

eCorner[®]

Partner Program

Updated: January 2014

eCorner Pty Limited
ABN 25 107 795 568

5/310 Victoria Road
Gladesville
NSW 2113
Australia

This information provided is confidential and protected information under the Australian Corporations Law and International Copyright Conventions. It should not be copied or redistributed without written consent of eCorner. The information is true and correct to the best knowledge of the company and its directors. If you receive this information in error please destroy it and notify eCorner.

eCorner Partner Program Overview

A partnership with eCorner is a great way to build new business. Our flagship product is ePages™ the leading eCommerce storefront solution in Europe with over 80,000 customers. Partnership makes this 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

eCorner delivers technology solutions that help build and deploy an eCommerce capability quickly. 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
- Shipping provider connectivity
- Web development
- Web Statistics solutions (Wagtail Analytics™)
- Coresystems Coresuite eCommerce for SAP Business One

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 eCommerce solutions, our partners have the skills required to ensure the success of any type of customer project.

The Growing eCommerce Market

Market forecasts indicate that the eCommerce market will deliver strong yearly growth. 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.

There are many people right now thinking of selling online due to the current economic issues and opportunities. In 2013 Australian online retail sales will exceed \$37 Billion and worldwide exceeded US\$1 Trillion in 2012. In Australia eCommerce is growing at a rate in excess of 20% year over year, and mobile commerce more than 40% annually. There are over 2.5 million small to medium sized businesses in Australia and New Zealand but less than 12% have an online store. A 2010 survey by Forrester found that the web influenced more than 53% of all retail sales, and that percentage is growing annually, so failure to have a web presence with your product catalogue means it is harder to be successful and grow sales.

Our Standard Products for your Success

The ePages™ technology will enable you to build leading edge eCommerce solutions for your customers quickly with calculable and transparent implementation costs.

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 eCommerce 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, eBay, Paypal, Getprice and Shopping.com.

Some eCorner Partners



A Partnership with eCorner

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 Technology, Implementation and Hosting partners can also be Resellers.

1. Design and 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 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 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.

Key Partner Guidelines

eCorner partners have some key guidelines or responsibilities:

1. The partner will take responsibility for the invoice and collections from the customer. eCorner will invoice the partner monthly for aggregated accounts.
2. Whereas there are terms to end customer agreements for hosting those terms must be passed on by the partner to the customer.
3. The partner must at all times represent eCorner, and our suppliers and products, positively in the marketplace and to customers.
4. The partner will make its best endeavours to only offer the latest available release of software products to customers in Australia.
5. Hosting partners will endeavour to always maintain the latest available release in Australia to their customer base and the market.

Technology Partners eco-system

ePages maintains the core technology partnerships and eCorner provides local partners for the ePages eco-system within the Asia Pacific region.



Partnership Benefits

Service	Implementation Partner	Hosting Partner	Technology Partner	Reseller
Free Developer Site or Licence	Site	Licence	No	Site
Free access to the ePages Developer Tools	No	Yes	Yes	No
Opportunity to participate in early release programs	Yes	Yes	Yes	No
Developer days and Round Table Discussion with the eCorner Development Team	Yes	Yes	Yes	No
Online access to the ePages Knowledgebase	Yes	Yes	Yes	Yes
eCorner Partner pricing for Mass Hosted sites and partner discounts for ePages Enterprise Licences	Yes	Yes	No	Yes
Marketing and Sales				
eCorner and ePages partner logo and information for marketing channels	Yes	Yes	Yes	Yes
Access to white-labelled product guides and videos.	Yes	Yes	No	No
Listing on the eCorner websites and materials	Yes	Yes	Yes	Yes
Partner Newsletters	Yes	Yes	Yes	Yes
Immediate notification of new products and updates	Yes	Yes	Yes	Yes
Regular knowledge transfer and contact from Account Manager	Yes	Yes	Yes	Yes
Support for creation and execution of ePages related marketing campaigns	Yes	Yes	Yes	Yes
Regular partner days and contact from our customer service.	Yes	Yes	Yes	Yes
Shared lead generation activities	Yes	Yes	Yes	Yes
Shared PR activities	Yes	Yes	Yes	Yes
Access to new leads generated by eCorner	Yes	No	Yes	Yes
Reseller Discount on ePages Enterprise Licences	Yes	Yes	Yes	Yes
Free sales and marketing help	Yes	Yes	No	Yes
Information of Partner Solutions via eCorner website and newsletters	Yes	Yes	Yes	No

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 software.

Preconditions	Implementation Partner	Hosting Partner	Technology Partner	Reseller
Mutually agreed application for Partner Program Participation	Yes	Yes	Yes	Yes
Valid Partner Agreement	Yes	Yes	Yes	Yes
Mutual agreement on hardware & requirements for a stable hosting environment	Yes	Yes	Yes	No
Support from eCorner Consulting for your first Customer project (including 1 day training for free)	Yes	Yes	Yes	No
Training	Yes	Contract	No	Yes
Number of yearly ePages projects (none required in first 6 months)	To be negotiated	No	No	No
ePages implementation and developer training	Optional	Optional	Optional	Optional
Provide access to ePages environment to eCorner staff for management and support purposes.	No	Yes	No	No
Provision of first level support for end-customers	Yes	Optional	No	Yes
Provision of information on the development of designated leads	Yes	Yes	Yes	Yes
Sharing of quarterly forecasts for prospective leads	Yes	Yes	No	Yes
Development of a shared marketing plan for the promotion of eCorner's products and services	Yes	No	No	Yes

Partner Discount Rate Table

Supplier/Product	Discount Rate	Notes
ePages Hosted eCommerce	See package prices	Based on total hosting service fee and partner price list
ePages Enterprise (perpetual)	25%	Initial License Fee
Coresystems Coresuite eCommerce (SAP B1)	10%	Initial License Fee
eCorner Services	See partner service rate table	Partner margin should be added to service fees
Sales Referrals	5% - see details	First year only or based on initial licence.

Referral Sales

Where Partner refers a prospect to eCorner that leads to a sale, when agreed in advance, that Partner is entitled to either 5% of the upfront development fee or 5% of the recurring revenue for the first 12 months or duration of recurrence (whichever is shorter) excluding any GST component.

A referral must close within 90 days of the date that the referral was made. After that point no referral fee is provided.

eCorner will lead the engagement after the referral has been made and all technical and financial responsibility will be taken by eCorner.

eCorner Services Rate Card

Australian Dollars ex GST (subject to change)

Role	Standard Rate	Partner Rate
Administration	\$1,000.00	\$750.00
Architect	\$1,800.00	\$1,350.00
website Design	\$1,400.00	\$1,050.00
ePages Developer	\$1,200.00	\$900.00
Integration	\$1,200.00	\$900.00
Project Director	\$2,000.00	\$1,500.00
Project Manager	\$1,800.00	\$1,350.00
Solutions Architect	\$1,200.00	\$900.00
Infrastructure Engineer	\$1,200.00	\$900.00
Testing	\$1,200.00	\$900.00
Trainer	\$1,400.00	\$1,050.00

NOTE:

1. Please contact eCorner regarding rates for SAP B1 projects
2. Daily rates are based on a 7 hour day and can be billed on an hourly basis.

Indicative Partner Pricing

Mass Hosted

NOTE: The following indicative pricing is for Hosted Online Stores that are created in the eCorner hosted environment. The packages reflect the 3 most common packages and a full price list will be provided along with the final partner agreement

Australian Dollars ex GST (subject to change)

Partner Price (included hosting)	CloudShop	CloudMerchant	CloudEnterprise
Partner Price (ex GST)	<u>\$42.00</u>	<u>\$66.55</u>	<u>\$120.00</u>
Recommended Retail Price (ex GST)	\$70.00	\$110.00	\$200.00
Main differentiation issues			
Maximum number of products (Upgrade Packs excluded, see below)	100	2,000	10,000
Maximum number of product attributes	10	20	50
Maximum number of product variation attributes	5	10	50
Maximum number of variations per product	25	225	250
Maximum number of predefined product types	10	20	50
Maximum number of currencies	1	2	100
Maximum number of pages/categories	10	200	2,000
Maximum number of shipping methods	5	15	30
Maximum number of definable sale resources	-	10	150
Recommended Hosting Bandwidth and Data Limitations			
Bandwidth - GB / Month	5	10	18
Data storage	Unlimited	Unlimited	Unlimited
Excess Data / GB /Month	\$10.00	\$10.00	\$10.00
Excess Storage / 500MB / Month	\$10.00	\$10.00	\$10.00

ePages Enterprise Licenses and Dedicated Hosting

ePages has a number of levels of dedicated software licence and can be acquired on a perpetual basis with annual update, upgrade and maintenance (software maintenance) charges. A full enterprise price list will be provided based on the location and currency required and along with completion of the Partner Agreement.

Hosting can be based on dedicated machines or virtual machines commissioned in the eCorner data centre. Hosting requirements need to be determined on a project by project basis and include the formal Service Level Agreement.

Australian Dollars ex GST July 2013	Enterprise Small	Enterprise Medium	Enterprise Large
License Fees			
ePages Perpetual Licence	\$3,000.00	\$7,200.00	\$14,700.00
Software maintenance 20% (mandatory 1 st year)	\$600.00	\$1,440.00	\$2,940.00
Cartridges Perpetual Licence			
	\$750.00	\$750.00	all included
Software maintenance 20% (mandatory 1st year)	\$150.00	\$150.00	-
Monthly Rental Fees (includes software maintenance and excludes hosting)			
ePages Monthly rental fee	\$180.00	\$360.00	\$720.00
Cartridges	\$30.00	\$30.00	-
ePages Package Differentiators			
Number of Application Server Instances per store	4	12	unlimited
Number of languages per store	1	unlimited	unlimited
Number of currencies per store	1	unlimited	unlimited
Number of shops per company	1	1	2

NOTE:

1. Some other features may vary between licence versions and a full features list is provided with the Partner Agreement
2. ePages has the ability to be licenced as a Corporate Licence with unlimited stores for large corporations and the licence fee is available on application.

Company Information

eCorner is a leading provider of **secure eBusiness and eCommerce solutions**. We deliver a range of technology and services to our customers. Our services are wide ranging from general business consulting to specialised eCommerce advice. We will undertake projects with our partners to help develop and deliver Information Technology Solutions to business problems.

eCorner is a member of the **Internet Industry Association** and a **Professional Partner** of the **Australian Computer Society (ACS)**. All eCorner professional staff are accredited professional full members of the ACS. eCorner maintains Professional Indemnity Insurance.

Contact Details

eCorner Pty Ltd
(ABN # 25 107 795 568)

Head Office:

5/310 Victoria Road
Gladesville NSW 2111
AUSTRALIA

Mailing Address:

PO Box 938
Gladesville NSW 1675
AUSTRALIA

Freecall Australia:

1800 033 845

Freecall New Zealand:

0800 501 017

International Phone:

+61 2 9494 0200

Fax:

+61 2 9817 8975

Enquiries eMail

info@ecorner.com.au

Corporate Website

www.ecorner.com

Buy a store

www.ecornerstoresplus.com.au

eCorner Marketplace

www.ecornerstores.com.au

Facebook

www.facebook.com/eCornerStores

Linkedin

www.linkedin.com/company/ecorner

Twitter

www.twitter.com/eCorner_eCom