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Alliance Prospectus for B2B Ecommerce

[COMPANY NAME]

cle^{er}bridge



Alliance Opportunity

Expand your capabilities and grow your revenue with a proven B2B Ecommerce solution.

The U.S. B2B ecommerce market is forecasted to reach **\$1.3 trillion by 2023.**

Some compelling factors driving the growth:

- **68%** of business buyers prefer to research online on their own
- **60%** of business buyers prefer not to interact with a sales rep
- **5%** more is spent online when compared to offline purchasing by business customers

With cleverbridge as your B2B ecommerce partner, you can provide your clients with a proven full-service solution that gives their business buyers what they need.

Alliance Benefits

In addition to expanding your capabilities for your clients, cleverbridge B2B ecommerce partners can expect the following benefits:

- Compelling partner revenue share
- Support from a dedicated Partner Success Manager, as well as Training and Marketing support
- Sales and Technical sales personnel to work as an extension of your own sales and account teams



Benefits for Your Clients:

With our B2B ecommerce solution, your clients can:

- Increase revenue by moving to online direct selling
- Reduce churn in their customer renewals – particularly for lower value orders acquired through channel partners or inside sales where it's hard to justify the use of expensive sales resources
- Provide a consumer-like buying experience – like Netflix or Amazon – for business buyers that eliminates barriers to purchase and increases customer satisfaction with 24/7 self-service
- Automate order and renewal processes to improve productivity of channel partners and inside sales
- Eliminate the burden and complexities of global online selling by leveraging the cleverbridge Merchant of Record model
- Realize solid ROI with rapid time-to-market – in a matter of weeks, not months or years.

Merchant of Record

Selling online can seem so simple – on the surface. But there are a multitude of complexities that sellers often don't realize.

With our Merchant of Record (MoR) model, cleverbridge acts as the Reseller on behalf of the client.

As a result, we manage all of the complexities associated with:

- Providing a highly localized customer experience with 30 languages, 60 currencies and more than 50 payment methods
- Negotiating contracts and managing global Payment Service Providers to conduct all payment processing
- Calculating, collecting and remitting local taxes
- Managing refunds and chargebacks
- Ensuring the highest level of fraud prevention
- Complying with the ever-changing global regulatory landscape related to taxation, data privacy and security, and global trade

Target Accounts for B2B Ecommerce

Our solution is an ideal fit for your technology clients that sell:

- Software
- SaaS and/or other Cloud Services
- Maintenance & Support
- Training & Education
- Professional Services



Popular B2B Case Studies Supported

Renewal Automation

Maximizing recurring revenue from renewals requires intense focus on reducing churn. But strapped sales resources often don't have the time needed for the manual efforts associated with low-value, offline renewals.

So it's no surprise that channel partners and sales teams neglect these renewal processes altogether and focus on bigger opportunities.

The renewal automation capability in the cleverbridge ecommerce platform is a powerful way to reduce churn and free up your sales resources to focus on higher value sales opportunities.

Quote-to-Cart

Our ecommerce platform bolts on to your CRM and CPQ so you can leverage automation to improve sales efficiency and provide customers with self-service. A salesperson can configure a customized quote and at the same time, generate a branded, digital shopping cart for the customer stored in a link.

The customer receives an email with the quote and can click the link to access their pre-populated cart where all they need to do is enter their payment details. They can even select the auto-renew option for future convenience.

Client Success Story



Since implementing our quote-to-cart functionality, SmartBear:

- **Saved 18 hours/month per sales rep**
- **Experienced a 20% increase in orders not requiring sales rep involvement**

Globally Optimized Online Storefront

When you provide the highly localized digital experience that customers expect along with the payment methods they prefer, you remove barriers to sign up and increase your global recurring revenue. You can connect with customers all over the world with our extensive portfolio of languages, currencies and payment methods.

Channel Management

For clients selling through channel partners, we offer a branded self-procurement experience to easily place orders 24/7 through defined catalogs using predefined reseller price lists/discounts. Applicable reseller commissions can be automatically calculated and remitted. Clients have the option to also sell direct, while avoiding channel conflict by providing resellers a revenue share on customer transactions.

Additional cleverbridge Services

Integration

cleverbridge offers pre-configured integrations with leading business applications (e.g., CRM, ERP, Marketing Automation).

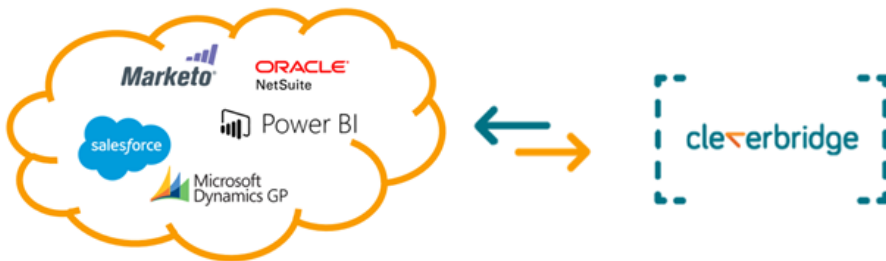
We also offer powerful APIs and web hooks for flexible and real-time integration, enabling bi-directional data exchange between the systems powering your business.

Digital Marketing Services

Our Digital Marketing Services team can serve as an extension of your team or your client's team. You can leverage our in-depth expertise in managing the customer lifecycle – from lead generation to customer acquisition and renewal/retention. Our services focus on maximizing customer lifetime value.

- SEO/SEM
- PPC & Display Advertising
- Landing Page Optimization
- Lead Generation
- Email Marketing
- Retention Marketing
- Partnership Marketing / Affiliates

Connect Commerce to Your Applications



Client Success Stories- Renewal Email Wins

8%
Increase in
Renewal Rate
through Channel

 Malwarebytes

Incorporated renewal campaigns into partner strategy and decreased deactivations

10% Increase in
Renewal Rate

 Tenable

The client exceeded their overall revenue goals due to this increase

12%
Decrease in
Overall Churn
Rate

 Parallels™

Renewal emails now represents 7% of the client's overall business

About cleverbridge

cleverbridge was founded in 2005 and since then, has grown to 300+ employees in five offices around the world.

We provide global ecommerce solutions for leading digital goods, online services and SaaS companies.

Relying on our flexible platform and unique consultative approach, our clients build long-term customer relationships and grow their global recurring revenue.

Key Stats:

> 5MM Renewal
Processed per year

>30MM Customer
Interactions managed
per year

>\$700 MM
Ecommerce
transaction volume
per year



Doug Caviness,
VP of B2B
Strategy &
Partnerships

Doug.Caviness@cleverbridge.com

333 Bryant St.,
Suite LL120
San Francisco,
CA 94107
+1.415.612.2806