

Trapezo Partner Fusion Platform™



Turn your current partnerships into premium partnerships

Doing business on the Web is all about partnerships. Effective Web partnering means sharing relevant merchandise, services, or content across complementary sites. Such partnerships provide you with substantial benefits, including immediate cash flows, significant cost-savings, brand enhancement, faster time-to-market, increased site stickiness, and a wider reach. But current partnership implementation is cumbersome and cost-prohibitive.

The days of hard-coding and manually integrating disparate technologies are over.

Install Nothing

- Control all relationships from one central Web interface.
- Count on 24x7 uptime and support.
- Set up in hours, not in months.

Manage Content Easily

- You control the design and behavior of all partner content.
- You customize business terms for each deal.
- You make changes at any time with a click of a mouse.

Optimize Content Automatically

- Dynamically target content to Web users.
- Track user activity.
- Display the content and products that are the best match for every user.

Measure Results Effectively

- Powerful tracking and reporting tools help you constantly evaluate your partnerships by providing reporting—by partner, product, category, and more.
- Comprehensive reporting allows you to understand, quickly what your users want.
- And the interface enables you to act on that information quickly.

Trapezo's current client partners include companies such as:

*ZDNet
MyFamily.com
Sparks.com.*

"As e-business strive to build our sales and marketing channels and partnerships across the Web—processes that support online marketing, franchising, sales, and distribution—e-business are faced with high costs, slow implementation, and related resource demands.

Aberdeen Group, Kent Allen, Senior e-Commerce Analyst

Implementation delays can kill your business. As businesses form partnerships at a record pace, they still suffer a Web partnering process dominated by implementation bottlenecks, slow integration, and lack of measurement:

- Hard-won deals between premium partners sit backlogged in implementation queues.
- Technical operations teams are pulled off more critical projects to handle the integration of partner catalogs and content.
- Partner implementation too often amounts to lackluster hyperlinks and a logo, or merely static product displays, rather than dynamic, personalized, and highly contextual placement of partner content or products.
- Once partnership content is integrated it is often difficult to change, replace, or remove content or partners.
- And nobody has the time or resources to measure the effectiveness of your partnerships.

The result? Businesses are at risk sacrificing revenue and market share in a fast-moving, rapidly changing market environment. They find themselves restricted to ad-hoc, resource-intensive, manual approaches due to a lack of technology solutions to support fast and effective partnering.

Until now.

Trapezo's Partner Fusion Platform raises partnerships to the next power. Trapezo is an easily adopted ASP that makes Web partnering frictionless. With Trapezo, you can establish quick and easy partnerships while also eliminating technical complexities and maintenance headaches.

Exploit the power of Trapezo.

Trapezo Partner Fusion Platform™

Optimizing Profits

The Trapezo Partner Fusion Platform automates the entire process of finding, integrating, and managing multiple partnerships.

The *Trapezo Display Case* is the in-context interface where site visitors find products, services, and information from the site's partners.

Visitors often tune out banner ads. Display Cases can be designed to present products, services and information from your partners in a way that blends in with relevant page content, a proven technique to improve click-through and sales.

The right context can mean content related to the merchandise or service – as when we show golf shoes on the golf scores page.

Since items within a Display Case link directly to the recommended product, visitors do not have to search a new site. All they have to do is click "buy." The link can also redirect a visitor to any page or to a co-branded page.

Trapezo automatically self-optimizes, tracking those items that are clicked on the most and showing them more often.

Publishers have complete control of the look and feel of a Display Case through two design editors (*see next page*).



Partnering at Web Speed

The Trapezo Partner Fusion Platform gives you a simple, one-time setup that eliminates manual changes to both your site and your partners. As a Web-hosted service, Trapezo provides you with a robust infrastructure and:

- 2-day Implementation
- Standard Platform to integrate content across multiple sites
- No on-site installation.
- 24x7 uptime and support.
- Unlimited control of partner content from your personalized Trapezo Partner Application.
- Single point of distribution

For distributors with items to be integrated into other Web sites, Trapezo makes it easy. Trapezo can receive a flat file or can automatically upload your catalog to serve targeted items dynamically as needed, allowing you to update your catalog from anywhere on the fly.

No more building partner-to-partner connections supported by manual processes, nor micromanaging every deal, link, or placement.

Trapezo accomplishing in minutes what normally take days, weeks or months.

Tracking Results

Trapezo reports give partners the power to track performance:

- by partner,
- by product,
- by product category,

You don't have to wait for end-of-month or end-of-quarter reports to see where you need to make changes, or which parts of your site are the greatest revenue generators.

You always know which partner relationships deserve more of your resources and you can adjust them in minutes.

Trapezo's reporting enables you to test new merchandising concepts quickly and easily, getting instant feedback on what is ready to roll out and what needs rework.

For example, you might find out that hand tools and consumer electronics actually sell well on a women's content site – provided that the tools are in the home decorating section, and the electronics are in the child-rearing section.

Only Trapezo provides the nimble flexibility to deal with the Web's shifts in markets and trends.

The same features that make it so fast and easy to find partners make it just as fast and easy to replace a partner that isn't working out – or even better, craft new terms for a more effective partnership.

And as rapidly as Trapezo integrates partner operations initially, it helps partners immediately capitalize on new opportunities and optimize their current relationships.

Finally, Trapezo's comprehensive tracking capabilities give you the power to keep your partnerships profitable and mutually beneficial.

How Content is Distributed and Published

Your Personalized Trapezo Partner Application

Since the Trapezo Partner Fusion Platform requires no hardware or software installation on your system, all you need is a Trapezo-supplied username and password to access the Trapezo Partner Application on the Web., you can login as a Distributor or a Publisher and easily configure Trapezo to fit your content needs.

Content Distributors

Distributors begin by creating a Distributor Profile, where you import your database catalog or other forms of content. You also select the demographics (education, age, gender, etc.) of those who may be interested in your content. Your choices may be used to help you partner with businesses with similar interests. After approving a summary of your actions, you go to the next step.

Both Distributors and Publishers can then Add Partners by searching for partners with similar interests. Potential partners are notified of the partnership offer, approved or disapproved, and then terms are established between Distributor and Publisher partners. Unlisted and potential partners may also be recommended to Trapezo. Any member can opt not to be listed as a potential partner.

Distributors can create Business Rules applied to each partner. For example, commissions can be established by % or flat fee for each click-through, CPM, or completed sale.

Once a profile is completed, Distributors can always import more items or edit those items already imported.

Distributors can generate three kinds of reports: Category Reports, Summary Reports, and Sales Reports. These reports can apply to both partners and products, can be for any time frame, and can be presented in either table or a graph form and can download the report in html, text or cdf format.

Content Publishers

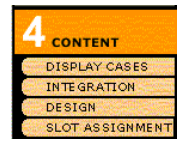
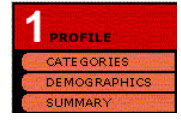
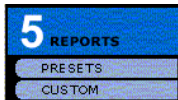
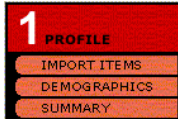
Publishers begin by choosing topics from a comprehensive category list (Arts Computers, Science, Sports, etc.). You also select the demographics (education, age, gender, etc.) of those who may be interested in your content. Your choices may be used to help you partner with businesses with similar interests. After approving a summary of your actions, you go to the next step.

Both Distributors and Publishers can then Add Partners by searching for partners with similar interests. Potential partners are notified of the partnership offer, approved or disapproved, and then terms are established between Distributor and Publisher partners. Unlisted and potential partners may also be recommended to Trapezo. Any member can opt not to be listed as a potential partner.

Slot assignments where a member can select one or more partner, category or item per slot, per display case.

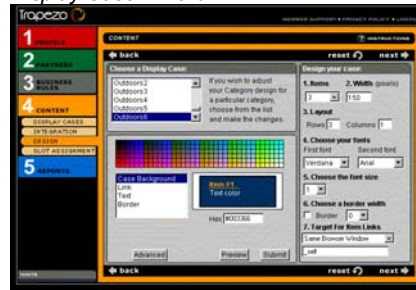
Publishers can creatively establish both pre-made and customized Display Cases. You control how the Display case is designed and integrated into your Web site. A Display Case may contain more than one slot, so that you can display more than one content item from the same or different partners.

Publishers can generate four kinds of reports: Category Reports, Summary Reports, Sales Reports, and Vendor Reports. These reports can apply to both partners and products, can be for any time frame, and can be presented in either table or a graph form and can download the report in html, text or cdf format

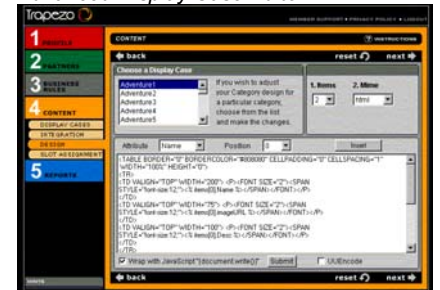


Trapezo offers two extremely flexible design editors through which partners' content or products can be displayed in almost any look and feel, including number of items, font type, size and color, images, name, description, price, etc. The Advanced Editor supports virtually any design achievable in HTML or XML. Partners can display content by category or by item. Every display case may have a unique look-and-feel. The display case itself is placed on any desired page via a standard html tag.

Display Case Wizard



Advanced Display Case Editor



Answers to Common Questions

How does Trapezo acquire catalogs and other files?

Catalogs are defined as files that contain data pertaining to the items sold by a retailer (vendor catalog), to the services offered by a service provider (service provider catalog), or to the content offered by a content provider (content provider catalog). Trapezo can obtain partner catalogs in the following ways:

- **XML File:** Trapezo can map from any DTD into ours – the partner does not need to adhere to our standard DTD.
- **Flat File:** Trapezo can map any file in a delimited format (tab, comma, etc.).
- **Manual Entry:** The partner can manually enter data using the “bulk import” or “manual import” features in the Trapezo Partner Application.
- **Site Scraping:** With no effort on the partner’s end, Trapezo can automatically source their catalog for a fee.

The catalog data should contain the following fields for each item:

Vendor Catalog:

- Redirect URL
- Item Name
- Item Description
- Item Category
- Item Identifier or SKU Number
- Item Price (Optional)
- Item Image URL (Optional)

Service Provider Catalog:

- Redirect URL
- Service Name
- Service Description
- Service Category
- Service Identifier or SKU Number
- Service Price (Optional)
- Service Image URL (Optional)

Content Provider Catalog:

- Redirect URL
- Article Name
- Article Synopsis
- Article Classification or Category
- Article Source (Optional)
- Image URL (Optional)

The entire catalog sourcing process takes a total maximum time of two business days.

How does Trapezo verify site-scraped content?

At this time, catalog content is sourced directly from the partner’s Web pages. When the agent is built and begins sourcing, the process is carefully monitored to ensure it is working correctly. There are threshold-warning indicators that are triggered if the aggregate data falls outside of certain specified parameters (e.g., when the item description field lengths increase by more than 20% on average). If the sourcing agent is not running correctly, it is pulled, reconfigured, and applied again until it works properly. Once the XML catalog file is delivered, a random sample is checked for content integrity.

Does Trapezo have filters that keep it from bringing in certain types of content?

There are no pre-configured filters for “appropriate” content. All catalogs sourced by Trapezo are specifically requested by the partners and all content displayed by the partner is strictly controlled by the publisher.

What is the reliability of Trapezo’s delivery system?

Trapezo offers 99.95% uptime guarantees with a Server Side Object installed. We have engineered for geographic diversity and fail-over.

What happens if Trapezo’s system goes down? What is displayed on a Publisher’s site?

Trapezo provides a solution to protect uptime in the event of high network latency or a Trapezo’s system outage—a Server Side Object.

The Server Side Object is JavaScript used in conjunction with a servlet. This option requires the integration of a servlet on the publisher’s Web servers. The servlet will have the following functionality:

- **Time-Out mechanism**--This provides control over the dependency on Trapezo display case deliver times.
- **Caching**- in event of time-outs, the servlet is configured to serve up the most recently served Display Cases.

Installation of the Server Side Object typically takes from one to eight hours.

What happens if one of our partner sites goes down?

Trapezo does not monitor partner sites for uptime. *Trapezo hosts the partner’s content so the display cases will be served uninterrupted.* However, if visitor clicks on a link to an unavailable partner site, the link will lead to the unavailable page. The impression and click-through are still recorded for reporting purposes.

What sort of hardware or systems set-up does a partner need to interface with Trapezo?

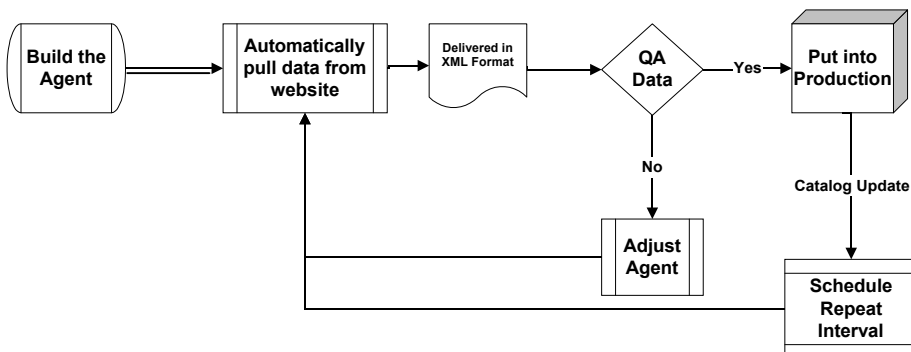
- The basic user for the Web-based partner application views it through a Web browser. The Partner must use a Java enabled browser window such as Internet Explorer version 4x and higher and Netscape version 4.5 and higher.
- With the default option, a partner simply cuts and pastes a JavaScript tag into their desired pages. The script tag has a SRC attribute that loads a file such as .js on-the-fly from Trapezo servers. This file such as .js uses the *document.write* method to actually write the display case.
- Server Side Object for 99.95% uptime guarantees.

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