

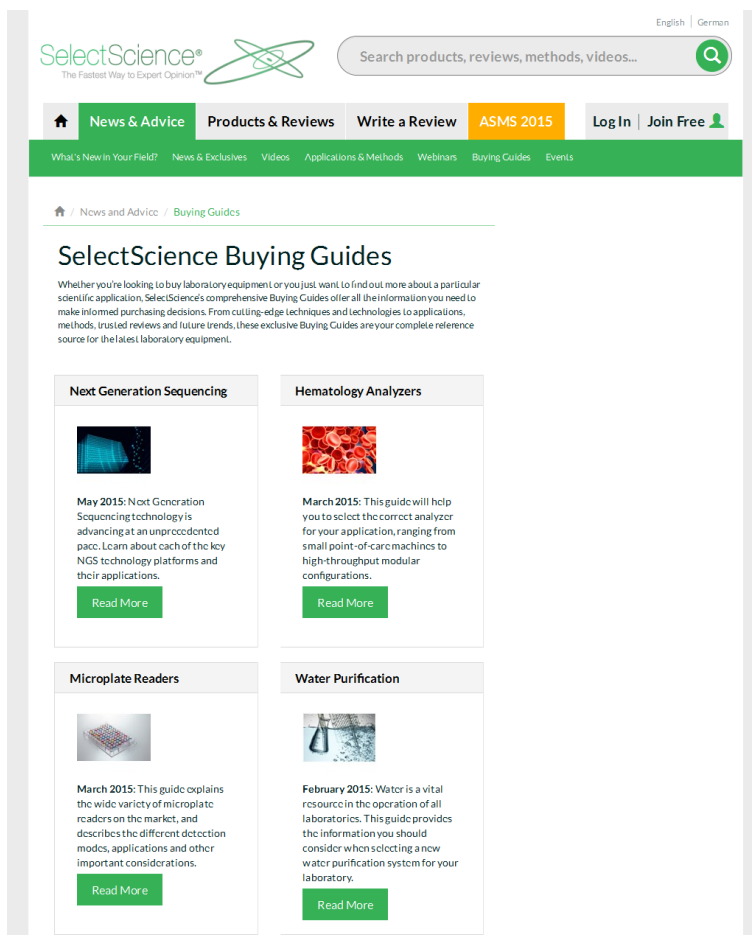
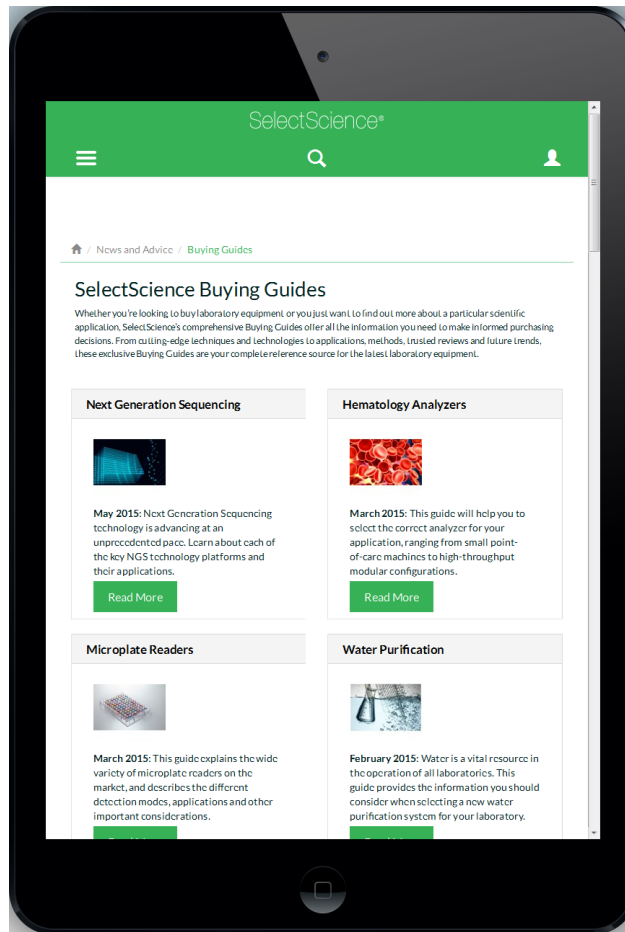
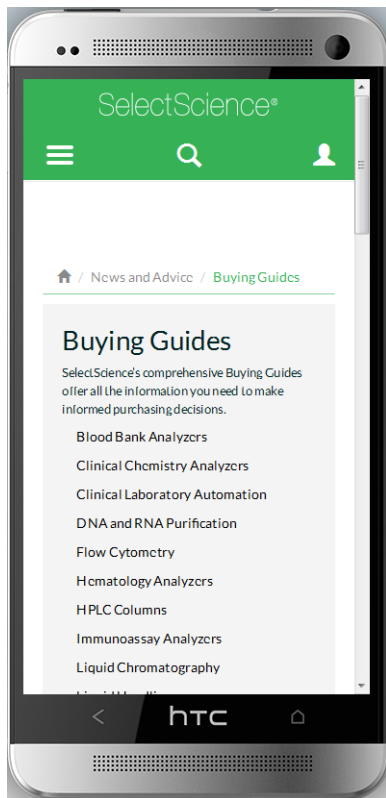
Fingertips is a rich source of indicators across a range of health and Data Sources commonly used in Public Health Intelligence.

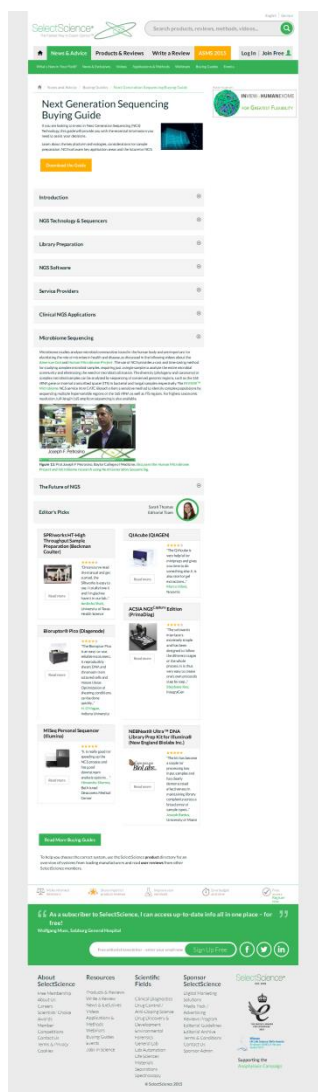
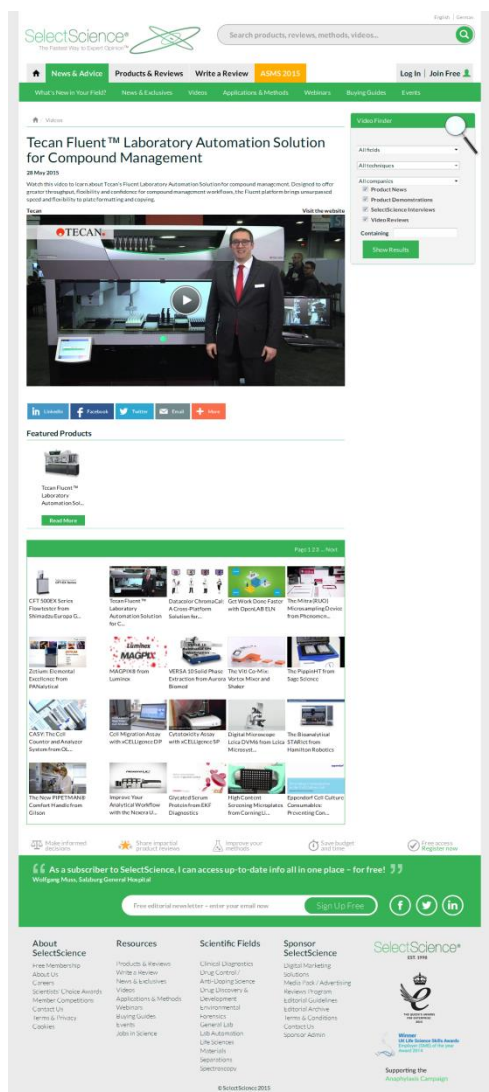
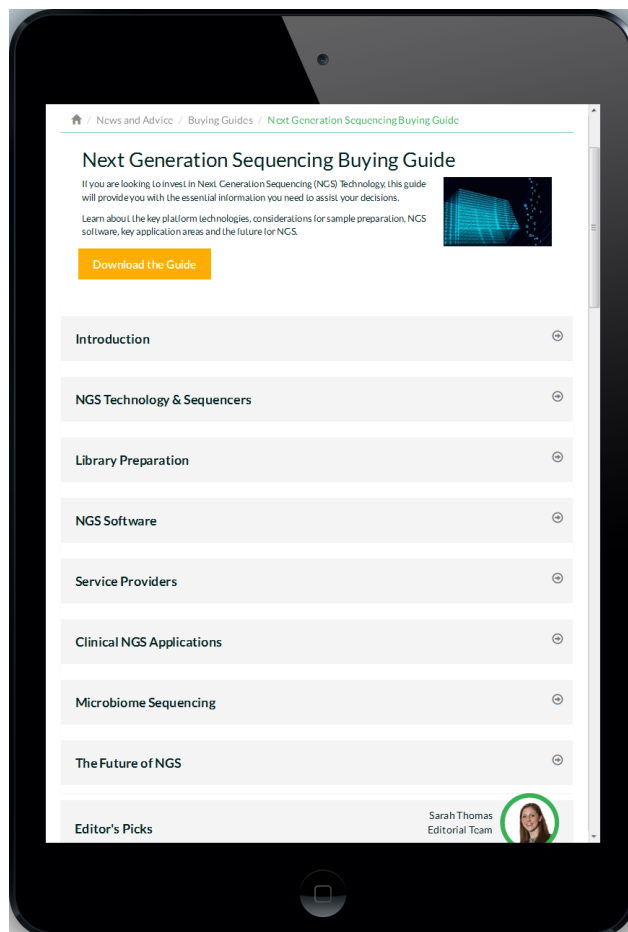
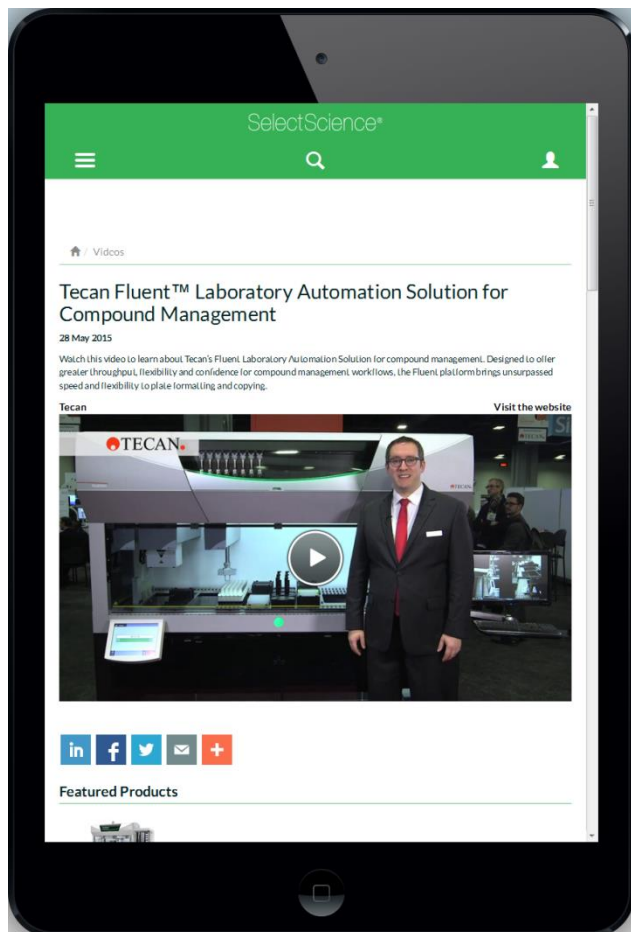


The collage displays the Fingertips Public Health Profiles system interface across eight different views:

- Top Left:** The main 'Public Health Profiles' landing page. It features a header with the 'Public Health England Logo' and navigation links for 'Login', 'User Guide', and 'Contact Us'. Below the header, there's a search bar for 'Indicator Keywords'. The main content area is divided into 'Highlighted Profiles' (listing Child and Maternal Health, Mental Health, etc.) and 'My Indicator Lists' (with buttons for 'Create new list' and 'Update list').
- Top Middle:** The 'New indicator list' page. It shows a 'Find Indicators' section with a search bar and a list of indicators. A table of indicators is displayed with checkboxes for selection. A 'Copy selected' button is visible.
- Top Right:** Another view of the 'New indicator list' page, showing a different set of indicators and a 'Copy selected' button.
- Bottom Left:** The 'Public Health Profiles' landing page, similar to the top left, but with a 'Register for Fingertips' section at the bottom.
- Bottom Middle:** The 'Public Health Profiles' landing page, similar to the top left, but with a 'Register for Fingertips' section at the bottom.
- Bottom Right:** The 'Public Health Profiles' landing page, similar to the top left, but with a 'Register for Fingertips' section at the bottom.
- Bottom Far Right:** A 'Password Reset Email' page. It shows an email from 'no-reply@phe.gov.uk' to 'Dear Emma,' with a link to reset the password. Below the email, there's a section for 'Forgot your password?' with a 'Login' button.

3. An example of Mobile-First Development and Responsive Web Design: SelectScience website provides the optimal viewing experience across a wide array of devices (from desktop computer monitors to mobile phones), using Bootstrap framework.





4. An example of User Journeys:

Quote > About you > Payment > Declaration > Confirmation from the AXA Sun Life Direct website.

SUN LIFE DIRECT
A part of AXA

Get a quote for the Guaranteed Over 50 Plan

Step 1: About you

How much do you want to pay each month? £ Please select

Date of birth: 11 / 11 / 1945

Gender: Male Female

Email address: Emma.Lui@axawealth.co.uk

Confirm email address: Emma.Lui@axawealth.co.uk

Sun Life Direct will use your email address to confirm and follow up details of your quote.

Existing customers: Please tick if you have a Policyholder Reference Code ☐

Where will I find my Policyholder Reference Code?

< Return to Site

Get a Quote >

Home Accessibility Privacy Terms of use Site Map Affiliates

AXA Wealth Ltd is the provider of your policy and trades as Sun Life Direct. AXA Wealth Ltd is a company limited by shares and the registered office is at 5 Old Broad Street, London EC2N 1AD (registered in England, No. 01225486). AXA Wealth Ltd is authorised and regulated by the Financial Services Authority and is entered on the Financial Services Authority's register (registration No. 115201) www.fsa.gov.uk/pfs/01225486.do. The address for communications is PO Box 446, Bristol, BS99 1DN, Tel. 08458 25 36 37. As part of Sun Life Direct's commitment to quality service and security, telephone calls will be recorded. If you choose the Funeral Benefit Option, Funeral Plan or Funeral Assist, the funeral services are arranged and provided by The Co-operative Funeralcare which is not authorised or regulated by the Financial Services Authority but is a registered provider with the Funeral Planning Authority.

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SUN LIFE DIRECT
A part of AXA

Your quote for the Guaranteed Over 50 Plan

Step 1: About you

Step 2: About you

Step 3: Payment

Step 4: Declaration

Step 5: Confirmation

Your Quote

Please select the premium you would like to pay and click on the Apply online button to proceed.

	Monthly premium	For a little more
Monthly premium	£5	£7
Cash sum payable on death after the first 2 years	£6,30	£945
Travel accident death benefit*	£1,090	£2,835
Monthly premium selected	>	<

< Get another Quote

Apply Online >

Got a question? Call us on: 0800 904 7674
Monday to Friday
9am to 5pm
[Arrange a callback](#)

Important information

Please read the [Terms and Conditions](#) including the [Policy Summary](#) for full details of the Guaranteed Over 50 Plan.

*Travel accident death benefit would be payable if you were to die in a travel accident, or within 3 months of the accident as a result of your injuries. See the [Terms and Conditions](#) for full details.

Please remember that you need to keep paying your premiums throughout your life or your cover will end and you won't get anything back.

When choosing the amount of life cover you require you should bear in mind that inflation will, over time, reduce the value of the cash sum payable on your death.

If you die during the first 2 years the full cash sum will not be payable. However we will pay out an amount equal to one and a half times the premiums you have paid in.

The total of the premiums you will pay will depend on the premium you choose and how long you live. To work out your total amount, multiply the monthly premium x 12 x the number of years you expect to hold the Plan for. Please remember that you may pay premiums for a longer or shorter period than this. Depending on how long you live you could pay in more than the cash sum paid out.

View your quote

We recommend that you view your quote by clicking below. You can then print or save a copy for your records.

[Download a copy of your quote](#)

[View your quote in large text format](#)

If you do not have Adobe Acrobat installed on your computer you can download it free of charge from www.adobe.com.

Please note that this website is not regulated by the Financial Services Authority and, as it is not operated by AXA Wealth Ltd, we cannot be held responsible for its contents.

Home Accessibility Privacy Terms of use Site Map Affiliates

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5. An example of A/B Testing and Multivariate Testing (MVT) landing page: It helped provide insight to drive future strategies and identify business opportunities and problems.

SUN LIFE DIRECT
A part of AXA

You'll be in good company

With the UK's leading provider of over 50s cover*

Get a quote >

£4 per month
from £10 per month

Guaranteed Over 50 Plan

The Guaranteed Over 50 Plan is a simple way to have a fixed cash sum after you're 50. This cash sum is a gift to help you with your needs in old age. You can choose one of the following:

- 1. A guaranteed fixed cash sum or no medical or health questions**
 - The Guaranteed Over 50 Plan provided by AXA Wealth Ltd enables you to have a fixed cash sum as a gift to help you with your needs in old age.
 - Provided you're aged 50-85 and a UK resident, we guarantee to accept you.
 - If you die in the first two years, we'll pay back the premium paid, plus half as much again.
 - Because the cash sum is fixed, £6,300 will reduce to value over time.
- 2. Premiums from £4 a month**
 - Premiums are available from as little as £4 a month - that's the lowest premium available on the market for plans of this type.
 - You may also be glad to know that the Guaranteed Over 50 Plan is the most popular Plan of its type* with our 100,000+ customers. So you're in good company.
- 3. Affordable premiums that never change**
 - You can choose any premium from £4 to £75 a month, so long as the cash sum doesn't exceed £25,000.
 - The premium you choose will never go up and your cover will never go down no matter what happens to your health.
 - You simply need to keep paying every month throughout your life. A 5-year stop-paying, your cover will end and you won't get anything back.
 - Depending on how long you live, the cash sum paid out could be less than the total amount paid in premiums.

Our Welcome Gifts

Choose the Guaranteed Over 50 Plan and we'll give you a welcome gift to help you get started. Choose one of the following:

- Set top
- Widescreen LED TV
- Portable television
- Cash sum
- £100 SASS voucher
- £100 Argos Giftcard
- £100 Amazon voucher

[Tax rates details click here](#)

What our customers say

"I've just been to have a bit of money to help me with my needs in old age. I was really happy to see how easy it was to apply and how well the service was working for me."

Mr A. Brown

What's the next step?

Get a no obligation quote in minutes... [Get a quote >](#)

You can apply online... [Apply Now >](#)

Register to get a pack delivered to your door... [Post me a pack >](#)

If you'd like to talk, call us at our UK call centres **0800 904 7674**

This website contains information on how the Guaranteed Over 50 Plan works. As the website does not contain advice, you must seek to establish the type of policy meets your needs. If you are unsure or need more advice, please call 0800 904 7674. If you are unsure or need more advice, please call 0800 904 7674. If you are unsure or need more advice, please call 0800 904 7674.

CONTACT US | ABOUT US | HOW TO MAKE A CLAIM | ACCESSIBILITY | PRIVACY | TERMS OF USE

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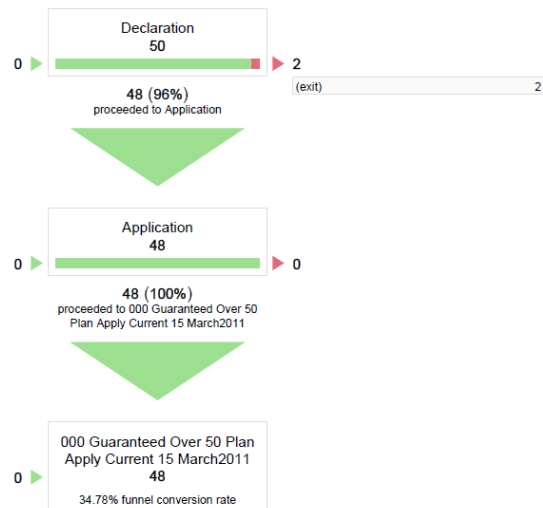
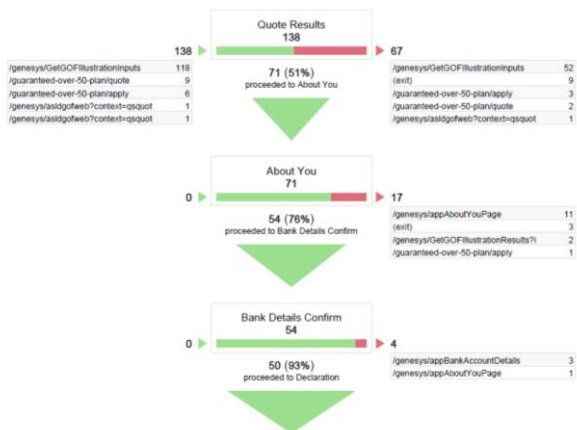
Register to get a pack delivered to your door... [Post me a pack >](#)

If you'd like to talk, call us at our UK call centres **0800 904 7674**

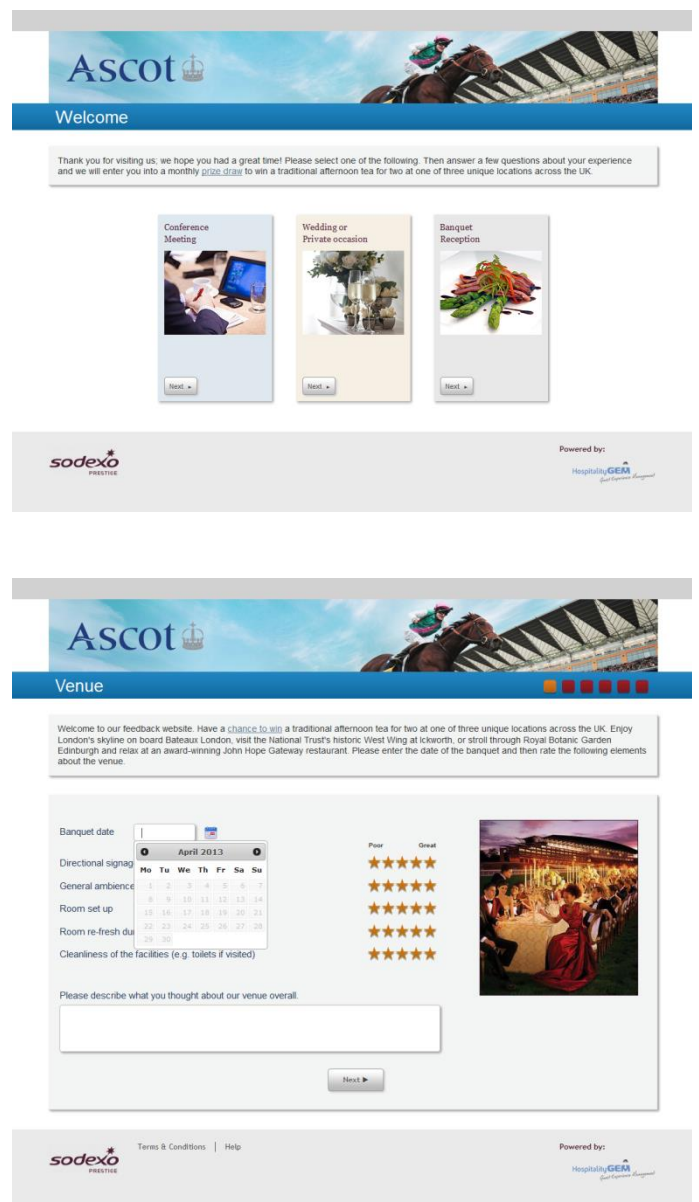
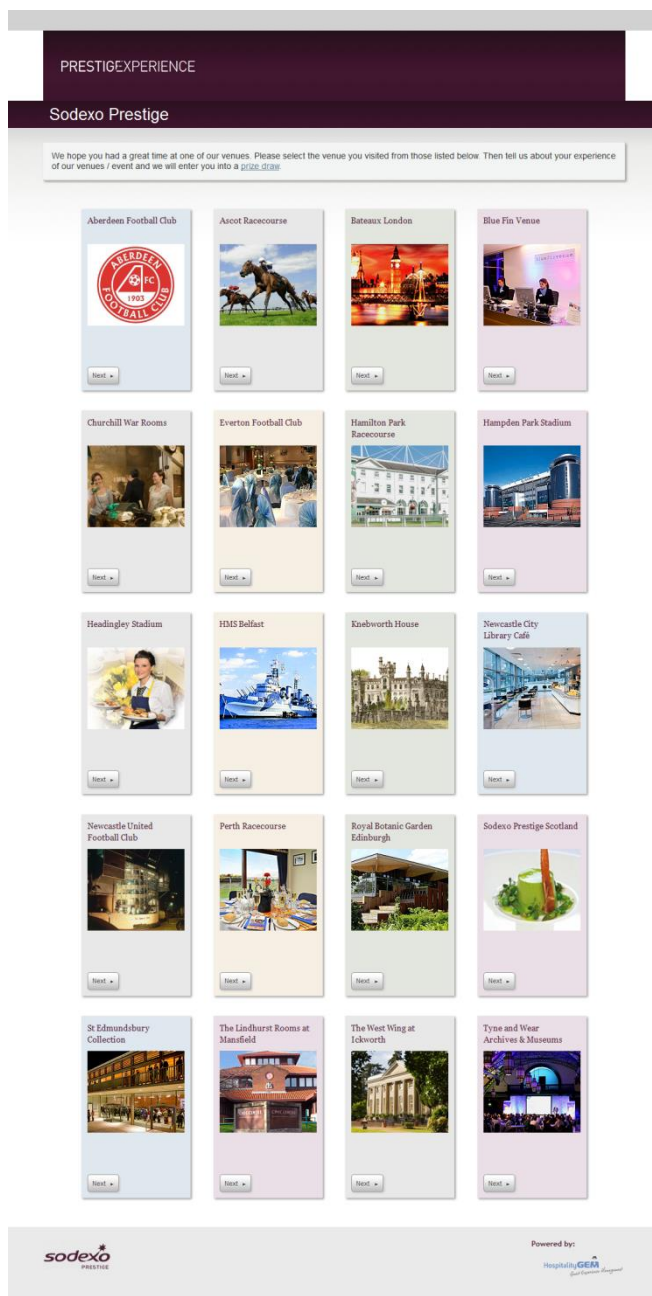
This website contains information on how the Guaranteed Over 50 Plan works. As the website does not contain advice, you must seek to establish the type of policy meets your needs. If you are unsure or need more advice, please call 0800 904 7674. If you are unsure or need more advice, please call 0800 904 7674. If you are unsure or need more advice, please call 0800 904 7674.

CONTACT US | ABOUT US | HOW TO MAKE A CLAIM | ACCESSIBILITY | PRIVACY | TERMS OF USE


6. Google Funnel diagrams show how many users pass through a certain route on the AXA Sun Life Direct website. Tracked online customer behaviours to improve business and improved Marketing Strategies.




7. An example of an Online Customer Feedback tool (with a live feedback data integration via Facebook and Twitter) for Sodexo's (A world leader in food and facilities management services).



An example of an Online Customer Feedback tool (with a live feedback data integration via Facebook and Twitter) for Sodexo's (A world leader in food and facilities management services).





Service

Please rate the following:

The welcome you received when you arrived

Poor

Great

★ ★ ★ ★ ★

Explanation of event details on the day

★ ★ ★ ★ ★

Communication from staff throughout the day

★ ★ ★ ★ ★

Friendliness and personal presentation of staff


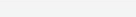
★ ★ ★ ★ ★

Please describe what you thought about our service overall:

◀ Previous

Next ▶

Powered by:

Contact details

In order for us to follow up on your feedback, please provide us with your contact details:

First name

Last name

Job title

Company name

Email


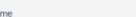
Postcode

Contact telephone number

☒ I am happy for my details to be used for marketing purposes.

Next ▶

Powered by:

8. An example of call to action pages from Hargreaves Lansdown's external websites.

[illegible]

9. An example of A/B Testing pages from Hargreaves Lansdown's marketing webmail campaign.

Unsure about Group SIPP's? Message (9/1M)

File Edit View Insert Format Tools Actions Help

File Edit View Insert Format Tools Actions Help

From: Hargreaves Lansdown <Julian.Lewthwaite@hls-alerts.co.uk>
To: Emma Luk
Cc: |
Subject: Unsure about Group SIPP's

Sent: Fri 20/06/2008 11:46

This email is intended for professionals in Human Resource, Finance and the Pensions business. If you are receiving this email as we believe you are employed in one of these areas. Problems reading this email? View it in a web browser. Don't trust any emails - add us to your address book

HARGREAVES LANSDOWN
Corporate Solutions

HS Corporate Solutions website | Contact us

Friday 20th June 2008

Dear Miss Luk

If you have heard about Group SIPP's but never actually understood what they are or how they could benefit your business then the Hargreaves Lansdown [Guide to Group SIPP's](#) could help you.

In plain English, the guide explains what Group Self Invested Personal Pensions (SIPP's) are, how you can set them up, what they cost and how they can help meet your company's pension and benefit needs.

The guide should be of interest if you are thinking about any of the following issues:

- Defined Contribution pensions
- Salary sacrifice & bonus waiver
- Helping employees get more from maturing share plans
- Member engagement
- Investment choice & default funds
- Trust or contract based pensions
- AVC alternatives
- Pension scheme re-launches
- Getting better value from your benefit spend

To get your free copy of our Guide to Group SIPP's simply [sign up to our free update service](#) or contact me on 0117 314 1729 or by email to scott.lewthwaite@hargreaveslansdown.co.uk

Best regards

Unsure about Group SIPP's? Message (9/1M)

File Edit View Insert Format Tools Actions Help

File Edit View Insert Format Tools Actions Help

From: Hargreaves Lansdown - Martin Bowden <martin.bowden@hls-alerts.co.uk>
To: Emma Luk
Cc: |
Subject: Last chance to top up your company pension this tax year

Sent: Tue 24/06/2008 17:14

You are receiving this as you are a member of the company pension scheme. If you are experiencing problems reading this email, view it in a web browser

HARGREAVES LANSDOWN

Gather pension website | Contact us

Monday 24th March 2008

Last chance to top up your company pension this tax year

Dear Miss Luk

You have less than two weeks to use more of this year's pension allowance and make the most of the extra basic rate tax relief available.

Remember if you have not already done so, you could contribute up to 100% of your earnings into all pensions each tax year effectively capped at £25,500 this tax year depending on what you can afford. If you have already contributed the maximum you are allowed or want to this year, please accept our apologies for troubling you.

To elaborate, the tax relief works like this:

- You contribute £780
- The government tops up your pension to £1,000 (22% tax relief)
- If you are a higher rate taxpayer you can claim back to a further £180 in higher rate tax relief (up to 15%) on this year's tax return (this means that it could only cost you £500 to save £1,000)

The exact amount of tax relief you receive will depend on your individual circumstances. Taxation is subject to change.

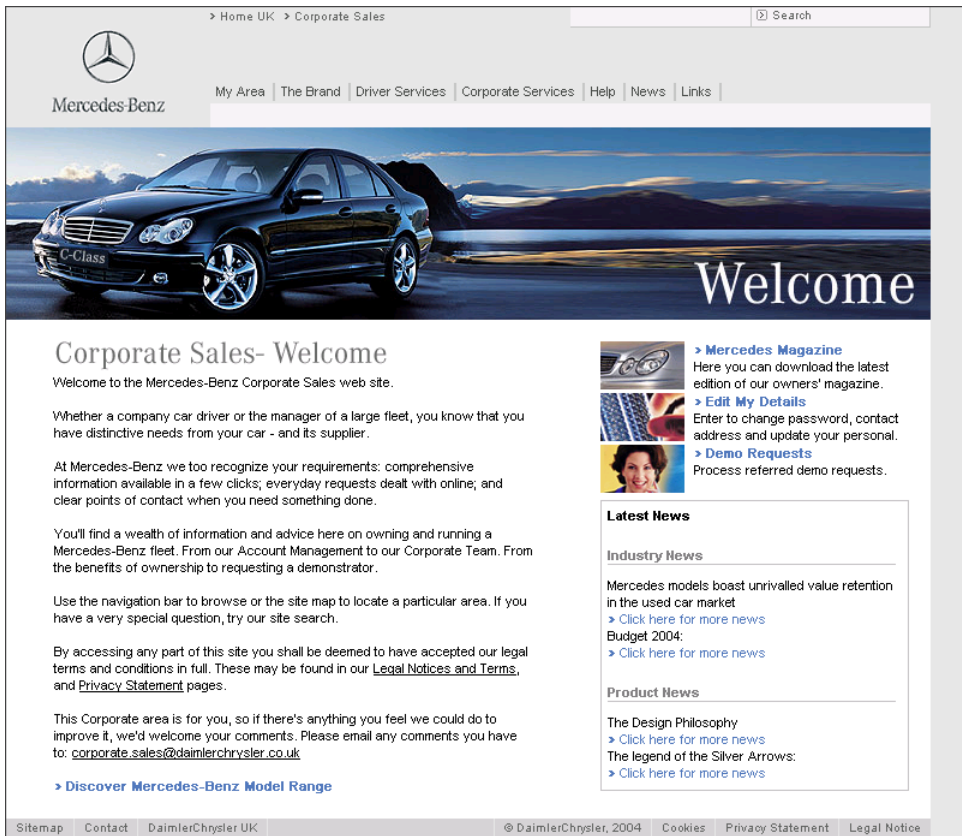
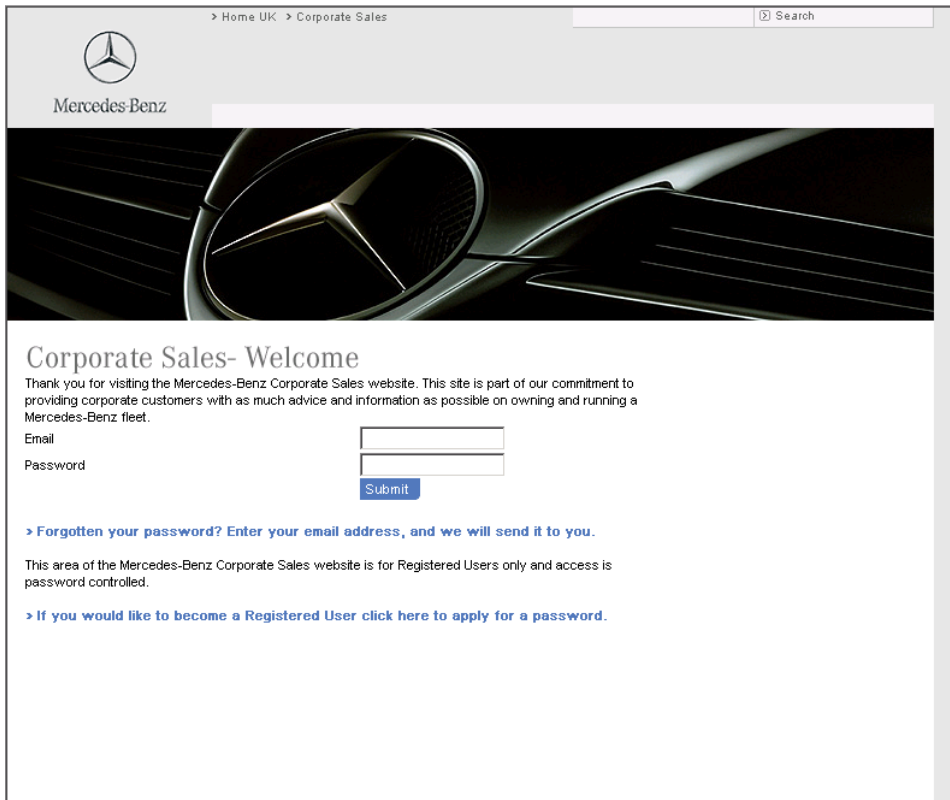
Don't miss out on extra money through tax relief

From 6th April 2008 the tax relief for basic rate taxpayers will reduce from 22% to 20%. Whilst the basic rate of income tax will drop to 10%, this means that you'll also get 2% less tax relief from the Government on your pension contributions. As a result, basic rate taxpayers will have to pay in more to ensure they will have the same amount going into their pension.

If you want to make a lump sum payment into your company pension for the current tax year and receive 22% basic rate tax relief, your top-up payment must reach us by **28th March 2008**

Your lump sum will be invested in the same fund(s) as your regular contributions unless you inform us otherwise, which you can do anytime.


10. Development of high profile websites within all E-commerce disciplines using a configurator and a content management system (CMS) for DaimlerChrysler UK, Mercedes-Benz UK, Smart, Finance & Insurance Services, dealer websites and corporate sales. Using new technology to improve buying experience. Examples taken from the above sites are shown below.



> Home UK > Corporate Sales Search

Mercedes-Benz

My Area | The Brand | Driver Services | Corporate Services | Help | News | Links |
 Customer Feedback | **Demonstrator Request** | Tax Calculator | P11D and CO2 | MobiloLife |



Choose Your Vehicle

The first step is to select your model range and body style. We will then search our database and provide you with the cars that match your request and their standard specification.


Next, choose up to two cars that you wish to test drive and rank them in order of preference. If only one particular vehicle is of interest, simply make that both your first and second choice.

Range: Bodystyle:

Range	Model	Body Style	OTR Cost	Central Stock	1st Choice	2nd Choice
A-Class	A160L Classic SE 5dr	Hatchback	£16,145	Yes	<input type="radio"/>	<input type="radio"/>
A-Class	A170 CDI Elegance 5dr ACS	Hatchback	£18,065	Yes	<input type="radio"/>	<input type="radio"/>
A-Class	A140 Avantgarde 5dr	Hatchback	£15,745	No	<input type="radio"/>	<input type="radio"/>
A-Class	A140 Avantgarde 5dr ACS	Hatchback	£16,245	No	<input type="radio"/>	<input type="radio"/>
A-Class	A140 Avantgarde 5dr Auto	Hatchback	£16,960	No	<input type="radio"/>	<input type="radio"/>
A-Class	A140 Classic 5dr	Hatchback	£13,795	No	<input type="radio"/>	<input type="radio"/>
A-Class	A140 Classic 5dr ACS	Hatchback	£14,295	No	<input type="radio"/>	<input type="radio"/>
A-Class	A140 Classic 5dr Auto	Hatchback	£15,010	No	<input type="radio"/>	<input type="radio"/>
A-Class	A140 Classic SE 5dr	Hatchback	£14,015	No	<input type="radio"/>	<input type="radio"/>
A-Class	A140 Classic SE 5dr ACS	Hatchback	£14,515	No	<input type="radio"/>	<input type="radio"/>
A-Class	A140 Classic SE 5dr Auto	Hatchback	£15,230	No	<input type="radio"/>	<input type="radio"/>

Sitemap | Contact | DaimlerChrysler UK | © DaimlerChrysler, 2004 | Cookies | Privacy Statement | Legal Notice

This example shows a demonstrator request form from which a local dealer can arrange a test drive of a chosen vehicle. It helped to catch customers' attention and improved the buying experience with interactive website.



Cars Home | Terms | Go Global

>> Go to

MODEL RANGE »

RETAIL NETWORK

SHOWROOM

USED CARS

FINANCE & INSURANCE

OWNERSHIP

CONTACT US

Finance and Insurance

◀ FINANCE AND INSURANCE

▶ FINANCE AND LEASING

▶ FINANCE CALCULATOR

▶ INSURANCE

▶ CREDIT CARDS

▶ Apply Now

▶ Classic

▶ Platinum

▶ Online Servicing

▶ Terms and Conditions

▶ Legal Disclaimer

▶ ABOUT US


◀ CARS HOME

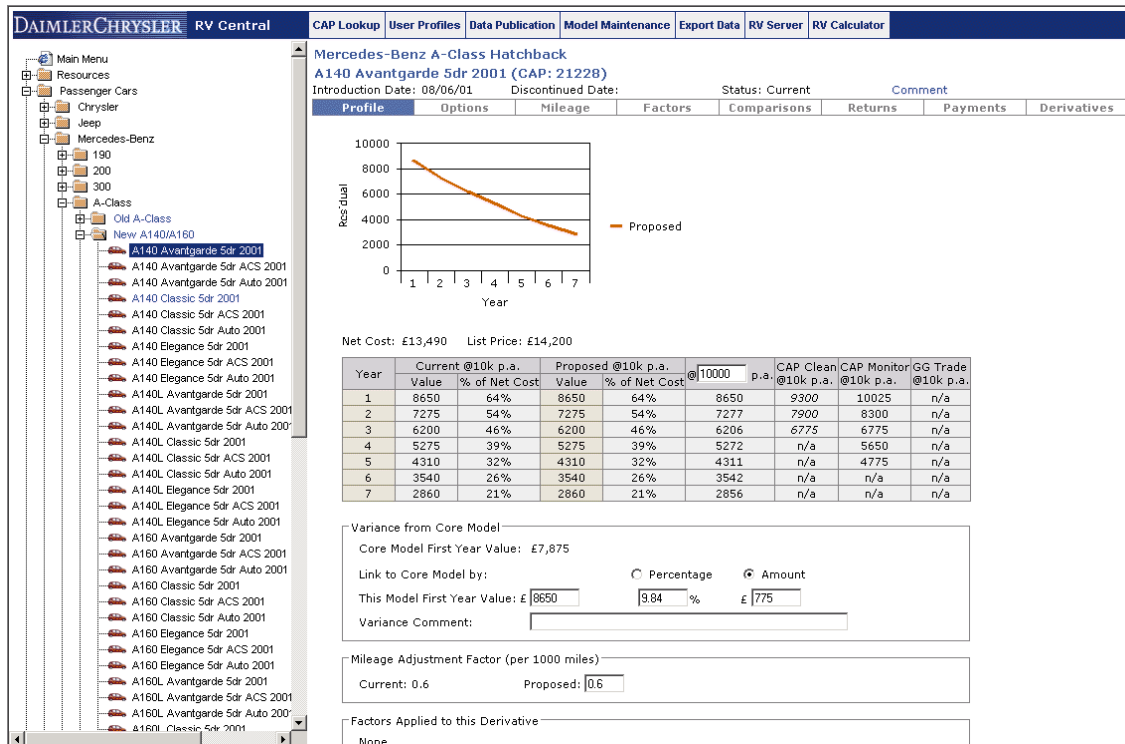
CREDIT CARDS

MercedesCard offers you so much more than just a credit card facility - it brings you an extensive portfolio of benefits* and privileges.

From discounts off Mercedes Insurance and the range of gifts on offer in the Mercedes-Benz Personal & Technical Accessories Collections, to savings of up to 60% and 90% on national and international phone calls respectively**.

Our new partner, Halifax plc, will ensure that you receive the highest level of customer service including the support of the Customer Satisfaction Helpline, which is available to you 24 hours a day, 365 days a year. Furthermore, a secure card members area on the Halifax web site allows you all the





Shown here is 'RV Central' which gives the residual value of your car. Using new technology to improve business processes and business efficiency.

V-ten Sitebuilder Security Administration

Security - Function Item
Security - Function Group
Security - Function Item Group
Security - Users Group
Security - Users
CMS - Owner Management
CMS - Web Headers
CMS - Site Admin
CMS - File Manager
CMS - Bulk Upload
CMS - COM Errors
CMS - Template Management
CMS - Registered Users
CMS - Site Emails
CMS - Contact Admin
VAS - Registered Vehicles

ID	Name	ACE File Exists	Actions
66074	smart of Brighton	Yes	Copy Site Re-publish All Pages Create Directories Create Contact Records (Retail Version) Create XML File Add user (Adds to Site NOT Dealer - CMS Group MUST be added to Dealer and not the site)
Users			
Dealership Users			
Dealerships			
top			

ID	Name	ACE File Exists	Actions
66691	smart of Perth	Yes	Copy Site Re-publish All Pages Create Directories Create Contact Records (Retail Version) Create XML File

V-ten servers hold all the business applications for DaimlerChrysler UK websites and feature a Content Management System. This centralizes sales and stock information for access by all the dealerships in the UK. Using new technology to improve business processes and business efficiency.



Mercedes-Benz

Mercedes-Benz Direct

Approved Used Cars **direct** from the Manufacturer

Go to:

Search: [GO](#)

[Home](#) | [Terms](#)

[ABOUT US](#) | [CAR SEARCH](#) | [VANS](#) | [CORPORATE](#) | [VALUATIONS](#) | [CENTRE LOCATOR](#) | [MY MERCEDES](#)

Quick Search

Range
BodyStyle
Model
£ from £ to
Postcode:
[search](#)

Direct Advantage

- Choose from over 1,000 used Mercedes
- Buy direct from the manufacturer
- 7 convenient used car centres open 7 days a week
- All vehicles available to test drive
- Every car comes with a 30 day / 100 mile* no quibble exchange guarantee

*whichever is sooner add terms and conditions apply



Today's Special Offers

Used Mercedes Vans



[Click Here](#)

- We can take your vehicle in part exchange
- We will value your car for free
- Any make or model




The Benefits of My Mercedes

[register](#)

[login](#)

[Call 0845 092 0209](#) [Contact us via email](#) [Click to call](#) [Save to favourites](#)




[Store](#) | [Build](#) | [Buy](#) | [Drive](#) | [Fun](#) | [Test drive](#) | [Brochure](#) | [FAQ](#)

[Story](#) | [Centres](#) | [Contact](#)

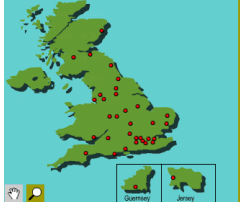
smart centres

[Contact Details](#) | [Map](#)

smart Milton Keynes



Don't live close?



[Terms and conditions](#) | [Privacy policy](#)



[Store](#) | [Build](#) | [Buy](#) | [Drive](#) | [Fun](#) | [Test drive](#) | [Brochure](#) | [FAQ](#)

[Story](#) | [Centres](#) | [Contact](#)

Right Hand Drive Models

smart & pure



Details >
£6,295 Build >
ETX Stock >

smart & pulse



Details >
£7,295 Build >
ETX Stock >

smart & passion



Details >
£7,995 Build >
ETX Stock >

smart & passion cabrio



Details >
£9,995 Build >
ETX Stock >

 Safety
 Environment
 Design

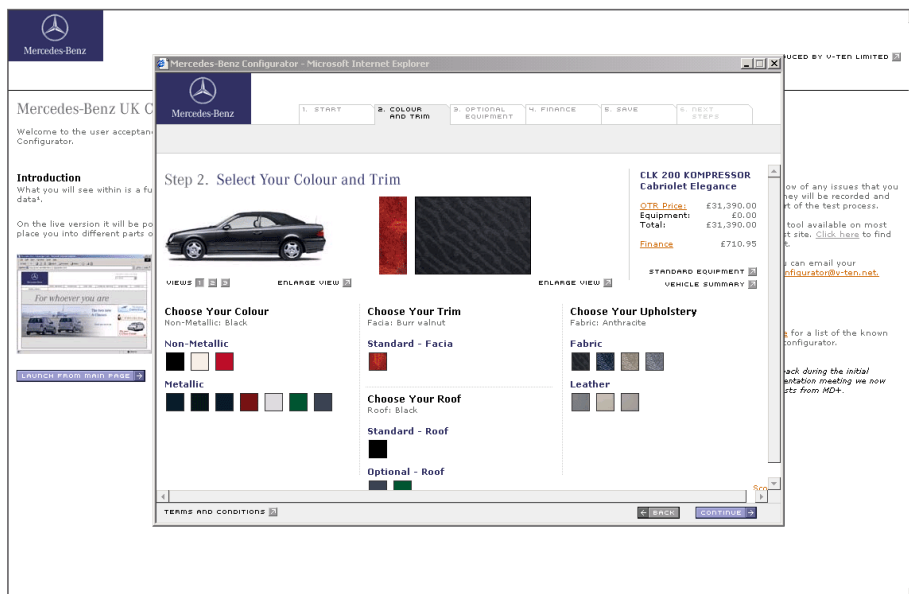
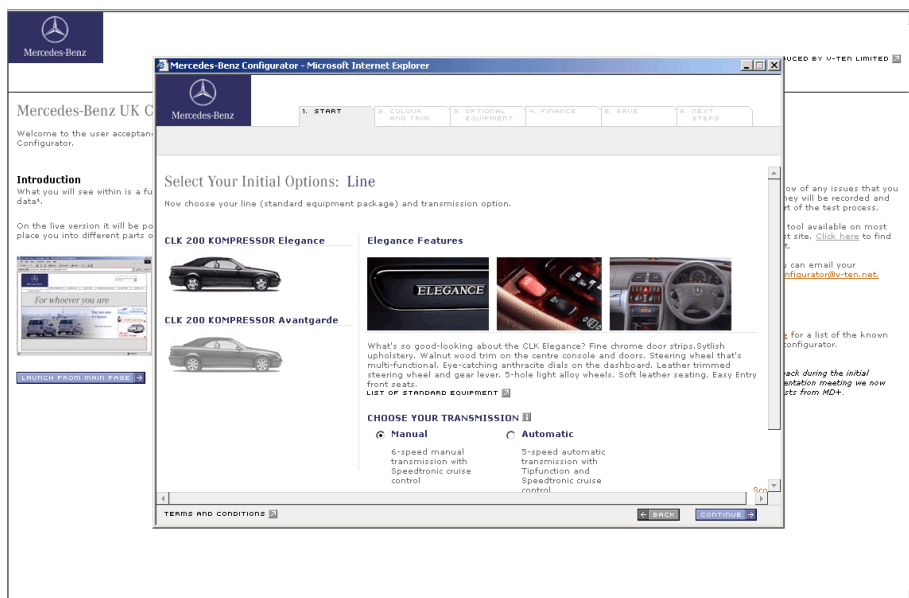
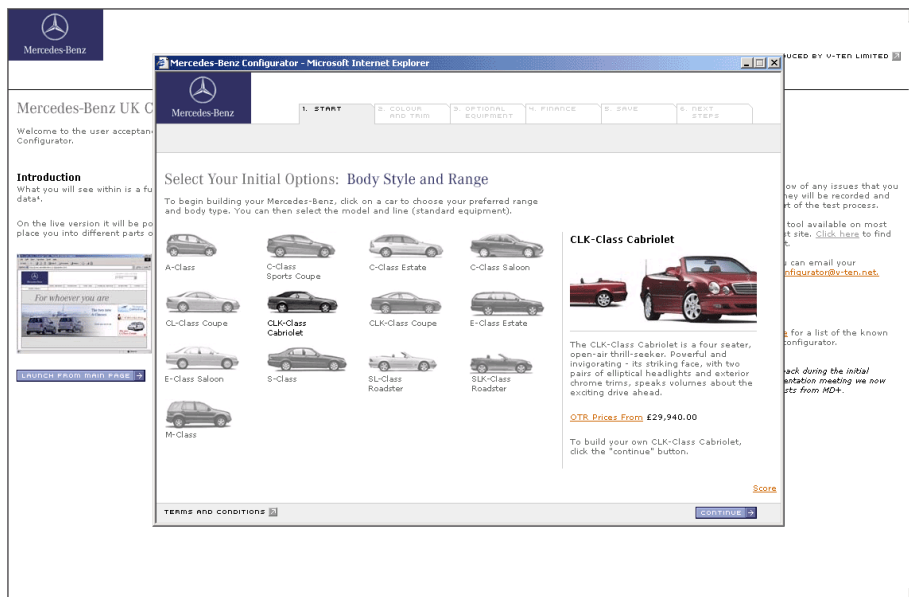
 Technology

 smart centres

Standard equipment >
Specifications >
Options >
Accessories >

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V-ten servers hold all the business applications for DaimlerChrysler UK websites and feature a Content Management System. This centralizes sales and stock information for access by all the dealerships in the UK. Using new technology to improve business processes and business efficiency.