WEBDISC
Website-to-CD Copying

CD-BASED E-CATALOGS SOLVE E-COMMERCE SERVER BOTTLENECKS

- INCREASE SALES

- REDUCE SERVER LOADS

- TARGET YOUR DELIVERY

- REACH WIDER AUDIENCES

- DELIVER BETTER CONTENT

- REDUCE PUBLISHING COSTS

- EXPAND DELIVERY OPTIONS

E-COMMERCE SERVERS ARE SLOW

E-commerce servers must constantly extract data from the company database in order to generate and send an appropriate response to every customer who views your website. While this functionality is needed to facilitate e-commerce transactions, it is also slow—often providing a tiresome and frustrating experience for the customer.

WEBDISC E-CATALOGS ARE FAST

Customers can zip through the bulk of your information on WebDisc CDs, then seamlessly link directly to the e-commerce server to buy items they discovered and chose from WebDisc. Customers receive rapid and responsive online shopping experiences because the bulk of product information is browsed directly from the CD. With the e-commerce server freed from the burden of serving web content, it can respond more rapidly to purchase requests. This will enhance the customer's experience and satisfaction with the purchase process. Moreover, the CD medium permits the use of high-quality graphics, video and other bandwidth-expensive sales promotion tools that normally cannot be delivered efficiently through an e-commerce server.

"... E-commerce shoppers are easily frustrated by server error messages or having to wait for a transaction to process. They're always just a click away from a competitor's site—and if they leave, they probably won't ever return."

Brett Helm
Red Herring, Sept. 1999

TENMAX
.COM

WEBDISC
Website-to-CD Copying

HOW WEBDISC WORKS

WebDisc is an interactive e-catalog that merges the storage capacity, portability, and high-speed format of the CD-ROM with the rich content and transactional capabilities of the Internet.

Our advanced spidering technology retrieves everything you want to copy from your e-commerce server—web pages, graphics, JavaScript, Active Server Pages, PDF files, and anything else—and rewrites the data in a CD-ROM format. This reformatted data (and any other files you want to include on the CD) is copied to WebDisc CD-ROMs.

"Buy buttons" and other links that require interaction with your server are seamlessly linked from the CD to the server. The result is a CD which displays your website and product catalog in blazing speed, yet allows customers to interact with the live website when an Internet connection is available. Because your e-commerce server is freed from the burden of serving product information, it can accept purchase requests much more quickly, further enhancing the user's experience and satisfaction with the purchase process.

A unique feature of WebDisc is its almost universal user base. Because WebDiscs contain **pure data** (no software is installed on the end-user's system) they can be viewed using *any* computer with *any* operating system and *any* browser. With WebDisc, your e-catalog can be viewed on any of the 500 million CD-ROM drives in use around the world.

WEBDISC E-CATALOGS REDUCE E-COMMERCE SERVER LOADS

Interactive Web-based applications, such as the electronic "shopping cart," must access product information from external databases when responding to requests for information, or when processing purchases. To handle this, the webserver must process requests from Web surfers, tap the external database for product information through an interface such as CGI (Common Gateway Interface) or ASP (Active Server Pages), and return that information to the viewer in a web page format.

This interactivity, however, comes at a steep price: much slower performance. Tasks performed by database lookup applications called through CGI or ASP are extremely resource intensive, slowing or crippling the response to the user. Serving CGI files, for example, is more than 300 times slower than serving standard web pages.

Web Server Response Time (KeyLabs)
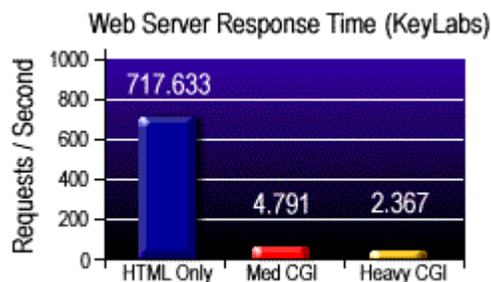
WebDisc reduces web server performance problems by storing to CD-ROM all website content, including content that would otherwise be accessed from a corporate database. By off-loading interactive content onto CD, a significant burden is lifted from the web server, freeing it to respond to other queries—and freeing you from expensive system upgrades.

ABOUT TENMAX.COM

Tenmax.com develops advanced and innovative web spider applications for the Internet and corporate markets. Tenmax's fully scalable spidering technology provides solutions which range from highly specialized and targeted data gathering tools to broad-based marketing applications. In addition to WebDisc, the company's products and services include WorldBase, a worldwide data mining service fed by an ultra-highspeed webspider, and Teleport Pro, the world's most widely distributed offline browser.

TENMAX
.COM

WEBDISC
Website-to-CD Copying

ADVANTAGES OF OFFLINE E-CATALOG DISTRIBUTION

Targeted e-Catalog Delivery
The Internet will contain more than one **billion** web pages by the year 2000 and the number of new websites is growing at a phenomenal rate. Consequently, 84% of regular web surfers have experienced difficulty in navigating the Web. (Source: NetSmart Survey, August 1999). Don't let your e–catalog just sit there, waiting to be found by lost web surfers. Send it directly to your most interested audience in a format they can use.

Wider Audiences
Nearly one-third of U.S. households with personal computers don't have Internet access. (Source: Arbitron NewMedia Pathfinder Study, June 1999). Worldwide, almost two-thirds of computer users are not connected. (Source: Computer Industry Almanac). With WebDisc, you don't have to wait for the world to catch up. Send them a copy of your e-commerce site right now.

Expanded Delivery Options
Your customers must access your e-catalog through an often slow and unreliable Internet connection, if one is available at all. Now there's more than one way to get your catalog seen—mail WebDisc e-catalogs to targeted audiences, attach them to books or magazines, include them in press kits, pass them out at trade shows—your catalog's distribution will no longer be hampered by the Net's limitations.

Reduced Publishing Costs
You've already spent time and money creating an e-commerce site. Converting your Web content to print materials is an expensive and unnecessary undertaking. Reduce costs and increase customer interest by publishing your catalog electronically and distributing it through WebDisc.

YOUR WEBSITE IS MORE EFFECTIVE WHEN VIEWED IN A HIGH-SPEED FORMAT

Slow performance costs e-commerce websites $362 million *per month* according to a recent survey by Zona Research. More than 95% of Web surfers access the Internet through slow dial-up modem connections. This means that most Internet users can't effectively access high-bandwidth video, audio, graphics, and other e-commerce promotion tools. Consequently, a large number of e-commerce transactions are either aborted or never attempted due to download delays.

WebDisc eliminates customer frustration. Your website can be viewed by WebDisc users at almost instantaneous speeds. Your customers will be more likely to surf your catalog and complete purchase transactions when they aren't hampered by download delays.

We can also work with your site developers and multimedia partners to incorporate previously impossible-to-deliver high-bandwidth content into the offline version of your e-catalog. Replace those thumbnail images of your products with large, high-resolution pictures, or even video clips, to promote sales more effectively. Add those bells and whistles that you and your customers want, with no strain on their bandwidth—or yours.

COMPARISON OF DOWNLOAD RATES

Content/Delivery	56k modem	Cable/DSL	WebDisc*
1 MB audio WAV file	3 minutes	18 seconds	**0.25 seconds**
4 MB audio MP3 file	12 minutes	1.2 minutes	**1 second**
10 MB video MPG file	30 minutes	3 minutes	**3 seconds**

*Viewed with a 24x CD-ROM drive.

TENMAX.COM