

eCorner[®]

Partner Program

eCorner Partner Program Overview

A partnership with eCorner is a great way to build new business. Our flagship products are ePages™ (the leading eCommerce storefront solution in Europe with over 35,000 customers) and Cloudmark™ (one of the leading anti-spam solutions in the United States with over 10 million users worldwide). Partnership makes these and our other products and services available to you.

Our partner program offers generous margins, technical support, training & development and assistance with sales & marketing.

About eCorner Pty Ltd

eCorner[™] is a leading provider of eBusiness solutions for small and medium enterprise's. We are the Asia-Pacific master distributor for ePages[™] software – a proven storefront technology with over 35,000 customers and 600,000 licensed installations worldwide, and the Australian-New Zealand master distributor for the Cloudmark[™] Anti-spam product suite.

eCorner delivers technology solutions that help build and deploy an electronic commerce capability quickly and effectively and implement spam free email solutions. When you do eBusiness with eCorner you access a broad range of technology solutions including:

- eCommerce storefront solutions
- Web hosting facilities
- Domain name registration
- Payment gateways connectivity
- Web development
- Anti-spam solutions
- Web Statistics solutions (eTracker[™])

The ePages[™] product suite is sold exclusively through qualified partners. With skills ranging from strategic business consulting, technology and data migrations to the implementation of e-Commerce solutions, our partners have the skills required to ensure the success of any type of customer project.

Become an eCorner partner and capitalise on the success of a market leader. Expand your portfolio of products and realise the opportunity of a real growth market.

The Growing e-Commerce Market

Market forecasts indicate that the e-Commerce market will deliver yearly growth of around 40 - 50%. The ever-increasing number of internet users is just one factor in support of these projections.

In the B2C market, the number of people that feel comfortable making purchases on the internet continues to grow year-over-year. In the B2B sector, industry standards like XML and Web Services deliver seamless integration with existing IT infrastructure.

The integration of internal systems is proven to accelerate return on investment by minimising administration and embracing automation. As a result, eCommerce has made its users disproportionately successful in their marketplaces.

Fighting the war on SPAM

Today's enterprises are faced with increasingly sophisticated forms of email abuse, which threaten the viability of email as a corporate communication tool. Enterprises require a solution that delivers real-time anti-spam and anti-phishing protection to address the limited time window in which these attacks occur.

Cloudmark[™] is designed to work where traditional anti-spam technologies fail, in that they are not equipped to deal with the scope and severity of today's attacks, by using a real-time, zero hour feedback from a community of over 10 million users to block spam attacks before they can spread whether it be at the gateway, exchange server or desktop.

Our Standard Products for your Success

The ePages[™] technology will enable you to build leading edge e-Commerce solutions for your customers quickly with calculable and transparent implementation costs, while the Cloudmark[™] suite allows you to quickly, efficiently and cost effectively roll out best-of-breed enterprise-wide anti-spam and anti-phishing solutions.

The modular construction of the epages[™] software permits the rapid and cost-effective growth or extension of a solution through a cartridge system. Your customers can choose a number of phases for their e-Commerce implementation by adding features as they are required. Customer installations can grow with the demands of the enterprise, based on scalability and the logical upgrade path provided by the ePages product range.

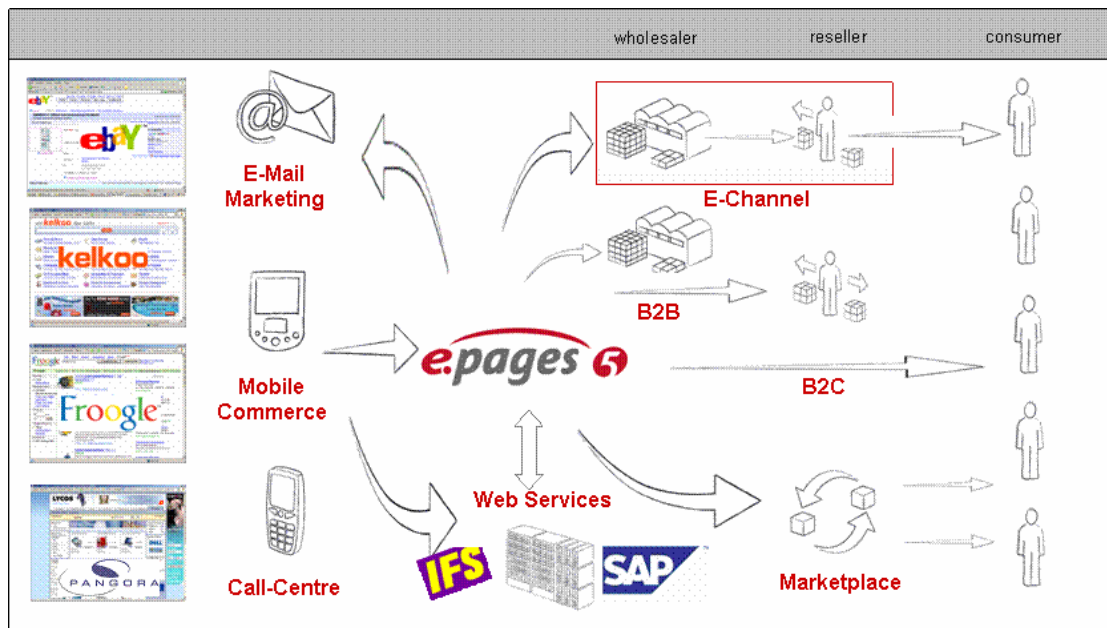
ePages Supports Multiple Channels

One of the essential requirements for eCommerce success is the need to support many different channels to market. ePages has enabled this capability and makes it easily available to merchants. Internationally we have forged many relationships with organisations such as Google (Froogle) and eBay (eBay, Paypal and Shopping.com).

Portals	ERP-Solutions	Logistics	Payment	Others
Ferrit.	SAP	ups	WorldPay	OMIKRON
eBay	IFS	DHL	PayPal	etracker
Shopping.com		AUSTRALIA POST	Dialect	SYBASE
Froogle			HSBC	macquarie

ePages Supports Multiple Sales Models

To be flexible, an eCommerce system needs to support multiple sales and management models as well as providing seamless integration. ePages enables this...



A Partnership with eCorner and ePages

A partnership means the sharing of success between two or more companies. To bring about this success, eCorner partners are provided with a range of products, tools and services that help you generate greater volumes of business or increase existing customer satisfaction. We support you in the generation and development of leads, provide staff training, and assist you during the coordination of your project.

eCorner has defined different partner categories to meet a variety of situations. Please consider your current business model and core capabilities when selecting your partner category or categories. Note that category 4 is an integral part of the first three.

1) Implementation Partner

An Implementation Partner is similar to a systems integrator, multimedia/advertising agency, or a consultancy firm. Responsibilities range from the management of individual project phases or store redesigns through to the scoping and delivery of an entire eBusiness project. As an example, imagine a consulting project where design plans and functional specifications are agreed, the system is installed, and technical implementation of the ePages product carried out, along with integration of existing IT systems. This process would be carried out by an Implementation Partner.

2) Hosting Partner

eCorner and ePages maintains close strategic partnerships with Hosting Partners that offer internet services to small and mid-sized customers. We can be very advantageous for Telecommunications firms and Internet Service Providers that wish to deliver fast, scalable, feature rich online stores for their customers whilst maximising hosting margins. The Hosting Partner operates and maintains the customer application in a remote centre, and can offer a monthly flat rate for services. Hosting Partners address the mass market using ePages Hosting and Merchant products.

3) Technology Partner

Technology Partners offer solutions or cartridges which are either based on ePages technology or that integrate with or assist the ePages technology through a third party application or package. The functionality of the software can be greatly extended via cartridges, helping end-users to become true "eBusinesses" with fully automated processes.

4) Reseller

eCorner Resellers take on the role of a distribution channel for the ePages and Cloudmark products and eCorner services. This can be alongside the Reseller's own products or as an entirely new revenue stream. This category goes hand-in-hand with each of the above categories and a new partner is automatically assigned to this category unless otherwise stipulated and given all the rights that it entails.

ePages Technology Partners



Partnership Benefits

Service	Implementation Partner	Hosting Partner	Technology Partner	Reseller
Free Developer License	✓	✓	✓	x
Free access to the ePages Developer Tools	x	✓	x	x
Opportunity to participate in "First Customer Shipment Projects"	✓	✓	x	x
Developer days and Round Table Discussion with the eCorner Development Team	✓	✓	✓	x
Online access to the ePages Knowledgebase	✓	✓	✓	x
eCorner Partner pricing, and 10% Reseller Discount on support-contracts for ePages Merchant Edition	✓	✓	x	✓
20% Reseller Discount on Cloudmark anti-spam suite	✓	✓	x	✓
Marketing and Sales				
eCorner and ePages partner logo for marketing channels	✓	✓	✓	✓
Listing on the eCorner Partner Page	✓	✓	✓	✓
Partner Newsletters	✓	✓	✓	✓
Immediate notification of new products and updates	✓	✓	✓	✓
Regular knowledge transfer and contact from Account Manager	✓	✓	✓	✓
Sales Tools and Partner Kits (when available)	✓	✓	✓	✓
Support for creation and execution of ePages related marketing campaigns	✓	✓	✓	✓
Regular partner days and contact	✓	✓	✓	✓
Shared lead generation activities	✓	✓	✓	✓
Shared PR activities	✓	✓	✓	✓
Follow up of leads in conjunction with ePages	✓	✓	✓	✓
25% Reseller Discount on ePages Merchant and Merchant Cartridges	✓	✓	✓	✓
Free sales and marketing help	✓	✓	x	✓
Information of Partner Solutions via eCorner website and newsletters	✓	x	✓	x

Preconditions

The eCorner and ePages Partner Program is the foundation for a long-term and successful partnership. To be eligible the partner company must be well trained and must qualify to deliver successful implementations using ePages and Cloudmark software.

Preconditions	Implementation Partner	Hosting Partner	Technology Partner	Reseller
Mutually agreed application for Partner Program Participation	✓	✓	✓	✓
Valid Partner Agreement	✓	✓	✓	✓
Mutual agreement on hardware & requirements for a stable hosting environment	✓	✓	✓	✗
Support from eCorner Consulting for your first Customer project (including 1 day training for free)	✓	✓	✓	✗
Training (at partners expense)	✓	✓	✓	✗
Valid developer support agreement	✓	✓	✗	✓
Number of yearly ePages projects (none required in first 6 months)	4	✗	✗	✗
Compulsory epages implementation and developer training (at partner's expense)	✗	✓	✗	✗
Access to epages server to eCorner staff for store audit purposes	✗	✓	✗	✗
Provision of first level support for end-customers	✓	✓	✗	✓
Provision of information on the development of designated leads	✓	✓	✓	✓
Sharing of quarterly forecasts for prospective leads	✓	✓	✗	✓
Development of a shared marketing plan for the promotion of eCorner's products	✓	✗	✗	✓

About eCorner Pty Ltd

eCorner Pty Ltd is an Australian owned and operated eBusiness Solutions Company. Incorporated as a private company limited by shares in November 2003, eCorner signed an exclusive Master Distributor agreement with ePages GmbH in February 2004. eCorner[®] is a leading provider of eBusiness solutions for small and medium enterprises. eCorner delivers technology solutions that help you build and deploy an electronic commerce capability quickly and effectively.

The CEO and founder is Mr. John Debrincat who has over 30 years experience in the Asia-Pacific Information Technology industry. He is a fellow of the Australian Computer Society and a board member of the ACS Foundation, and a member of the Australian Institute of Company Directors and the Australian Institute of Management. John is also president and an Honorary Life Governor of the Information Technology Foundation of Sydney University.

eCorner delivers eCommerce solutions to a broad range of customers - from large multi-nationals to smaller home-based organisations. eCorner is a member of the Australian Information Industry Association, the Internet Industry Association and the NSW State Chamber of Commerce.

About ePages Software GmbH

ePages GmbH is the leading provider of eBusiness software solutions for hosting providers and SMEs. Privately held it is capitalised with over 2,000,000 Euro.

The CEO is Intershop Co-founder Wilfried Beeck who has been an eBusiness innovator since 1992. There are more than 35,000 direct customers worldwide with over 600,000 license installations and more than 200 business partners. ePages has a presence throughout Europe, the USA and Asia-Pacific (through eCorner).

ePages is now the premier best practice provider for eCommerce with more installations than any other eCommerce solution in Europe (the worlds largest eCommerce marketplace). The ePages software is constantly redefining the standards which customers are coming to expect from eCommerce websites.

eCommerce. now plug and play.

ePages Software GmbH is a leading supplier of eCommerce solutions for hosting providers and SME's. Since 1992 ePages has concentrated on the development of eCommerce solutions that correspond specifically to the requirements of the SME market and mass-hosting providers. The result is a tried and tested solution which is fundamentally international and immediately invaluable in a hosting environment.

The storefront software covers all of the relevant B2C and B2B business models. It is fast and easy to implement, requires very low operating expenses and enables an impressive ROI within a short period of time. ePages combines performance, functionality, flexibility and customer satisfaction.

ePages can be seamlessly integrated into external systems, using XML, web services and OCI interfaces, because the architecture is open and modular. Numerous features enable the quick, simple and inexpensive expansion of specific functions that are not included in the standard product. The standard ePages platform is delivered with a high-performance Sybase database. There are also many examples of multi-channel operations with ePages software.

About Cloudmark, Inc.

Founded in 2001, Cloudmark Inc. delivers the industry's fastest and most accurate spam, phishing and virus detection solutions.

The Cloudmark methodology leverages an optimized combination of automation, human intervention and real-time reporting by millions of trusted and rated users in more than 160 countries. Used by service providers, enterprises and desktop users worldwide, Cloudmark's award-winning solutions are marketed direct and through partners worldwide. A privately held, San Francisco-based company, Cloudmark sits on the steering committee of the Anti-Phishing Working Group.



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