DIGITAL

SUPPLY CHAIN

For more detailed information, visit us on the Web at www.globalwaresolutions.com

GlobalWare Solutions (GWS) is a full-service provider of global supply chain management solutions for companies who are looking to outsource the physical and digital components of their supply chain. From procurement, manufacturing and distribution of physical goods to digital order and delivery of software and licenses, GWS provides scaleable solutions that span the entire supply chain. As a global enterprise with over 25 years of experience serving the Fortune 1000 community, our team of world-class industry experts is strategically positioned around the globe to provide personal service in the major economic markets. At GlobalWare Solutions, our powerful supply chain platform helps you to meet your business goals by giving you the power to manage and optimize your resources: customer needs are met, competitive differentiation is achieved, and production and distribution are accomplished seamlessly and more cost-effectively.

GlobalWare Solutions offers the only complete end-to-end solution that addresses your digital supply chain needs from project definition to delivery. This outsourced solution harnesses the strength of the PowerAccess platform, giving you the ability to market, sell and deliver your physical, license and subscription programs over the Web. With a single vendor solution, we can help you align your supply chain strategy with your broad business objectives. Our physical supply chain services round out our offering by giving you the ability to take online orders and then fulfill them without having to manufacture and inventory any products. With specialized expertise in supply chain management across a variety of industries, we put the power of best practices at your fingertips. This translates to greater profitability and reduced investment in infrastructure.

Our unrivaled depth of services include such applications as:

- Hosted eCommerce
  › Webstore
  › Promotions
  › Transaction processing
  › Call center support
- Electronic Software Download (ESD)
- Digital Rights Management (DRM)
- Subscriptions
  › Single user
  › Corporate volume
- Product Activation
- Try & Buy
- eLicensing
  › Sale
  › Delivery
  › Management
- Customized Portals
- IT Services
- International Support
  › Localization
  › Currency exchange
  › Tax & regulatory

The PowerAccess platform (formerly ReleaseNow.com) harnesses the power of proven technology, with the scaleability and advanced features needed to address today's complex business requirements. This powerful suite of eBusiness solutions is designed to help you achieve your most aggressive business goals. Whether you use eLicensing to increase your market penetration and compliance, ESD to reduce your cost of delivery, or Subscription services to boost the lifetime value of your customers, GlobalWare Solutions offers a seamless delivery that reduces inventory risk, maximizes cost efficiencies and accelerates your time to market.

globalware ®
s o l u t i o n s

Webstore

- Fully customized look and feel to match publisher site/requirements
- Full search capabilities
- Digital and physical goods in one shopping cart/experience
- Serial number support
- Denied parties and embargoed countries list
- Territory management
- Optional store log-in authorization
- Dynamic pricing and catalog by user
- Volume pricing

Promotions

- Cross-sells and up-sells
- Extensive rules-based promotion capability
- Single- or multi-use coupons, storewide or product
- Source code-based pricing (for email-based campaigns)

Subscriptions

- Secure access to subscription center for product downloads
- Multi-subscription purchase capability
- Single user and corporate volume subscriptions
- Automatic renewal notices
- Greater up-front revenues
- Higher renewal rates

Product Activation and Trial Programs

- Beta Programs
- Purchase First
- Try & Buy
- Try & Die
- Forced Registration
- Copy protection
- ESD, CD, DVD, OEM Disk
- Serialized Product Try & Buy
- Customizable for specific needs

Customized Portal

- Secure log-in drives content:
  - › Individual catalog
  - › Individual pricing
- Contract-based secure service access to:
  - › Updates and patches
  - › Documentation
- Pre-negotiated contract pricing

Digital Delivery and Rights Management

- Full integration of secure Electronic Software Download (ESD) into webstore
- Integration with Digital Rights Management (DRM)
- Macrovision Safecast and GWS SalesAgent
- Adobe PDF Merchant
- Complete download reporting
- Secure download system with Internet backbone connectivity

Electronic Licensing

- Macrovision's FLEXNet eLicensing technology integrated into eCommerce
- Web purchase of license-enabled products
- Full support for various licensing models:
  - › Node locked
  - › User locked
  - › Concurrent usage
  - › Beta licenses
- Feature Licensing
- Demo Licenses
- Web purchase of additional licenses
- Web fulfillment of licenses
- Web-based end-user license management increases customer satisfaction:
  - › How many licenses are used/available
  - › Where are they installed, who downloaded them
  - › Re-hosting licenses to publisher's business rules
- XML-based API for integration with publisher license engines
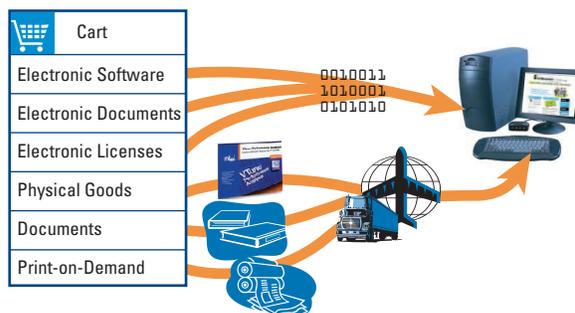
Integrated eCommerce Customer Support

- Storefront support
- Electronic Software Download and Digital Rights Management support
- Returns, phone orders, chargebacks, fraud issues
- Customizable web-based help wizard
- Availability includes Web, phone, email and chat

Transaction Processing

- Credit card processing: Visa, Amex, MC, Discover, Pinless Debit cards
- US sales tax calculation, European VAT calculation
- Proprietary multi-level fraud prevention system
- Redundant links to multiple payment processors
- Purchase Order processing

Physical Fulfillment

- Full integration with GlobalWare Solutions' physical supply chain solutions:
  - › International warehouses and pick-pack-ship delivery
  - › Build-on-demand software contract manufacturing
  - › Print-on-demand documentation production

International Support

- Localized user interface
- Transactions charged in local currency
- VAT support for ESD and Physical, Consumer and Business (with VAT Tax ID)
- Conformance with national regulations for receipts, invoices, returns
- Solution developed in conjunction with Price Waterhouse Coopers

Reporting, Remittances, Back End Integration

- Real-time online Web-based reporting for:
  - › Transactions, products, traffic, conversion rates, Downloads, registrations, eCampaigns
- Electronic feed of transaction data in any format for back-end integration:
  - › FTP, https, SMTP, XML (any DTD), proprietary infrastructure
- Data center at top co-located facility with:
  - › High-security physical location
  - › Redundant power
  - › Earthquake-resistant
  - › Fire-suppression
  - › Best Internet backbone connectivity
  - › Rapid bandwidth capacity increases as needed
- Direct high-speed links to Internet backbone
- Multiple redundant architecture
  - › Internet links and ISPs
  - › Firewalls and routers
  - › Web and database servers
  - › Credit card processors and links
- Automatic monitoring with 24 x 7 IT support