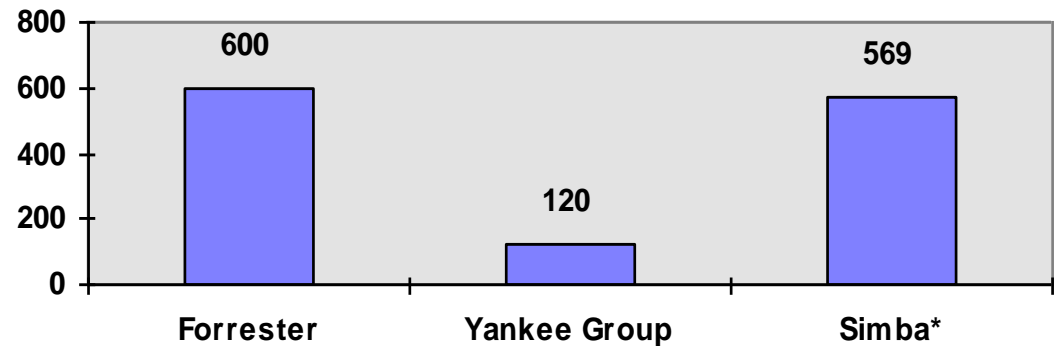


# Size of the Business Need

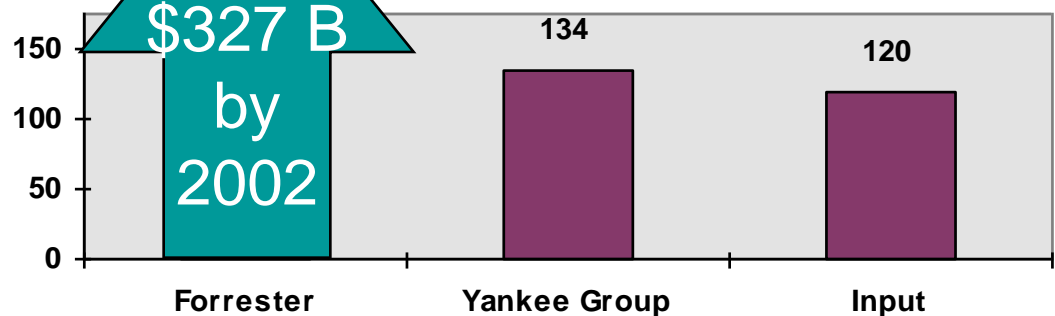
**1996**  
**\$ Millions**

1996 Business-to-Business Purchases on Internet



**2000**  
**\$ Billions**

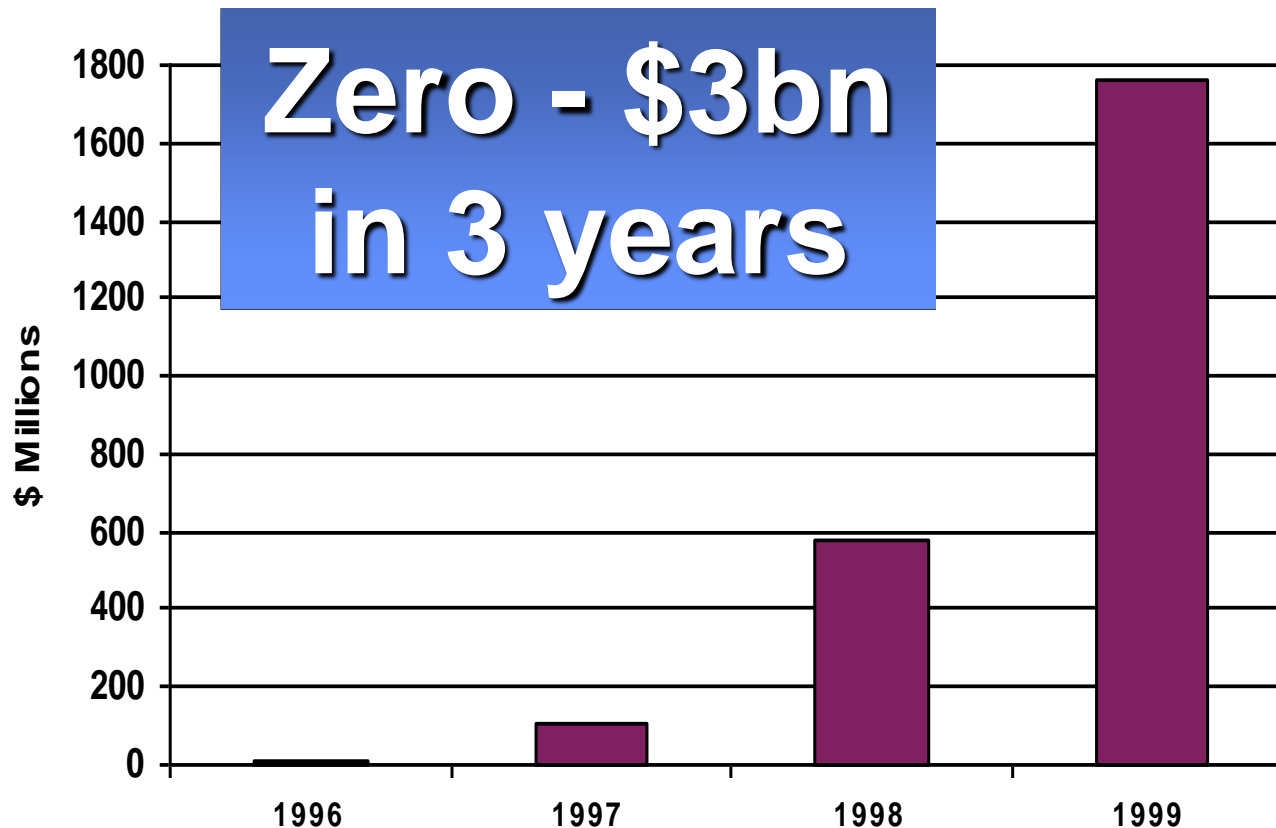
2000 Business-to-Business Purchases on Internet



# Size of the Software Opportunity



Worldwide Internet Packaged Application Revenue

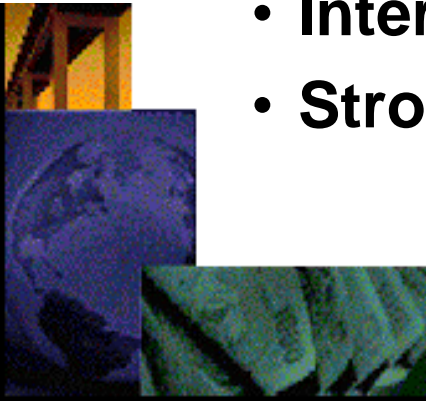


Source: Forrester Research, March '96

# SellerXpert Target Customer



- Large Corporations - \$500m+ revenues
- Technology innovators
- Supplier of MRO, indirect material, or commodity goods
- Buyer demand for Internet Commerce solutions
- Taking on more functionality in purchasing process (customer-driven)
- Need for level III line item detail (P-Cards)
- Internet-centric commerce strategy
- Strong customer service goals



# SellerXpert - The Value Proposition



## Business Benefit

- Increase Sales
- Improve Customer Service
- Enhance Marketing
- Decreased Cost of Sales

## Practical Example

- Creates new channel
- Improves Sales Productivity
- Increases Customer Face Time
- Improves content and information mgmt. and delivery
- Enable self-service for resellers and large customers
- Enable 24 hour coverage
- Reduce customer order cycle time
- Build targeting information for future profiling
- Enhanced demand capture
- Reduced transaction time, steps and costs

# Why not SellerXpert...?



## Budget

- Cheapo expectations
- Do not hire consultants
- B2C budget, not B2B
- \$250k SW plus 2x min

## Product Gotchas

- Configure-to-order
- Complex goods & services (don't fit in a catalog)
- High degree of personal contact in long sales cycles

## Prospect Profile

- Looking for B2C not B2B
- “Not Invented Here” attitude
- Slow adopters of Internet Technology, EC, EDI

