

NetObjects **MATRIXBUILDER™**

Team with NetObjects to:

- Grow revenues
- Retain customers
- Reinforce your brand

Your small business customers don't need to buy, install, or update any software.

Leveraging the exploding small business opportunity

By partnering with NetObjects—a world leader providing Web site-building applications and services since 1995—you can add a complete, industry-proven solution to your existing small business services. Under your own brand, capture an early share of this virtually untapped market of small and home-based business owners ready to go online. You can look forward to increased revenue growth from monthly subscription fees for NetObjects Matrix Builder and additional online services.

Your customers access NetObjects Matrix Builder using only a Web browser—just as they would any other product or service you offer online. In addition, the builder seamlessly integrates with your own Web services. Long-term, you'll attract and retain loyal customers who will rely on you as a one-stop source for their small business needs.

NetObjects Matrix Builder Deployment

Depending upon your environment and requirements for time to market, there are two options for deploying NetObjects Matrix Builder. The quickest way to get NetObjects Matrix Builder up and running is as an ASP, where NetObjects provides hosting. Alternatively, our NetObjects Global Services group can integrate the builder within your existing hosting infrastructure.

NetObjects Integration

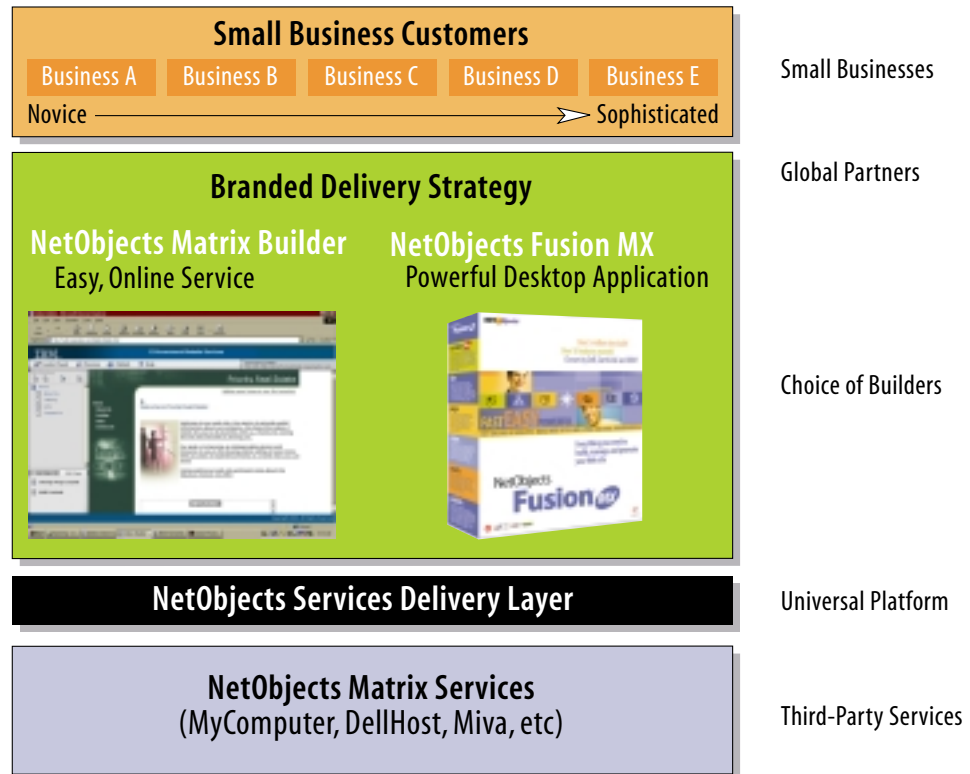
NetObjects Matrix Builder is an integral component of the NetObjects Matrix platform—the first platform to combine a best-of-class online site-creation tool with an open platform designed to integrate add-on business services such as Web site tracking and analysis, visitor polling, search engine capabilities and much more. Services are integrated through the NetObjects Services Delivery Layer, an open and extensible framework that allows your offerings to scale as the market changes. The result is a complete solution designed to be fully integrated with your existing authentication and billing system.

The NetObjects Solution Suite

As your small business customers wake up to the opportunities offered by the Internet and e-commerce, who better than you—the company they already know and trust—to help them succeed online? NetObjects Matrix Builder is a next generation online application that makes it easy for even the least technical user to take their first step: building a great-looking site that reflects them and their business—quickly and painlessly.

NetObjects Matrix Builder is part of a range of online services and applications that you can sell. We offer different packages and programs to meet the online objectives for both you and your customers.

NetObjects Solutions at a glance



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NetObjects Matrix Builder is the only site builder that:

- Has an extensible platform with a choice of integration and customization options.
- Leverages your current investment in your services platform, business model, global markets, and brand(s).
- Offers the flexibility of being embedded into your services environment or run as an ASP.

Benefits for your Small Business Customers

- Exploit online revenue-generating opportunities.
- Promote, grow, and manage an online business with essential services.
- Get the right products and services to run a successful business online from a company they know and trust.
- Get the convenience of product and support services from a single vendor.
- Create a professional-quality online presence fast with easy wizards and templates.
- Get unparalleled speed, power, and flexibility to meet the needs of your small business customers.

A Branded Delivery Strategy that works for you

- Start generating revenue fast with minimum up-front investment.
- Strengthen your relationship with your small business customers.
- Brand a range of revenue-generating applications and services.
- Migrate customers with sophisticated needs to NetObjects Fusion MX and create additional revenues by re-selling or bundling this desktop application.

Seamless integration: NetObjects Services Delivery Layer

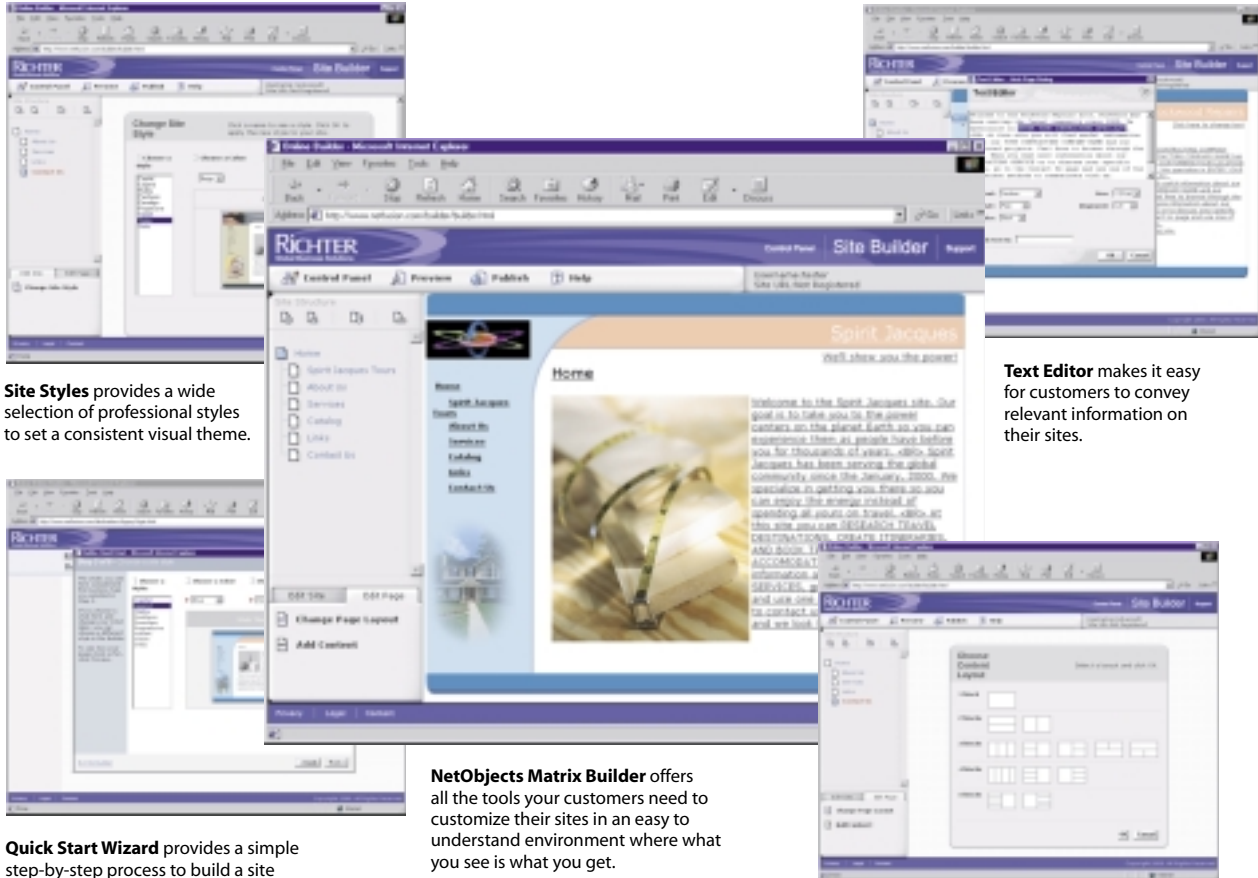
- Leverages our open and extensible platform to offer any online service.
- Allows you to offer services from any vendor—yours, ours, or third-party.
- Seamlessly integrates NetObjects Matrix Services into your existing Web services such as authentication, billing, and reporting systems.

A wide range of NetObjects Matrix Services

- Offer a variety of services to meet the needs of all your small business customers.
- Create a one-stop-shop for your customers with recurring revenue and brand.
- Scale with additional services as your business grows.

NetObjects Matrix Builder

NetObjects Matrix Builder is the first in a new class of next-generation, online Web authoring tools. Using graphical and visual metaphors, NetObjects Matrix Builder provides an intuitive initial customer experience, delivers unparalleled ease of use, and leverages NetObjects unrivalled technology legacy to build robust business Web sites.



Site Styles provides a wide selection of professional styles to set a consistent visual theme.

Text Editor makes it easy for customers to convey relevant information on their sites.

Quick Start Wizard provides a simple step-by-step process to build a site quickly. Wizards can be customized to present your branding or to offer different site-creation options.

NetObjects Matrix Builder offers all the tools your customers need to customize their sites in an easy to understand environment where what you see is what you get.

Server Customizations can tailor NetObjects Matrix Builder to offer page templates, page layouts, site styles, image galleries, and wizards especially tuned to support your service offerings.

Meeting the needs of any small business

No two small businesses are alike. That's why NetObjects Matrix Builder provides a variety of pre-formatted templates and professional design styles to choose from. Customers can quickly select the appropriate structure, as well as a look and feel, for their Web sites. They can change promotional offers as often as they like, add and delete products or pages, and even implement online services to improve their site's performance—previewing changes as they go. Publishing updated pages is as simple as the touch of a button.

NetObjects Matrix Builder: a customers view

Technical Requirements

Application server

- Sun Solaris 7 or Redhat Linux 6.2 operating system
- Apache 1.3 Web server
- Allaire JRun 3.0 Java application server

Database server

- Sun Solaris 7 operating system
- Oracle 8i
- Clustering solution, such as Veritas, recommended to support failover

Web hosting server

- Domain Name Services (DNS)
- Optional Authentication
- Load balancing solution such as Cisco Local Director or equivalent, recommended to support optimal performance and scaling

Optimization

Optimized for 56K modem connections

Feature	Usage	Benefit
Wizards	Customizable QuickStart wizards for novice to advanced users.	Intuitive and efficient, with virtually no learning curve.
Templates	Choice of 26 business templates complete with typical pages and starter text.	Build a site quickly with very little technical expertise using pre-loaded starter text.
Editing tools	Powerful editor including page and site tools to edit, add, delete pages, change page flow etc.	Intuitive visual tools help create professional online presence.
Image gallery	Choice of over 250 images relevant to selected business types.	Easily add professional, relevant graphics that promote selected business.
Styles	A variety of ready-to-use styles, each design certain to match the identity	Site styles enable quick development of great-looking site with unique visual theme.
Customized backgrounds	Leverage your own brand by applying graphics and colors to the entire template that is presented to the end-user.	Promote your brand with the entire site instead of being limited to logos and promotions.
Control panel	Visible controls with one-click preview and publish.	Intuitive and efficient way to move around site, adding or editing pages or global site elements.
Preview, Click, Edit	Ability to view final site before final publish or anytime in building process.	Click any element to change it, then easily preview site with a single click. Enables try before buy and increases confidence in site.
E-commerce services	Ability to easily add a shopping cart, catalog and credit card payment.	Enables you to expand your business, by selling products and services online.
Online site management	Additional online services such as guest book, counter, message board, polls, site statistics, search functionality and more.	Helps customers grow their small business by promoting, tracking, and building relationships with visitors.
Help	Extensive help for every icon and feature.	Reference step-by-step help from anywhere in the builder.
Global site elements	Ability to add and update site elements globally.	Save time, resulting in an ongoing positive user experience
	<ul style="list-style-type: none"> • Business Types – Pre-defined templates for 26 vertical businesses. 	Includes custom starter text, image library, page type, and key visuals for each vertical market such as real estate, retail, travel, business consulting and more.
	<ul style="list-style-type: none"> • Site Styles – control over more than 15 graphical style elements. 	Elements include colors, background, text banners, and navigation elements.
	<ul style="list-style-type: none"> • Page Types – pre-defined formats for a range of standard Web pages. 	Page types include home, about us, catalog, FAQ, news, events, contact us and links.