

Introduction

The Internet has made partnerships more important than ever. Businesses are struggling to differentiate from a Web of competitors by partnering to bundle value-added content, commerce and services with their core competencies. Anderson Consulting recently reported that the average company is juggling 30 or more alliances, with a steady increase in these partnerships of 30% every year.

Unfortunately, business' ability to support integrated partnerships has not kept up with the explosion in their number and complexity. Elements to a successful content or commerce partnership include the rapid integration of offerings and the close measurement of results. These basic requirements often frustrate the best engineering teams, who may be pulled from mission-critical projects. Implementation delays and technical hurdles are the consequences that too frequently derail sound partnership plans. Partnerships that are intended to deliver high economic returns end up becoming costly resource drains, if they are implemented at all. The alternative to expensive technical integration is the manual coding of links, banners and content. This option leaves users with irrelevant, impersonal experiences. The potential of the partnership again lies unrealized.

What Partner Fusion™ Does

Trapezo provides an end-to-end solution for integrating and optimizing partner content and commerce. As an ASP the benefits are immediate:

Optimize Profits

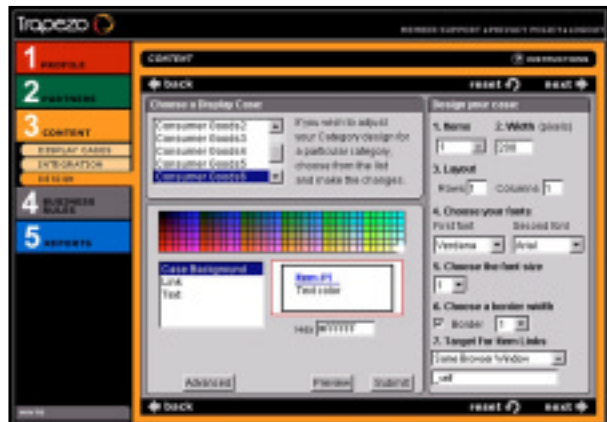
Partner Fusion drives partnerships today. Employing a set-up that takes just hours, you can distribute your content, commerce and services to your partners from a single platform or publish partner content so that it appears native on your site. Partner Fusion delivers results with the means to track and manage partnerships while expanding your reach.

Gets Immediate Results

Customization is critical to increasing user experience and site stickiness. Every user interaction yields important customer intelligence. Partner Fusion takes advantage of this intelligence by using it to target highly customized relevant content to every end user seamlessly within your existing Web pages. The Partner Fusion Platform also self-optimizes; dynamically showing the most popular items more frequently.

Saves Time and Money

The savings begin immediately, with no investment in hardware, software or on-staff maintenance. Taking only a few hours and requiring little technical knowledge, you access the Partner Fusion Platform using any Java-enabled 4.0 or later browser (such as Internet Explorer). The ease of Partner Fusion's set-up saves you innumerable person-



Powerful, easy to use interface

hours, and mundane maintenance is a non-issue. With Partner Fusion, you win the race to market within hours, instead of delaying revenue generation for weeks or months while partnerships are painstakingly integrated into systems or hand coded into pages.

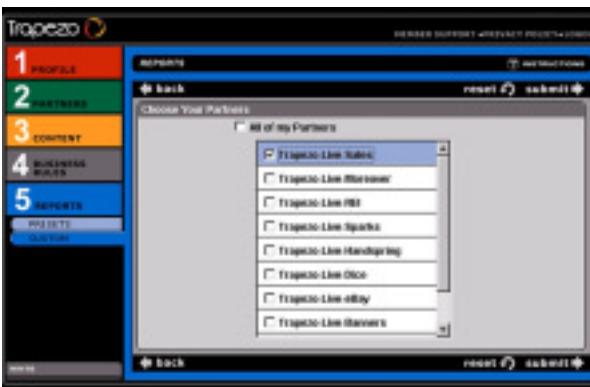
What Partner Fusion Is

The Platform

Managing your partnerships, deal terms, fluctuating content and catalogs, and tracking performance has been an essential, however daunting, task. As the number of partnerships the typical company engages in increases dramatically, having a single platform to efficiently maintain these partnerships is not a luxury, it is a necessity.

With Partner Fusion, there's no longer a need to build individual partner-to-partner connections supported by laborious and inflexible manual processes. Partner Fusion takes care of the details, freeing you from having to micro manage every deal, link, and placement.

Partner Fusion provides a single platform for cross-site content management and distribution. Using a Web browser, you simply log on to Partner Fusion's Command Center to set your business rules, integrate partnerships and track results. From the Command Center, you establish compensation

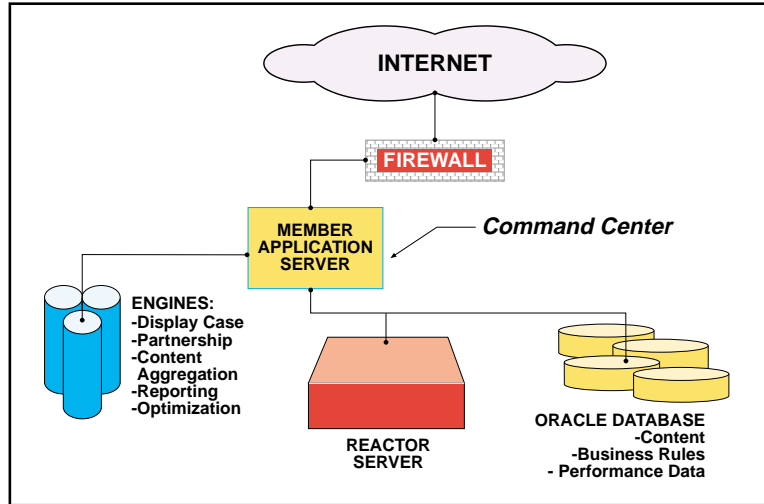


The single platform for managing multiple partnerships

terms for each partnership, design look-and-feel and placement of content, and control such features as slot assignment, priority placement and exclusivity. From your secure connection to the Command Center, you can output daily reports, see what's working and optimize on the fly.

The Inside Source

As users navigate through your site, Partner Fusion tracks their behavior. With this customer intelligence, it optimizes the display of contextual items on the fly, providing the user with highly relevant, targeted offerings. This content is



Robust, fault tolerant system—with redundancy and load balancing implemented throughout the network

embedded within your pages, providing an intuitive, transaction-oriented experience for the customer.

The Infrastructure

Partner Fusion is a hosted solution supported by state-of-the-art facilities and best-of-breed components. There is no hardware or software for you to buy. No engineering expertise is needed to implement or maintain your Web partnerships. You do not need to be concerned with draining resources from your internal support staff and product development efforts. Additionally, Trapezo provides the highest levels of performance and reliability of service with multiple co-location facilities across the US.

Security measures are stringent, including system-wide virus scanning and Virtual Private Network (VPN) tunneling. Partner Fusion employs Server-side Objects, which cache content locally, to eliminate network delays for maximum performance and guaranteed availability. Regular internal benchmark and stress tests are implemented to ensure that Trapezo's infrastructure will be fast, secure and industrial strength. Most remarkably, Trapezo maintains a

minimum of 50% headroom throughout, delivering a solution well prepared for the most dynamic e-business.

How Partner Fusion Works

The Command Center

The Command Center is the secure portion of the Trapezo system where your partnerships are maintained and content is distributed and managed. Accessed from a 4.0 or later browser, the Command Center is the central interface for setting rules, managing reporting, customizing the look-and-feel of partner content, and implementing updates. The Command Center combines HTML and Java for a powerful, yet efficient, user experience.

Distributors

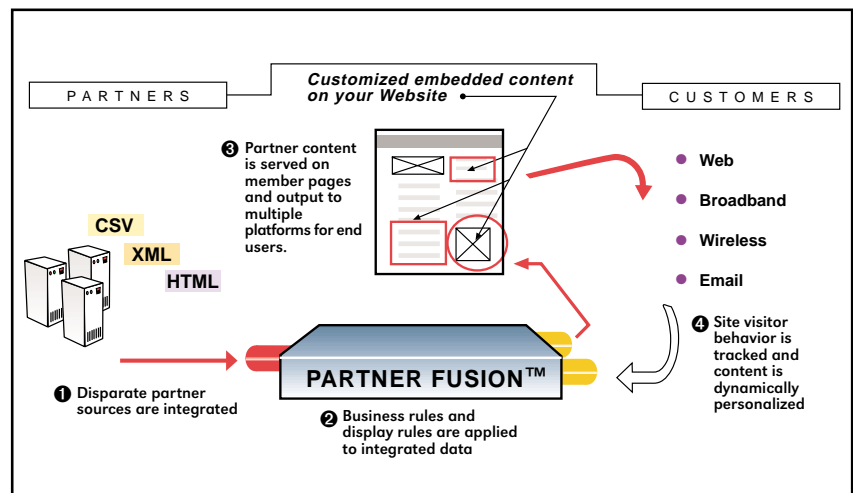
Members that distribute content to partners only need to upload the information once to reach unlimited partner sites. Vendor, service provider and content provider catalogs can either be entered from the Command Center manually or in bulk, in a comma-delimited file or XML file. Additionally, Trapezo can read data from any HTML source using a Web page scraping agent. Regular updates can be automated and pre-scheduled to ensure the freshest content. These updates require no additional effort on the distributor's part.

Because each partner categorizes their content and products differently, Trapezo "normalizes" all partner content by mapping each unique member category to Trapezo's universal categories. For example, drug retailers may categorize aspirin as "pain killers" or "pain & fever." Partner Fusion puts aspirin from all vendors in a common category, "pain/fever medication," while capturing important information about every partner item, including identification number (or SKU), Name, Description, Price (if applicable), URL, redirect URL, and the image reference URL. This normalizes the content for seamless management and display on partner sites.

Publishers

Partners publishing content or commerce on their sites utilize the Command Center for end-to-end management of all partner content. Initial set-up takes no more than a few hours, after which adding and changing partners, deal terms, look-and-feel or placement is a simple matter of point and click.

Content is dynamically served into the publishing partner's Web pages via a provided standard HTML or JavaScript tag. All the publishing partner need do is cut and paste the tag into the relevant page or template. Each Trapezo tag consists of a unique identifier, so that any change to partner-



Manage multiple relationships on one platform

ships or content may be made through the Command Center without touching code within pages.

Publishers have a powerful design editor to customize the look of the partner content in their site. Any design achievable in HTML or XML is easy to implement, including support for Cascading Style Sheets and XSL. Partner Fusion even enables sites to display partner content within animated Flash movies using Macromedia's Flash Generator. In addition, Trapezo outputs content to any protocol or device, whether wireless, email or broadband, making sure that wherever your customers may be, it's your Web.

Publishers possess the flexibility to control slot assignments for granular merchandising by category, partner or individual item. Changes can always be made through the Command Center with the ease of pointing and clicking.

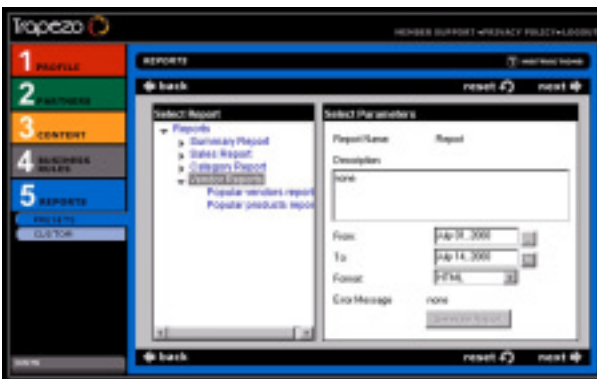
Optimization

With Partner Fusion's robust reporting mechanism, you can now know what's attracting users or generating revenue as it occurs. Daily analytics deliver the data that is critical to your success, without the delays inherent in manually generated reporting. For example, you may find that iMacs sell very well on an MP3 site. Now you can make these shifts immediately.

The consolidated reporting functionality of the Partner Fusion Platform helps you monitor and measure the results of your partnerships. You command the output of four pre-set report types, by category, performance, summary or vendor. Additionally, you can customize your own reports, mining critical information by time frame, partner, completed sales or other parameters specific to your data gathering needs. The reports are available for your review and download in HTML, in a table or graph, text only or PDF for easy integration with existing management tools.

Using the intelligence from the reports, instantly make adjustments to resource allocation and display space. Trapezo's flexibility can be applied to partnership terms as well, instantly updating your display rules and profile to stay ahead of unexpected market shifts.

From the Command Center, point and click to set or change



Powerful, customizable, in-depth reporting.

slot assignments, partner positioning, item categories, item weighting, and keywords—in minutes.

Partner Fusion dynamically matches relevant content to the context of a given page. Using category associations to find complementary items, and keywords embedded in the page to target specifically, Trapezo assembles the best combination of offerings from any number of internal and partner sources.

“... And when Company X merges with or buys Company Y, who's going to handle merging the sites and the databases? There are dozens of companies that make software that helps integrate data, but only a few that actually handle the data themselves, using an ASP model. One is Trapezo.”

—Rafe Needleman, Editor, The Red Herring

Partner Fusion also optimizes the items it displays within each Web page. Completed transactions and click-through rates on each item are tracked in the system, enabling Trapezo to display successful items more frequently. This allows your hard-won partnerships to generate maximum success.

Succeed With Partner Fusion

- Integrate partner content in hours instead of weeks or months, in the most cost-effective manner possible
- Assemble targeted, high-value mixes of offerings from you and your partners, automatically
- Capture customer intelligence and use it to optimize presentation
- Engage in more and better performing partnerships; expanding your reach and offerings to explode revenue

*Expect future market booms and an exponentially increasing number of partnerships in the next couple of years. Be ahead of the competition. **Unleash the power of Partner Fusion today!***



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