



epages Hosting and Merchant Edition

Highly-scalable e-Business software for ISPs and SMEs

epages Hosting and Merchant Edition

Highly-scalable e-Business software for ISPs and SMEs

Sustainable e-business success for ISPs & SMEs

epages Hosting Edition enables Internet Service Providers (ISPs) to host feature-rich e-business solutions for small to mid-sized companies on a shared hardware infrastructure. Using epages Hosting Edition ISPs can enable Small and Mid-sized Enterprises (SMEs) to quickly realize the full potential of e-business through hosted e-business Solutions.

As on-line revenues grow, ISPs can upgrade the SMEs to a dedicated server solution with **epages Merchant Edition**. Merchant Edition delivers all the features of Hosting Edition with the capacity to accommodate high volumes of site transactions. Performance is no longer impeded by other sites hosted on the same server. This single store solution makes it possible for SMEs to develop solutions that fit their individual requirements, and that are capable of extremely high performance and complex integration.

epages has developed a **unique e-business hosting concept**, offering greater cost-effectiveness and scalability, while minimizing time-to-market and maintenance costs. As a result, epages offers the stability, rapid deployment and ease-of use associated with a standard software package, coupled with the flexibility required to create a tailored solution for every customer.

Key Benefits of epages Hosting and Merchant Edition

Internet Service Providers are constantly seeking to leverage existing infrastructures and core competencies to generate new revenue streams from new and existing customers - without substantially increasing overhead costs. With epages Hosting and Merchant Edition ISPs can:

- ▶ Provide advanced e-commerce hosting infrastructure to SMEs, including dedicated server solutions
- ▶ Quickly enable large numbers of SMEs to realize the full potential of e-business, while maximizing the return on their e-commerce application investment
- ▶ Reduce overheads by hosting a number of SMEs on a single server
- ▶ Gain market share through the rapid deployment of many stores
- ▶ Increase margins through offering upgradeable features and value-added offerings
- ▶ Minimize total cost of ownership for SMEs

SMEs want to make full use of the numerous advantages of e-business within very short timeframes, and with calculable and manageable costs. Based on hosted e-business Services SMEs can:

- ▶ Benefit from e-business with minimal IT investment by opting for a hosted e-business site
- ▶ Quickly deploy an e-business presence that generates new business, introduces efficiencies, and enables the SME to compete with larger enterprises
- ▶ Create, customize and manage their own advanced e-business application
- ▶ Focus on core business activities - selling and marketing products and/or services whilst leaving the technical aspects of e-business to the specialists
- ▶ Add more sophisticated features and functionality as their businesses grow
- ▶ Easily upgrade to a dedicated server solution with epages Merchant Edition as revenues and expectations grow



Key Features of epages Hosting and Merchant Edition

epages Hosting and Merchant Edition includes key features that present SMEs with the functionality and capabilities they require to trade on-line. For ISPs the product also provides tools and features for the effective site administration and management of stores.

Scalability

ISPs can provide customers with the scalability they need to grow their on-line businesses:

- ▶ **Flexible architecture:** Configure Hosting and Merchant Edition to handle high volumes of traffic, and enhance site performance. epages' flexible four-tier architecture allows the distribution of components onto multiple servers, enabling each tier to scale and therefore to cope with growth in traffic and transactions.
- ▶ **Globalization:** Globalize stores through the addition of multiple languages and currencies, and allow flexible pricing models dependent on the country from which the customer is buying.
- ▶ **Upgrade path:** Offer Merchant Edition to upgrade SMEs to the higher performance, greater memory and increased database capacity of a dedicated server solution.

Deployment

With Hosting and Merchant Edition ISPs can cost-effectively deploy multiple sites:

- ▶ **Shared server:** Deploy multiple stores in a single server environment, reducing hardware and software costs.
- ▶ **Site management:** Perform site administration tasks, such as configuring hardware, setting passwords,

activating cartridges, managing the database and performing database backup across many stores simultaneously.

- ▶ **Integration:** Integrate Hosting and Merchant sites into external systems using the epages Web Services Cartridges.

Advanced stores and store management

Service Providers can enable SMEs to improve the end-customer's shopping experience by effectively creating and managing stores and orders:

- ▶ **Store Design Wizard:** epages allows SMEs to create a unique look and feel for their e-commerce sites - all via a browser - complete with existing templates that can be edited to meet specific design needs.
- ▶ **Customization:** Extend or customize stores using Template Language Extension variables (TLEs) and Server-Side Scripting (SSS). The Staging Wizard allows developers to redesign an existing store without taking it offline.
- ▶ **Recognize and Profile Customers:** SMEs can build detailed profiles of buyers, and present them with products that match these profiles - creating a personalized shopping experience.
- ▶ **Cross-Sell and Up-Sell:** SMEs can offer complementary products based on current selections - maximising revenues per customer.
- ▶ **Back Office Management:** Manage all aspects of an on-line business using browser-based Back Office Managers. The seven virtual managers - Catalog, Product, Inventory, Purchasing Customer, Order and Settings - correspond with the way SMEs conduct their day-to-day business

Technical Data

Supported operating systems:

- ▶ Windows 2000
- ▶ Sun Solaris 8
- ▶ Linux Red Hat 7.2

Languages:

- ▶ English and German

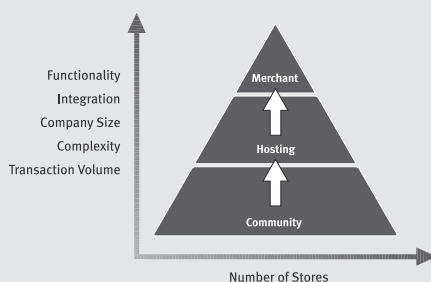
Included Components:

- ▶ Installation routines
- ▶ epages software
- ▶ Database - Sybase ASE 12.5
- ▶ Sybase ODBC Driver and Sybase Open Client
- ▶ epages User Manual
- ▶ Three demo-shops
- ▶ Eight design templates

epages Company profile

10 years of eBusiness excellence

epages Software GmbH is a leading provider of e-Business solutions for Hosting Providers and small to mid-sized enterprises. Since 1992 we have concentrated exclusively on the development of e-Business solutions that address the requirements of these target groups. The result is a proven, internationally deployed, standard e-Business platform for mass-market and hosting business models, upon which customer solutions can be rapidly implemented. In addition, the products guarantee minimal running cost and support all relevant B2C and B2B models "out of the box". epages e-Business solutions provide performance, functionality, flexibility and usability of the highest order, and are the basis for our customers' sustained success in e-Business. A seamless migration path allows for maximum scalability and ensures investment security for our customers, however large or small they might be. For every phase of growth there is a corresponding standard epages product. From a simple Business Card through high traffic B2C sites with purchase and catalogue management processes, to individually modified and fully integrated B2B-solutions for world-wide deployment, epages can provide the platform to deliver the solution you or your customer wants.



The e-Business product portfolio

The epages product line comprises three e-business offerings. Each of these products comes on a standard platform, allowing for fast-deployment, low operat-

ing costs, and significant return-on-investment.

epages Hosting Edition and **epages Community Edition** are multi-shop solutions designed for deployment by hosting providers and trading networks. Telecommunication companies and Internet Service Providers can offer scalable and economic eBusiness solutions through hosting these products and leasing the stores to customers. **epages Merchant Edition** is a dedicated-server platform for customers with highly-developed requirements for performance, modification and integration. This standard software package is often used by larger enterprises, and is available through our qualified partner channel.

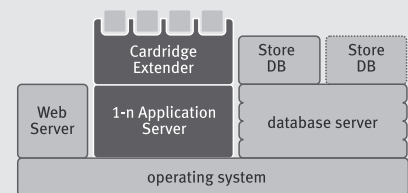
All epages products are delivered with an integrated high-performance Database, and allow for seamless integration to external systems through an open, modular architecture and XML, Web Services and OCI interfaces.. Numerous cartridges are also available that allow quick and easy extension of the functionality of epages' products.

epages Cartridges:

- ▶ OCI Buyer Cartridge
- ▶ OCI Supplier Cartridge
- ▶ eBay Cartridge
- ▶ Web Services Product Cartridge
- ▶ Web Services Order Cartridge
- ▶ Web Services Customer Cartridge

- ▶ Authorization Cartridge
- ▶ Cost Center & Budget Cartridge
- ▶ Product Maintenance Cartridge
- ▶ Order Management Cartridge
- ▶ Advanced Search Cartridge

The epages e-Business platform is supplemented by a large number of additional cartridges built by our extensive network of experienced partners - among these are cartridges for ERP-integration, payment, logistics, CRM and Content Management.



Services and Partners

To complete our e-Business portfolio we've compiled a comprehensive range of consulting and support services, delivering maximum value to customers and partners around the world. At present, epages works with leading ISP's, systems integrators, Implementation Partners and Technology Partners worldwide, so no matter what your e-Business vision might be, epages has the expertise to help you make it a reality.

References

Major companies throughout the world, in all fields of commerce and industry, are using epages products to effectively meet their needs, and those of their customers. These organisations include Telecommunication companies and Service Providers such as Deutsche Telekom, British Telecom, Bell South, Telefonica, Telecom Italia, Strato and Einsteinet as well as large enterprises like Lufthansa, Levi Strauss, Pentax, Disney, Nokia and thousands of small and medium-sized enterprises.

For further information, please see our website at www.epages.de.



epages Software GmbH
Leutragraben 1
07743 Jena, Germany
Tel. +49-3641-573-100
Fax +49-3641-573-111
info@epages.de