

PROBLEM: Content Management



How can you and your content partners all get on the same page?

You need to integrate content from partners into your site, but managing disparate sources, each with its own deal terms, is complex, expensive and difficult to customize quickly.

Partnering has become a business imperative on the Internet, a best practice for increasing customer offerings and expand-

ing revenue streams. However, the challenge of coherently integrating offerings from numerous partners into one site is huge, driven by technical and business process roadblocks. The result is that most content partnerships are not implemented effectively, if at all, and they

become a resource drain rather than a competitive advantage. Further exacerbating this problem, the complexity increases dramatically with every additional partner, each with its own changing content. Until recently, this has required a one-off manual integration for each relationship. Partner implementations sat in a queue waiting for resources, making it harder and harder for new deals, each with their own terms, to see

the light of day.

With such static implementations with their resulting delays and poor performance, the economic

advantages of partnerships are not realized. Content partnerships become cost centers rather than the profit generators they should be.

You need relevant content, strategically placed and seamlessly integrated through-

out your site. You need the ability to monitor how the content is received and the partnership performs. Frequent modifications are necessary as needs change. As results dictate, optimization has to occur. With manual procedures, the need for these changes often goes unnoticed for too long and then takes even longer to implement. Your customers may go elsewhere long before you notice anything is wrong.

SOLUTION: Partner Fusion™

Trapezo's Partner Fusion Platform™ is the answer. For the first time, you can manage the successful integration of partner content from beginning to end via one Web-based interface:

- ◆ Pull in content from any source, in any data format set up deal terms for each partner
- ◆ Display partners' content contextually on your site, in your look-and-feel

- ◆ Optimize the mix of content on your site, automatically
- ◆ Track the results and create detailed reports.

With Partner Fusion™ the days of worrying about aggregating and normalizing partner content are over. The solution provides out-sourced sourcing of different formats, including XML, and Web data that needs

over the placement, look-and-feel and behavior of content, Trapezo automates the process of matching the right partner content into the context of your site pages. Based on categories and key-words, Partner Fusion dynamically identifies the most appropriate content mix for a given page, and then serves the partner content into your pages, seamlessly, better than an ad server delivers banners.

"In a world where hardly any website is sufficient unto its own content and process, the need for rapid collaboration that supports transparent change across a variety of partnerships is real and compelling. Trapezo's Partner Fusion Platform provides an appropriate, timely and well- architected infrastructure that invites a new generation of partnering potential."

*- Carol Baroudi, Director,
Electronic Business Strategies at Hurwitz Group, Inc.*

to be scraped directly from an HTML page. Once aggregated, it is easy to publish this content in any form you like.

Since each relationship has its own unique deal terms, Partner Fusion™ provides the ability to establish partner compensation, whether the deal is a flat fee, based on page impressions, click-throughs or transactions. Additionally, deal terms such as exclusivity and branding requirements can be controlled and monitored with Trapezo.

While you have more control than ever

By analyzing end-user behavior, Partner Fusion™ optimizes the display of content. Successful offerings are shown more often, integrated with the items that best complement them.

Partner Fusion™ provides customizable daily reports by page, category, time period, number of impressions, partner and completed transaction. The platform empowers you to maximize your content placement anytime, by establishing new complex partnerships with the click of a mouse. As terms and requirements change,

updates take minutes, leaving you in control, ahead of your competition.

ASP Advantages

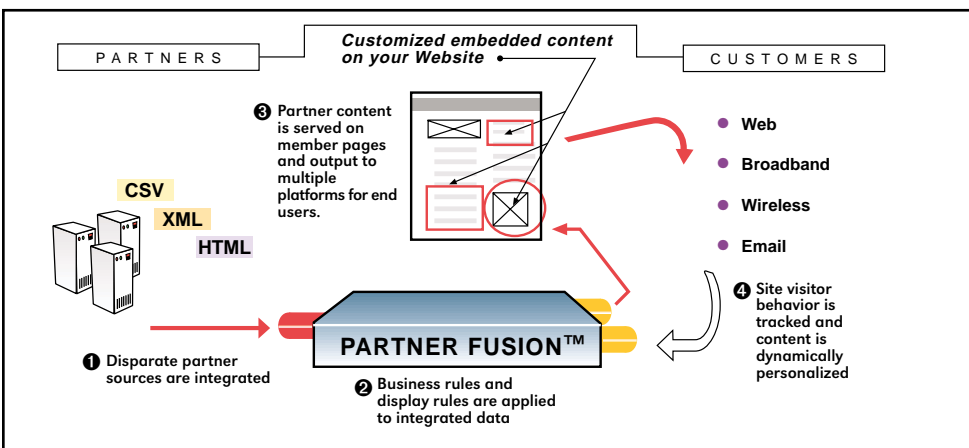
Using an Application Service Provider (ASP), there is no hardware or software to support and upgrade. System performance is assured and technical maintenance is a non-issue. You reap simplicity, savings and immediate deployment.

Conclusion

Jupiter Research projects that by 2003, \$111 billion in e-commerce sales will be driven through partnership links. This totals 25% of total online revenues, generating new challenges and opportunities. With Trapezo's Partner Fusion™ top businesses such as ZDNet, MyFamily.com and Sparks.com eliminate partner integration hassles, optimize revenue opportunities and manage partnership victories.

Partner Fusion™ drastically cuts the costs and time of integrating partner content. Deliver more complete customer offerings, while expanding your reach and value on the Web.

Hesitation is not an option. Partner Fusion™ delivers. It's your partners and your dynamic content delivered at Web speed. Call Trapezo to learn how the Partner Fusion Platform™ can raise your partnerships to the next power.



Easily manage multiple sources of partner content with the power of Partner Fusion™.



37 Natoma Street
San Francisco CA 94105
T. 415.216.1900
F. 415.216.1901
information@trapezo.com

www.trapezo.com