



PlanetSoho's Enterprise Partner Program - Bringing together two great brands

PlanetSoho is pleased to partner with select brands for the benefit of our SOHO community. Together we increase reach, enhance our mutual customers' experience, and introduce new customers to our two brands.

PlanetSoho: Successful Business Starts Here

PlanetSoho is the trusted provider of online business services for over 1 million small office / home office (SOHO) businesses. At just over three years old, the company has become the number-one destination for SOHOs—and we're just getting started. Moving beyond the core of 25 million SOHOs in the US, PlanetSoho's "take the Leap" message is engaging over 160 million aspiring SOHO entrepreneurs in North America and over 2 billion worldwide.

PlanetSoho's platform delivers a wide range of essential business services that brings together everything SOHO businesses need to start and succeed. The "up and running in 60 seconds" promise is empowering and exciting to these small businesses. Some of the benefits include:

Getting organized

- Contact management
- Time tracking
- Backup and document storage
- Cashflow tracking & reporting

Getting promoted

- Group e-mail marketing
- Lead generation & management
- Web presence & ready- built- e-commerce storefront
- Search Engine Marketing & community search discovery
- Social Media promotion & network effect

Getting paid

- Invoicing and recurring billing services
- Online & mobile payments
- Merchant acceptance
- innovative customer billing options
- And much more

PlanetSoho brings customers substantial discounts and benefits from major brands, enabling SOHOs to enjoy prices and service levels that are otherwise out of their reach. This is one way PlanetSoho "levels the playing field" for these smallest and most underserved of businesses.

The Enterprise Partner Program

The PlanetSoho Enterprise Partner Program enables premier brands to deliver the PlanetSoho service for the benefit of their large community of customers (existing and potential) in a ready built joint offering. We manage the details. Deployment is done very quickly, without the need for deep integration.

Key Benefits to Enterprise Partners

Enhanced brand

- Provide extended benefits to help your valued SOHO customers succeed - under your brand
- Immediately differentiate your brand in the marketplace with additional value-based services

Extend reach to new customers

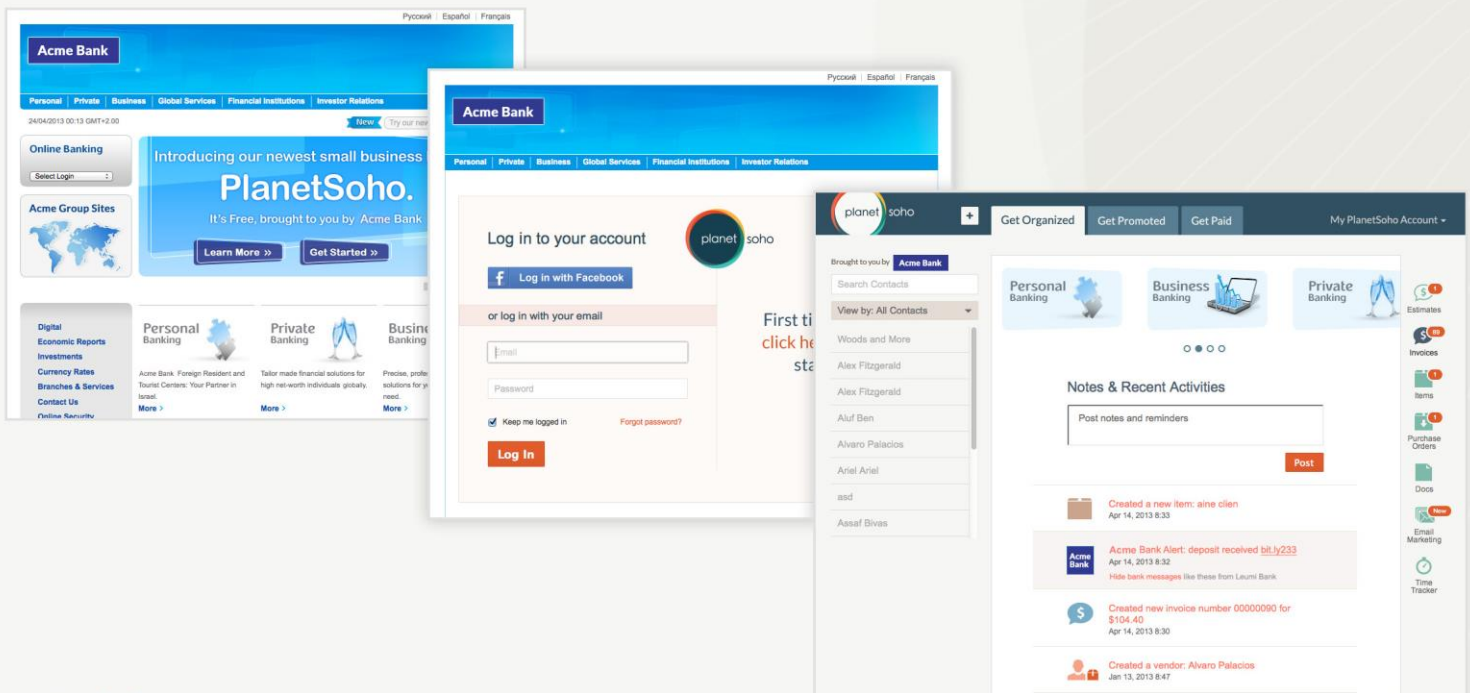
- Engage aspiring SOHOs as the "Take the Leap"
- Increased virality and community buzz about your brand's new services
- Create new reasons for small businesses to engage with your brand

Boost Retention and loyalty, deepen relationships

- Engage customers every day in 1:1 dialogue
- Extend lifetime customer value and reduce churn
- Use as fee revenue (ARPU) generation or as incentive for cross selling efforts

Sample joint offering

Below are three sample screenshots from an Enterprise Partner Program joint offering:



Pricing

Pricing is based on an enterprise-wide flat fee per seat, discounted below the cost to the general public.

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