™ is the Launch phase. This is where the Internet Consultant utilises specific systems to ensure that the client's website is positioned to receive maximum traffic levels. This includes optimising the client's site with the major search engines through WSI's systems and technologies, as well as deploying WSI's Guaranteed Inclusion system. The Guaranteed Inclusion system can instantly put a client's website in front of any pre-defined targeted audience. As the world's largest network of Internet Consultants, WSI's strategic alliances with some of the highest traffic sites on the Internet is what enables them to drive traffic levels 'on demand' to their clients.

The sixth and final phase of the Internet Solutions Lifecycle™ is entitled Manage Results. Every WSI Internet Solution is designed to deliver a measurable return on investment for the client, and it's in this phase that the Internet Consultant measures the client's results against their initial objectives. As clients begin getting results from their website, they often want to expand their Internet presence, in the same way that a retail store owner will want to expand his or her store. In this case, the Internet Consultant revisits the first phase of the Lifecycle™ and follows through all six phases again.

Every year WSI develops thousands of websites through its global network of certified production centres. While WSI's network and technologies are extremely sophisticated, the

company has developed simple to use systems to put the power of this global network into the hands of the Internet Consultant.

The production network is tied together through a central business management software system known as MAPS™. "MAPS™ was initially developed in conjunction with the Canadian Government as a Master Production System (hence the acronym MAPS)," states Bob Lewis, WSI's Chief Technology Officer. "But it soon became more than just the 'nerve centre' that managed the production side of an Internet Consultant's business - today it represents a complete business system that controls everything, including the Internet Consultant's marketing, web development and back end hosting environment."

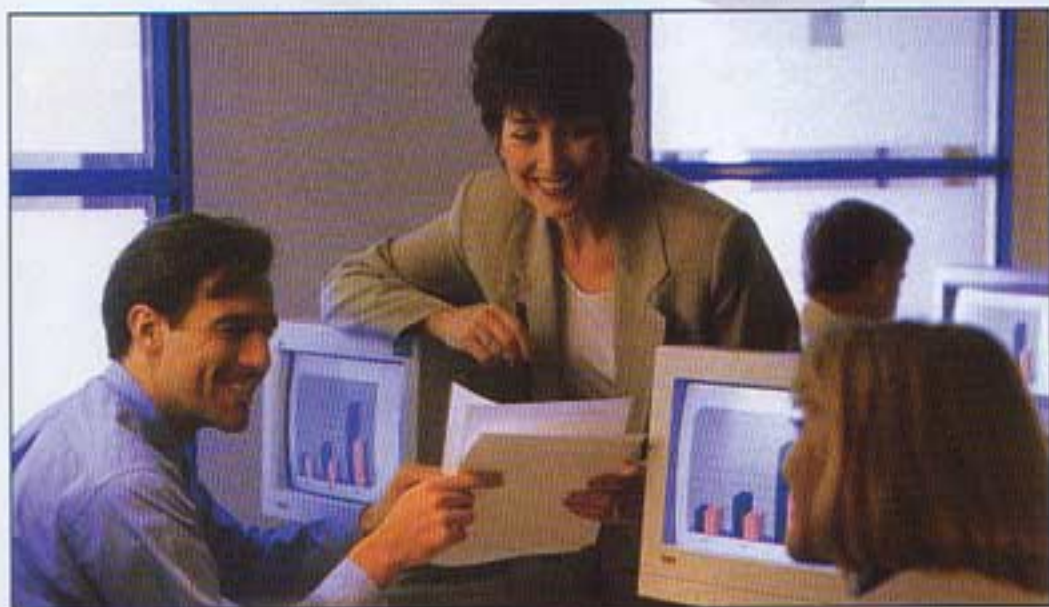
WSI's business processes are so unique and sophisticated that they are now patent-pending with the US Patent and Trademark

***"We look to attract the best, but not for technical expertise"***

office. But surprisingly, when recruiting new franchisees WSI is not looking for technical people. "Our success is built on proven business processes," asserts Zalany. "Success in this business is not dependent on any person's background. We look to attract the best calibre of people possible, but we don't look for any specific technical expertise. Our comprehensive training system ensures that each franchisee is certified as an Internet Consultant with all the skills necessary to deploy our systems and deliver results for their clients."

WSI Internet Consultants are provided with their own high-end website that mirrors the technology utilised on the company's own website. Through an administration e-marketing system built into each of these websites, Internet Consultants can use the latest automated e-marketing techniques and strategies to develop their client base 24 hours a day, seven days a week.

While Internet Consultants are operating in 87 countries, WSI is now pushing forward its recruitment of regional master franchisees. "Internet Consultants have undoubtedly driven our international expansion so far," Zalany explains. "However, we are ▶



looking to put in place master franchisees in regions of every country to lead the networks by example, provide additional support over and above the support that comes from head office, and to pursue network growth through the addition of new Internet Consultants. We currently have eight - in the UK, Australia and Malaysia, plus two in Spain and three in the US - who have taken a region in their countries, and are looking for individuals with a solid business acumen, a lot of drive and good knowledge of their local market to take on the role for regions in their countries."

**"This is a truly global opportunity"**

Internet Consultants in markets that are not under regional master franchises are currently supported by the WSI head office in Toronto - which has a staff of around 175 - but the brand is even seeking regional master franchisees for these regions. "Many regional master franchisees that come on board in the future will find themselves with an up-and-running network of franchised offices to support," reflects Zalany. "They will not only have a ready-made base to build business from and established brand reputation, but also access an up-and-running income stream from the word go. The established franchised offices will automatically come under their licence."

The network's leading growth is currently coming from the US and the UK, with Zalany identifying France and China as exciting new markets the brand is eager to establish in. "We are travelling to franchise exhibition in Beijing later this year to meet with potential investors," he reveals. "We are still seeking individuals in all markets - this is a truly global opportunity and the nature of the business means that we can provide the service and support to anywhere in the world."

While WSI is locking up market share around the world, International Data Corporation is

predicting that spending on technology to support web initiatives will more than double to US\$2.2 trillion by the end of 2004. While the ashes of its competitors are still warm, this phoenix is rising and bringing over 700 franchisees and their satisfied clients along for the ride! **F**



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Promotional Feature



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**CONTACT**

- † : Franchise Development
- ✉ : WSI World Headquarters  
5915 Airport Road, Suite 300  
Toronto  
Ontario  
CANADA
- ☎ : +1 905 678 7242
- ✉ : franchiseinternational@wsicorporate.com
- ↑ : www.wsicorporate.com/franchiseinternational

☎ : +1 905 678 7588