

Trapezo's Partner Fusion PlatformSM Technology Snapshot

The Partner Fusion Platform technology (PFP) enables business users to integrate and publish content from third-party sources into Web pages, emails, and wireless devices.

The PFP technology downloads content into our system and normalizes it into an XML format. We give you secure access to it through your personal, password-protected Command Center. This Web-based application allows you to access the content, in its original database field format, and apply display and design rules to maximize the content display. Customers can then view custom reports on content displayed resulting in smarter decisions for your business.

Customers of Trapezo derive great benefit from this application in time and cost savings, partner and alliance ROI measurement, and overall bottom line. The grid below explains some of the key capabilities of the Platform.

PFP Core Capability	What it does	What it means to your business
Integration of content from third party sources in multiple formats	Converts your flat files, html files, graphics, streaming video and audio to XML format maintaining original database fields.	Normalization of your disparate partner content for easy configuration, display and tracking on your site.
Application of a users own display and design rules for display of content contextually	Through the Command Center non-technical users apply design and display rules native to their site's look and feel.	Content displayed appears as native to the site, and is served only to those who meet the business and display rules you have set.
Updated content delivered upon every browser refresh	Does away with static links, makes your content dynamic.	Increases the possibility of a visitor clicking on the content served from the Partner Fusion Platform technology.
Optimization of content delivered through proprietary algorithm	PFP learns which content is most popular with your site visitors and automatically serves that content more often.	Your visitors get the content they want, and you learn which partners are providing the most value.
Custom reports on delivered content down to the 'item' level	Reports on click-through's at the partner and item level.	Allows you to make data-driven decisions on content being served to your visitors, instantly.