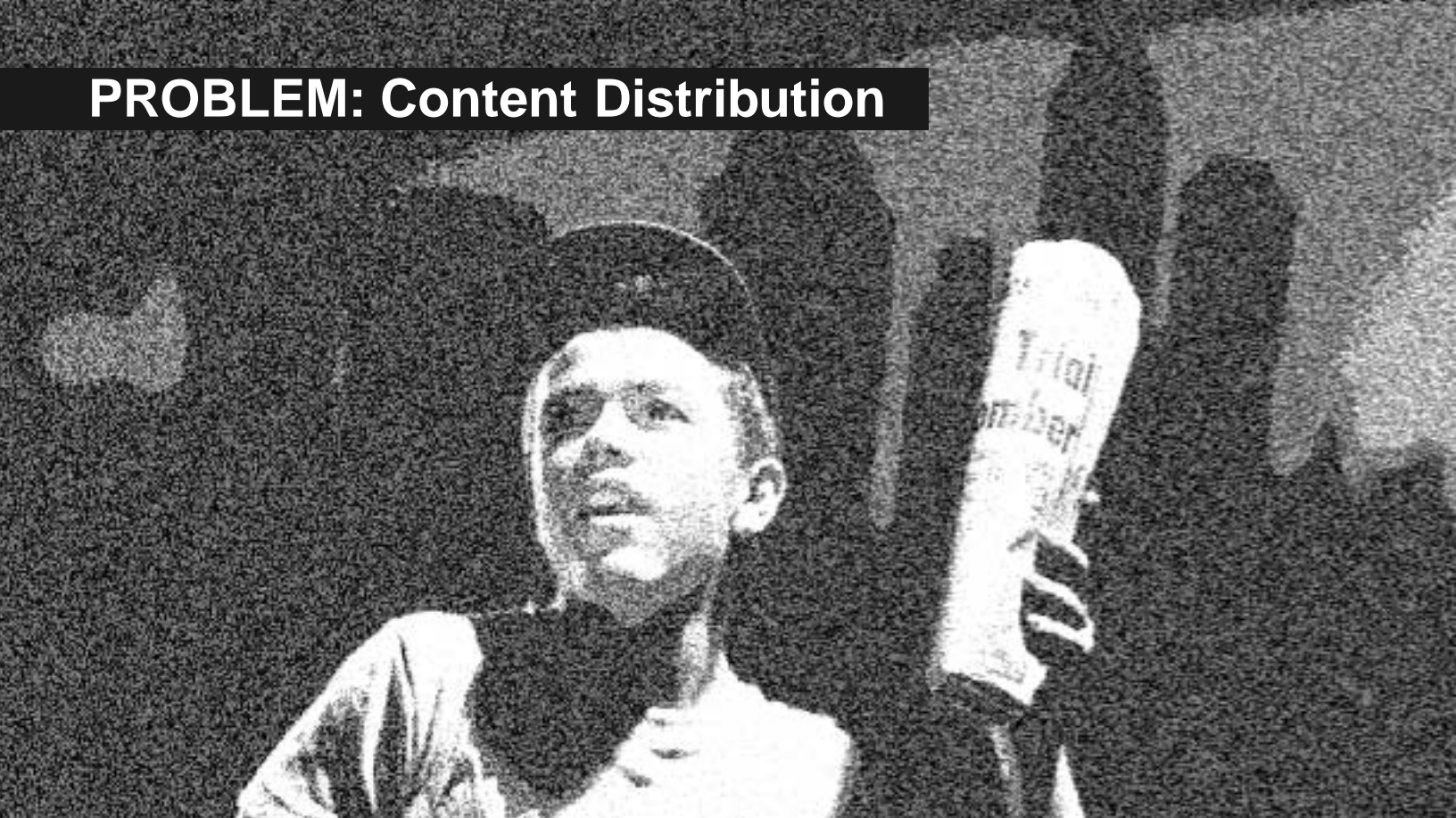


PROBLEM: Content Distribution



How can you put your offerings anywhere your customers are?

Whether you are a provider of services, products, or other content, you need to expand your reach and increase your revenue. Internet distribution has significant advantages but how can you avoid the

hassles of technical integration to enable new channels?

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"With Trapezo we are seeing increased performance from our advertising partnerships with less effort. We can get relevant, dynamic content directly to our users faster with Trapezo—and we've seen a significant jump in click-through rates."

*—Richard Johnson, Director of Ad Sales,
MyFamily.com*

hassles of technical integration to enable new channels?

The problem is broad. Even within existing partnerships sharing data between seemingly incompatible systems can be an integration nightmare. Customization, although necessary, is often cost prohibitive. Facing these barriers, many hard won partnerships are not implemented result-

ing in lost time, market share and money each year.

Complex partnership deals require management. Each individual partnership involves different deal terms, resulting in dramatically different needs for content displayed on partner sites. To hand code

all of these terms and their frequent updates is not plausible if your company wishes to remain within budget and keep your time to market competitive.

For these relationships to be successful there must be a way to distribute content to multiple partners from a single point. Differing systems and deal terms must not impede your success by needlessly sacrific-

ing resources. Most of all, you need to see what works. Too often data has been cryptic and time delayed, if you can get feedback at all. There must be a mechanism in place to track the success of placements and deals struck daily.

SOLUTION: Partner Fusion™

Trapezo's Partner Fusion™ allows you to distribute content to unlimited partners. Regardless of the specific deal terms, tracking needs or content format differences, Partner Fusion™ handles the successful distribution of content from end to end. As your one Web based interface, Partner Fusion™ is the platform to:

- ◆ Upload your content once, and update as needed, for multiple partner distribution
- ◆ Display your content on partner sites, in their style

- ◆ Set and manage deal terms for each partner
- ◆ Grow—integrating new partnerships instantly
- ◆ Normalize otherwise incompatible partner platforms
- ◆ Create detailed reports, tracking the results

Eliminating the need to code in content or updates to web pages, Trapezo sets-up in hours with zero technical know-how. You begin expanding your reach, bringing your offerings to market—first.

As relationships have their own terms, Partner Fusion™ provides the ability to establish detailed agreements addressing exclusivity and branding requirements. Compensation terms can be established for each partner based on a set fee, click-throughs, impressions or completed transactions. As your partnerships grow, you can always modify terms at a later date.

Partner Fusion™ normalizes content, making your catalog compatible with various partner systems. Partner Fusion™ can obtain your content in a standard XML file, flat file, manual import or Trapezo can scrape HTML Web pages directly, with

zero effort from your staff.

Once your data is automated, special offers, updates and price fluctuations can happen in minutes. Using the Partner Fusion™ interface, these changes take place with a mouse click.

You reap significant savings thereby requiring fewer personnel and decreasing the

"In our pilot, we've had impressive success with Trapezo in terms of reducing the resources needed to manage a partnership, and enhanced appearance and performance of that partnership. We're very excited about the capabilities of Trapezo's Partner Fusion Platform, and believe it will become a powerful asset for managing partnerships in an effective, efficient manner."

—Pete Deemer, General Manager, ZDNet.com and Trapezo Advisor

time previously spent on partnership formation and upkeep. Your content is automatically updated and sent to partner sites, within the rules of the relationship.

Partner Fusion™ delivers robust reports, measuring partnership successes.

ASP Advantages

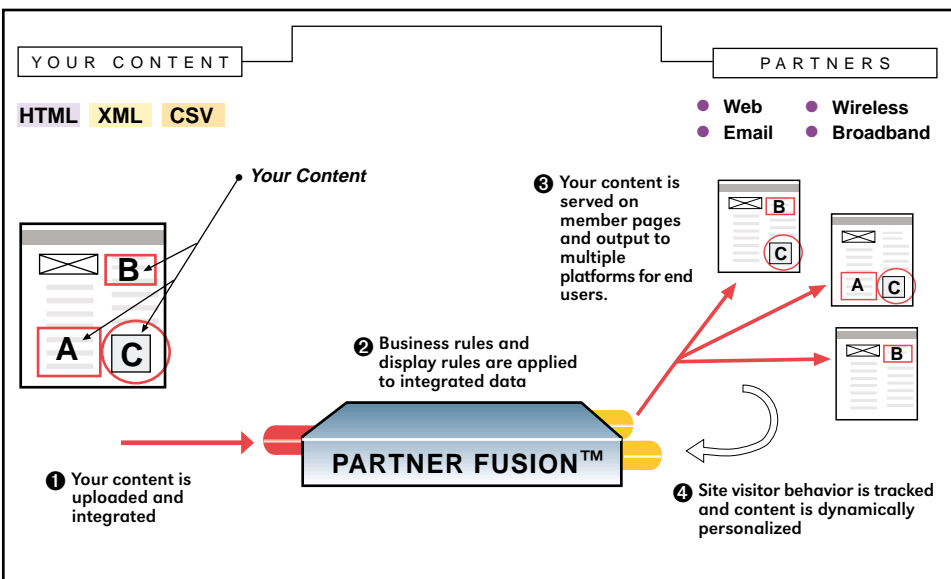
Using an Application Service Provider (ASP), there is no hardware or software to support and upgrade. System performance is assured and technical maintenance is a non-issue. You reap simplicity, savings and immediate deployment.

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.



Rapidly distribute your content to multiple partner sites with Partner Fusion™.



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