

EXPERIENCE THE BENEFITS OF E-COMMERCE

An increasing number of businesses are choosing web-based commerce to replace traditional, analog supply chain systems. In traditional order processing systems, orders may be placed using the Web but the rest of the process is manual. This often means the order is manually keyed, then printed, batched and faxed with the entire process repeated for each member of the supply chain. In a fully integrated e-commerce solution, all departments and trading partners communicate electronically to confirm that the order is placed, payment is verified, inventory is located, the carrier is notified and the buyer is informed. This solution drives costs out of sales and improves service to the customer.

The operational challenges of integrating members of your supply chain, each communicating in a diverse language, plus the costs to unite this

system can be overwhelming. But, the benefits of integrating the Internet into your business can be substantial. The following statistics provide insight into the growth of e-commerce.

- Business to business e-commerce volume is projected to reach \$1.3 trillion by 2001. (1)
- Businesses integrating their supply chain with the Web are experiencing up to an 80% savings in the cost of doing business.
- Companies with Web sites that focus on producing sales and revenue more than doubled in 1998. (2)
- Sales figures for Web stores are exceeding expectations with four times as many e-shoppers spending twice as much on average as they did one year ago.

(1) Forrester 11/98

(2) Buck Consultants, Inc. 7/98



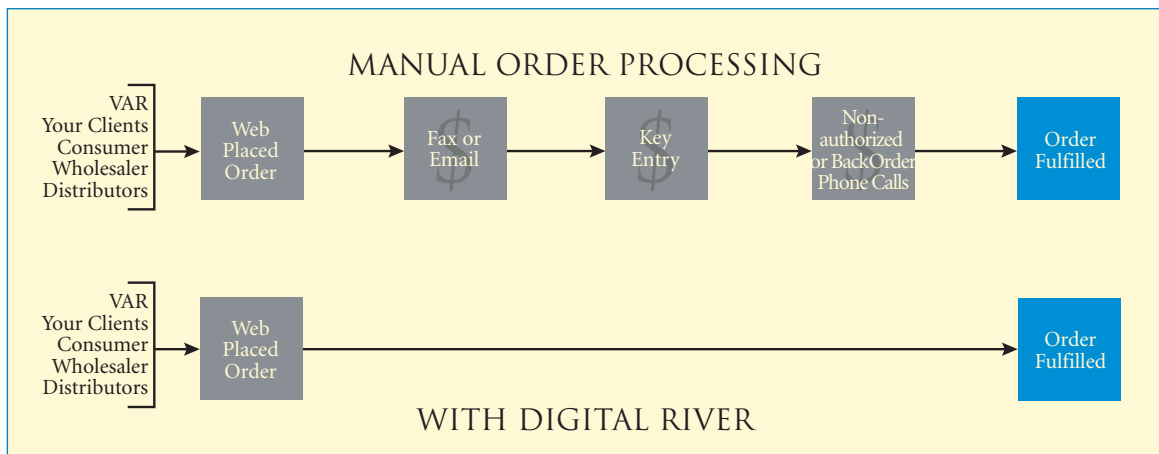
Dollars in billions. Source: November 1998 Forrester Research. *U.S. Only

IMPROVE EFFICIENCY AND REDUCE COSTS

If your business is like many others, it looked to the Internet to improve efficiencies and reduce costs, but by the time you handle inbound calls to take the order, type, print, batch and fax that order to everyone in your supply chain, bill for it, arrange to ship it and then communicate with your customer, your expense can be unmanageable. Digital River has the fully integrated, web-based commerce solution that lets customers service themselves, and helps you drive costs out of your supply chain. You'll gain efficiency.

GET CONNECTED WITH DIGITAL RIVER

At Digital River, we focus exclusively on providing secure online systems for marketing, selling, and delivering goods and services via the Internet. We manage back-office online commerce for over 2,500 clients, transparently maintaining their web stores' look and feel throughout the shopping process, a secure transaction and delivery. To complete the loop, we then integrate the order information seamlessly into the fulfillment operation and order management system.



*Digital River provides you an option to tap into our e-commerce system.
A complete solution for running a fully integrated world-class web store.*

And you'll get total integration where all your departments and trading partners are communicating electronically. You'll be able to confirm orders, verify payments, locate inventory, coordinate shipment and communicate with the customer in the time it takes to hit the "buy" button.

PARTNER WITH THE LEADER IN E-COMMERCE SOLUTIONS

Since 1994, Digital River has been a pioneer in bringing profitable e-commerce to its software clients amidst rapid market change. Based on this experience, we recognized a need for new system that would let a broad range of clients leverage the potential of the Internet for supply chain management without heavy up-front investments.

BENEFIT FROM A COMPLETE TRANSACTION MANAGEMENT SOLUTION

Digital River manages all elements of your e-commerce site, then intelligently routes the order information to all of the participants in the sales transaction. In this way, electronic transactions come together to provide the following benefits:

- **Increased efficiency** – accurate and timely communications with the customer and other trading partners.
- **Error-free order entry** – with electronic transactions, the customer enters order data directly, eliminating errors from data re-entry.

- **Compressed order cycle time** – electronic processing eliminates delays in credit authorization and order status reporting with online processing.
- **Increased sales and customer retention** – Ease of use for customers to get into your commerce site, find what they want, purchase an item, and take delivery. This positive, efficient online buying experience encourages repeat sales. Digital River can help you manage and maximize the value of long-term relationships with your customers.

protocols. From enterprise ERP to off-the-shelf systems, our ala-carte structure allows services to be deployed and utilized to maximize every dollar you've invested.

Digital River's web based commerce solution is a powerful tool that integrates your firm and your supply chain partners. This involves network connectivity, data formatting, secure transmissions, and monitoring through the order life cycle.



The Digital River data center, with multiple enterprise-class Sun® servers, designed to allow functionality and versatility to meet our clients' growing online commerce needs.

- **Real-time tracking capabilities** – customers can be notified of stock availability, backorders, and shipping status instantly while they are still shopping.
- **Reduced inventory carrying costs** – System efficiencies improve the supply chain communication to allow for more accurate initial product order and inventory replenishment.

MAXIMIZE YOUR INVESTMENTS WITH DIGITAL RIVER

Because your enterprise already has a significant investment in your current order-processing network, our service is designed to work with and support all industry standard

While other e-commerce systems are concerned only with taking orders, Digital River enables you to focus on overall profitability.

The consumer's view of the purchase may end once they've made the phone call or hit the "buy button", but the real underlying process can be extremely complex. Each order triggers multiple transactions involving a number of parties including merchants, manufacturers, distributors, fulfillment centers, financial institutions and carriers.

Digital River's e-commerce solutions streamline supply chain communications. The result is a tightly integrated commerce system that reliably drives your end-to-end business processes and operations and helps you provide clear, concise customer communication.

GET TECHNICAL SUPERIORITY WITHOUT AN INVESTMENT

Digital River's proprietary Commerce Network Server (CNS) is the platform for our online commerce outsourcing technology. The CNS incorporates custom software applications to ensure that the e-commerce system meets your needs.

Our CNS gives you the benefit of research and development that will carry your e-commerce efforts into the next century.

Digital River's broad-based solution allows you to outsource any or all aspects of your order-processing network. The suite of services includes:

- Web store authoring
- Order and payment processing
- Export control management
- Fraud screening and security
- Inventory tracking
- Order fulfillment
- Customer communication
- Data mining and merchandising

TRANSFORM FIRST-TIME CUSTOMERS INTO LIFETIME CUSTOMERS

Digital River is driving the development of multidimensional services that seamlessly integrate customer service and order processing. The result: new levels of efficiency, profitability, and positive buying experiences from first-time customers that keep coming back for more.

Our real-time transaction processing does more than just streamline the exchange of goods and services. It helps you increase margins through efficient, timely communications that eliminate confusion and wasted effort.

JOIN US ON THE DIGITAL RIVER

Digital River provides you a complete e-commerce outsourcing solution that will allow you to:

- Concentrate on your business by letting Digital River's handle the details of the system from shopping cart functionality and fraud screening to transaction processing
- Enable online transaction processing communications throughout the supply chain from the customer to the banks to the suppliers and shippers
- Redirect resources from low ROI activities to more profitable areas such as new product development
- Provide a consistent, superior customer experience across sales channels though seamless access to order status information
- Develop profitable, long-term customer relationships by better understanding your buyers through data mining and analysis

HERE'S HOW YOU CAN REACH US:

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