

# PARTNER FUSION PLATFORM™

## CATALOG SOURCING



### Catalog Sourcing

Many Web-based businesses are seeking competitive advantages in their quests to become market leaders. One such advantage used by the savviest companies is strategic partnering. Unfortunately, for many of these companies it has not been easy to realize the value of these partnerships due to incompatible technologies and minimal internal resources. Trapezo has the solution. The Partner Fusion Platform is the tool to easily manage the distribution and publishing of partner content across multiple Web sites.

Anderson Consulting recently reported that the average large company is juggling 30 or more different partnerships. Getting a single repository with a normalized data feed of partner content, whether goods, services, articles or other items, is essential to integrate into existing business models to keep today's company competitive. Trapezo does this, but takes it a step further by not requiring companies to manually upload or bulk import their catalogs themselves.

Trapezo can acquire partner catalogs with a process called sourcing. Catalog sourcing is a completely non-evasive way Trapezo has devised to "scrape" a site

enabling other partners to upload that site's catalog of information. This process takes approximately two days and no effort on the part of the content distributor or publisher.

### How It Works

To source a distributor's catalog by scraping, Trapezo builds a custom agent to pull data from an HTML site and convert it to XML. This is a carefully monitored process, ensuring the catalog sourcing is accurate. There are threshold warning indicators that are triggered if the item's description in field lengths vary more than 20% on average.

In order to properly source a catalog, the Web-based data should include all the following applicable items:

- Unique Item Identification
- Item, Service, or Article Name
- Description of Item, Service, or Article Synopsis
- Category
- Price
- Redirect URL
- Article Source
- Image reference URL or redirect URL
- Keywords

***"Suppose a computer maker had a relationship with a computer magazine. It could place a banner on the magazine's site. But what detailed information about specific machines could be transferred from the computer maker's Web site to the magazine's pages in the magazine's style and format without either partner doing any extra work? That's the idea behind what Trapezo calls its partnership platform."***

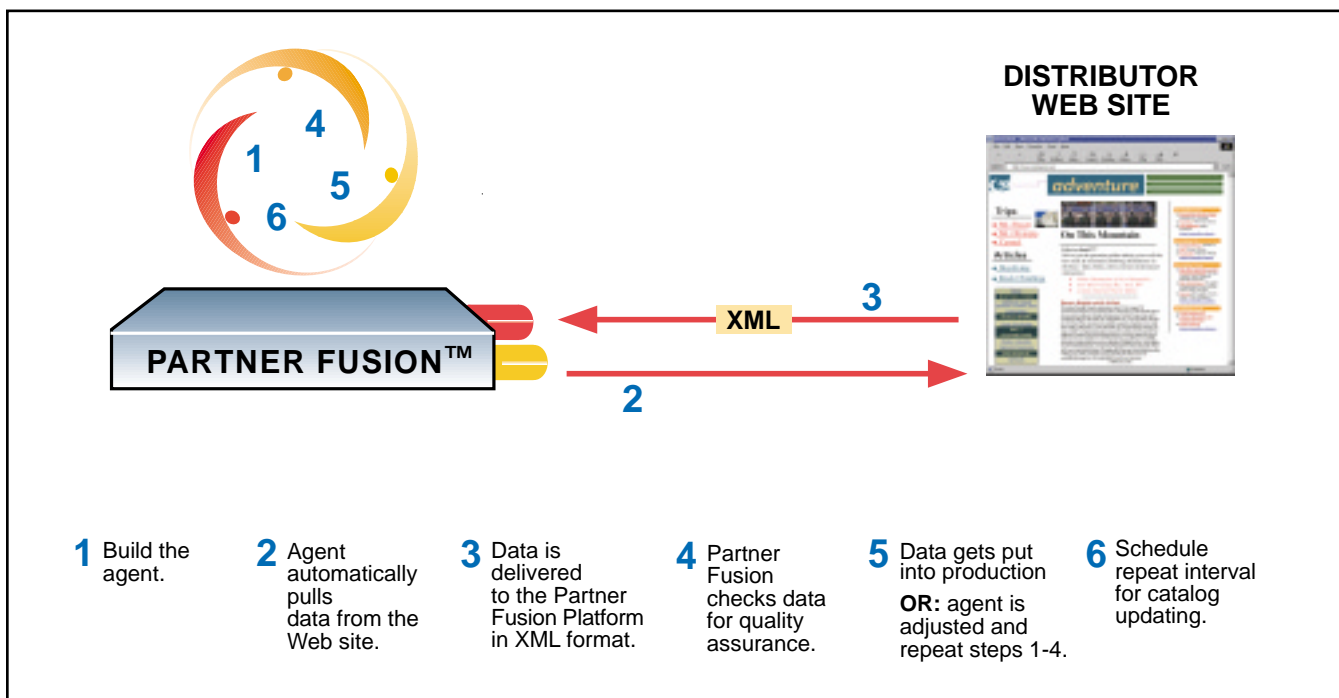
***—The Wall Street Journal, May 15, 2000, Don Clark***

After the catalog passes QA, it is available via the Partner Fusion Platform for publishers. Repeat scraping intervals are scheduled to keep the distributor's catalog current.

### Why Catalog Sourcing?

- Zero effort by the publishing partner
- Speed to market
- Automatically includes keywords for display with relevant content

Distributing and publishing partner content has never been easier. Call Trapezo today to find out more about Partner Fusion™, the complete end-to-end, hosted solution to distribute, manage and merchandise at Web speed.



*With Catalog Sourcing, Partner Fusion requires no effort on the distributor's part to upload and update their catalog.*

*"Trapezo aims to speed up and automate the whole process from start to finish. The company's Partner Fusion Platform works like this: Customers enter their site's profile information in the Trapezo database. Then, they configure a rule to point to a partner's source content. An agent on Trapezo's servers takes that information, regardless of its format, and stores it in an XML database. The Trapezo agent then regularly checks for updated content."*

*—ZDNet: Interactive Week- May 29, 2000 Todd Spangler*



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