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By Dominic Jones | Published: March 12, 2008

Introducing  
**Online IR Trends Quarterly**   
The World's First Journal for IR Website Managers

## Great online annual reports of 2008 — Part 1

IT'S still early in the season, but online annual reports and proxy statements are now flowing onto the Web at a rapid rate.

We've been monitoring daily developments, especially in the US where large companies must for the first time comply with new requirements for usable online documents — although they clearly have *noooo ideaaa* what that means.

Mostly, we're seeing the usual dreck from 90% of the companies that have reported thus far. Even reports from companies that often set the benchmark for others are a little disappointing this year.

Here are some of the best online annual reports we've seen so far in no particular order.



### Progressive Corporation

- Purist web developers will cringe, but I love it because it's unexpected from an insurance company.
- Striking, interesting design featuring commissioned contemporary artwork from 25 artists responding to the theme "strategy."
- Tactful use of Flash and typography.
- Lacks bells and whistles, but still highly usable and informative.
- Hurt by the lack of a scoped search and incomplete navigation.
- Progressive is a US leader on the Web.

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