

## *Red Herring's "NDA '99: Where Business Is Going"*

The e-tailing panel included the CEOs of AutoWeb, MP3.com, Onsale, and Drugstore.com, plus the CMO of Scient and VC Bob Kagle of Benchmark Capital.

Kagle talked of how e-tailing is finally getting to "me-tailing," or personalized shopping.

Chris Lockhead of Scient called the coming holiday shopping season "the beginning of revenge for the bricks-and-mortars."

Mike Robertson of MP3.com thinks it's more important now, instead of looking at online buying revenues, to be watching how people are changing their buying habits.

Peter Neupert of Drugstore.com thinks it's still very difficult to find a good shopping experience on the web.

Dean DeBiase of AutoWeb said it's easy to pick the two online companies who'll do the best this holiday season: "AOL and Fed Ex!" [Not to speak of the newly public UPS.]

This Christmas, he said, is about e-tailing coming into its own, evolving. "And consumers will vote with those who make the process *\*faster\**." They've never had so much money, Dean said -- "They just don't have time."

On the subject of what parts of their business to outsource, DeBiase of Autoweb said "good companies know what their core competencies are and what to outsource." Scaling is a much harder issue.