



*E-COMMERCE FOR EVERYONE*

**|| Parallels**

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## *Agenda*

- 1. ePages company Facts*
- 2. Products & Business models*
- 3. Fully Managed E-Commerce – Services*
- 4. Partnering with Parallels - Making things easy.*



## *ePages company facts*





## *Our Mission – E-Commerce for Everyone*

To deliver the world's premier **hosted** e-commerce platform.



1. ePages delivers „plug & play“ e-commerce solutions that can quickly be created based on preconfigured modules.
2. In addition ePages delivers pre-configured integrations connect to the most important portals, online players and ERP systems.
3. ePages works with the leading European Telcos and ISPs to deliver mass-hosted stores and business websites on a rental basis.
4. A network of integration partners delivers powerful customised solutions.



## *Company Facts*

- E-Commerce pioneer for scalable and internationally usable Software-as-a-Service (SaaS) and Cloud Computing solutions
- More than 50,000 ePages customers worldwide
- Focus on Europe
- Headquarters in Hamburg, Germany
- Offices in Jena (Germany), London, Barcelona, San Francisco
- More than 80 employees
- More than 10 years of experience





## *Management*

- Wilfried Beeck, Chief Executive Officer
- Charles T. Julien, Chief Financial Officer
- Mario Rieß, Chief Technical Officer
- Carsten Becker, Vice President Services
- Jörn Wachsmann, Director Marketing





## European Market Leader

Many leading European providers have chosen ePages:  
14 languages, 150 partners, 50,000 shops





## „Plug & Play“ – A Selection

- 15 languages
- Integration in leading European payments and shop certificates
- Unlimited number of currencies in one store



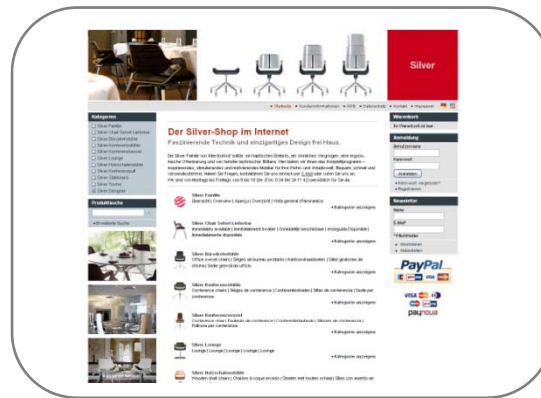




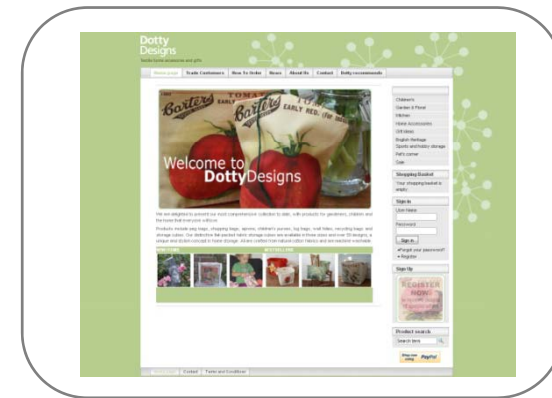
# Some Typical Rental Stores



www.bobbinbicycles.co.uk



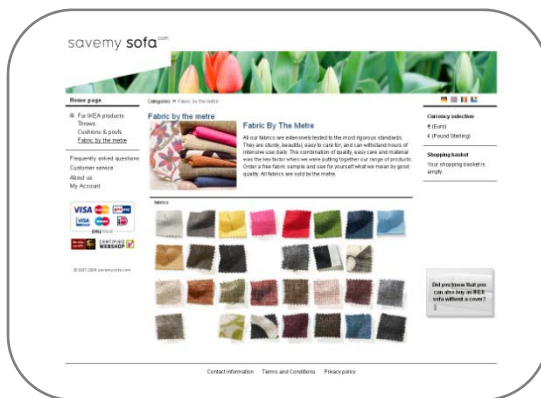
www.silverchair-shop.de



www.dottydesigns.co.uk



www.homestickhome.fr



www.safemysofa.com



www.1001feestjes.nl

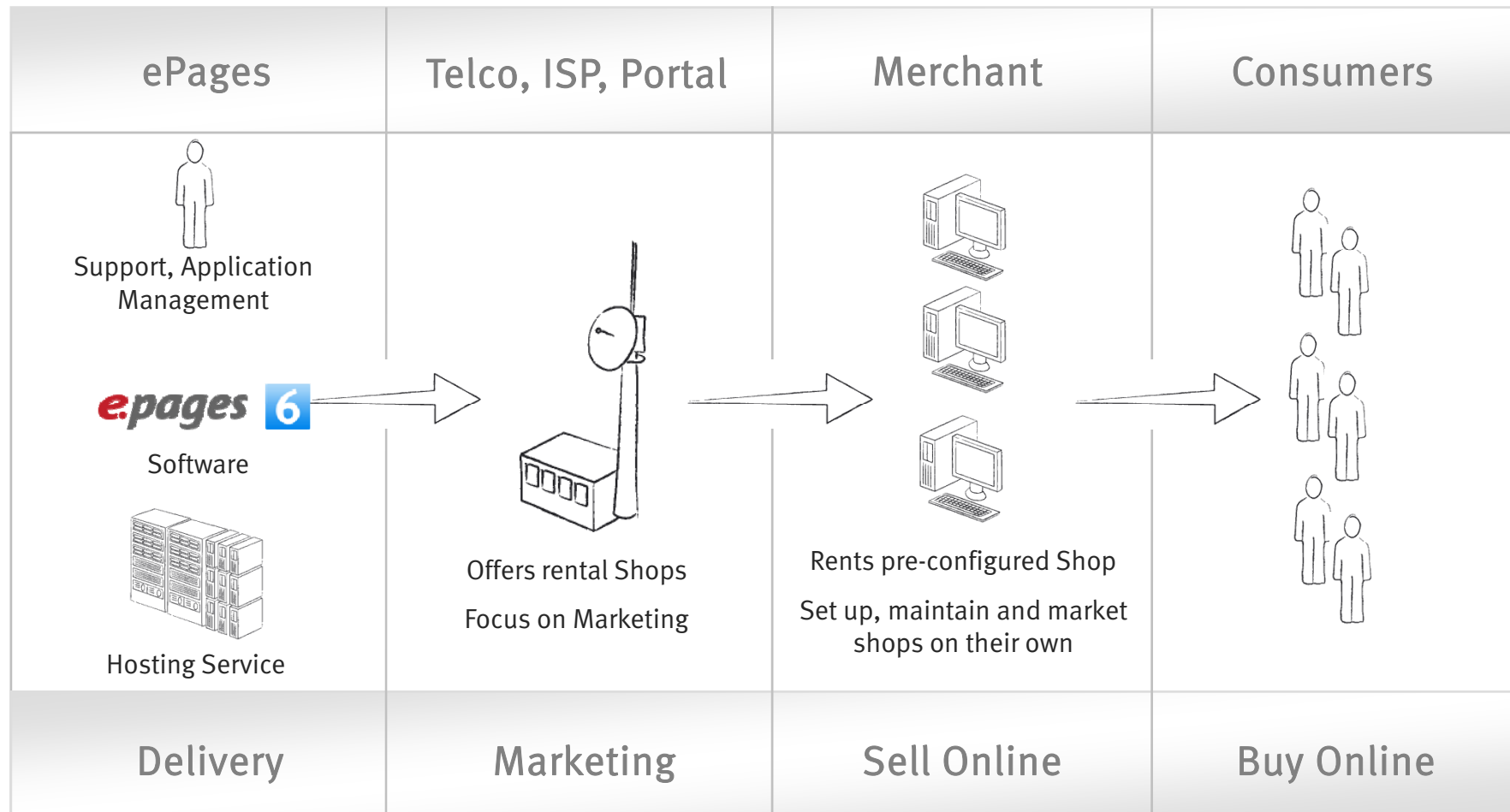


## *Product Portfolio & Business Models*





## ePages 6 Hosting: Business Model





## *Why offer e-commerce solutions?*

In 2008, 85% of all Internet users worldwide made purchases online. Two years earlier it was only 10%\*. In the era of the ‘Social Web’, a professional business website is indispensable for branding, for increasing sales (both online and offline) and for customer retention – independently from whether actual products are able to be sold or not.

**ePages 6 is an integrated SaaS platform** that allows powerful online shops and professional company websites to be centrally administered, leased out and marketed in large numbers.

And this with flexible leasing conditions: **ISPs only pay for the shops and business websites that are actually in operation.** Initial investment in licenses is dispensed with. This allows ISPs to start, market and continually expand their e-commerce platform in different performance classes with minimal risk and technical complexity.

\* Trends in Online Shopping, a global Nielsen consumer report. February 2008.



## *Why offer e-commerce solutions?*

With ePages 6, hosting providers and telecommunication companies can target all small and medium-sized businesses with appropriate e-commerce products.

Whether they need an online store or a professional business website, customers select exactly the product that best meets their requirements from the different product types offered and then lease the appropriate product via the ISPs website. Within minutes, they are able to take their first steps into online business.

ISPs not only profit from our many years of experience in this market, they also profit from a tested and scalable standard product and additional services that are precisely tailored to their needs.



## *ePages 6 Hosting: Business Benefits*

1

### **Increase customer base / target markets**

As of today, most ISP's offer Internet services like access, webhosting, e-mail, domain names, web space etc.. Hosted e-commerce solutions are a perfect entry product for the business customer segment. The ISP can gain additional market share, new customer groups and new revenue streams.

2

### **Increase average revenue per user (ARPU)**

Offered as an additional product, hosted e-commerce solutions increase the average revenue per customer. Upselling to existing customers can also increase the margin for existing product portfolios.

3

### **Increase customer retention & loyalty**

With ePages 6, hosting providers and telecommunication companies can target small and medium-sized businesses with appropriate e-commerce products. If a customer subscribes to an e-commerce service, the probability that he changes the service provider decreases dramatically.



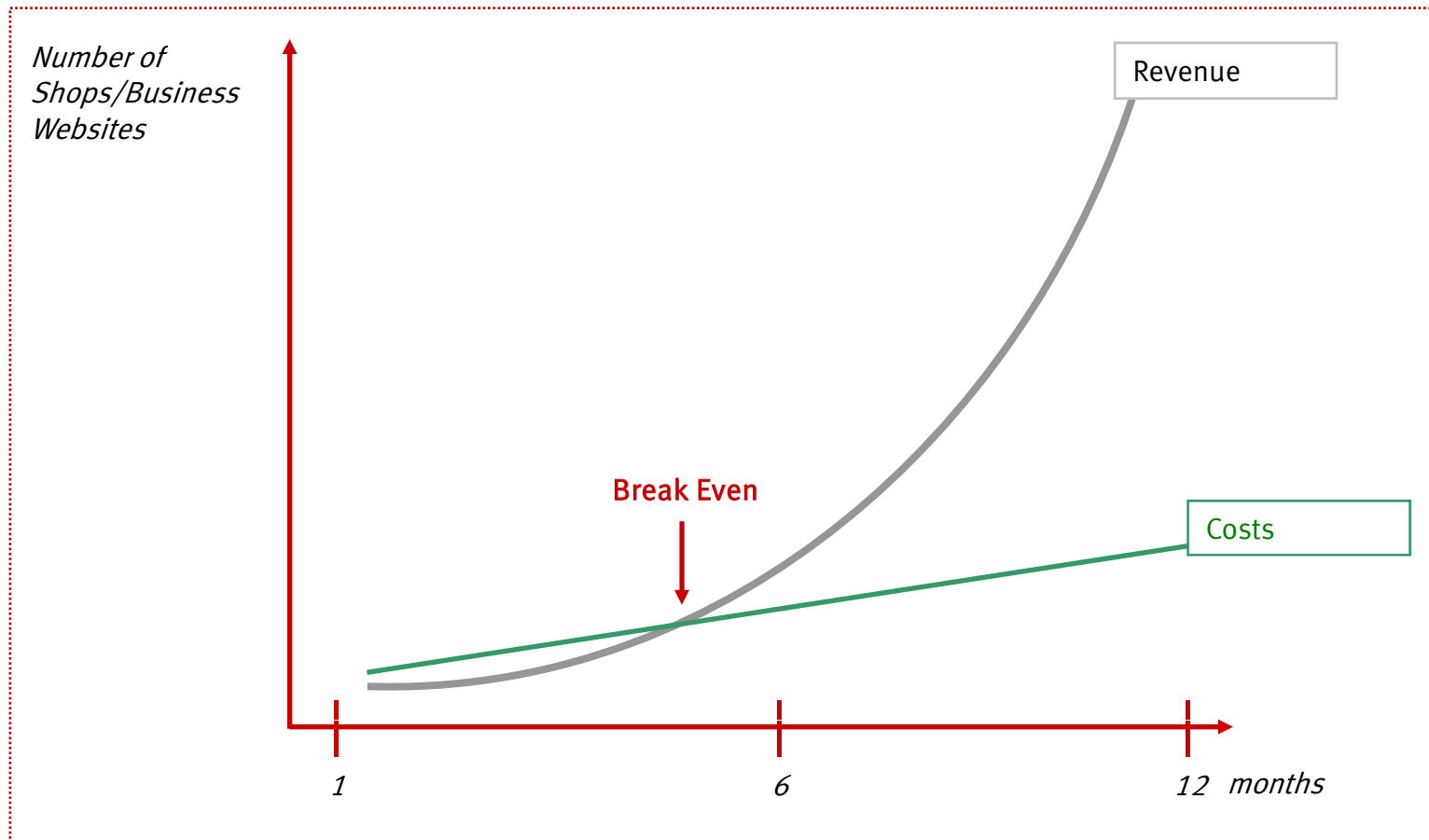
## *ePages 6 Hosting: Business Benefits*

- 4 Differentiation from competition**  
Broadband access and web hosting have long become bulk goods in a hard-fought market - for customers, it is becoming increasingly difficult to keep track. Bundled with an internet access product like DSL, hosted e-commerce solutions can be a competition differentiator.
- 5 Strengthen market position and competitiveness**  
Hosted e-commerce solutions as part of a complete web hosting product portfolio is a fast growing market. Offering hosted e-commerce stores in various performance classes puts ISP in the sweet hot spot of the market while strengthen their market position and competitiveness.
- 6 Extended Business development opportunities**  
Offering hosted e-commerce solutions does offer a lot of business development opportunities with 3rd parties such as banks (online payment providers), logistic companies etc. Through these cooperation additional target markets and new customers can be reached.



## ePages 6 Hosting

*Economies of Scale - the key to success*







*Fully Managed E-Commerce  
Services*





## *Fully Managed E-Commerce I*

We stand by you in every phase of the project with the experience we have gathered in over 10 years. Our goal is a long-term joint success – offering you the services that you need:

- Technical Consulting. Implementation and development of your individual ePages project
- Application Management. Permanent system monitoring, regular system analysis, continuous system optimisation
- Support. Tailored to suit your requirements (development support and 24/7 support), optional end-user support directly from the software vendor, seamless incident processing between 1st, 2nd and 3rd level support



## *Fully Managed E-Commerce II*

- Marketing Support in four languages. Marketing workshops, marketing tools such as test shops, tutorials, blogs, surveys, guided tours, e-mail templates, quick start guides...
- Contact Center. Trained e-commerce specialists, native speakers in English, Spanish, French and German, Care calls during your customer's test phase, support for your customers during shop setup, re-activation calls for reduced churn rate
- Design & Consult. Advice for shop and website operators while they are getting started, creates professional designs for them and takes care of a professional presentation.
- Training. More than 10 years of experience passed on to your employees so that you are able to utilise ePages to your advantage



*Partnering with Parallels*  
*Making things easy.*





## *Partnering with Parallels*

ePages supports the APS standard and is seamlessly integrated in to the Parallels Automation product suite. This provides several advantages:

- Only one interface: save costs and time
- Easy to activate: just one click from the Parallels Operation Automation SaaS module
- Bill your ePages products via the Parallels Business Automation
- Offer the products your customers need: An upgrade to dedicated and virtually dedicated servers is straightforward for individual ePages online shops or business websites.





# Sneak a Peak I

## Overview of installed applications

Parallels Operations Automation Hosting CP Help Logout **Parallels**

ADD Package

1-25 item(s) of 27 total 1 >> Last Items per page: 25 50 100

ID ▲	Name	Latest Version	Category	Provisioning Type	Instances
1	PinnacleCart	3.6.1-571	E-commerce	Shared Web Server	3
3	Drupal	6.9-5	Content management	Shared Web Server	4
6	ePages	6.0-4	E-Commerce	External System	1
7	Open-Xchange	6.8-18	Email	External System	1
8	gallery	2.3-1	Gallery	Shared Web Server	1
9	xoops	2.3.2b-6	Content management	Shared Web Server	3
10	AdvancedPoll	2.03-40	Survey Solutions	Shared Web Server	2
11	formmail	1.92-10	Email	Shared Web Server	1
12	phpWiki	1.3.14-6	Portal	Shared Web Server	1
13	tikiwiki	1.9.7-42	Portal	Shared Web Server	2
14	dotproject	2.1.1-4	Project management	Shared Web Server	1
15	phpmychat	0.15.0-11	Chat	Shared Web Server	0
16	phpsupporttickets	2.2-3	Help Desk	Shared Web Server	1
17	PostNuke	0.764-4	Content management	Shared Web Server	2
18	cubecart	4.2.0-3	E-commerce	Shared Web Server	1
19	SugarCRM	5.2.0a-1	Customer Relationship Management	Shared Web Server	2
20	mediawiki	1.12.0-2	Portal	Shared Web Server	0

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# Sneak a Peak II

## Overview of ePages version managed via Parallels

Parallels Operations Automation

Hosting CP Help Logout Parallels

Neverhood, Inc. > Operations Director > Service Director > Application Manager

Screen ID: 1.25.01.06

[Edit Help box](#) [Refresh](#)

General Versions Resource Types Instances

List of registered versions of ePages

[Add Package](#) [Enable](#) [Disable](#) [Delete](#)

4 item(s) total Items per page: 25 [50](#) [100](#)

<input type="checkbox"/>	ID	Version	Enabled (available to customers)	Status	Instances
<input type="checkbox"/>	242	6.0-4	<input checked="" type="radio"/> Yes	<span style="color: green;">●</span> Ready	1
<input type="checkbox"/>	138	6.0-3	<input checked="" type="radio"/> Yes	<span style="color: green;">●</span> Ready	0
<input type="checkbox"/>	106	6.0-2	<input checked="" type="radio"/> Yes	<span style="color: green;">●</span> Ready	0
<input type="checkbox"/>	97	6.0-1	<input type="radio"/> No	Metadata Error	0

4 item(s) total Items per page: 25 [50](#) [100](#)

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## Sneak a Peak III

### In Detail: How to manage ePages products via Parallels

The screenshot shows the Parallels Operations Automation (POA) interface. On the left is a navigation tree with categories like 'Neverhood, Inc.', 'Operations Director', 'Service Director', 'Provisioning Manager', 'Application Manager', 'Service Templates', 'Resource Types', 'Attributes', 'Capacities', 'Resources Usage Log S', 'Deployment Director', 'Marketing Director', 'System Director', 'Personal Info', and 'Support'. The 'Application Manager' is selected, and the 'ePages' application is chosen. The breadcrumb trail is 'Top > Service Director > Application Manager > ePages'. The page title is 'ePages' and the screen ID is '1.23.02.38'. There are links for 'Edit Help box' and 'Refresh'. The main content area shows the 'Global settings' tab, with a sub-tab 'Global settings' selected. Below this, a table lists various settings for the application.

Top navigation: [Hosting CP](#) [Help](#) [Logout](#) **Parallels**

Breadcrumb: [Top](#) > [Service Director](#) > [Application Manager](#) > [ePages](#)

Screen ID: 1.23.02.38

[Edit Help box](#) [Refresh](#)

Navigation tabs: [General](#) [Activation Parameters](#) [Provisioning Attributes](#) [Service Templates](#)

Sub-navigation tabs: [General](#) [Default settings](#) [Global settings](#)

**Global settings**

These settings affect all instances of the application

Name	Value
Global application settings	
Distributors's Login	<input type="text"/>
Distributors's Password	<input type="text"/>
Shop Type	ECom100 <small>(This is shop type, refer ePages documentation for more details.)</small>
ePages Database identifier	Store <small>(This is name of ePages database where to place shop.)</small>
ePages Distributer identifier	Distributor <small>(This is name of ePages distributor who will provide the shop.)</small>
ePages installation host	<input type="text"/>

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*Thank you for your time!*

Any question?

Please do not hesitate to contact us!

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