

Business Overview

secure eBusiness and eCommerce solutions

eCorner[®]
Secure eBusiness Solutions[™]

e.pages

 CLOUDMARK[®]

coresystems

 **etracker**[®]
web controlling

OMIKRON 
The Data Quality Company

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Executive Summary

Secure eBusiness Solutions

eCorner is a leading provider of **secure eCommerce and eBusiness solutions**. Our core business is to deliver successful solutions to our clients to enable them to better transact and manage their business online. Our clients can take advantage of our secure hosted environment. We offer specialist business consulting and information technology advice that helps our customers deliver effective solutions to complex business problems.

Our technology and consulting skills are suited to a wide range of business environments. Our focus is on web-based systems and eCommerce environments. We service a broad range of customers from enterprises to SMBs. We also have partners that offer design, development, support, hosting as well as a range of advanced technologies and services.

Our customers rely on our choice of leading technologies to build, implement and manage their web-based systems including:

- **ePages™**
- **ePages™ White Labelled Mass Hosting**
- **Coresuite eCommerce**
- **Cloudmark™**
- **etracker™**
- **Omikron™ (Fact-Finder™)**

eCorner lowers the barriers to entry to help our customers **accelerate time to market and reduce operating costs** enabling access to large communities of potential customers for your business. Our technology offers world-leading functionality that helps our clients **achieve success** on the internet; **securely, efficiently and cost effectively**.

Our Business is eBusiness

eCorner is an Australian '**eBusiness**' company with an extensive partner network and over 450 customers. We deliver solutions that help our customers build and deploy an electronic commerce and secure message infrastructure capability quickly and effectively. These solutions may be developed, deployed and managed by our customers or they may be deployed and managed in the eCorner secure hosted environment; or by one of our partner companies.

eCommerce Technology

eCommerce is now plug & play.



To be successful online, you need the right blend of tools, technology and support. You need software that is scalable, feature rich and easy to implement. You also need the peace of mind that it has been tested and proven in a whole host of situations.



In 2008 ePages won the **European eExcellence Award** for advanced technology and leadership in the eCommerce and web based business sector.

ePages for White Labelled Mass Hosting

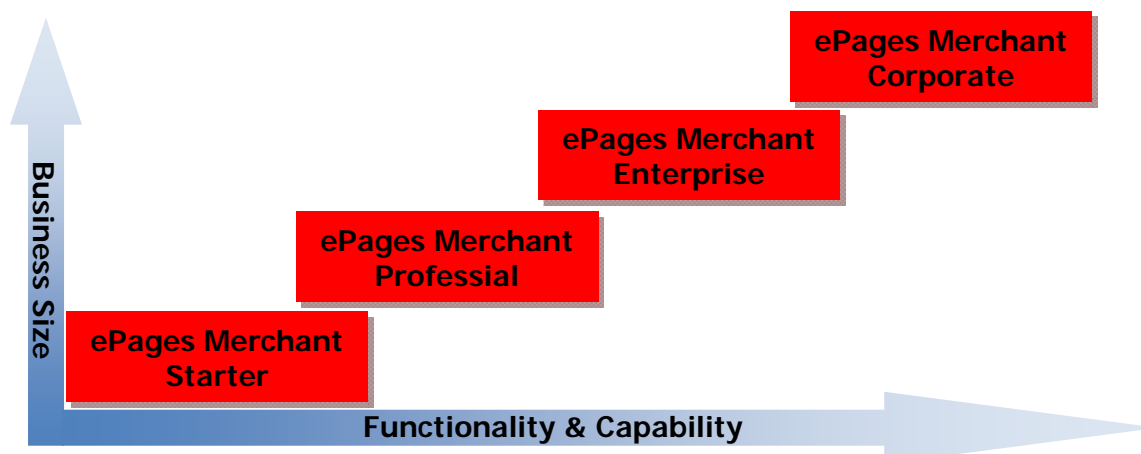
ePages Hosting - for use by organisations wanting to run (host) many customers online shops. Internet service providers can run a platform with an unlimited number of shops. Hosting providers perform technical administration, and merchants administer their shops using an intuitively designed back office, accessed through a standard internet browser.

ePages Merchant Edition

ePages Merchant - for complex shops that are integrated in other corporate applications. System Integrators and Web Agencies tailor ePages shops to the specific requirements of their customers, and integrate them into existing applications.

ePages Merchant comes in four versions, depending upon your requirements: Merchant Starter, Merchant Pro, Merchant Enterprise, and Merchant Corporate. The versions all have various levels of functionality, and are all hosting-ready. A merchant shop can either be run on a shared server environment, or on a dedicated (stand alone) server either at a hosting centres or internally managed.

ePages Merchant Edition integrates with many other systems via web-services using SOAP technologies. There is an extensive set of pre-built Cartridges (additional modules) and there is a free Software Development Kit (SDK) with many examples and modifiable interfaces.



Cloudmark™

Intelligent Messaging Security



Cloudmark stops Spam, Phishing and email delivered Virus getting to your email system. Typically the decision about an email security product will be made by your organisations network or email technical organisation. But Cloudmark can be deployed on your desktop by you just as easily as on your email exchange or at the email gateway. Developed by world-renowned experts in the field of messaging security, Cloudmark's technologies were designed with two goals:

- Automatically stop current attacks including Spam, Phishing, polymorphisms and other variations
- Stay a step ahead of new attack vectors

Cloudmark employs networked collective intelligence, a combination of intelligent message fingerprinting, corroborated global feedback and automated data analysis to deliver unmatched accuracy and the fastest response to new threats. System-wide checks and balances virtually eliminate false positives and maintain the integrity of the network. What this means is that it gets input from over 650 million email users everyday and processes more than billion's of messages daily. Cloudmark learns about Spam and Phishing attacked in real time to protect your email.

1. True zero-hour protection against email threats
2. Real-time feedback from trusted Cloudmark global community
3. Industry-leading accuracy
4. Predictive techniques block attacks using known traits
5. Automated approach requires No IT administrator intervention
6. Zero-cost customisation of email protection through feedback

The Cloudmark Range

Cloudmark Desktop:

Award Winning Anti-Spam, Anti-Phishing and Anti-Virus Desktop

Cloudmark Server Edition:

Server based Anti-Abuse solution for Exchange in use by over 1,000 SMBs and Enterprises

Cloudmark Authority:

In use by over 50 major Service providers and integrated by OEM's to protect over 9,000 enterprises

Cloudmark Gateway:

Edge MTA for high speed filtering

Cloudmark CloudFilter:

Managed message security for all types of email and mobile messages that is provided from a Cloud Computing Platform delivering Software as a Service.

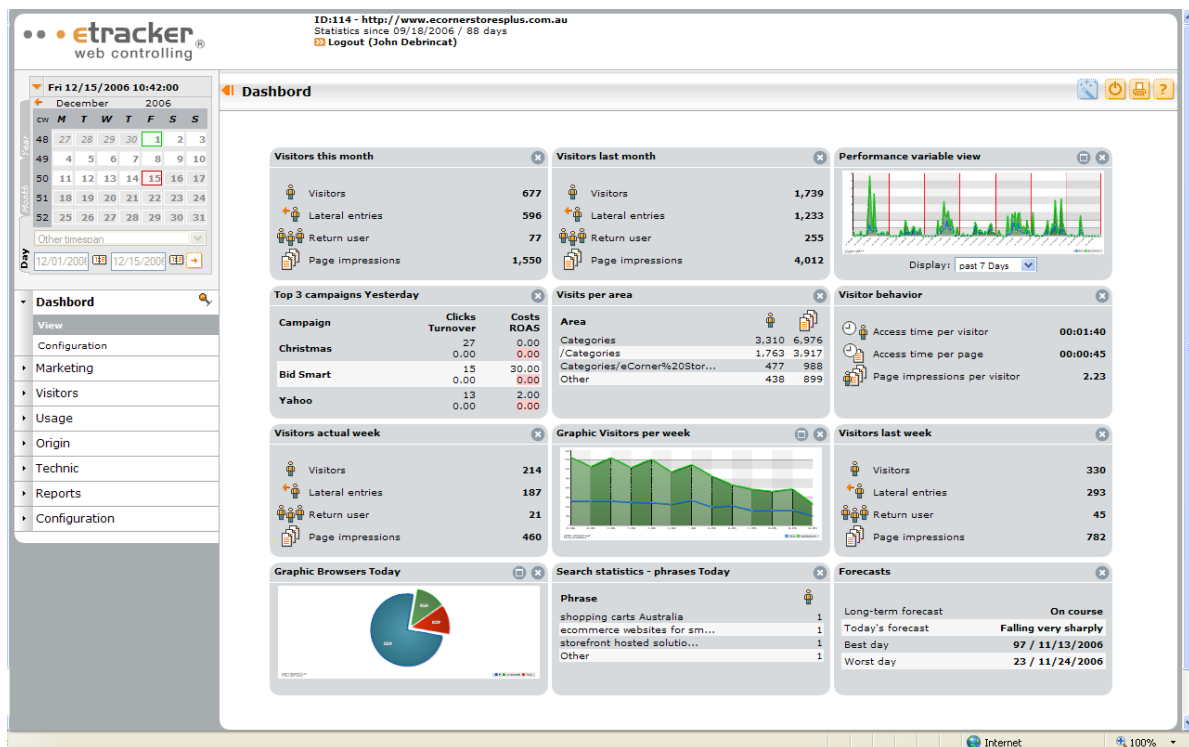
Successful businesses are built on reliable controlling – this applies to ‘real’ markets and the Internet. For this reason, etracker develops markets and operates software solutions to review the performance of website and eBusiness activities.

Increase your online success by means of real-time Web statistics with campaign analysis and live visitor tracking. Save resources, time and money through innovative outsourcing, with an affordable subscription model and no software installation.

Thanks to etracker, you can optimise the surfing experience, strengthen customer ties and improve your turnover. etracker gives you all of the relevant data in a single system which is data protection law compliant, neutral and economical.

The etracker web controlling solution provides real time analysis of every detail of what visitors are doing on websites and delivers fundamental performance data for optimising turnover and strengthening customer ties. Operators can recognise the key factors for the success of their websites and uncover the potential for optimisation - all at the click of a button. Furthermore, etracker uncovers click fraud quickly and reliably and even stops fraudulent affiliate hopping.

The ‘etracker Dashboard’ that shows you the activity of your online store or website as it is happening.



Fact-Finder™ from Omikron

Error-tolerant search system

FACT-Finder[®]
The Searchexperts

FACT-Finder is an intelligent search function that allows the user to search through various types of content in an instantaneous, fault-tolerant way. Intelligent navigation elements help users to specify their search requirements intuitively. FACT-Finder is fully integrated with ePages. Depending on the field of application; it will increase your sales volume, your employees' productivity and your system's usability. FACT-Finder can be integrated into any website and any place where search is a requirement. Fact Finder suits any environment:

- Online shops
- Marketplace and price comparison
- eProcurement
- Intranet
- E-mail

Management Interface

Management Interface is the "Control Panel" for FACT-Finder, allowing you to configure and adjust every module and function available, update individual product data or the complete collection, start marketing campaigns and evaluate search enquiries. You may also conveniently set up more complex features, such as the After Search Navigation (ASN), or Product Rankings.

Suggest

If a user types (for instance) "cabinet" in the search field, sensible recommendations will be presented as soon as the first few letters have been typed, such as "Cabinets", "TV Cabinets", "Wall Units", etc. This list provides a convenient method for immediate selection (without requiring additional typing).

After Search Navigation (ASN)

FACT-Finder returns the initial results for an inquiry, and creates additional navigation elements (filters). This may include brand names, prices, or sizes, which the user may conveniently select to refine the search results.

Campaign Manager

The Campaign Manager provides the functions "Search Concepts", "Promotions",

"Feedback", and "Re-direct", which you may use to control search results for special terms. For example, special brands may be presented with appropriate logos or pictures!

Automatic Result Optimisation

FACT-Finder remembers the search terms used for products selected by the user. For example, if "Nikon Digicam" is searched for, and the user then clicks on a "Nikon Digital Camera", FACT-Finder will know this for the next search, and can optimize the results. Depending on the search terms used, the product may then be listed earlier in the results.

Shop Navigation

If you wish, FACT-Finder can take care of your entire shop navigation. This speeds up the display of results, and reduces the load on the shop server. In addition, it permits central management for Product Ranking.

Cache

FACT-Finder saves the results of previously requested query terms. This accelerates the results whenever these queries are repeated in the future and thus reduced system processing time.

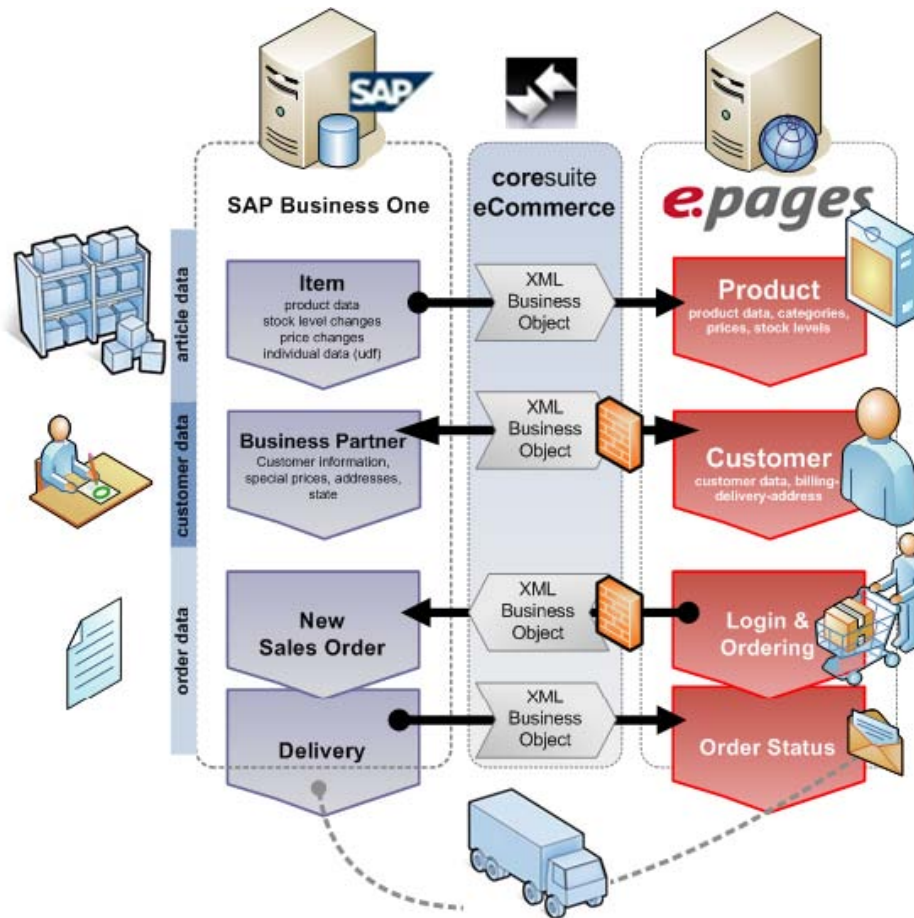
Coresuite eCommerce™

Seamless eCommerce integration for SAP Business One

coresystems

Coresuite eCommerce is an SAP Business One Module which allows SAP BO to connect to the ePages 5 shop system. The mapping is done using XML files and new functionality is added to SAP BO to allow this process to be managed. All categories are automatically taken from ePages; products in SAP are mapped to the selling category(s) and sent from SAP BO to ePages.

All new orders and customer information are sent from ePages to SAP BO.



The figure above shows the dataflow between the SAP Business One and ePages systems. With Coresuite eCommerce it is possible to exchange product, customer as well as order-data over the web service interface.

ePages & Coresuite eCommerce for SAP Business One

You want to take part in the prospects of online trade but don't want to take any financial risk? Now you can open your own online shop as easily and quickly as never before. And thereby you don't have to renounce professional functions at all. ePages brings along all you need for your business success in the internet.

eCornerstoresplus™

The Self-Service eCommerce Solution

www.ecornerstoresplus.com.au.

Using ePages the mass hosted sites are available in many shapes and sizes - from a simple Business Card site (for just a few dollars a month) through to a fully integrated eCommerce store. There are almost unlimited variations in between.

Customers have the ability to implement the entire eCommerce store themselves or they may need development assistance for additional functionality requirements.

eCorner offer mass hosted solutions to SMEs and also, via white labelling, to ISP, Telcos or any organisation with a large community interested in an eCommerce solution.

eCorner Stores™ Marketplace

We support our customers in their web-based marketing and search engine optimisation by listing them on the eCorner Stores Marketplace. The marketplace provides descriptive detail on the types of products and services that each customer supplies. We provide access to the eCornerstores Marketplace www.ecornerstores.com.au so that our customers and partners are promoted as part of a larger community of users. We provide this as a free service and use ePages to manage the marketplace environment.

eCorner™ in the Community



eCorner support a wide variety of community projects and organisation these include NSW Sports Federation, RNC Alliance, IEWF.org, ACS Foundation and Young Achievement Australia.

eCorner in 2009 will provide websites and training to all the participating teams in Young Achievement Australia (www.yaa.org.au) nationally. This will allow the students to gain experience in web based technology and internet marketing.

eCorner Hosting™

eCorner offer a secure and reliable hosting environment for web based applications.

The Data Centre is engineered to the first-class standards required to support the highest level of accredited security & uptime available for your critical application hosting, IT infrastructure and intellectual assets.

High Availability Data Centre

World-class infrastructure and managed services through Tier 1 backbones with diverse path connectivity and fully redundant power and environmental systems.

Formal monitoring, logging and event management processes are employed in the Data Centre Network Operations Centre to maintain advanced tiers of technical support.

Data Centre Accreditations

The Data Centre has completed a successful ISO 27001 Audit through SAI Global. This provides assurance that policies; procedures and business processes recognised as best practices for providing a secure, stable Data Centre Outsourcing environment are followed.

Data Centre infrastructure

The Data Centre employs multiple security measures to enhance physical security.

- Every Data Centre employee security checks.
- Mantraps, keycard protocols, biometric scanning protocols and interior and exterior surveillance monitors.
- Supervision of all doors, riser cupboards and plant rooms with CCTV including motion detection and fixed cameras with digital recording capability and HDD archive.

Tier 1 Backbone

High-speed Tier 1 Backbone Internet connection provides significant advantages in

speed and throughput, delivering the highest quality bandwidth. Private networks are also available. The architecture provides redundant and diverse Internet connectivity, protecting against fibre cuts and router outages.

Data Centre Redundant Power

The Data Centre is equipped with redundant power components to guarantee continuous power availability.

Uninterruptible power supply systems (UPS) and diesel-powered generators provide the necessary power during utility interruptions, such as weather-related events or transmission system failures. An ample supply of on-site diesel fuel assures sufficient backup power during extended interruptions.

Monitored Environmental Controls and Systems

Macquarie Telecom's Data Centre delivers premium protection and is designed to monitor the environmental infrastructure and provide early-warning notifications.

Monitoring the mechanical, electrical and other critical systems ensures high availability and timely response to events. Early decision of controls such as temperature and humidity further enhances our delivery.

Highly sensitive smoke and heat detectors, along with automated moisture detectors, constantly monitor equipment areas, alerting the Data Centre to changes beyond precise tolerances.

Eco-friendly Green Data Centre

There are many initiatives in place to support the Green IT initiatives, and is taking a practical rather than theoretical approach to the greening of the data centre.

eCorner[®]
Partner Program

eCorner has an extensive partner program that enables collaboration at many different levels. Our partners span four key areas:

- Technology
- Hosting
- Implementation
- Resellers

Some eCorner Partners



eCorner Consulting, Services & R&D

Taking the solution further

eCorner has access to resources that can be deployed quickly for new consulting projects. Our consultants are often 'embedded' at the customer site and become part of the project team. We have undertaken research and development projects in the area of eCommerce and web based systems. We have created new capabilities (owned by eCorner) that can be licensed by our customers and partners. We also undertake significant development projects for our customers.

Project Examples

Marketplace Solution

With our business partner RHE and Associates eCorner undertook a major project utilising Sun Microsystems infrastructure to build an online shopping mall. ePages was chosen as the core eCommerce engine. The project took over 3,500 hours of application development and eCorner has provided resources in the areas of management assistance, application development, training and technical support.

Business Consulting

eCorner provided senior business consultants to one of the world's largest news and media groups. These consultants provided (and continue to provide) support in a broad range of disciplines from Human Resource Systems to Finance. We have provided business support for large and complex business integration programs.

Payment Systems Integration

A large multi-national retail customer required that a new automated payment system for their existing ePages eCommerce web store. This was designed in collaboration with Westpac the customers banking partner. The solution was built using ePages cartridge technology and integrated to all the customers Australian and New Zealand stores. This has further been enhanced with additional batch reporting and settlement capabilities.

ERP Integration

eCorner successfully completed the development of an eCommerce storefront (for a loyalty program provider) with 'real-time' integration to SAP Business One. They have a large and complex inventory and required multiple online stores that were fully integrated with their ERP and Warehouse systems. The entire solution (including SAP BO and ePages Merchant Edition) is hosted by eCorner.

Service Level Agreements

eCorner recommends that each customer establishes a Service Level Agreement (SLA) with eCorner. These SLAs clearly outline the investment in the project and the services to be delivered.

Our Customer Base

Growing with our customers'

eCorner commenced operations in January 2004. Since then, we have accelerated the acquisition of customers and partners through investment in infrastructure, technology and marketing. Our customers range from small, 'home-based' businesses to large corporations and they all receive the same level of customer service and support.

Our partner network covers all parts of Australia and New Zealand; and we are now represented in Asia. We have an extensive list of customers that rely on eCorner for their eBusiness solutions:



Urban Baby

A successful small business providing baby and pregnancy related products online started by two mums. Urban Baby have become one of the best know brands for baby products in Australia. eCorner provide a **hosted ePages Online Store** solution that is self managed by Urban Baby staff.

www.urbanbaby.com.au



Hats Online

Hats Online allow customers to design their own products and request a quotation. All this is automated through an eCorner ePages hosted store. eCorner provide the hosted environment and **built the custom features** needed by Hats Online.

www.hatsonline.com.au



New Directions Australia

New Directions Australia is one of the largest providers of essential oils and fragrances. eCorner have delivered ePages Merchant online stores in dedicated servers hosted by eCorner. The web store is fully integrated with **SAP Business One** using **Coresuite eCommerce**.

www.essentialoils-and-aromatherapy.com



Commonwealth Bank - bpoint

With our partners Premier Technologies and MasterCard eCorner delivered a mass hosted payment and eCommerce solution for the Commonwealth Bank using **ePages V5 Mass Hosted eCommerce**.

www.bpoint.com.au

www.premier.com.au



Dick Smith Electronics

Dick Smith is one of the leading suppliers of electronics, DVDs, CDs and games. Dick Smith Electronics utilises an **ePages Merchant** edition hosted in their corporate data centre to provide B2C and B2B capabilities with over 10,000 products on sale.

www.dse.com.au
www.dse.co.nz
www.tandy.com.au



Dick Smith – Everyday Rewards

eCorner provides Dick Smith Electronics with sophisticated tools for promotions within the Woolworth Everyday Rewards program. This is based on an **ePages Hosted eComFlex** solution developed and hosted by eCorner.

<http://everydayrewards.dse.com.au>



Weight Watchers Australia

Weight Watchers are one of the world's largest retailers. They sell all manner of merchandise and memberships online. eCorner provide Weight Watchers with a **dedicated hosting environment** to support their **ePages Merchant** edition online webshop. eCorner provided a complete **development, deployment and project management service**.

www.weightwatchers.com.au
www.weightwatchers.co.nz



Webcentral (Melbourne IT)

Melbourne IT and Webcentral are leading providers of hosted services including email. eCorner provide Webcentral with **Cloudmark Authority Message Security** to protect their customers premium email accounts.

www.webcentral.com.au

Company Information

About eCorner

eCorner is an Australian company with customers and partners throughout the Asia-Pacific region. We deliver technology solutions and consulting services that help you build and manage your business. We have a broad range of technology solutions including:

- eCommerce Storefront Solutions
 - Tier One Web hosting facilities
 - Domain Management
 - Payment Processing Systems
- Anti-Spam and Phishing
- Real time web analytics
- Advanced 'Search Systems'

eCorner has its headquarters in Sydney and has representatives in Brisbane and Coffs Harbour with resellers in all states of Australia, in New Zealand and in Hong Kong.

eCorner is a member of the Australian Information Industry Association and the Internet Industry Association and is a Professional Partner with the Australian Computer Society.

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