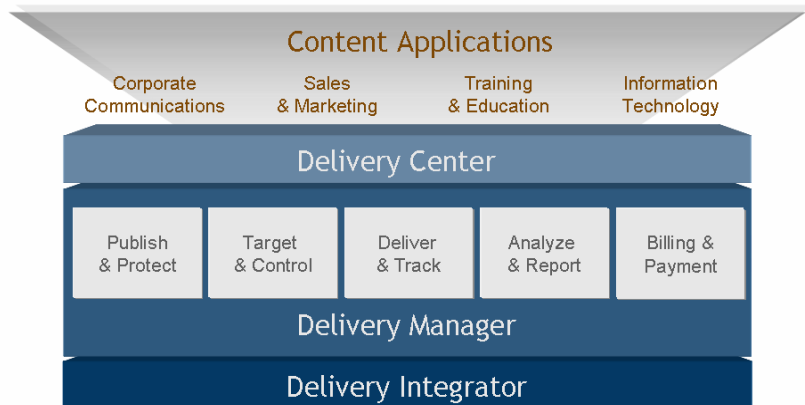


Ignite provides the industry's most secure and scalable Content Delivery Solution, enabling customers to efficiently publish, deliver, and manage digital assets – from rich media content for training and communications to software patches and virus updates – to anyone, anywhere, at any time. Ignite's patented Content Delivery Solution overcomes network and connectivity constraints that have limited the ability to reach online audiences with the highest quality, secure rich media. Ignite's Solution has been deployed around the globe at companies like Accenture, BearingPoint, Sabre, and Procter & Gamble.



Familiar Interfaces, Unprecedented Efficiency

Enterprise portals provide a single, uniform point of access for all data sources within an enterprise, but these portals often pose challenges when it comes to encouraging user traffic and quickly loading requested pages. Ignite can help you overcome these challenges. With Ignite, you can drive traffic to your portal and efficiently deliver any type of digital content – including HD-quality video – to any user, anywhere, at any time. The best part about integrating Ignite with your existing portal is that your content publishers and end users will not have to learn a new system; they can continue to use the same familiar portal interface.

Ignite's Content Delivery Solution

Ignite's Content Delivery Solution helps you manage the entire lifecycle of content publishing and distribution. The mission of Ignite's delivery technology is to identify and leverage the most secure and efficient routes for delivery based on individual user needs and content delivery demands.

The Ignite Delivery Center enables confirmed, efficient, and secure delivery of your content to end user desktops and other mobile devices. End users can reliably and securely receive content deliveries regardless of where they are or how they are connected to the Internet. Ignite's intelligent routing and delivery processes ensure that your users experience fast delivery and access to content wherever they are, notwithstanding global or local traffic conditions.

All connections between the Delivery Center running on the end user's computer and the Delivery Manager are *outbound*. The Delivery Center polls the Delivery Manager at periodic intervals to see if content is waiting to be downloaded. The Delivery Manager provides the Delivery Center with all necessary instructions about the content it needs to obtain. The Delivery Center's role is to determine the most efficient and polite way to obtain that content.

Ignite/Portal Integration Process

Ignite's open architecture allows it to integrate with most COTS and proprietary enterprise portals. The Ignite Content Delivery Solution works in the background to efficiently deliver content to its intended audience. Once the content has been delivered, end users can access it via their familiar portal interface.

In a default Ignite implementation, the integration process includes the steps described below. Actual steps will vary, depending on each customer's unique needs.

1. When content is published to your existing portal, it is automatically published to Ignite, along with its related metadata. This content then resides on your portal, waiting to be requested by an end user.
2. End user logs in to portal and selects content to download.
3. Portal sends notification to Ignite system with specifics regarding end user and content they requested. The portal also checks on any applicable licensing policies related to the requested content.
4. The next time the Delivery Center polls the Delivery Manager, the Delivery Manager will see that it needs to deliver a package to the Delivery Center. Delivery can be via silent install or Delivery Alert.
5. The next time the end user logs in to the portal, the portal knows the user already has the specified content. This information can be used for future portal interactions (e.g., if the user tries to download the same content a second time, etc.)

In addition to this type of on-demand content delivery, Ignite also allows you to target content to end users. For example, you can deliver video CEO messages to each end user computer and then send a notification (Delivery Alert) to the end users so they know this content is available.

Key features of the Ignite solution include:

- Enables polite and efficient content delivery, including delivery of HD-quality video to all end users.
- Allows key portal pages to be offline-enabled. For example, sales materials can be available offline and easily updated as needed.
- Lets you track audience behavior at the group or individual level, without requiring login.
- Allows you to track clicks on individual sites. For example, you can track clicks within your company's Benefits site.
- Enables on-demand access to portal content.
- Automates entire content delivery process; no manual intervention is required.
- Allows portal to detect if package has already been installed.
- Provides reporting information to portal (e.g., when delivery started and ended, etc.) to assist with support issues.

Ignite/Portal Integration: Usage Scenario

The following usage scenario demonstrates the power and flexibility of the Ignite/portal integration solution.

Challenge

A major digital imaging products company was challenged with delivering sales training materials on thousands of products to its sales force and resellers quickly and economically. The company had invested in an enterprise portal, but still faced challenges in reaching its geographically-dispersed sales representatives and partners. The company also faced the challenge of producing business analytics and was unable to ensure the security of its sales training materials once they were in the hands of its sales force.

The company realized it needed a solution for its sales force, partners, and external distributors that could achieve the following communication goals:

- Reach mobile, geographically dispersed personnel, even those on low bandwidth.
- Target, track and provide feedback on the learning process.
- Reduce training costs.
- Provide high-quality content to all professionals at the same time.

Solution

The company selected Ignite Content Delivery Solution for its sales and distribution organization to deliver high-quality sales training materials. Sales representatives and partners are now able to access video-based product materials on demand, regardless of the mobile user's Internet connection speed. Content delivered through Ignite is secured through extensive encryption to prevent unauthorized copying, printing or forwarding.

Ignite integrated with the company's existing enterprise portal. This integration enabled all the content to be delivered in the context of the existing portal and allowed all interactions, including surveys completed offline, to be tracked.

Results

By using Ignite, the company was able to reduce costs associated with training and increase the productivity of its sales force and external distributors. Quantified results include:

- Increased employee and partner usage of sales training by more than 100%
- Reduced costs related to the production and distribution of hard copy sales materials by 85%
- Increased reach of quality training programs and improved sales resource efficiency
- Decreased bandwidth costs

Summary

Ignite's Content Delivery Solution and your corporate portal work together to maximize your network investment for the delivery of any type of digital content. Ignite helps you achieve a centralized, organized system to maximize employee productivity, eliminate manual processes, and achieve unprecedented efficiency. Best of all, Ignite does all of this without affecting end user behavior.

To experience Ignite's Content Delivery Solution firsthand, visit www.ignitetech.com and click on the "Experience Ignite" link.

Ignite Advantages

- Increases portal traffic because Delivery Alerts notify users when new content is available.
- Gives end users the ability to quickly download rich media content, including HD-quality video, from portal
- No new system to learn; end users, content developers, and Administrators can interact with familiar portal interfaces
- Offline access to content enhances end user productivity