



CustomerNation Technology Overview

Know Your Customers

Leverage State-of-the-Art Technology

CustomerNation enables manufacturers to instantly leverage proven technology that takes online registration to the next level. After your customers register products online using our exchange-based technology, they get their own dynamic and personalized Customer Account for their products at your website, self-managed and controlled by you and your staff. Our sophisticated, breakthrough ASP solution has been designed to readily integrate with your website and provides:

Scalability: Built for enterprise-wide rollout, CustomerNation has been meticulously engineered to process millions of transactions. We are designed for global business needs and are TRUSTe and EU Safe Harbor compliant.

Reliability: CustomerNation delivers operation and service excellence. We employ proven architectures and best practice business processes to ensure the highest levels of reliability. Our customers have consistently been provided 99.9% uptime. We proactively monitor and manage each data center and utilize best-of-breed reporting, monitoring tools, software and hardware from industry leaders such as Sun, Compaq, Oracle, HP and others.

Availability: Our support team maintains all systems on a 24x7 basis 365 days per year to ensure the highest level of availability. We utilize only the finest facilities with HVAC, fire protection suppression, UPS backups, and strict security access.

Security: CustomerNation provides a world-class security infrastructure to ensure the integrity of every aspect of our services, including system backups, physical security, operating system security, application security, database security, real-time monitoring and other state-of-the-art security technologies. The perimeter network is protected by a firewall defense system. Data encryption is performed through Verisign SSL certification. Our team of security specialists proactively prepare for and review security issues at each layer of the infrastructure to safeguard against attacks. All accounts require valid secure authentication.

Visibility: We provide 100% visibility to our subscribing manufacturers by equipping you with your own secure, private portal to your customers. This easy-to-use full-featured, self-managed tool allows you to conveniently monitor and review all information with 100% access and metric reporting anytime you want it.

Manageability: CustomerNation enables you to have full control and ease-of-use in managing your account. We manage the servers, software, training and support for you. You are empowered to make personalization updates 24 hours per day.

Economics: Because we have made these significant investments and advances in our engineering development, we allow you to benefit from the economies of scale, while taking advantage of a best in class solution.

Activate Our Technology Today

Call today to partner with the leader in customer knowledge.

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Easy to Implement ASP Model

CustomerNation employs an ASP delivery model to get you up and running quickly, in as little as 24 hours. Implementation simply involves the placement of a customizable PowerStrip on your website. The PowerStrip provides Customer Accounts during product registration, so anytime a customer comes to your website, they can view their products and Customer Account.

Complete & Thorough Solution

Leverage instant capabilities, including:

- Seamless and fast activation,
- Handles thousands of SKU's,
- Easily integrates with in-house and 3rd party systems,
- Customizable user interface,
- Assigns logins and security levels,
- Automates multiple registrations,
- Built on industry standards, and
- TRUSTe & EU Safe Harbor compliant.

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