



PARTNERING WITH DIRECTORIES TO MAXIMIZE THE SMB OPPORTUNITY



One content source, one technology platform

We are a hands-down leader in providing mass Online Presence creation and management solutions for enterprises with vast databases of SMBs. Our solutions are powered by the technological platform we call the Eclipse, teamed with our partnership business model. In other words - you profit, we profit. This means a great deal to our customers who need to thrive in an industry that is flooded with competition.

We believe that acquiring and maintaining a loyal SMB customer base is dependent on aspects such as user experience and optimized processes that we are geared to provide. Partner with us to roll out an offering that:

- + Increases *customer loyalty* by making it easy for you to deliver consistent value
- + Supports your long-term strategy by facilitating *seamless upgrade* and *upsell features*
- + Boost recurring and *new revenue streams* through smooth integration of 3rd-party VAS

For more information on how WebsPlanet and Directories Publishers are working *together* to build their businesses, email us at: bizdev@websplanet.com.

PARTNERING WITH WEBSPLANET TO MAXIMIZE THE SMB OPPORTUNITY

Get masses of SMB customers Online and help them thrive there. Provide them with full Online Presence and Services. Rapidly, effectively and for the long term.

Sites are built with site-builders, it's true, but businesses are built through partnerships that bring true value to the table. With over 50% the world's SMBs still not yet online, and even fewer equipped to market and sell on Mobile, Online Presence has emerged as a gateway for SMB acquisition. Working with WebsPlanet will enable you to devise a solid strategy for mass customer acquisition, BUT we'll also partner with you to enable you to roll out an offering that:

- ⦿ Increases *customer loyalty* by making it easy for you to deliver consistent value
- ⦿ Supports your long-term strategy by facilitating *seamless upgrade* and upsell features
- ⦿ Boost recurring and new revenue streams through smooth *integration of 3rd-party VAS*

We offer an integrated, white-label platform that is customized to suit your needs and the evolving needs of your SMB end users. Eclipse is integrated and integratable, enabling you to offer any online service that your SMBs are seeking.

10 INSIGHTS *that will make it possible for you to meet the needs of the broadest range of SMBs :*

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| <p>1 Work with our dedicated teams of professionals to design and carry out the strategy that will serve you best – immediately and over time</p> | <p>2 Get up-and-running quickly and effectively with our ASC mass acquisition solution that lets you automatically generate Websites and Mobile sites using your existing data</p> | <p>3 Offer one-stop access for a broad range of SMB Online Presence needs, including Websites, Mobile sites and Facebook sites with a centrally managed content source</p> | <p>4 Offer businesses access to your home-branded drag-and-drop DIY site-builder, enhanced with a range of widgets, applications and features that SMBs need and expect</p> |
| <p>5 Sell professional site design services via our DIFM interface that is optimized for fulfillment teams that are either in-house or provided through us</p> | <p>6 Market your services with the unmatched Eclipse Mobile studio that is making Responsive design and dedicated mobile content accessible to the masses</p> | <p>7 Upgrade your offering with click-to-Facebook sites that saves SMBs time and resources in setting up and managing a crucial online asset</p> | <p>8 Roll out Online Presence service with an optimal ROI enabled by our field-proven, robust technology that is backed by a well-resourced partner committed to your success</p> |
| <p>9 Use our platform's integration capabilities to reduce customer churn by ensuring that you always have an offering that is relevant and as simple (or as sophisticated) as your user needs</p> | | <p>10 Stay ahead of the competition simply because you understand that serving SMBs is about much more than access to a site-builder</p> | |