



MERCURY BRAND, VOICE, AND EDITORIAL STYLE GUIDE

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Articulating the Mercury Brand

Clear articulation of the Mercury brand, whether expressed in the form of a presentation, direct mail piece, press release, advertisement, our website, or in collateral, helps Mercury stand out in an industry awash with hype, exaggeration, redundancy, and vague corporate-speak.

Ultimately, conveying a consistent, recognizable tone and style — the Mercury voice — is essential to the success of our brand-communication strategies.

Here is some background on the Mercury brand identity:

Personality Attributes (What we want people to feel about us):

- *Powerful* (a look and voice that, while professional, makes people stop and take notice),
- *Exciting and Dynamic* (a lot is happening at Mercury),
- *Different* (we don't do things like our competitors),
- *Straightforward* (we have a no-nonsense style), and
- *Customer-Focused* (we recognize that our customers have contributed to our success).

The Mercury Voice

What does Mercury sound like? When we communicate/speak, we are *articulate* and *succinct*. We do not waste words. Every word is there for a reason. Our voice is *practical* in delivery (no “marketing speak”) and *confident* in tone. We speak with a *no-nonsense* style that emphasizes *straight talk*, not clichés or vague corporate speak.

Here are some tips for using the Mercury voice in marketing and communications materials:

- Use the “3 C’s of Effective Communication”: Be *Clear*, *Compelling*, and *Credible*.
- Be conversational, using the voice of a person, not that of a faceless company.
- Be straightforward and, where appropriate, provocative (don't beat round the bush, *but* be sure you speak directly to issue/pain).
- Be energetic and dynamic (convey a sense of enthusiasm, and that “something's happening at Mercury”).
- Be direct and informative (use short headlines and concise text that tells our story succinctly; don't be too wordy or verbose).
- In body text, use a dynamic, punchy cadence to emphasize our voice— if you must create a longer sentence, pay it off for the reader by following it with a short, minimalist sentence (see “The Mercury Voice in Action” for body text examples).
- Be friendly and informal, but not impolite.
- Use facts/proof rather than hypothetical/claims — watch the use of superlatives.
- Stay away from mudslinging, negativism, or criticism — it's just not our style.

The Mercury Voice in Action (Editorial Examples)

Headlines and Titles

Medium	What Works	What Doesn't
Collateral / Presentations (Clear, straightforward, relevant)	Short: OPTIMIZE IT! BE THE CHANGE Long: Make informed Go-Live decisions!" "How often are your applications down or not performing?"	"Maximizing Application Quality" (cliché, corporate-speak) "Integrated Solutions for Optimized Business Success" (vague, corporate-speak) "Simply the Best Solutions Money Can Buy!" (arrogant, exaggerated)
Advertising / Direct Mkt. (Compelling, provocative, different)	"It's time for expensive to get re-acquainted with valuable!" "Every industry needs a hero.... Could it be you?" "Take charge of change"	Get on board or get left behind! (arrogant) "Together we can build the future" (vague, corporate speak) "Reduce Your Total Cost of Ownership!" (cliché, corporate-speak)
Web / Online (Credible, engaging, descriptive)"	"Run IT like a business" "Accelerate problem resolution" "Make informed Go-Live decisions"	"Improving IT Performance" (non-descript, cliché, everyone says it) "Maximizing IT investments" (non-descript, cliché, everyone says it) "Flexible, Integrated Solutions" (vague, corporate-speak)

Sample Body Text/Paragraphs (Brochures, Web pages. etc.)

What Works	What Doesn't
Welcome to Mercury. We are the global leader in Business Technology Optimization (BTO). We have a simple and powerful commitment: to help our customers maximize the business value of IT.	Mercury Interactive is the global leader in business technology optimization (BTO), the industry strategy for maximizing the business value of information technology (IT) by optimizing and aligning IT with business goals.
Over the last several decades, IT organizations have played a seminal role in optimizing critical business processes across the enterprise. Now it's time for IT itself to get optimized. Global 2000 companies are focusing on aligning IT and business strategy, while optimizing the quality, performance, and business availability of strategic software applications. This is the vision of BTO.	Global enterprises and information technology (IT) professionals are under tremendous pressure today to maximize the business value of IT while managing costs, risks, and compliance against a changing backdrop of increasing business and technology complexity. To address these challenges and trends, many of the world's leading companies are turning to business technology optimization (BTO), the industry strategy for maximizing the business value of IT by optimizing and aligning IT strategy and execution with the company's most important business drivers.
BTO is all about aligning IT with the company's business drivers. It's about maximizing application quality, performance, and availability. Plus, it's about managing IT costs and risks across the software delivery lifecycle. This combination of IT alignment, application optimization, and lifecycle management enables you to fully maximize the value that IT is delivering to the business.	BTO enables customers and partners to govern the business of IT— people, process, and priorities — while optimizing quality and performance across the application delivery and application management stages of the service delivery lifecycle. BTO is an important strategy that helps CIO's achieve their top priorities, which are to maximize and demonstrate the business value of IT by aligning IT strategy with business priorities; optimizing IT strategy and execution; reducing IT spend; controlling risk, and improving regulatory compliance.

Branding and Naming Conventions

1. Protocol for Corporate-Level Names and Terms

- 1.1. Mercury Interactive Corporation is the full legal company name, “doing business as” (dba) “Mercury Interactive.” Mercury is our desired “Brand Identity.”
- 1.2. Mercury’s category is business technology optimization (BTO).
- 1.3. The new Mercury wordmark/logo (launched in May, 2004), should always include the superscripted trademark symbol (“™”), but NOT the “®” symbol.
 - 1.3.1. Note: The old Mercury Interactive logo is a registered trademark in the United States and/or other countries; but not in all countries around the world. For U.S. documents ONLY (or countries where the Mercury Interactive logo is a registered trademark) always include the superscripted “®” symbol on first use of Mercury Interactive logo.
- 1.4. With the exception of the superseding uses of “®” noted above, always include the ™ symbol upon first use of the full Center or product name: “e.g., Mercury *Quality Center™* or Mercury *Business Process Testing™*.” Other Mercury products and components (e.g., “Mercury + descriptive/functional name™”) should also include the ™ symbol upon first use.
- 1.5. In materials where we are legally required to cite our full company name (Mercury Interactive Corporation) – e.g., legal contracts, formal proposals, RFPs, etc. – always use “Mercury Interactive Corporation” on first mention; then you can shorten to “Mercury” alone. In press releases, use “Mercury Interactive Corporation” on first mention, then you can use “Mercury” alone.
- 1.6. In marketing materials, letters, ads, websites, etc., you can use “Mercury” alone (without “Interactive”) as long as the company “dba” name (“Mercury Interactive”) appears somewhere on the document/page (e.g., boilerplate) and “Mercury Interactive Corporation” appears in the legal copy and/or footer. If in doubt, use “Mercury Interactive” on first mention, and then use “Mercury” thereafter.
- 1.7. When a Center, service, product, or component is mentioned, always precede the name with “Mercury.” In subsequent mention, you can delete “Mercury” ONLY if the paragraph or sentence is clearly too unwieldy with multiple uses of the long product name. It’s also acceptable to drop “Mercury” in character-restricted instances such as website navigation, drop-down lists, data-entry form fields, etc., as long as the full product name is clearly represented/displayed nearby. Otherwise, the rule of thumb is to use “Mercury _____” whenever possible to brand Mercury and not make the product name sound like a generic industry term.
- 1.8. As of May 2004, there are no Registered Trademark product brands (“®”) associated with Mercury as a company, with the following legacy exceptions: LoadRunner®, , TestDirector®, WinRunner®, and SiteScope®. Note: the old the name/logo “Mercury Interactive®” is a registered trademark, but the new name/logo “Mercury™” logo is still a trademark. See Appendix B for a list of the countries where Mercury product names/trademarks are currently registered.

2. Protocol for Legacy Product/Service Names and New Mercury Brand Names

- 2.1. In 2004, most legacy products and services are being re-branded under the new Master-branded, descriptive naming convention (“Mercury + <descriptive name”), some are being phased out/discontinued, and/or some are being combined with other products/functionality and released under the new descriptive naming convention.
- 2.2. The first time a new product or service name is mentioned that replaces an existing or newly combined product/service, always cite in parentheses the “formerly known as” name(s) — i.e., “Mercury Business Availability Center™ (formerly “Topaz”).”
 - On subsequent mentions, do not cite the “formerly_____” name(s).

- For long documents (i.e. White Papers or websites) it's best to re-cite the "formerly____" name(s) in each new chapter/section or Webpage.
- 2.3. Sometimes, a new Mercury product/service name replaces an existing product/service name that, itself, was recently re-named (within one year). In such cases, only cite the most recent "formerly known as" name, NOT both legacy names.
- Correct: "Mercury Business Process Monitor™ (formerly Topaz Business Process Monitor)"
 - Incorrect: "Mercury Business Process Monitor (formerly Topaz Business Process Monitor or ActiveAgent)."

3. Protocol for Top-Level/Category/Centers Names

- 3.1. "Mercury's business technology optimization (BTO) offerings." On second mention, you can shorten to "Mercury's BTO offerings."
- 3.2. "Mercury for XYZ" (cross-center, cross-product/product line)
- 3.3. "Mercury Optimization Center"
- 3.4. Product lines/categories:
- *Best*: "Mercury for IT Governance"
 - *OK*: "the Mercury IT governance product line..." <or> "Mercury's IT governance offerings..."
 - *Center*: "Mercury IT Governance Center™"
 - *Best*: "Mercury for Application Delivery"
 - *OK*: "the Mercury application delivery product line..." <or> "Mercury's application delivery offerings..."
 - *Center*: "Mercury Performance Center™"
 - *Center*: "Mercury Quality Center"
 - *Best*: "Mercury for Application Management"
 - *OK*: "the Mercury application management product line..." <or> "Mercury's application management offerings..."
 - *Center*: Mercury Business Availability Center™
- 3.5. The "M" in "Mercury" is always initial-capped.
- 3.6. Center names are always expressed as "Mercury XYZ Center." *NEVER* use the Center name without the word "Mercury."
- 3.7. Center names are always initial-capped (i.e., Mercury Quality Center™). Never turn a center name or product into an acronym (e.g., "MPC," "BAC," "MAM," or "MRC").
- 3.8. Never use "the" before Mercury product or center names. Wrong: "the Mercury Quality Center;" or "the Quality Center." Correct: "Mercury Quality Center™."
- 3.9. Initial cap category names only when they are used to convey specific, branded Mercury product line/category offerings (e.g., "Mercury for IT Governance" <or> "Mercury for J2EE" <or> "Mercury's Application Delivery offerings"). Don't initial cap categories when simply referring to a general category ("Mercury is the leader in application delivery solutions." <or> "Mercury offers a comprehensive test management solution.").
- 3.10. No new Mercury Optimization Centers will be created unless they represent a completely new and unique category of products.
- 3.11. New Center names will be developed by Brand Marketing.

4. Protocol for Product and Component Names within Mercury Optimization Centers

- 4.1. Mercury Optimization Centers are comprised of the following products:
- 4.2. *Dashboard*: "Mercury <product family name> Dashboard" (e.g., "Mercury Application Delivery Dashboard™")
- 4.3. *Applications*: "Mercury <application+ descriptor>" (e.g., "Mercury Change Management" <or> (e.g., "Mercury Business Process Testing™" <or> "Mercury Service Level Management™"). The descriptor should not be an agentive noun ending in "-er" or "-or".

It should be an abstract noun similar to existing names and functions — e.g., “management”, “testing”, “reporting”, etc.

- 4.3.1. Product/Applications names should always be preceded by “Mercury” on first mention (e.g., “Mercury System Availability Management™”). After first use in one document the “™” can be dropped thereafter. In subsequent mention, you can delete “Mercury” ONLY if the paragraph or sentence is clearly too unwieldy with multiple uses of the long product name. Otherwise, the rule of thumb is to use “Mercury _____” whenever possible to brand Mercury and not make the product name sound like a generic industry term.
- 4.4. *Foundation*: “Mercury <product family name> Foundation” (e.g., “Mercury Application Management Foundation™”).
- 4.5. *Extensions*: “Mercury <application name> Extension for <external product/application name>” (e.g., “Mercury Change Management Extension™ for SAP Solutions®”).
- 4.6. *Monitors* (optional): “Mercury XYZ Monitor” (e.g., “Mercury Business Process Monitor™”).
- 4.7. *Adapters*: “Mercury <product family name> Adapter for <external product name>” (e.g., “Mercury Application Management Adapter™ for BMC®”).
- 4.8. *Accelerators*: “Mercury <product/family name or functional name> Accelerator <optional> for <product/application/center name>” (e.g., “Mercury Business Process Testing Accelerator™ for Oracle® E-Business Applications” OR “Mercury Sarbanes-Oxley Testing Accelerator”).
- 4.9. Component names should always be preceded by “Mercury” on first mention (e.g., “Mercury Application Delivery Dashboard™”). After first use in one document the “™” can be dropped thereafter. In subsequent mentions, you can delete “Mercury” if the paragraph or sentence is too unwieldy from multiple uses of the long product name.
- 4.10. Never use standalone acronyms or “initialisms” for products, components, or services (e.g., “MAM,” BPT, EUM, SLM, BPM, etc.).
- 4.11. When individual products and components are called out/mentioned independently of a Center or product category, they should be referred to as “Mercury XYZ, a <product/component/service/etc.> of “Mercury XYZ Center™>”.
- 4.12. New component product names will be developed by Brand Marketing.
- 4.13. NO new Mercury products will have proprietary, registered trademark names, with the exception of the legacy products: LoadRunner®, WinRunner®, TestDirector®, and SiteScope®.
- 4.14. Any new capability of Mercury's representing a significant difference to those capabilities already presented should be considered a new offering and given a descriptive name.
- 4.15. Before establishing a new product name, consideration will be given to whether the new capability should more properly be combined with or included within an existing product. Proliferation of product names will be minimized.
- 4.16. Product names should be no more than three words if possible, excluding “Mercury.”
- 4.17. New product names will be developed by Brand Marketing.

5. Protocol for J2EE and ERP/CRM Product Names

5.1. J2EE Products and Services (NOTE; Subject to change):

- *Applications*: “Mercury <application> for J2EE” (e.g., “Mercury Diagnostics for J2EE™”)
- *Monitors*: “Mercury <application> Monitor for <external application>” (e.g., “Mercury LoadRunner Monitor for EJB™”)
- *Services*: “Mercury XYZ Service for J2EE” (e.g., Mercury Performance Tuning Service for J2EE™)

5.2. ERP/CRM Products and Services:

- *“Bundles”*: “Mercury <center name/product line> for <ERP/CRM vendor> + <vendor's product/solution name>” (e.g., Mercury for SAP® Solutions” or “Mercury IT Governance Center™ for

Oracle® E-Business Suite” or “Mercury Quality Center™ for PeopleSoft® Enterprise”)

- *Extensions*: “Mercury <application> Extension for <external application name>” (e.g., “Mercury Tuning Extension™ for Siebel® E-Business Applications”)
- *Monitors*: “Mercury <application> Monitor for <external application/solution name>” (e.g., “Mercury LoadRunner® Monitor for SAP® Solutions”)
- *Accelerators*: “Mercury <product family name> Accelerator for <external product name>” (e.g., “Mercury Business Process Testing Accelerator™ for Oracle® E-Business Applications”).

6. Protocol for Mercury Service Offering Names

- 6.1. All formal Mercury Service offerings/names should be preceded by “Mercury”.
- 6.2. If a service is related to a product, the service name must use the full product name (e.g., “Mercury Quick Start™ for Mercury SiteScope®”). In subsequent mentions, the name of the product may be shortened by dropping the “Mercury(s)”.
- 6.3. There are three main categories of courses offered under Mercury Education Services:
 - “Essentials of Mercury <application> (CBT)”, which is used for introductory courses using computer-based materials (web or CD-ROM)
 - “Using Mercury <application>”, which is used for basic classes
 - “Advanced Mercury <application>”, used for courses beyond “Using” category
- 6.4. Other courses offered under Mercury Education should describe the course content as concisely as possible (e.g. “Mercury WinRunner® for the Web”)
- 6.5. Courses which are packaged and sold as a set are referred to as “course bundles” (e.g., “Mercury WinRunner® Course Bundle”)
- 6.6. New Service names will be developed by Brand Marketing.

7. Naming Conventions by Services Categories: (**NOTE: Subject to change**)

- 7.1. Consulting Services
 - Quick Start Services: “Mercury <application> Quick Start” (e.g., “Mercury Performance Testing Quick Start™”). “Quick Start” is two words, initial-capped.
 - Outsourced Services: “Mercury Outsourced XYZ Service” (e.g., “Mercury Outsourced Performance Center Implementation Service™”)
 - Custom Consulting Services: “Mercury XYZ Service” (e.g., “Mercury Assured Deployment Service™”)
 - Configurable Services: “Mercury XYZ Service” (e.g., “Mercury BTO Assessment Service™”).
- 7.2. Managed Services: “Mercury <center/product/application> Rapid Delivery” (e.g., “Mercury LoadRunner Rapid Delivery™”); “Mercury <center/product/application> Managed Services (e.g., “Mercury Performance Center Managed Services™”); “Mercury Managed Services;” “Mercury XYZ” (e.g., “Mercury SiteSeer™”); and/or “Mercury <center/product/application> Service for XYZ” (e.g., Mercury Performance Tuning Service for J2EE™).
- 7.3. Educational Services
 - Training Services: “Essentials of Mercury <application> (CBT);” “Using Mercury <application>,” “Advanced Mercury <application>,” “Mercury XYZ,” and/or “Mercury XYZ for <descriptive name>.”
- 7.4. Support Services
 - Standard Support Services: “Standard Support Services for <product line>” (e.g., “Mercury Standard Support Services for Application Delivery”)
 - Preferred Support Services: “Mercury Preferred Support Services for <product line>” (e.g., Preferred Support Services for Application Delivery” and “Preferred Support Services for Application Management”)
 - Preferred Plus Support Services: “Mercury Preferred Plus Support Services for <product line>” (e.g., “Preferred Plus Support Services for Application Delivery” and “Preferred Plus Support Services for Application Management”)

- Premium Support Services: “Mercury Premium Support Services for <product line>” (e.g., “Mercury Premium Support Services for Application Delivery” and “Mercury Premium Support Services for Application Management”)

7.5. New Service names will be developed by Mercury Brand Marketing.

8. Product- and Service-Development and Project Code Names

- 8.1. Products and services in development should never be referred to internally — separately or in the form of a collective project name — by a term which might develop enough internal equity to encourage its use in the market. Actual product and service naming will remain the responsibility of Brand Marketing. All new product and service names will be descriptive, and follow the guidelines outlined in this document.
- 8.2. Brand marketing will develop one or more semantic categories from which we will exclusively draw internal names.
- 8.3. Mercury will avoid sharing these code names with the outside world whenever possible, to prevent building external equity around them.
- 8.4. Whenever possible, new product and service names will be constructed from approved vocabulary and assigned to already-existing categories of products and services.

Explanation of Mercury Category Names

Category	Explanation	Old Name(s)	1st Mention	2nd Mention
Product Line	Mercury's three product line categories: <ul style="list-style-type: none"> Application delivery Application management IT governance 	<ul style="list-style-type: none"> Enterprise Testing/Tuning Application Performance Management Kintana 	Application delivery Application management IT Governance	Application delivery Application management IT Governance
Mercury Optimization Center	Mercury's BTO center of excellence offering (within IT Governance, Application Delivery, or Application Management) that includes integrated dashboard, applications, foundation, and services.		Mercury Quality Center™	Mercury Quality Center
Bundle/Suite	Product bundle or integrated offering that includes more than one center, within/across product lines and/or initiatives.	Optane	Mercury for "XYZ" (e.g., Mercury for SAP®)	Mercury for "XYZ" (e.g., Mercury for SAP®)
Dashboard	Real-time dashboard providing a business view of key quality, performance, and availability metrics.		Mercury Application Delivery Dashboard™	Application Delivery Dashboard
Application	Core Center applications/products that automate IT activities (e.g., portfolio management, functional testing, test management, performance tuning, diagnostics, service level management, etc.)		Mercury Service Level Management™	Mercury Service Level Management
Foundation	Best practices-based platform for shared workflow, data, scripts, tests, reports, and/or application / business process / infrastructure monitors.	Platform	Mercury Application Delivery Foundation™	Application Delivery Foundation
Monitor	Product that "watches" applications or processes and alerts users to problems; an internal component of the foundation.	Monitor	Mercury Real User Monitor™	Mercury Real User Monitor™
Extension / Add-In	Product that allows an application to work with an external product; an addition to the "vanilla" application.	Accelerator, Edition, Add-in	Mercury Change Management Extension™ for SAP® Solutions	Change Management Extension for SAP® Solutions
Adapter	Provides bi-directional integration between Mercury product and external product.	Monitor, Edition	Mercury Application Management Adapter™ for Tivoli	Application Management Adapter for Tivoli
Accelerator	An extension that is specifically designed to accelerate the installation and implementation of an existing Mercury center or product. Like a "software version of a QuickStart Service."	New	The Business Process Testing Accelerator for Oracle® 11i E-Business Applications	The Business Process Testing Accelerator™ for Oracle 11i
Course Bundle	Mercury Education courses offered in a package; may or may not be sequential.	Suite	Mercury SiteScope® Course Bundle	SiteScope Course Bundle
Quick Start	Quick Starts are fast consulting services that include the installation of applications and user training.	Quick Start	Mercury Test Management Quick Start™	Test Management Quick Start

Editorial/Grammar Guidelines

Abbreviations

Only use abbreviations if they are commonly known. Refer to *The Associated Press Stylebook and Libel Manual* (AP Stylebook) for guidelines for states, addresses and months. **Note:** Mercury differs from the AP Stylebook on the tabular form of abbreviations for certain months. These are the Mercury abbreviations for months in the tabular form: Jan, Feb, Mar, Apr, May, June, July, Aug, Sept, Oct, Nov, and Dec.

Acronyms

The first time you use an acronym, spell out the phrase the acronym represents, followed by the acronym in parentheses. After it has been defined, the acronym may be used without redefinition.

Examples

Mercury business technology optimization (BTO) offerings are the...
... supporting this application-programming interface (API).

Add a lowercase “s” to make an acronym plural, even if the acronym ends with an “s.” Do not add an apostrophe before the “s” when you make the acronym plural.

Example

...meeting service-level agreements (SLAs) ...

For commonly used acronyms that refer to proper nouns (e.g., United States of America), first initial cap the first letter of each word, then use uppercase characters for the acronym.

Example

...in the United States of America (USA)...

For a term that is not a proper noun, use lowercase characters for the first letter of each word in the term. Use uppercase characters for the acronym.

Example

...products for service-level management (SLM) ...

Use the indefinite article (*a* or *an*) that matches how an acronym is usually pronounced.

Example

A NATO meeting
An SQL statement
A URL

Addresses

As of May 2004, the standard Mercury address block will be:

Mercury Corporate Headquarters
379 North Whisman Road
Mountain View, CA 94043-3969
Tel: 650-603-5200, or 800-837-8911
Web: www.mercury.com

Legal copy

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<add relevant Mercury product names cited in document in the legal copy>

Web Addresses

As of May 10, 2004, Mercury has a new global URL and domain name: “www.mercury.com.” In marketing materials, letters, ads, websites, etc., always use the global URL “www.mercury.com.” Specific campaigns, programs, promotions, and initiatives should use “www.mercury.com/<xyx>”, where the “<xyx>” refers to the relative webpage.

Do not use product-specific URLs in external collateral, unless that URL is part of a publicly advertised or promoted campaign, program, or initiative.

When referring to Web addresses in text, do not bold, italicize or underline them to set them off. When they are part of display type, they can be in bold or bold italic according to the preferences of the designer.

All URLs for the external website should contain only lowercase letters. URLs with both capital and lowercase letters do not work. For Web addresses of other companies/sites, follow their style in terms of capitalization (and what actually works).

Do not begin Web addresses with *http://* or end them with a slash. (Web browsers automatically add those parts — whether you type them or not — and the addresses are cleaner and shorter without those elements.)

E-mail Addresses

Do not bold, italicize or underline e-mail addresses; the same rule that applies to Web addresses.

Active Voice

Use the active voice, not the passive. In the active voice, the subject is acting; in the passive voice, the subject is being acted upon.

Example

Use the active voice. (Active)

The active voice should be used. (Passive)

Bullets

Use bulleted lists to introduce multiple topics, not a single item. End all lead-ins to bulleted lists with a colon, whether the lead-in is a complete sentence or not. Begin all bullets in the same list with parallel verbs.

Never use only one bullet point. If you encounter one bullet, run the text into the introductory text, and use paragraph format. Use two to eight bullets; any more than eight defeats the purpose of an easy-to-read list.

Always use a complete sentence to introduce a list that consists of single-word bullet items.

Bullet items that are complete sentences begin with an uppercase character and end with a period.

When complete sentences are followed by bullet items that are fragments, the bullet items should begin with an uppercase character and have no ending punctuation.

Example for complete sentence followed by sentence fragments

Three topics will be discussed during tomorrow's conference call:

- Legacy applications
- Web services
- .NET vs. J2EE

When using serial bullets (where the bullets are used to continue and complete the lead in sentence), use appropriate punctuation — Bullet items should begin with an uppercase character; use commas or semi-colons after each bullet item, except for the last bullet item, which ends with a period.

Example for serial bullets following a lead-in sentence:

With Mercury you can:

- Better align your business and IT strategies;
- Get the most performance, availability, and reliability from your applications and systems today; and
- Maximize your investment in new and existing IT systems.

Capitalization Guidelines

Avoid unnecessary capitalization. When in doubt, use lowercase.

Job Titles

Confine capitalization to formal titles used directly before a person's name. (See AP Stylebook)

Example

The panel included Amnon Landan, president and CEO.
Executive Vice President Doug Smith spoke at the conference.

Academic Degrees

Spell out formal degree titles, unless identifying many individuals. Use lowercase for academic departments, unless they are formal names.

Example

Joe Smith has a bachelor's degree in business administration from Stanford.
Mary Jones has a master's degree in English literature from Purdue.

Department Names

Use initial capital letters for the official name of a department, division or group. Do not capitalize the word *department*, *division*, or *group* unless it is part of the name.

Example

Legal department
People department
Mercury's Professional Services organization

Heads and Subheads

Capitalize all nouns, verbs, adjectives, adverbs and pronouns, regardless of length. Capitalize a preposition if it is five letters or longer, is the first or last word of the heading, or is part of the verb. Capitalize articles if they contain five or more letters, if they are the first or last word in the heading, or if they follow a punctuation mark.

Example of Headline Capitalization

Superior Performance with Mercury Performance Center (lowercase preposition)
Going Through Changes (preposition longer than five letters)
Stepping Out (preposition at end of title)
Adding Up Our Strengths (*Up* is part of the verb)
Oracle: A Key Partner (note cap after colon)
An Internet-Based Solution (note cap after hyphen)

Also capitalize *As, If, Once, Than, That, and Till*. Lowercase the infinitive *to*.

Subheads should be no more than two lines.

Figure Captions

Use sentence-style capitalization (first word is capitalized) for the text that accompanies figures, such as graphics, charts, screen shots and photographs.

Captions and Graphics

A caption is the descriptive statement that accompanies a graphic in a document. When referring to a product name in the caption, use the full product name. (Product version numbers do not have to be included in the caption.)

If there is more than one graphic, and it is referred to in the copy of the document, it must be referenced with a number. Graphics should be referenced in order of appearance as Figure 1, Figure 2, etc. If there are no references to the graphics in the copy, reference numbers are not necessary.

Captions should be no more than two lines.

Example

Figure 2: Mercury LoadRunner is built upon a flexible, scalable technology platform.

Computer Commands and Messages

When referring to a specific computer command within a document, change the font to Courier.

Example

by using the SET EXPLAIN ON/OFF statement...

Gender-Specific Language

Try to avoid gender specific language. Examples of alternatives are listed below.

Example

he/she	changes to	the user
salesman	changes to	salesperson

Italics

Use italics for emphasis. When referring to collateral by its official name, italicize the name of the piece. When referring to a publication (book, newspaper, magazine, etc.) italicize the name. Italicize foreign phrases and words. Commonly understood foreign phrases are exceptions to this rule (including ad hoc, etc., e.g., i.e.).

Example

For more information, please refer to *Getting to BTO*, a Mercury White Paper. Mercury was recently named by the *Wall Street Journal* as the stock of the year. It's critical to get the most value out of your IT investments, *especially* as your enterprise grows...

Numerals***In Copy***

Spell out numbers zero through nine. Represent all other numbers in numeral form.

Financial Tables

The following are general guidelines for table layouts:

Tables with monetary information have a \$ sign in the first row only and the "total" row.

Default alignment is by the decimal point.

Spell out percent in all references in copy. Use the symbol for tables/graphics.

Abbreviate Q3 1996 to Q3'96.

Dates

Please refer to the *Associated Press Stylebook and Libel Manual*. References to quarters should be done as follows:

Example

The product will be available in Q4 2004.

Phone and Fax Numbers

It's best to start with the country code. Always put parentheses around the area code and dashes into the main telephone number.

Example

The toll-free number is 1 (800) 343-4400.

Punctuation***Dashes:******Hyphens (-)***

Use hyphens to create compound adjectives. Do not insert spaces on either side of the hyphen.

You do not need hyphens in stand-alone phrases (two nouns).

Example

Mercury Business Availability Center monitors availability in real time.

The team development environment...

Do use hyphens for clarity when two unrelated nouns are combined to create an adjective.

Example

Business Objects is a decision-support tool (decision-support as an adjective).

Mercury Business Availability Center enables real-time visibility.

Business Objects is used for decision support (decision support as an adverb).

Note: In Mercury style, the industry-standard exceptions to this hyphenation rule include:

- Test automation
- Test management
- Load test/load testing
- Application management/performance management

Do not use hyphens with adjectives ending in “ly”

Example

fully configured systems

Predicate adjectives (adjectives coming *after* the subject) are not normally hyphenated, except as noted (when they appear after “is.”):

Example

She is a full-time worker. (preceding adjective)

She works full time. (predicate adjective)

Exceptions

Use a hyphen when the predicate adjective occurs after a form of “to be.”

Example

He is a well-known individual. (Preceding adjective)

The play was second-rate. (Predicate adjective)

In general, do not use hyphens with prefixes.

Example

Prerelease

Prepaid

Exceptions:

Do use hyphens when ambiguity occurs:

Example

Re-cover (to avoid confusion with *recover* a sofa)

Use hyphens when you are combining repetitive vowels:

Example

Re-engineer

(Cooperate and coordinate are exceptions to this exception...)

Do use a hyphen if the word following is capitalized:

Example

Un-American

Do use a hyphen with double prefixes:

Example

Sub-subparagraph

Do use a hyphen with shortened words:

Multi-service, multi-database

One-Word Compounds

Two nouns become one word if one noun loses its accent:

Example

Fireplace (one word)
Salesperson (one word)
datatype (one word)
Blood pressure (two words)

A verb and adverb become one word (unless ambiguous)

Example

Layoff
Slowdown
Run-in

En Dashes (–)

Use en dashes between words to indicate a duration, such as hours, months or years. Do not insert spaces around the en dash.

Example

The product will be released in 4–6 months.

Em Dashes (—)

Use an em dash where a period is too strong, and a comma is too weak. For design/layout purposes, it's best to insert spaces around the em dash.

Example

Our old traditional systems — that used to work on a 45-day cycle — don't work anymore.

Quotation Marks and Apostrophes

Use proper quotation marks and apostrophes, not inch and foot marks.

Example

"He isn't going," said John. (correct)
"He isn't going," said John. (incorrect)

Phrases in Quotes

In general, do not put common phrases in quotation marks.

Example

Voted "best-in-class," Mercury LoadRunner... (incorrect)
Voted best-in-class, Mercury LoadRunner® ... (correct)

Quote Attribution

In customer/partner Success Stories, case studies, and interview articles, use the present tense when attributing quotes to the interview subject. Use the past tense when attributing existing quotes or passages from third-party sources (e.g., analyst reports, press releases, news articles, etc.). Be sure that you have received approval to re-print the original quote.

Sentence Spacing

Insert one space (not two) at the end of a sentence (e.g., after a period, question mark or exclamation point).

Serial Commas

Use serial commas before the concluding conjunction in any type of series that uses a concluding conjunction (A serial comma is the one that comes before the concluding conjunction in a series — e.g., “and” or “or”.)

Example 1 (simple series)

Sales, consulting, and service are all provided.

Example 2 (complex series):

The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.

Example 3 (serial conjunction in last item of complex series):

I had orange juice, toast, and ham and eggs for breakfast.

Signs and Symbols

In general, do not replace words with symbols in the body text.

Ampersand

Spell out ampersands. Do not use & for the word “and.” Only use the ampersand when it is part of a company or product name.

Example

AT&T, PG&E

Percentages

Spell out the word *percent*. Hyphenate when it becomes a modifier.

Example 1

Mercury grew over 100 percent last year.

Example 2

Mercury BTO offerings are used by 75-percent of Fortune 500 Companies.

Currency Marks

Include currency marks where appropriate, such as \$ for U.S. dollars, £ for the British Pound, or ¥ for Japanese Yen.

Word Wraps and Line Breaks

If at all possible, avoid breaking Mercury Interactive and/or product names. Do not hyphenate product names. If necessary, break the name between words.

Trademarks and Registered Marks

All trademarked products and services mentioned in a document need to be recognized in the Mercury legal statement at the end of the collateral. “Mercury +Center/product name™” should always be trademarked (i.e., “Mercury Quality Center™”) on first reference in any document. In addition, always include the trademark symbol (™) with “Mercury” the first time it appears in the company name (e.g., “Mercury Interactive”), Center names (e.g., “Mercury Quality Center”), product lines (e.g., “Mercury IT Governance offerings), and cross product-line offerings (e.g., “Mercury for SAP Solutions”).

As of May 2004, there will be no other registered trademark brands associated with Mercury as a company, with the following legacy exceptions: the Mercury Interactive logo, LoadRunner®, TestDirector®, WinRunner®, and SiteScope®. The only other trademark symbols that need to appear on first reference are for company products that are not covered in the legal copy, or for those companies that we have a legal contract/commitment to include their products’ trademarks.

Trademark (™) and registered marks (®) are superscripted by three points in our documents. This occurs automatically with the ™ symbol. In MS Word, you can superscript the ® symbol by choosing the *Format/Font/Superscript* menu choice.

The Finished Piece

All finished collateral should have the following information:

- About Mercury boilerplate
- Copyright information
- Trademark and registered mark information
- Printed in [country]
- Part number
- Logo
- Regional headquarters & telephone # (optional)
- URL

About Mercury

Mercury Interactive is the global leader in business technology optimization (BTO). We are committed to helping our customers optimize the business value of Information Technology. Visit www.mercury.com.

Legal copy

© 2004 Mercury Interactive Corporation. Patents pending. All rights reserved. Mercury Interactive, the Mercury Interactive logo, the Mercury logo, LoadRunner, TestDirector, SiteScope, and WinRunner are trademarks or registered trademarks of Mercury Interactive Corporation in the United States and/or other foreign countries. All other company, brand and product names are marks of their respective holders. <Add part number>. <Add relevant product names used in document>

Alternate Versions of “About Mercury”

The following can be used for documents or situations that specifically require text with a longer word count than the standard corporate boilerplate (e.g., tradeshow/event program descriptions, catalogs, etc.)

<50 words>

About Mercury

Mercury, the global leader in Business Technology Optimization (BTO), is committed to helping customers maximize the business value of IT. Our BTO offerings are used to govern and manage IT strategy and execution as well as optimize application quality, performance, and availability. We can help you align IT with business goals, control costs, and reduce risks. www.mercury.com

Legal copy

© 2004 Mercury Interactive Corporation. Patents pending. All rights reserved. Mercury Interactive, the Mercury Interactive logo, the Mercury logo, LoadRunner, TestDirector, SiteScope, and WinRunner are trademarks or registered trademarks of Mercury Interactive Corporation in the United States and/or other foreign countries. All other company, brand and product names are marks of their respective holders. <Add part number>. <Add relevant product names used in document>

<100 words>

About Mercury

Mercury is the global leader in business technology optimization (BTO). We are committed to helping our customers optimize the business value of Information Technology (IT). Founded in 1989, Mercury is one of the fastest-growing enterprise software companies today. Mercury conducts business in more than 35 countries and has been a publicly-traded company for over 10 years. Mercury is a NASDAQ 100 company, and a part of Standard & Poor's 500. Nearly 90-percent of Fortune 100 companies and dozens of government agencies globally rely on Mercury to align IT with business goals, lower IT costs and risks, and optimize for growth. www.mercury.com

Legal copy

© 2004 Mercury Interactive Corporation. Patents pending. All rights reserved. Mercury Interactive, the Mercury Interactive logo, the Mercury logo, LoadRunner, TestDirector, SiteScope, and WinRunner are trademarks or registered trademarks of Mercury Interactive Corporation in the United States and/or other foreign countries. All other company, brand and product names are marks of their respective holders. <Add part number>. <Add relevant product names used in document>

Reference Material

Please consult the following reference books when writing copy for the Mercury Corporate Marketing Department. For questions regarding copywriting, refer to this document. If you are unable to find the answer, refer to (in order of mention):

The Associated Press Stylebook and Libel Manual; Addison-Wesley, New York
Webster's NewWorld Dictionary, Third College Edition; Simon & Shuster, Inc., New York
The Chicago Manual of Style; The University of Chicago Press, Chicago

Appendix A — Word Usage

Verb	Adjective	Noun	Notes
add on	add-on	add-on	
backlog		backlog	
back order	back-order	back order	
back out	backout	backout	
back up	backup	backup	
carry over	carry-over	carry-over	
	client/server		
	corporatewide		
	cost-effective	cost effective	
	database	database	
	datatype	datatype	
	decision-support	decision support	
	direct-access	direct access	
down load		download	
downsizing	downsizing	downsizing	
		downtime	
		email	
	end-user	end user	
	enterprisewide		
	fault tolerant	fault tolerant	
		fax	Avoid use as a verb
follow up	follow-up	follow-up	
	front-end	front end	
	hard-copy	hard copy	
	high-tech	high tech	
	hot-line	hot line	
	inter-		This prefix does not need a hyphen
log off	log-off	log-off	
log on	log-on	log-on	
	loosely coupled	loosely coupled	
	mission-critical		
	multinational	multinational	Only use hyphen if prefix is followed by a word starting with "i"
	object oriented	object oriented	
	off-line	off line	
off-load			
	on-line	on line	
	open systems	open systems	
read out		readout	
	read-only		
	read/write		
	real-time	real time	
rightsizing	rightsizing	rightsizing	
roll back		rollback	

Verb	Adjective	Noun	Notes
roll forward			
	run-time	run time	
scale up	scaleup shared-nothing	scaleup	
speed up	speedup	speedup	
set up	set-up short-term	setup short term	
stand alone	stand-alone third-party U.S.		Avoid use as a noun
upgrade		United States upgrade	
upload		upload uptime	
	up-time well-known wide-open widespread	wide open	

Appendix B — Registered Trademarks

Trademark	Countries
Mercury Interactive	European Community
LoadRunner	Argentina Australia Austria Benelux Brazil China Denmark European Community Finland France Germany Hong Kong Ireland Italy Japan Mexico Norway Singapore Sweden Switzerland United Kingdom United States
SiteScope	European Community United States
TestDirector	Argentina China Denmark European Community Finland Hong Kong Ireland Japan Mexico Norway Singapore Sweden Taiwan United Kingdom United States

Trademark	Countries
WinRunner	Argentina Australia Austria Benelux Brazil China Denmark European Community Finland France Germany Hong Kong Ireland Italy Japan Mexico Norway Singapore Spain Sweden Switzerland Taiwan United Kingdom United States