

Online first – The future of annual reports?

By Reg Pauffley

There's currently a lot of lively discussion about whether the online report will replace the printed report. Whilst there doesn't seem to be any definitive answer, one thing is certain: more and more companies are now providing an html online version as well as the printed version.

So is this the happy compromise that is the way forward for the foreseeable future? Or will more companies embrace the use of the web as the primary delivery channel for their annual report, in the way that the companies I'm going to talk about here are doing? Each has created and developed the annual report from a web first perspective, in other words treating the annual report as a website from the start, and not just simply producing an html version of a printed copy. They're all impressive and it's really worth spending time looking at each of them in detail.

You could well be looking at what will soon become the norm.

Wärtsilä – <http://www.annualreport2009.wartsila.com/default.aspx>

Wärtsilä is a Finnish company that describes itself as a global leader in complete lifecycle power solutions for the marine and energy markets. When you log on via the investor tab on the main site home page, it's clearly stated that the electronic annual report is Wärtsilä's primary report for 2009, and that the Financial Review is an abbreviation of it. Once you're on the home page of the report, which is very clear and inviting, you click onto 'About this Report' to access an easy to read set of instructions on how to use the annual report website. There is a strong overall theme of 'Questions and Answers' which uses video with great effect to engage with the viewer throughout all the sections of the report. There is also a very helpful 'Quicklinks' box on the home page that is split into three sections; 'For Investors', 'For Customers' and 'For Media'. I also like the inclusion of a Sustainability section within the site.

If this their first attempt, I can't wait to see next year's report.

WÄRTSILÄ ANNUAL REPORT 2009 DOWNLOAD CENTER CONTACT INFORMATION SITEMAP SUOMEKSI | PÅ SVENSKA

Home

BUSINESS CORPORATE GOVERNANCE SUSTAINABILITY FINANCIALS

How has Wärtsilä managed in the middle of the economic crisis and what are the prospects for the future?

Answer by CEO

Play

Read the answers

The world economy was all question marks in 2009. We have had our fair share of questions from our stakeholders too. How are we going to respond to the challenges of a changing world? How will we deal with the turbulent financial situation, future environmental challenges, and our customers' needs?

Good questions. Now the answers.

1 2 3 4

ABOUT THIS REPORT **KEY FIGURES** **THIS IS WÄRTSILÄ**

Quicklinks

For investors

- Message to the Shareholders
- Strategy
- Five years in Figures
- Information for Shareholders

For customers

- Strategy
- Business review
- R&D and product performance
- Risks and risk management

For media

- Message to the Shareholders
- Market environment
- Salary and remuneration report 2009
- Wärtsilä and sustainability

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TNT – <http://group.tnt.com/annualreports/annualreport09/index.html>

TNT is one of the leading companies in the global transportation and distribution industry, with its head office in The Netherlands.

The viewer is welcomed to the site by the Group CEO, Peter Bakker, via a simple but engaging talking head video. The video provides a clear introduction to the site and what to expect from it.

Overall the site works hard, although I found the navigation a little confusing and I would like to see more links to additional information. I would also like to have seen more use of video, it could explain and show the business in action in a very compelling way.

The site perhaps doesn't quite live up to the CEO's introduction, but it's certainly a great step in the right direction. Keep it up TNT.

group.tnt.com | contact us Report downloads >

TNT
sure we can

Annual report 2009 Search

Introduction Board of Management Remuneration Supervisory Board Governance and IR Corporate responsibility Risks Annex



WEATHERING THE STORM

“Dear visitor,
Welcome to the online
TNT Annual report 2009.
I am Peter Bakker,
I will be your host...”

[PLAY VIDEO](#)

MARKET SHARE >

Express



Mail



FINANCIAL PERFORMANCE >

WHERE WE OPERATE >



Net sales Total **€10,278m**

Employees Total **159,663**

EMPLOYEES >

GROUP PERFORMANCE >

Financial

Revenues **€10,402m**
2008: €11,152m

EBIT **€648m**
2008: €982m

Net operating Cash **€1,016m**
2008: €923m

Corporate responsibility

Fatal accidents own employees and subcontractors **24**

Sonaecom –

<http://www.sonae.com/reframe.aspx?url=/CEReports2009/en/index.shtml>

Sonaecom is a leading Portuguese communication services provider which has been producing a web first annual report for 3 years now. They're probably amongst the very first, if not the first to go down this route. It's an extremely user-friendly site, with a clear, easy to use menu covering six sections in addition to the Home page - 'Our year', 'Our business', 'Our shares', 'Our management', 'Our governance', and 'Our performance'. Each section has a further drop down menu with its own landing page. The highlighted introductions here work very well.

Overall, the site creates an excellent user experience, provides a good level of content and includes many links to additional information.

It's a shame however that the site doesn't use video or charting tools, and the downloadable pdf is a very simple and functional piece of print.

This aside, it's a great role model for other companies.

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Corporate Reports
Annual Report 2009

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Annual Report 2009

We're often asked why we place more emphasis on people rather than technology. Our answer is simple: people communicate with people, not technology. Giving our customers the freedom to communicate whenever they want, wherever they are enriches their lives and empowers them to contribute more meaningfully to the world we share. That's why people's needs and aspirations will always be at the heart of our business.

CEO Message
Ángelo Paupério
Sonaecom achieved a very good set of results in 2009, thanks to the successful...

In this report

Continuously enhancing our world-class telecommunications network
Throughout 2009, we continued to invest intensively in reinforcing our world-class network in response to relentless customer demand for higher bandwidth and more sophisticated services.

Innovating to exceed customer expectations
Our innovations win awards. Among many notable firsts during 2009, we were among the world's first operators to test HSPA+ technology and the first in Portugal to offer a femtocell service.

An outstanding financial and operational performance from SSI
The SSI success story goes on. Its profits continue to grow and its global footprint continues to expand.

Empowering our employees
With an average age of 35, our people combine youth, dynamism and resilience with a sense of

Ahold – <http://www.annualreport2009.ahold.com>

Ahold is an international group of quality supermarkets based in the United States and Europe, and like TNT, it is headquartered in The Netherlands. Both the annual and CR reports have been produced on the basis of web first with a basic print pdf offered as a download. Both are similar in look and feel - clean, crisp, bold and colourful and both have easy to use navigation, which all results in an excellent overall user experience.

The site displays a very good use of tools, including comprehensive charting, a 'build your own report' and 'compare to 2008'. Each would benefit from using video, but overall another good example of a web first approach. Ahold has just changed agency, so it will be interesting to see how it develops next year.

Annual Report 2009

Downloads Annual Report CR Report Ahold.com

GROUP AT A GLANCE PERFORMANCE GOVERNANCE FINANCIALS INVESTORS

ANNUAL REPORT 2009

Solid performance in a challenging year

Ahold delivered solid performance in a challenging environment in 2009. We successfully managed the balance between sales and margins, improved market share and increased volumes in the Netherlands and the United States.





Message from our CEO
Ahold delivered solid results despite the severe economic downturn.

[Read more](#)

NET SALES
€27.9
BILLION

Group highlights
We made good progress with our strategy for sustainable profitable growth.

[Read more](#)



Performance by segment
Covers the results of operations for Ahold's business segments.

[Read more](#)

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[Ahold.com](#) - [Contact us](#) 

Network Rail – CR Report - <http://www.networkrail.co.uk/asp/114.aspx>

Network Rail runs, maintains and develops Britain's tracks, signalling systems, rail bridges, tunnels, level crossings, viaducts and 18 key stations. This is an innovative piece of work that I've talked about before as a great example of a web driven approach. The site uses a number of interactive information graphics to introduce each of the key areas of the report. Each image includes a number of pop up text panels when you scroll over, which in turn provides you with an in-depth review of that particular section. It's been embedded into the main Network Rail website under the Community & Environment tab.

I feel sure a web first main annual report must be just down the line for Network Rail.

NetworkRail

We own and maintain more than 40,000 bridges, viaducts and tunnels

Home About Us For Passengers For Business **Community & Environment** For Media Resource Library Careers search powered by Google Go

Community & Environment [Download the summary report](#)
5350 KB PDF

CR Report 2010

- Year in review
- Our workplace
- Our stations and passengers
- Our communities
- Sustainable supply chain
- The environment

FAQs

- Community Relations
- Level Crossings
- For charities

See what we're doing... Close x

We've illustrated our world of corporate responsibility through five interactive scenarios. Explore and discover how we're building a sustainable future.

Our workplace *Our stations and passengers* *Our communities* *Sustainable supply chain* *The environment*

Biodiversity and ecology

The railway is surrounded by green space. We're committed to protecting natural resources and to conserving biodiversity on this and all of our land.

[Read more about biodiversity and ecology](#)

Sustainable stations

There are innovative sustainability features in many of our stations, including some of the most iconic buildings in Britain, such as King's Cross station.

[Read more about sustainable stations](#)

Contacting us

Travel enquiries

For train tickets, refunds, timetables & journey planners please call:

08457 48 49 50

Or visit nationalrail.co.uk

Network Rail helpline

08457 11 41 41

If deaf or hard of hearing please dial 18001 before the number to activate

Equality and diversity **Our National Centre**

Let me know what you think about these and beyond at reg.p@creativeconsortia.com.

Read also my web pages and comments on corporate reporting: <http://whosdoingwhatincorporatereporting.com/>