



[COMPANY](#) | [SOLUTIONS](#) | [PARTNERS](#) | [CUSTOMERS](#) | [NEWS](#) | [CONTACT US](#)

Content

- > [asknet Best Practice: global payment methods. More...](#)
- > [asknet Best Practice: optimize your marketing campaigns. More...](#)
- > [Product Management: new shop languages, new payment methods, new OCM release. More...](#)
- > [asknet eBiz Day: featuring Dr. Timothy Chou as keynote speaker. More...](#)
- > [Increase Your Online Sales with asknet and ClickandBuy. More...](#)
- > [Legal Issues: please read carefully the legal changes in Europe. More...](#)
- > [News. More...](#)

Dear <%title%> <%firstname%> <%lastname%> ,

The CeBIT trade show is universally regarded as the number one marketplace for digital business. This year, asknet will offer a unique lead generation marketing campaign to attract new customers. The first promotion will take place at CeBIT. If you are interested in the results or would like to participate in further campaigns in 2008, please contact our experienced Vendor Marketing team at vendormarketing@asknet.com

During CeBIT our Sales and Marketing team is looking forward to meeting with you. Please do not hesitate to contact us for one-on-one sessions in Hannover.

asknet's eBiz Day is coming up soon. This must-attend event has evolved into a high-level forum, where experts exchange experiences about what's new and what looms in today's global e-commerce.

eBiz Day features keynote speaker Dr. Timothy Chou, who served as president of Oracle On Demand from 1999 to 2005 and made it the fastest growing business unit inside of Oracle. The event also offers the opportunity to meet asknet clients and partners, such as Cnet, Commission Junction, Global Collect, Omniture, PC World, relevant traffic, RightNow, and TrialPay - all experts in their respective fields.

We are looking forward to seeing you in San Francisco on February 28, 2008 in the famous Palace Hotel!

Best Regards,
Gerald Prior
CEO

> [Back to Top](#)

Press Releases



asknet AG announces new lock-up agreement

Special Events



eBiz Day – San Francisco, USA
February 28, 2008
[Click here for details and registration.](#)

asknet Best Practice: global payment methods

• Offering local brands and products will increase your revenue:

Introducing various local brands to your clients can substantial increase revenue up to 5-10% in certain countries. Examples are "Dankort" in Denmark and "IDEAL" in the Netherlands.

• Top Payment Options per Region:

- USA

The payment culture in the USA is mostly card-based. Payment providers such as PayPal are gaining market share while domestic cards, check payment and new e-Wallets (e.g. ClickandBuy) play a minor role.



- Europe

The use of payment options differs greatly in Europe among various countries. The UK payment culture is similar to the USA's, while in Germany direct debit is well accepted, with a market share of over 40%. Additionally, domestic cards such as Dankort (Denmark), Carte Bleue (France) or Carta Si (Italy, Spain) have significant market share in their respective countries. In recent years PayPal has gained popularity and so has ClickandBuy. Both payment options are seeing a growth in revenue throughout Europe.



- Japan

The Japanese market is strongly influenced by local payment options. JCB, Konbini and Nicos cover about 1/3 of all online sales. PayPal plays a minor role in Japan compared to its presence in other markets, whereas Cash on Delivery and Bank Transfer are well accepted by shoppers.



asknet is happy to provide our customers with more detailed information on the top payment methods in each country and compare it with the usage at your own shop. Please contact your Account Manager or marketing@asknet.com

> [Back to Top](#)

asknet Best Practice: optimize your marketing campaigns

The asknet Vendor Marketing team achieved significant growth rates in 2007 for our customers F-Secure, Nero and Steganos.

Through constant improvement of the affiliate accounts and the integration of successful promotion campaigns, we achieved growth rates for all customers where asknet is managing the affiliate accounts

Please contact our Vendor Marketing team at vendormarketing@asknet.com to learn more about tailored marketing campaigns around the globe.

> [Back to Top](#)

Product Management: new shop languages, new payment methods, new OCM release.

asknet wants to enter new emerging markets with you, so last quarter we introduced three new shop languages: Turkish, Danish and Slovenian.

To increase our vendors' conversion rates in the asknet shops we continue adding new payment options. The next month, we will add direct debit and bank transfer as payment options in Germany, Austria and Italy.

The most recently added payment options are Dankort (visa branded) in Denmark only and iDeal in Netherlands.

asknet continues developing proven technology and adding new functions and features to our self-management shop control module (OCM). This allows us to offer our customers a simple way to stay in control of their shopping cart environment.

Here are the features from the latest OCM release:

- Email address search no longer case sensitive
- Sortable columns in search result
- Additional article information in "further properties"
- Display of pending payments and pending orders
- Enhanced session protection
- Display of article names and numbers in the configuration details of article-related promotions
- Extended promotion report
- Drill down functionality in the product report
- "Print view" option
- Display of product number in the detailed transaction report
- Additional parameters in the detailed transaction report

If you are interested in an online or live demo of the new release with all functions, please do not hesitate to contact your Account Manager or marketing@asknet.com

> [Back to Top](#)

asknet eBiz Day: featuring Dr. Timothy Chou as keynote speaker

Once again, asknet Inc. is delighted to host its annual global eBiz Day at the legendary Palace Hotel in downtown San Francisco on Thursday, February 28, 2008.

With our expertise and your input, we have put together an agenda that provides answers to pressing questions stakeholders in today's digital marketplace ask:

- how to set up an instant online distribution channel at no fixed costs
- how to reach millions of buyers worldwide in their native language and offer local payment options
- how to deliver secure transactions and prevent online fraud
- how to improve your customers' overall shopping experience
- how to optimize your e-marketing budget

Timothy Chou served as president of Oracle On Demand from its formation in 1999 to 2005. During his tenure it was the fastest growing business inside of Oracle. He has served on the board of directors of Embarcadero Technologies (EMBT) and as a member of the advisory board of WebEX (WEBX) - both of which have been acquired. Today he is on the board of directors of Blackbaud (BLKB), an advisor to CastTV and StrikeIron, and most recently co-founded Openwater Networks. He has taught at Stanford University for over 15 years and recently launched a new class on software as a service. He is the author of the book "The End of Software" and is about to publish a sequel.

A panel discussion on "what's hot and scary about global e-commerce today" and how asknet differentiates itself in the digital marketplace promises to be both interactive and informative for all participants.

The afternoon sessions will be dedicated to rolling out the newest release of asknet's shop solution: the asknet Mobile Cart, our Web 2.0 solution. The session will also feature information about the latest in global payment methods for online distributors. Make sure to visit the forum where partners will exhibit their services and offerings.

We hope you can join us at this exciting and highly visible event. We look forward to sharing valuable industry insights and market trends while networking with other world-class digital publishers, partners and industry experts.

For any further questions or to register, please do not hesitate to contact eBizday@asknet.com

> [Back to Top](#)

Increase Your Online Sales with asknet and ClickandBuy



ClickandBuy is one of the leading payment systems on the internet. More than 11,000 merchants benefit from this complete service with great international scope (23 currencies and 43 payment methods). ClickandBuy has repeatedly received excellent scores and been placed among the leading competitors in terms of safety, data protection and ease of use. As added value, ClickandBuy offers asknet partners exclusive marketing opportunities including portal ads, banners and much more. These joint marketing activities allow you to target ClickandBuy's broad payment community of 10 million users. With asknet, you can instantly accept payments using ClickandBuy.

If you are interested in these marketing opportunities please contact vendormarketing@asknet.com

> [Back to Top](#)

Legal Issues

For European Carts:
Recently the German Federal Court of Justice decided that a consumer has to be informed about VAT and shipping costs before initiating the buying process. Hence, informing the consumer about possible shipping costs and VAT at the product presentation page is recommended.

asknet has implemented the information in all carts, but we suggest our customers also add the overall pricing information to their product presentation page. If you have questions, please do not hesitate to contact your Account Manager or vendormarketing@asknet.com

> [Back to Top](#)

News

> Regional office news for asknet Inc.:

Rani Urbas, Accounting and Matt Wright, Content Manager, have joined the asknet Inc. team. To continue expanding the North America operation, we are moving accounting functions in-house. With the hire of Matt Wright and the temporary transfer of Christoph Keyser to San Francisco for Q1 and Q2, we are enhancing our technical capabilities in North America. Christoph has several years of professional services experience with asknet and is one of our certified Omniture Professionals. We have doubled the size of our office and welcome all of you to visit us in our newly expanded and remodeled office in the Russ Building at 235 Montgomery in San Francisco's financial district.

> New clients at asknets global shopping platform:
SutiSoft, Inc. based in Palo Alto, CA, a business, security and services solution provider, has chosen asknet Solution to run its online distribution channel. SutiSoft is privately held with venture funding from established Silicon Valley venture capital. SutiSoft is focused on providing simple, seamless, secured and scalable solutions to customers in a variety of important areas that contribute to business efficiency, systems security and effective implementation of ERP&IT management systems.

> [Back to Top](#)

Imprint

asknet Electronic Business Solutions Aktiengesellschaft
Vincenz-Priessnitz-Str. 3, D-76131 Karlsruhe - Germany
Managing Directors: Gerald Prior (CEO), Dr. Dietmar Waudig, Michael Konrad
Chairman Supervisory Board: Dr. Joachim Bernecker
Register Court: Amtsgericht Mannheim, HRB 10871

e-mail: corporate@asknet.com
phone: +49 (0)721/96458-0

Unsubscribe: This e-mail was sent by, or on behalf of, asknet Electronic Business Solutions Aktiengesellschaft. You have received this e-mail from asknet because you have expressed an interest in asknet services and have given asknet permission to communicate with you via e-mail.

If you prefer not to receive e-mail from asknet in the future, please e-mail asknet at corporate@asknet.com, include "Unsubscribe" in the Subject Line, and asknet will remove you from its list. Please include this entire message in your reply. Your privacy is important to asknet.