SALT MINE CREATIVE

Software Development

Visual Communications

Strategic Consulting

ClearPartner: Functional Specification

February 11, 2000
Version 1.2 – Final

1725 Westlake Ave N #300 Seattle, WA 98109 • 206/284-7511 • 206/284-7875 fax • www.saltmine.com

Table of Contents

Introduction

Overview and Assumptions

The purpose of this document is to outline the functionality, information architecture, and user experience for the redesigned ClearPartner Web site. In addition, it also discusses the publishing and administrative systems, which are required for the project.

As a means of planning the ClearPartner Web site, this specification describes the way the Web site will work from a functional perspective. It represents a complete and final list of all functionality for Phase I of the project as agreed upon by ClearPartner and Saltmine Creative.

Note: This document does not include Phase II functionality.

Background

Saltmine Creative delivered the final *Requirements and Features Document* to ClearPartner on January 20, 2000. Because the *Functional Specification* builds upon the *Requirements and Features Document*, these two documents are meant to work together in developing the redesigned ClearPartner Web site. The functionality for all of the Phase I requirements detailed in the *Requirements and Features Document* are fully explained in this specification.

Project Overview

Saltmine and Clarify are redesigning the ClearPartner extranet Web site to streamline partner communications. The redesigned Web site will act as a tool to provide Clarify's partners with access to timely information that will increase their awareness and understanding of Clarify and the Customer Relationship Management (CRM) marketplace. Furthermore, Clarify must provide partners with sales tools to assist them in selling the Clarify solution.

Assumptions

While the ClearPartner.com site is being developed, the Clarify.com site is also undergoing a redesign by Saltmine Creative. The ClearPartner site will be leveraging technology that is being developed for Clarify.com. Saltmine is developing an event calendar for the March 31 launch of the Clarify.com site. The schedule for developing the joint calendar feature within ClearPartner is dependent upon the development schedule of the event calendar feature for Clarify.com.

An important objective for all Web development currently underway with Clarify is to leverage content and strive to create a single repository of information. One of the resources currently being focused upon is Market-Touch (http://www.market-touch.com/). Market-Touch is a partner with Clarify and Clarify is their client. Market-Touch is an Internet start-up that provides a Web-based solution to enhance Sales Force Automation (SFA). The Market-Touch methodology entails the transfer of an organization's sales and marketing content into a sophisticated DataGem Server. All the information and selling tools that a sales rep needs are stored as building blocks called DataGems. They can then be accessed to create custom strategic selling tools through a Web browser. Sales reps receive full 24x7 access, allowing them to service customers all over the world. Market-Touch hosts the entire application on behalf of Clarify.

The redesigned ClearPartner Web site will have an HTML link to a scaled-down version of the Market-Touch Research Module. This scaled-down version of the Market-Touch Research Module is currently being developed by Market-Touch exclusively for ClearPartner access. The Market-Touch Research Module will place a reference check on the site. This reference check will only accept visitors that are accessing the site from the ClearPartner site. By having the reference check, partners will only have to log into the ClearPartner site once. The Market-Touch Research Module must be completed by March 31, 2000 to be included in the Phase I launch.

In addition, Market-Touch will establish a link from the Clarify field sales product, entitled "Partners," that will link to HTML pages within the ClearPartner Web site. These HTML pages within the ClearPartner site will display partner information to the Clarify field sales representatives from the ClearPartner remote authoring database. Saltmine will develop the HTML pages for displaying this information to the Clarify field sales representatives. The Market-Touch link must be completed by March 31, 2000 to be included in the Phase I launch.

Web Site Overview

The Site Map, User Access, Home Page, and Site Navigation

This section includes audience profiles, an overview of the user experience, and section descriptions, including proposed site maps, schematics of top-level navigation, and schematics of selected content sections and features.

Note: The schematics presented in this document are not developed design motifs. Unless otherwise noted, fields and field lists displayed are not comprehensive, but are only representative placeholders to give an example of how the page will function.

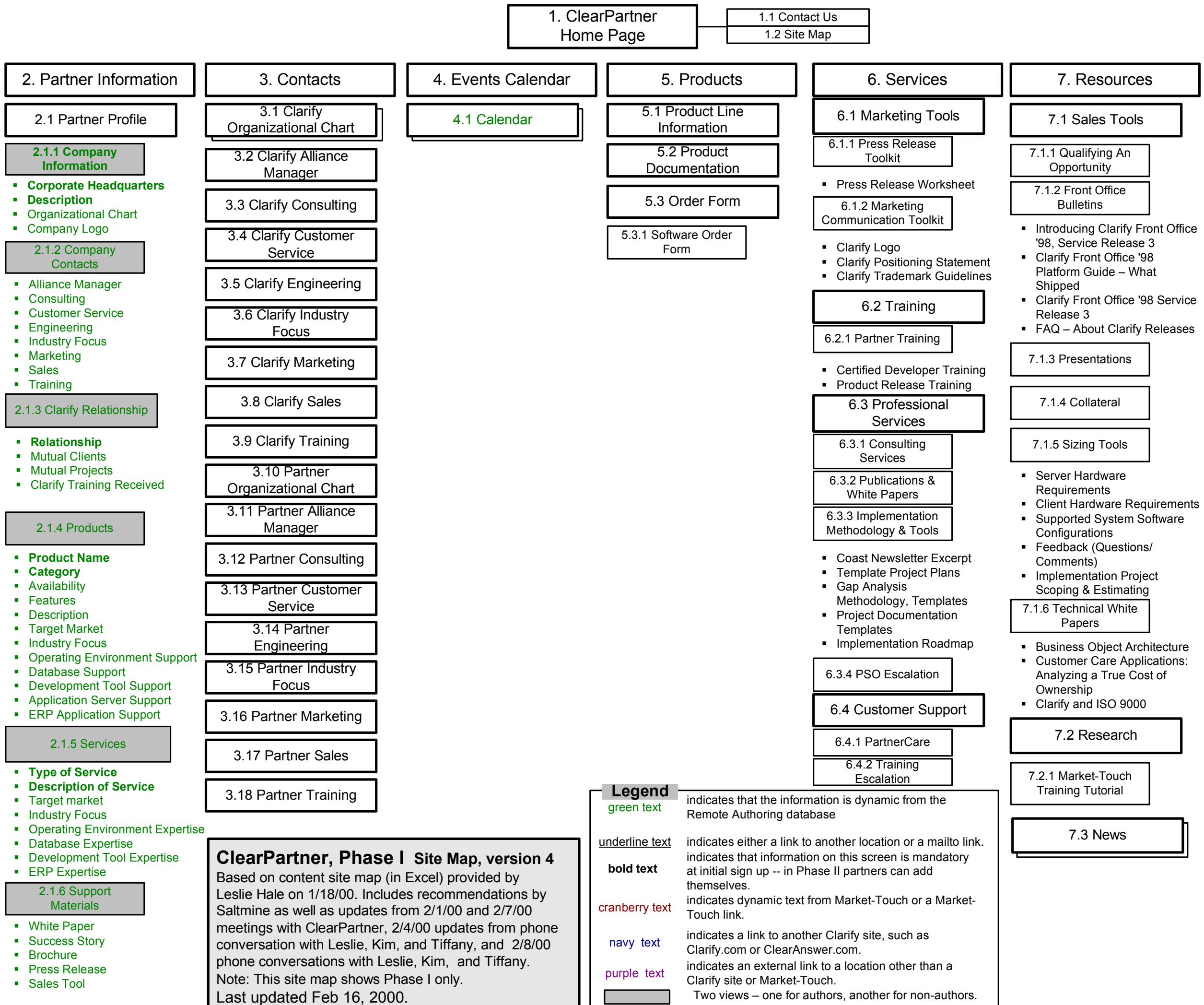
Site Access

Users will generally access the site through clearpartner.clarify.com. They may also access the site through a search engine hit or a link from another Web site, such as www.clarify.com.

Site Map

The following site (Figure 1 Site Map — Phase I Only) map show the basic, high-level structure of the ClearPartner information architecture specific to Phase I. This specification does not describe functionality or architecture related to Phase II. The site map shown is based on the content list provided by Leslie Hale and follow-up discussions with Leslie and Morag Lucey.

Specific sections of the site are defined and discussed later in this document.



Site Map Notes

Utility Navigation – link to Clarify.com, link to ClearAnswer, Contact Us (PRC email & phone; feedback email), Site Map (note that Phase II will also include "Search").

Global Footers – proprietary statement, copyright page.

Global Term – Training or Education?

1 – Dynamic: Welcome from Alliance Manager. To contain 4-5 content areas for Morag to update, as well as the partner's logo (which has been uploaded at 2.1.1.4).

1.1 – Page includes email to Partner Response Center (prc@clarify.com) as well as telephone contact info.

2 – Page includes email link to Partner Response Center (prc@clarify.com).

2.1 – Privileges defined in user class and are:

Viewing: Tier 1 and 2 partners and their Alliance Manager can only see their partner-centric data. Clarify's Alliance Manager, Marketing Relationship Director, site administration, and internal field sales can view information on multiple partners.

Editing: Tier 1 and 2 Alliance Managers and Clarify's Alliance Manager, Marketing Relationship Director, and site administration.

2.1.1, 2.1.2, 2.1.3, 2.1.4, 2.1.5, 2.1.6 – Two views for each of these pages, dependent on non-authoring or authoring user class.

3 – This section offers the site visitor a selection page, from which they can access various pages containing Clarify organizational charts, Partner organizational charts, Clarify contacts, and Partner contacts.

3.1 through 3.9 – Clarify's Alliance Manager, Marketing Relationship Director, and site administration will have edit access.

3.10 through 3.18 – Clarify's Alliance Manager, Marketing Relationship Director, and site administration as well as Partner Alliance Managers will have edit access. The edit view will be the Add/Edit View of 2.1.1.3 (org chart) and 2.1.2.1 through 2.1.2.8 (contacts).

4 – Page includes information on posting events to the calendar, filtering the calendar view, etc.

4.1 – Filter-based calendar being developed for Clarify site; the ClearPartner version will have more filtering options--can see joint events, Clarify calendar, etc. This page will include links to subsequent pages, which include registration form, a mailto link for requesting custom training, and the course description and requirements.

5 – Page includes the following links:
eFrontOffice Demo (link to Clarify.com, which opens in a new browser window)
Research link (link to 7.2)

5.1 – Page includes the following links:
Customization (PDF – ClearAnswer)
User Guides (PDF – ClearAnswer)
System Administration (PDF – ClearAnswer)
Reports Guide (ClearAnswer)
Release Notes (PDF – ClearAnswer)

5.3 – Page includes link to fatbrain for ordering documentation

6.1 – Page includes link to Seminar in a Box (PDF).

6.1.2 – Page includes boilerplate text; Clarify Logo page includes guidelines + color and black/white logos in .tif and .eps format.

6.2 – Page includes the following links:
Public Training (link to 4.1 Clarify.com courses)
Request Custom Training (mailto link)

6.2.1 – Page includes link to Calendar (link to 4.1)

6.3 – Page includes the following links:
Contacts (link to 3)
Current Customer Projects (link to CP contact)
Events (link to 4)

6.3.1 - Page includes the following links:
ClearSuccess (PDF)
ClearSolution (PDF)

6.3.3 – Does this include instructions on template use?

6.4 –Page includes the following links:
ClearAnswer (link to ClearAnswer)
CustomerCare (link to Clear Answer)
Peer Network (link to ClearAnswer)
Contacts (link to 3)

7– Page includes link to Clarify PR Briefs (link to Clarify.com)

7.1 – Page includes link to ROR.

7.1.3 – Page includes the following links:
Clarify Product Overview (PPT)
Clarify Corporate Presentation (PPT)
Clarify Architecture Overview (PPT)

7.1.4 – Page includes the following links:
Clarify's Sales & Marketing Solution (PDF)
Clarify's Customer Service Solution (PDF)
Clarify's Field Service & Logistics Solution (PDF)
Clarify's Call Center Solution (PDF)
Clarify's Help Desk Solution (PDF)
Clarify Solution Suites (PDF)

7.1.6 – Page includes link to Clarify Applications: Architecture for Change (PDF)

7.2 – Page includes the following links:
Research Business Issues (limited Market-Touch access)
Marketing Programs & Tools link (6.1)

7.2.1 – Static content in ClearPartner site, which is a tutorial for the Market-Touch site.

7.3 – Multiple pages of news content, linked from home page 'teasers.'

Figure 1Site Map — Phase I Only

Audience

The following audience profiles have been determined, based on information that ClearPartner has provided. Default profiles will be created for each audience, but the actual content permissions will be assigned and managed through administration tools described on page 9 of this document.

Anonymous Users

Unregistered users will be unable to log on and thus will receive no functionality on the ClearPartner site.

Registered Users

Registered users will be able to log on to the ClearPartner site. After logging on, the user will have functionality according to their user class, as shown in the following table.

Audience Defined by User Class	*View Partner-Centric Information*	*View General Content*	** Customize Content*	*Provide Content*	*Authoring Requires Approval*	*Edit Content*	*Approve Content*	*View Multiple Partner Information*	** Change Content Areas*
Tier 1 Partner — Partners with custom portals	✔	✔	✔						
Tier 1 Partner — Alliance Manager	✔	✔	✔	✔	✔	✔			
Tier 2 Partner — Partners without custom portals	✔	✔							
Tier 2 Partner — Alliance Manager	✔	✔		✔	✔	✔			
Clarify — Relationship Marketing Director, and site administration	✔	✔	✔	✔		✔	✔	✔	✔
Clarify — Alliance Manager	✔	✔	✔	✔		✔	✔	✔	
Clarify — Internal – Field Sales	✔	✔	✔					✔	
Anonymous Users									

Only Clarify's Alliance Manager, Relationship Marketing Director, and site administration will be given administrative access to the site, and their administrative roles are defined in the above table.

* Both "Customize Content" and "Change Content Areas" are slated for Phase II.

Administrative System

The ClearPartner site requires an administrative system that will allow administrators to add, delete, or modify information in the database. This system will provide an intuitive front end that allows administrators to quickly modify the contents of the database without any database knowledge.

The Partner Profile, Contacts, and Events section of the ClearPartner web site are being developed to perform as an administrative system for the ClearPartner Web site. In these sections, administrators can easily edit site content.

In addition, for the phase one of the ClearPartner project, an administrative system will be developed to add and edit user information such as names, ids, and passwords.

Logging On

A registered user can log on by keying their logon name and password into the fields on the log on page. This log on page actually resides on Clarify.com and should have the look, feel and navigation of Clarify.com. The user will enter the ClearPartner site after logging on.

The log on page will include the following navigation:

- **A link to a page about the Partner Response Center —** Enabling a partner to access PRC should they have trouble logging on. This link should provide a description of the Partner Response Center, a mailto, and phone numbers.
- **A link to a page about Clariy's CustomerCARE —** This link should provide a description of CustomerCARE, a mailto, and phone numbers.

If logon is successful:

- Partners who do not belong to a group will enter their personalized portal and view the ClearPartner home page (see Figure 2 on page 10).
- Partners who belong to a group (such as Arthur Andersen) will enter the personalized portal to which they belong, and view the ClearPartner home page (see Figure 2 on page 10). From the home page they can access a link to the Partner Selection page, from which they can select another partner within their group (i.e., Arthur Andersen Germany can view the Arthur Andersen US partner portal).
- Clarify's Alliance Managers, Relationship Marketing Director, internal field sales, and administrative personnel will then see a Partner Selection page, from which they can select a partner portal by selecting the partner's name from an open list box. Partner's names will be listed alphabetically in the box. Users will be able to input the first letter of the partner's name to quickly find a partner name. At that point, they will enter the personalized portal of the selected partner.

If the logon fails, an error message will advise the user that the name or password failed. The message will prompt the user to try logging on again and if subsequent retries fail to contact Clarify's CustomerCARE. A toll-free phone number and a non-toll number for international partners will be provided on the page along with an email address for the Partner Response Center (prc@clarify.com).

Home Page Content

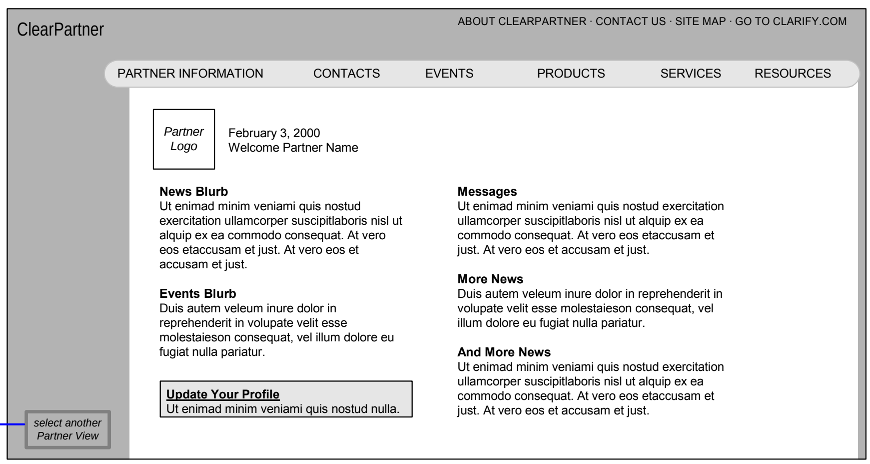
In Phase I, the priority is to establish an identity for ClearPartner that is consistent with the redesign of the Clarify site.

When visiting the ClearPartner home page, users will feel that they have accessed a quality resource site, which they can use to quickly locate partner contact, product, and service information. This will be communicated through the content organization and navigation scheme, which makes it easy and simple to access information and resources. Updated and new data will be apparent, and users will have a good sense for how often they should revisit the site to obtain information and submit profile updates.

In Phase I, the main content of the home page will consist of:

- Customized user welcome with current date
- Dynamic content about news and events.
- Clearly defined access to edit or view partner profile information, which is based on user class

Note: For Phase I, only the site administrator will be able to change the dynamic content located on the home page. For Phase II, Alliance Managers will be able to customize news and events for each partner.



Identifier that allows certain user classes to select a partner portal to view.

Figure 2 Home Page, ClearPartner.com — Partner Login Successful

Global Navigation

Global navigation is two-tiered — it includes access to section introductions, as well as access to site utilities.

The global navigation scheme represented in the home page schematic allows users to access the section introductions of the site.

The following areas are included in the global navigation:

- Partner Information (see page 12)
- Contacts (see page 26)
- Events Calendar (see page 26)
- Products (see page 26)
- Services (see page 26)
- Resources (see page 26)

Note: The information architecture underlying this navigation is detailed in the site map on page **Error! Bookmark not defined.** (**Error! Reference source not found.**).

In addition, the global navigation includes "utility" links to allow the following actions:

- Access to About Us with the Partner Response Center email and phone number
- View an interactive site map
- Access to Clarify.com home page
- Access to ClearAnswer home page
- Access to ClearPartner home page

The top navigation area dynamically exposes shortcuts to main subject areas. Clicking the top navigation or its shortcuts loads a dynamic menu in left navigation bar, which presents detailed links to sub-areas (pages) in the site. As items are edited or added, a graphic appears to show that this area has been updated.

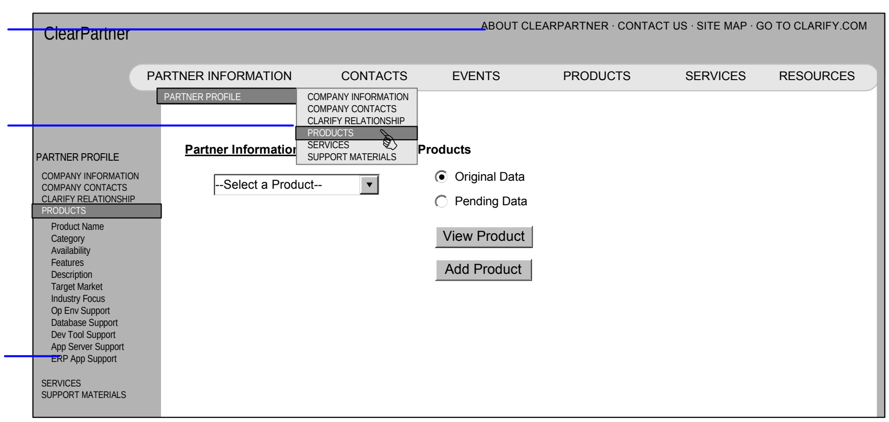


Figure 3 Navigation — Dynamic Menus and Shortcuts

Web Site Detail

Section Introductions and Sub-Level Pages

This section includes schematics and descriptions of the section introductions as well as sub-level Web site pages.

Note: The schematics presented in this document are not developed design motifs. Unless otherwise noted, fields and field lists displayed are not comprehensive, but are representative placeholders to give an example of how the page will function. Content in the schematics does not reflect final content; content in the schematics is present to serve as an example.

Note: This Functional Specification does not contain schematics of all pages to be included in the ClearPartner site. When schematics are not presented a brief description of content and a table describing the HTML objects on the page are included.

Partner Information

The Partner Information section will introduce the user to the Partner Profile section of the site. It will explain the importance of the partner profile information for building and maintaining a relationship with Clarify, the sales team, and other strategic partners. In addition, this page will provide access to the following information:

- **Page with an email link and phone number to the Partner Response Center.** The email address for the partner response center is prc@clarify.com. The Partner Response Center will assist partners with administrative issues related to their partnership with Clarify. The phone number (toll free and standard) to the Partner Response Center will also be provided.

- **Access to the Partner Profile section of the site.** This section of the site is explained in detail on pages 12–26.

- **A link to the online Software Order Form.** The online Software Order Form will be located in the Products section of the site.

- **A link to the online Documentation Order Form.** The URL for ordering Clarify documentation is http://www1.fatbrain.com/anon/clarify2/. This link will also be provided in the Products section of the site.

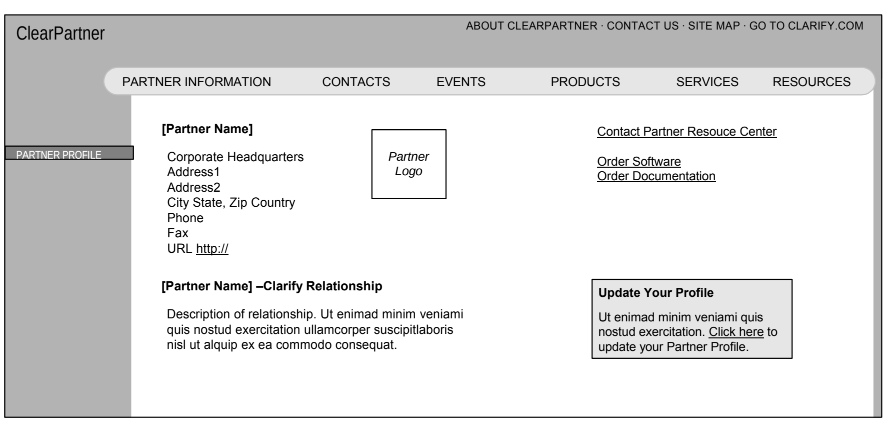


Figure 4 Section Introduction Page — Partner Information

Partner Profile

This section of the ClearPartner site will provide users detailed information about partners. The following information will display for each partner:

- Company information about the partner
- Partner contacts
- Partner's relationship with Clarify
- Partner products
- Partner services
- Partner support materials

Based upon user class, site visitors will be able to view, edit, and approve changes to partner profiles.

In the next several pages, the overall process for managing the partner profile information is fully defined. This will include the system functionality for adding new partner profiles, editing existing partner profiles, viewing partner profiles, editing partner profile information, and saving partner profile information.

Note: For Phase I, only the Clarify Alliance Manager will be able to add new partners.

Adding New Partner Profiles

For Phase I, Saltmine will import existing Partner Profile information into the Clarify remote authoring database. New Partner Profile information will be added by Clarify's Alliance Managers, Relationship Marketing Director, and administrators.

Note: Slated for Phase II, new partners will be able to add their own information to the remote authoring database, which they will be able to save and submit for review.

Editing Existing Partner Profiles

In Phase I, Partner Profile information can be edited or updated by Tier 1 and Tier 2 Partner Alliance Managers, as well as by Clarify's Alliance Manager, Relationship Marketing Director, and site administration.

When edits made by Tier 1 and Tier 2 Partner Alliance Managers are saved, an email is sent to Clarify's Alliance Manager notifying them of the changes. Thus, the Clarify Alliance Manager reviews, approves, and saves the changes, which replace (become) the original content. However, when edits are made by Clarify's Alliance Manager, Relationship Marketing Director, and site administration, no approval is required, so the edits immediately replace (become) the original content. These two different editing processes are shown in Figure 5 on page 14.

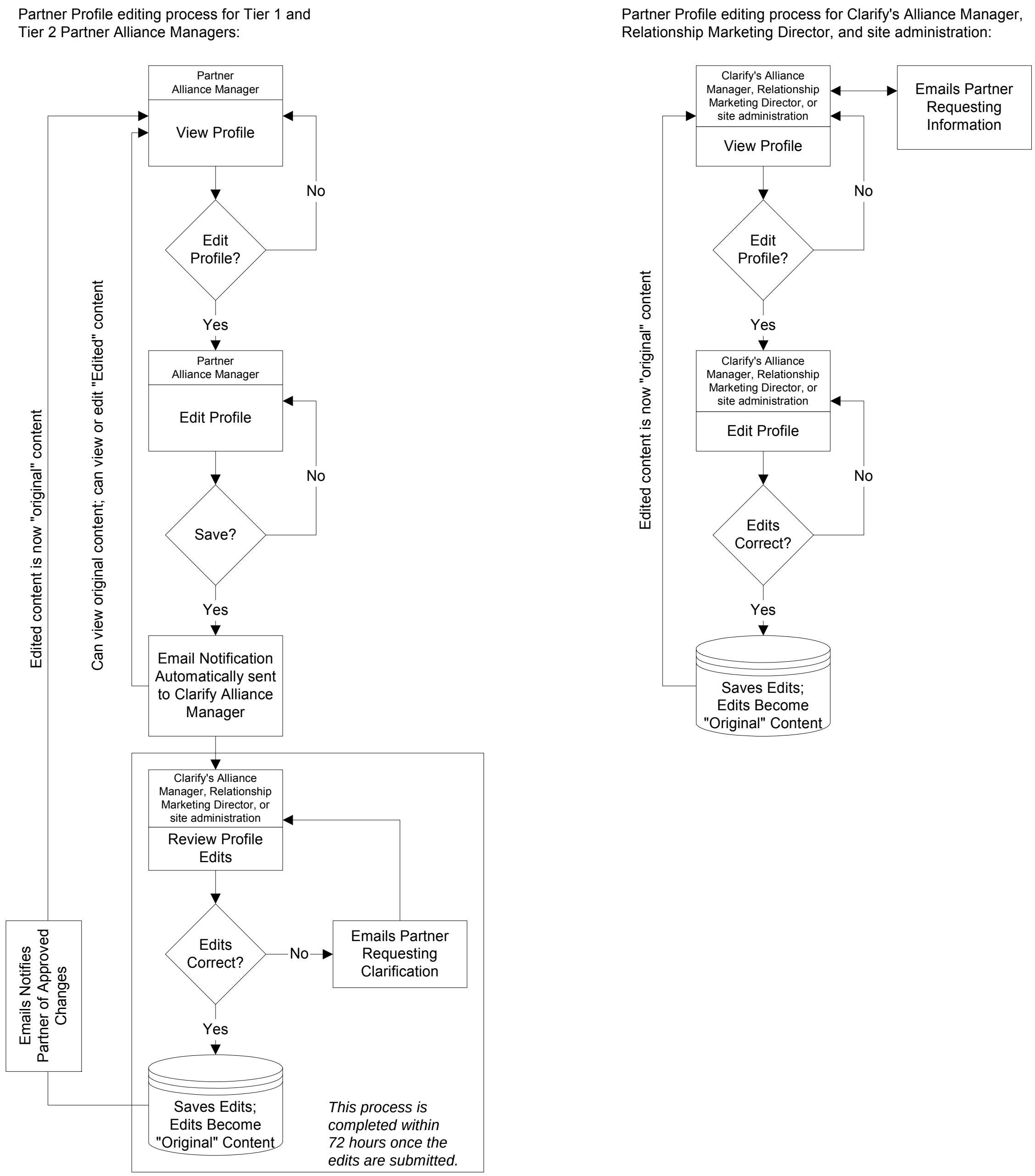


Figure 5 Editing Partner Profile Information — Phase I. Notice that changes made by some user classes must be approved before it becomes original content.

Note: Email content will be written by Saltmine and approved by Clarify.

Viewing Partner Profile Information

When viewing Partner Profile information, a user will start in a main area (e.g., 2.1 Partner Profile in the site map on page 6). These are shown in the schematics as the main top navigation and its shortcuts and by the uppercase lettering on the left navigation bar.

Accessing Partner Profile "View" Pages

Once the main view page displays, such as "Products," the user will (1) select an item from the scrollable list and then (2) click the View button to access the view pages (e.g., Figure 7).

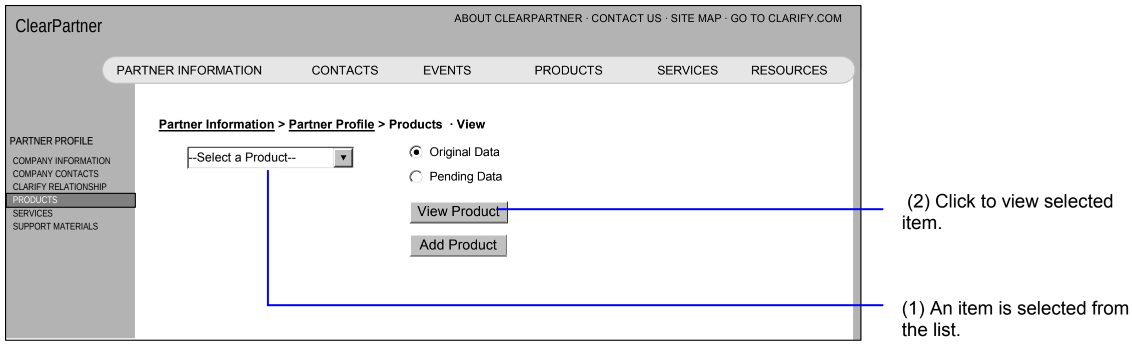


Figure 6 Viewing Partner Profile Information — Products, Main View Page

Partner Profile functionality is described in the following table:

Audience Defined by User Class	***View Original Data***	***View Pending Data***	***Edit Data (Add, Change, or Delete)***
Tier 1 Partner — Partners with custom portals	✓		
Tier 1 Partner — Alliance Manager	✓	✓	✓
Tier 2 Partner — Partners without custom portals	✓		
Tier 2 Partner — Alliance Manager	✓	✓	✓
Clarify — Relationship Marketing Director, and site administration	✓	✓	✓
Clarify — Alliance Manager	✓	✓	✓
Clarify — Internal – Field Sales	✓		
Anonymous Users			

Registered users will have specific viewing and editing privileges based on their user class. Please note that Figure 6 shows the HTML objects for users with privileges to view original and pending data, as well as edit data. For user classes that do not have permission to view pending data (changed data that has not yet been approved), the radio buttons will not display. Also, user classes that do not have edit privileges will not view the Add button.

The HTML objects include:

- Drop-down list from which the user can select an item to view (e.g., products). This will display to all users. The items in this list are dependent upon the users' permissions (e.g., partner-centric data that is viewable by that particular partner, verses partner data that is viewable by all field sales representatives).

- View button that prompts the system to display the information for the item selected from the drop-down list. This will display to all users.
- Add button that prompts the system to display the first in a series of pages, which are subsequently completed, saved, and submitted. This button will display only to users given edit permissions.
- Existing Data and Pending Data radio buttons, which designate the type of data that will be displayed when the user clicks the View button. ***Existing data*** has been approved by Clarify's Relationship Marketing Director, site administration, or Alliance Manager and is the sole data existing in the database. ***Pending data*** will include data that has been edited or updated, but has not yet been submitted or approved. These radio buttons will only display to users given edit permissions.

Partner Profile Sub-Level "View" Pages

Partner Profile view pages are accessed by diving deeper into the site, as shown by the labels in initial caps on the left navigation bar. Note that view pages on specific contacts, products, and services are accessed via the main view page (see Figure 6).

Figure 7 Viewing Partner Profile Information — Product Category, View Page

Editing Partner Profile Information

The Partner Profile will present each main category (e.g., Product) as a series of pages. This "chunking" of categories will help make data entry and updating information easier and more palatable for the user, as it gives them the option of completing and saving information by page, instead of being forced to complete all information in one sitting.

Accessing Partner Profile "Edit" Pages

Registered users with edit permissions will see an Edit/Update button on the "View" pages. When they click this button, the associated Add/Edit page displays. When editing an existing entry, the original data displays in the fields and can be changed, deleted, or typed over.

In the Partner Information section of the Web site, there will be two different versions of the view pages that will be displayed to users based upon their ability to author content. Users without authoring permission will view partner information content in a format that is easier to read on-line. Users, who can edit site content, will view content in smaller chunks to edit easily. Refer to the site map for additional information on the authoring and non-authoring views.

Note: In Phase II user classes with permission to add Partner Profile information will be presented with this page. However, all fields will be blank and required fields will be designated.

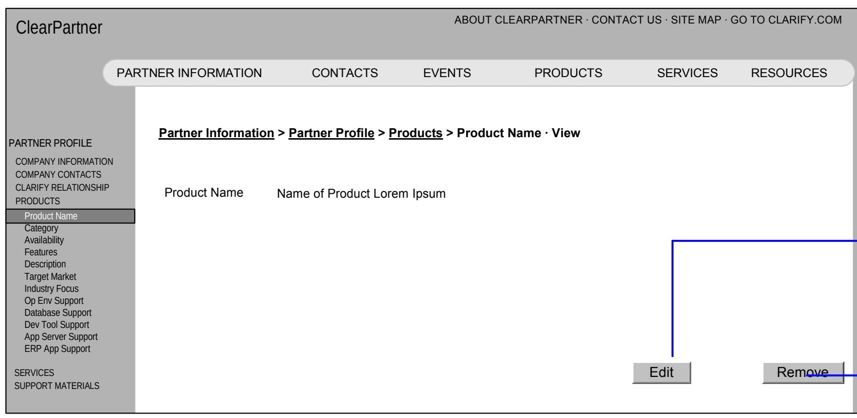


Figure 8 Example of accessing Edit page from a View page

Figure 9 Example of an Add/Edit page

The following buttons are on the Add/Edit pages:

- The Save button saves new and edited data to the database and marks it as ***pending approval***. When the user clicks Save, an email is automatically sent to the partner's Clarify Alliance Manager, which notifies them of the change.

  Note: In Phase I, each change to the Partner Profile is immediately submitted for approval. For more information, see page 18.

- The Clear Form link clears all fields presented on the page and is present on long forms.
- The Edit button only displays to users with edit/update permission. When this button is clicked, the user accesses the view page's equivalent Edit page.

- The Cancel button only displays to users with edit/update permission. When this button is clicked, the user is returned to the previous page and no changes are saved.
- The Delete button only displays to users with edit/update permission. This button present on the page (e.g., contact, product, or service) for users with "edit" permissions.

  When the user clicks the Delete button, a confirmation page displays and explains that the item will be permanently removed from the Clarify remote authoring database, as shown in Figure 10. Like all other edits, when a Tier 1 and Tier 2 Alliance Manager deletes an item the change must be approved before it is 'deleted' or removed from the ClearPartner site. However, when a Clarify Relationship Marketing Director, site administrator, or Alliance Manager removes an item, no approval is required — and thus, the item is 'deleted' or removed from the ClearPartner site.

  Note: Items are not permanently ***deleted***, or removed, from the database — they actually remain in the database but are marked as ***inactive***.

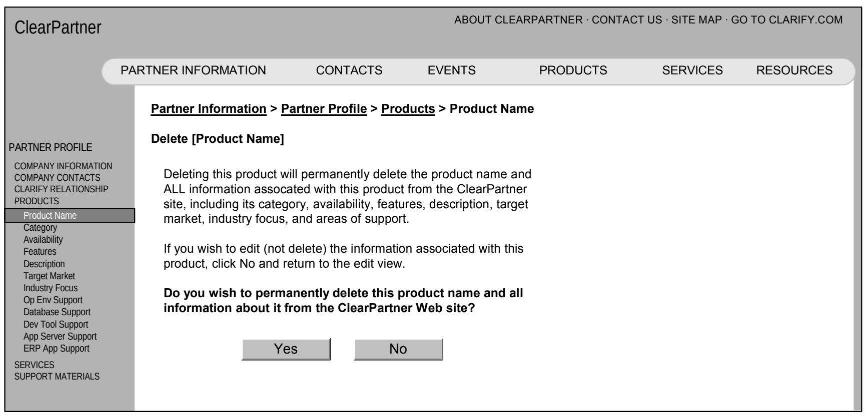


Figure 10 Removing Partner Profile Information — Products

Saving Partner Profile Information

For the database to display the edited, changed, or new partner information, the user must save their profile for approval. The Partner Profile will be submitted for review when the user clicks the Save button.

Note: Users with edit permissions can view and change ***pending***, unapproved information (see page 15).

When Save is clicked, the user is presented with a Thank You page (as shown in Figure 11), which indicates that it may take up to 72 hours for their edits, changes, or new data to display as original content on the ClearPartner site.

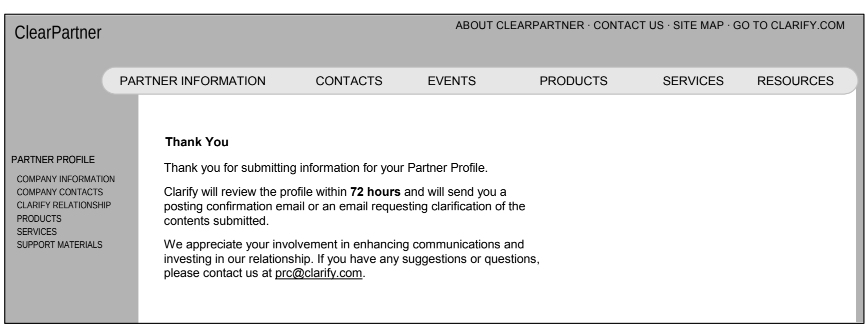


Figure 11 Thank You Page, which displays after the Submit button is clicked.

Partner Profile Pages Described

There are six high-level partner profile pages and more than 30 sub-level partner profile pages. All pages are described in this section.

Company Information

In Company Information, the user can find the company name, acronym, group name, corporate address, phone and fax numbers, Web site, parent company name, company description, organizational chart, and company logo.

Company Information Page 1

The first page will contain an overview of the section.

Corporate Headquarters – Company Information Page 2

Figure 12 depicts the content that a user will see when viewing the first page in company information. Based upon user class, site visitors will be able to view, edit, and approve changes to Company Information.

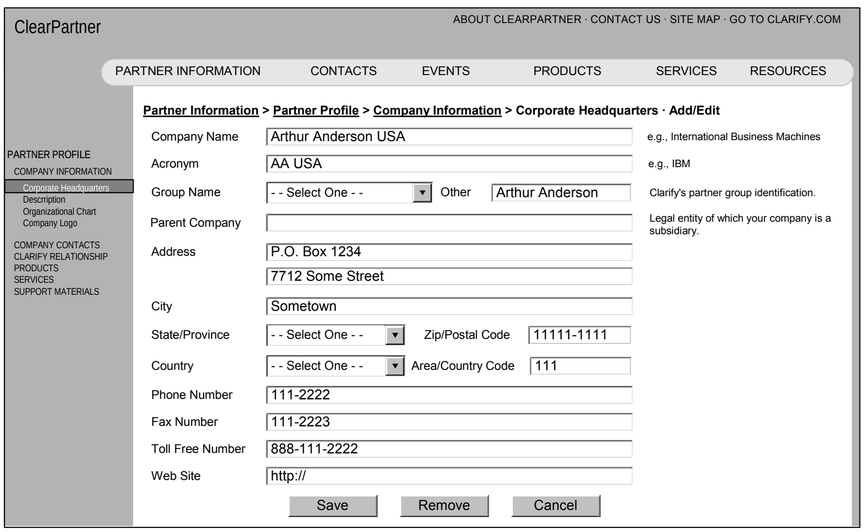


Figure 12   Company Information, Partner Profile — Add/Edit Page

The following table describes the HTML objects on the first page of Company Information:

Field Name	*HTML Object*	*Description*
Company Name	text box	Full [legal] name of the company, in English (e.g., Arthur Andersen USA).
Acronym	text box	Company abbreviation (e.g., AA USA).
Group Name	drop-down list	Selected only if the company is part of a grouping (e.g., “Arthur Andersen USA” is part of the “Arthur Andersen” group).
Other	text box	Type group name to add a new grouping to the Group Name drop-down list.
Parent Company	text box	The name of the parent company. This field is to be completed for subsidiaries only.
Main Address line 1	text box	First line of address.
Main Address line 2	text box	Second line of address.

Field Name	HTML Object	Description
City	text box	City in which the company headquarters resides.
State/Province	drop-down list	State or province in which the company headquarters resides.
Zip/Postal Code	text box	Zip or postal code of the company.
Country	drop-down list	Country in which the company headquarters resides.
Web Address	text box	Web site or URL of the company.
Country/Area Code	text box	Country and area code of the company.
Phone Number	text box	Telephone number of the company (e.g., 333-3333).
Fax Number	text box	Facsimile number of the company (e.g., 333-3333).
Toll Free Number	text box	Toll-free telephone number of the company (e.g., 888-333-3333).

Description — Company Information Page 2

The following table describes the HTML objects on the Description and Relationship page:

Field Name	HTML Object	Description
Company Description	text box	Description of the partner's company, including target market, special skills, and the benefits of your partnership with Clarify. Minimum of 200 words.

Organization Chart — Company Information Page 3

The following table describes the HTML objects on the Organization Chart and Logo page:

Field Name	HTML Object	Description
Organization Chart	file upload tool	An organizational chart for your company, with suggested formats (i.e., .doc, .ppt, .vsd).

Company Logo — Company Information Page 4

The following table describes the HTML objects on the Organization Chart and Logo page:

Field Name	HTML Object	Description
Company Logo	file upload tool	Your company's Web logo (.jpg or .gif file). The specific graphic size will be determined after a motif for ClearPartner has been selected.

Contact Information

For Clarify to effectively manage their partner relationships, they need to know contact names in the partner organization. For each partner, contact information will be maintained for the Alliance Manager, consulting, marketing, sales, industry focus, education, customer service, and engineering representatives within the partner organization. Based upon user class, site visitors will be able to view, edit, and approve contact information.

Users will also be able access Partner contact information in the Contact section of the site. **Note:** Each partner can have multiple contacts for each type of contact (i.e., they may have multiple marketing contact persons).

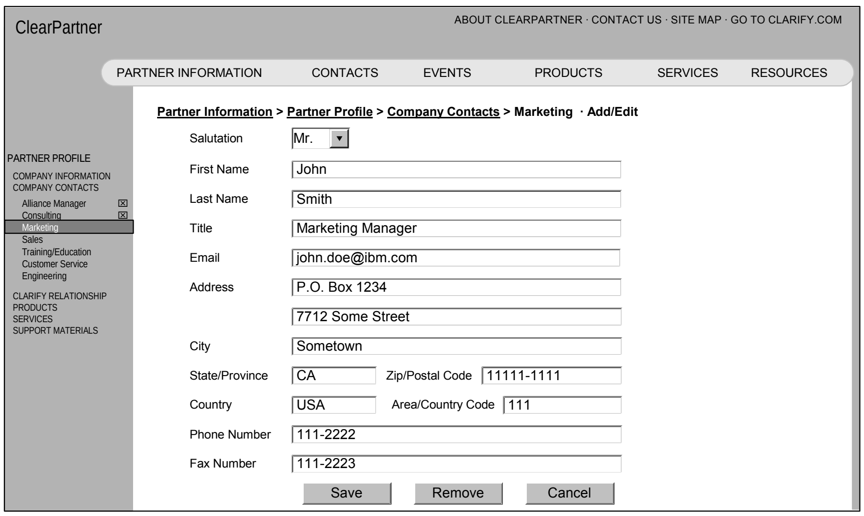


Figure 13 Marketing Contact, Partner Profile — Add/Edit Page

The following table describes the HTML objects on each of the Contact pages:

Field Name	***HTML Object***	***Description***
Salutation	drop-down list	Salutation of the contact person. This list includes: Mr. Miss Mrs. Ms. Dr.
First Name	text box	First name of the contact person.
Last Name	text box	Last name (surname) of the contact person.
Email Address	text box	Email address of the contact person.
Main Address line 1	text box	First line of address.
Main Address line 2	text box	Second line of address.
City	text box	City in which the company headquarters resides.
State/Province	drop-down list	State or province in which the company headquarters resides. This list includes an alphabetical list of state abbreviations and a comprehensive list of provinces, by country. Users will be able to input the first letter of the partner’s name to quickly find a name.
Zip/Postal Code	text box	Zip or postal code of the company.

Field Name	HTML Object	Description
Country	drop-down list	Country in which the company headquarters resides. This list includes a comprehensive list of countries.
Country	text box	Country code of the company.
Area Code	text box	Area code of the company.
Phone Number	text box	Telephone number of the company (e.g., 333-3333).
Fax Number	text box	Facsimile number of the company (e.g., 333-3333).
Industry Focus	dynamic drop-down list	**This HTML object only appears on Sales Contact page.** Industry focus of the sales contact person. Following are the checkbox options: --Select One-- Agriculture Construction Consumer Sector Education Electronics Energy, Oil, and Gas Environmental [1]Financial Services Food and Beverage Forest Products Government/Public Sector [1]Healthcare Hospitality Legal Services [1]Industrial Pharmaceutical Publishing Real Estate Communications Transportation [1]Utilities [1]Wholesale Distribution Semiconductor Retail/Wholesale Packaged Goods [2]Other
Industry Segment	dynamically appearing checkboxes, based on selected category	If the selected industry focus has associated segments, the appropriate labels and checkboxes will dynamically appear. Multiple checkboxes can be selected. The following checkboxes appear when their respective industry focus (shown in bold) is selected: **Financial Services** Banking Insurance Capital Markets **Healthcare** Billing and Claims Administration Business Support Clinical Data Repository Clinical Resource Management Patient Care Support **Industrial**

[1] When selected, the industry segment checkboxes dynamically appear.
[2] When selected, a text box for entry of “other” industry appears.

Field Name	HTML Object	Description
		Aerospace and Defense Automotive General High Technology **Utilities** Distrubution Enterprise Management Generation Marketing and Customer Services Transmission **Wholesale Distribution** Financial Applications Front Office Applications Supply Chain Integration Supply Chain Management ERP/Manufacturing Applications
Please Specify	text box	If the selected category is “Other” a text box dynamically appears.

Clarify Relationship

On the Clarify Relationship pages, the user will have access to information about the partner's relationship with Clarify. For each partner, this content will include the relationship with Clarify, mutual clients, mutual projects, and training classes. Based upon user class, site visitors will be able to view, edit, and approve Clarify Relationship information.

Clarify Relationship Page 1

The first page will contain an overview of the section.

Relationship — Clarify Relationship Page 2

The following table describes the HTML objects on the Description and Relationship page:

Field Name	*HTML Object*	*Description*
Company Relationship with Clarify	text box	Description of the partner's relationship with Clarify, including partner's benefits and attributes. Maximum of 200 words.

Mutual Clients — Clarify Relationship Page 3

The following table describes the HTML objects on the Mutual Clients and Projects page:

Field Name	*HTML Object*	*Description*
Mutual Clients	text boxes	A list of clients that the partner and Clarify have in common. Users will be able to add a limitless number of mutual clients, each in its own text box.

Mutual Projects — Clarify Relationship Page 4

The following table describes the HTML objects on the Mutual Clients and Projects page:

Field Name	*HTML Object*	*Description*
Mutual Projects	text boxes	A complete list of the current projects on which the partner and Clarify are mutually participating. Users will be able to add a limitless number of mutual projects, each in its own text box.

Clarify Training Received — Clarify Relationship Page 5

The following table describes the HTML objects on the Clarify Training Received page. Partners will only be able to view content in this area. Clarify's Alliance Managers, Relationship Director, and site administrators be able to view, edit, and approve content.

Field Name	*HTML Object*	*Description*
Clarify Training Class	text box	Name of the Clarify training classes that the partner has completed. Users will be able to add a limitless number of training classes, each in its own text box.
Class Completion Date (mm/dd/yy)	text box	Date the individuals completed the courses. Users will be able to add a limitless number of dates, each in its own text box.
Class Completed By	text box	Name of the individual or a list of people within the partner's company who have completed the course.

Clarify Product Expertise — Clarify Relationship Page 6

The following table describes the HTML objects on the Clarify Product Expertise page: Partners will only be able to view content in this area. Clarify's Alliance Managers, Relationship Director, and site administrators be able to view, edit, and approve content.

Field Name	HTML Object	Description
First Name of the Expert	text box	First name of the individual within the partner's company that is certified in the product suite.
Last Name of the Expert	text box	Last name of the individual within the partner's company that is certified in the product suite.
Certification Date (mm/dd/yy)	text box	Date the individual became certified in the product suite.

Products

In the Products area of the Partner Profile, a user will be able to find information about the partner’s products. Based upon user class, site visitors will be able to view, edit, and approve product information.

Partners must define at least one product or service. However, they can have multiple or both products and services.

For each partner, the following content will display:

- Product name
- Product category
- Product availability
- Product features
- Product description
- Target market
- Industry focus
- Operating environment support
- Database support
- Development tool support
- Application server support
- ERP application support

Note: The schematics demonstrate how product information will display for the Product Information section within Partner Profile. The schematics show the Add/Edit page view. The View page will be structured similarly (see pages 15–18 for information on the difference between the Add/Edit and View pages).

Products Page 1

The first page will contain an overview of the section. Typically, partners will have either products or services. This page will provide information to the user that explains why the partner has profile information for products, services, or both.

View Products — Products Page 2

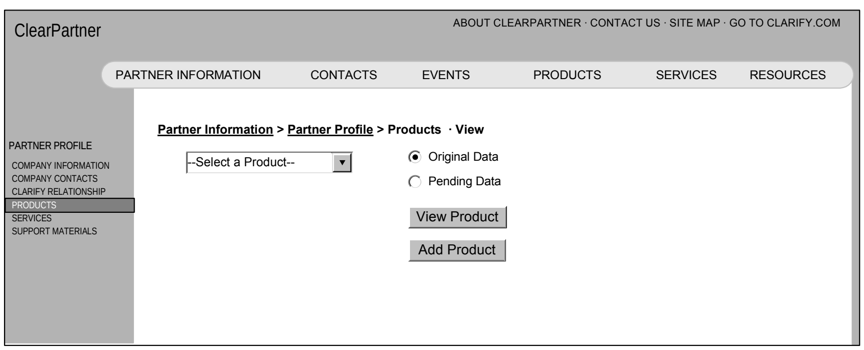


Figure 14 Products (product list) Page. Note that the HTML objects that appear on the page are dependent upon user class (i.e., the view shown is for user classes with “edit” privileges).

The following table describes the HTML objects on the Products page:

Field Name	*HTML Object*	*Description*
Product List	scrollable list box	Contains the trademarked names of the partner’s products that have been saved in the Clarify remote authoring database.
Original Data	radio button	**If data has been edited but not yet approved, this radio button only appears on pages of user classes with editing privileges.**

Field Name	HTML Object	Description
		Displays the original data in the “View” page format. If pending data exists, the original data cannot be edited. However, if there is no pending data, Edit/Update buttons will display on each of the “View” pages, so the user can update the profile data.
Pending Data	radio button	**If data has been edited but not yet approved, this radio button only appears on pages of user classes with editing privileges.** If pending data exists, it can be edited and re-saved (resubmitted) for approval.
View Product	button	After a product is selected from the list box, clicking View Product will access clicking View Product will access the Product Name page.
Add Product	button	**This button only appears on pages of user classes with editing privileges.** Clicking Add Product will access the Product Name page, Add/Edit view, with all fields blank.

Product Name — Products Page 3

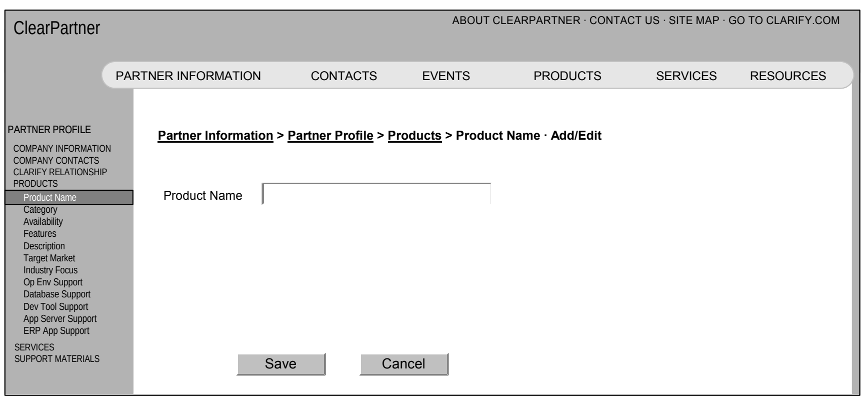


Figure 15 Product Name — Add/Edit Page

The following table describes the HTML objects on the Product Name page:

Field Name	HTML Object	Description
Product Name	text box	Trademarked product name. **Note:** To add additional products, the user will return to Products page 2 and click the Add button.

Product Category — Products Page 4

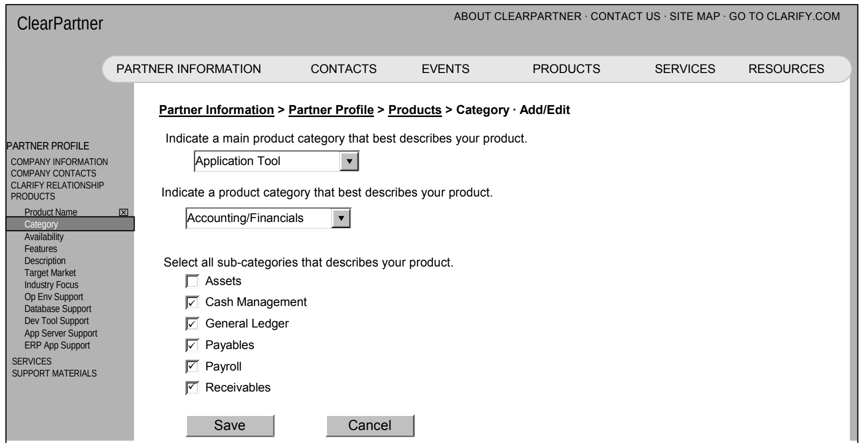


Figure 16 Product Category — Add/Edit Page

The following table describes the HTML objects on the Product Category page:

Field Name	***HTML Object***	***Description***
Main Category	drop-down list	Main product category that best describes the product. Only one can be selected from the drop-down list. The list includes: Administration Tool Application Tool Development Tool Operating Environment
Category	dynamically appearing open list, based on main category selected	Product category that best describes the product. Multiple categories can be selected when the user CTRL-clicks on a category. For Administration Tools, this list includes: Network Management Systems Management [2]Other For Applications, this list includes: --Select One-- [1]Accounting/Financials Data Warehousing Distribution Document Management E-Commerce [1]Front Office Electronic Data Interchange Engineering (CAD/CAM/CAE) Executive Info Systems Facilities Management Geographic Info Systems [1]Human Resources Imaging Internet Intranet Logistics [1]Manufacturing/Supply Chain [1]Manufacturing – Process

[2] When selected, a text box for entry of “other” categories, or sub-categories, appears.
[1] When selected, the sub-category checkboxes dynamically appear.

Field Name	HTML Object	Description
		Multimedia Services Non-profit/Charitable Office Automation Procurement Project Management Sales Force Automation Sales/Marketing Scheduling Support & Service [2]Other For Development Tools, this list includes: Application Development Tool CASE Tool Design Utilities Transaction Processing Monitor Migration Tool Testing Tool Web Development Tools [2]Other For Operating Environment Tools, this list includes: Operating System Application Server File & Print Server Directory Service [2]Other
Sub-Category	dynamically appearing checkboxes, based on selected category	If the selected category has associated sub-categories, the appropriate labels and checkboxes will dynamically appear. Multiple checkboxes can be selected. The following checkboxes appear when their respective category (shown in bold) is selected: **Accounting/Financials** Assets Cash Management General Ledger Payables Payroll Receivables **Front Office** Call Center Customer Relationship Management (CRM) Sales Compensation **Human Resources** Administration Payroll Timekeeping Training **Manufacturing/Supply Chain** Advanced Planning Alert Bill of Materials Capacity Planning Electronic Data Exchange Engineering Inventory Master Scheduling/MRP Order Engry/Shipping Product Configuration

[2] When selected, a text box for entry of "other" categories, or sub-categories, appears.
[2] When selected, a text box for entry of "other" categories, or sub-categories, appears.
[2] When selected, a text box for entry of "other" categories, or sub-categories, appears.

Field Name	HTML Object	Description
		Project Manufacturing Purchasing Quality Assurance Supplier Scheduling Supply Chain Planning Workflow Work-in-Progress **Manufacturing – Process** Capacity Planning Cost Analysis Factory Planning
Please Specify	text box	If the selected category is “Other” a text box dynamically appears.

Product Availability — Products Page 5

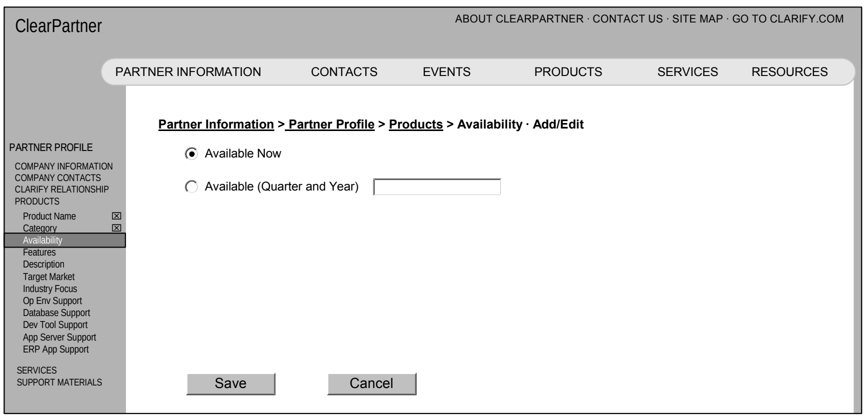


Figure 17 Product Availability — Add/Edit Page

The following table describes the HTML objects on the Product Availability page:

Field Name	HTML Object	Description
Product Availability	radio buttons (2)	Date of product availability. The options are: Available Now Available (quarter and year)
	text box	This text box appears next to the “Available (quarter and year” radio button. The partner enters the expected release date of the product in this field.

Product Features — Products Page 6

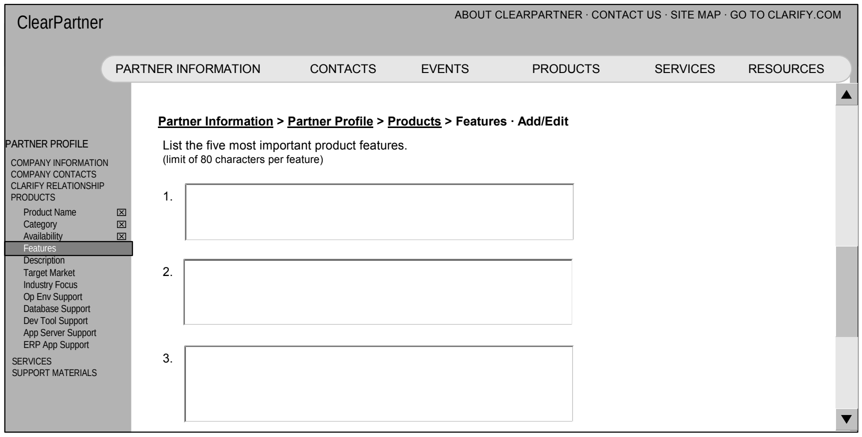


Figure 18 Product Features — Add/Edit Page

The following table describes the HTML objects on the Product Features page:

Field Name	HTML Object	Description
Product Features	text box (5), limit of 250 characters each	Top five (5) important product features, with a limit of 250 characters per text box.

Product Description — Products Page 7

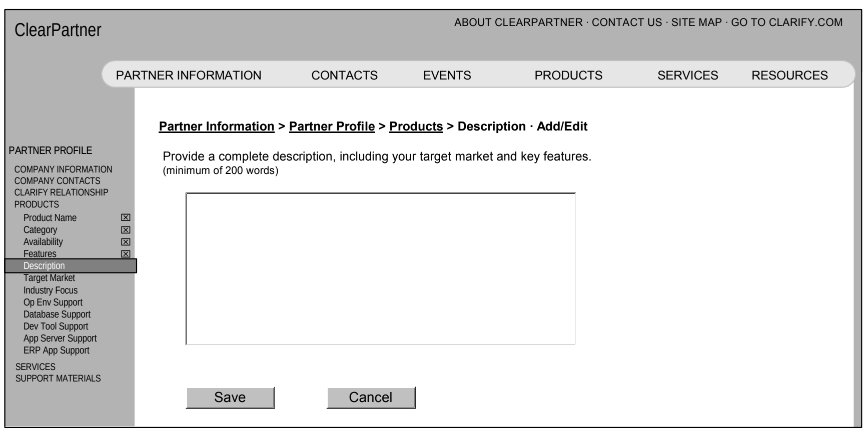


Figure 19 Product Description — Add/Edit Page

The following table describes the HTML objects on the Product Description page:

Field Name	HTML Object	Description
Product Description	text box, limit of 1000 words	Complete product description, including target market and key features. Minimum of 200 words is recommended.

Target Market — Products Page 8

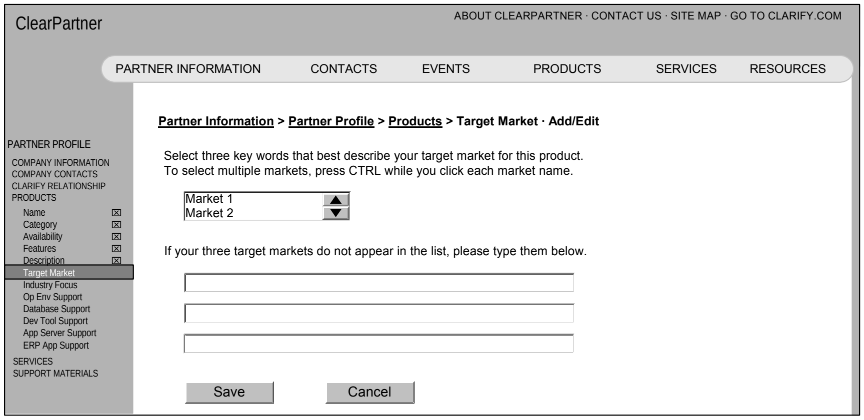


Figure 20 Target Market — Add/Edit Page

The following table describes the HTML objects on the Target Market page:

Field Name	***HTML Object***	***Description***
Target Market	text box (3), limit of 2-5 words each	Three key words that best describes the partner's target market for the product.

Industry Focus — Products Page 9

Figure 21 Industry Focus — Add/Edit Page

The following table describes the HTML objects on the Industry Focus page:

Field Name	***HTML Object***	***Description***
Industry Focus	drop-down list	Industry focus that best describes the product. Only one can be selected from the drop-down list. The list includes: --Select One-- Agriculture Communications Construction Consumer Sector Education Electronics Energy, Oil, and Gas

Field Name	HTML Object	Description
		Environmental [1]Financial Services Food and Beverage Forest Products Government/Public Sector [1]Healthcare Hospitality [1]Industrial Legal Services Packaged Goods Pharmaceutical Publishing Real Estate Retail/Wholesale Semiconductor Transportation [1]Utilities [1]Wholesale Distribution [2]Other
Industry Segment	dynamically appearing checkboxes, based on selected category	If the selected industry focus has associated segments, the appropriate labels and checkboxes will dynamically appear. Multiple checkboxes can be selected. The following checkboxes appear when their respective industry focus (shown in bold) is selected: **Financial Services** Banking Capital Markets Insurance **Healthcare** Billing and Claims Administration Business Support Clinical Data Repository Clinical Resource Management Patient Care Support **Industrial** Aerospace and Defense Automotive General High Technology **Utilities** Generation Distribution Enterprise Management Marketing and Customer Services Transmission **Wholesale Distribution** ERP/Manufacturing Applications Financial Applications Front Office Applications Supply Chain Integration Supply Chain Management
Please Specify	text box	If the selected category is “Other” a text box dynamically appears.

[1] When selected, the industry segment checkboxes dynamically appear.
[2] When selected, a text box for entry of “other” industry appears.

Operating Environment Support — Products Page 10

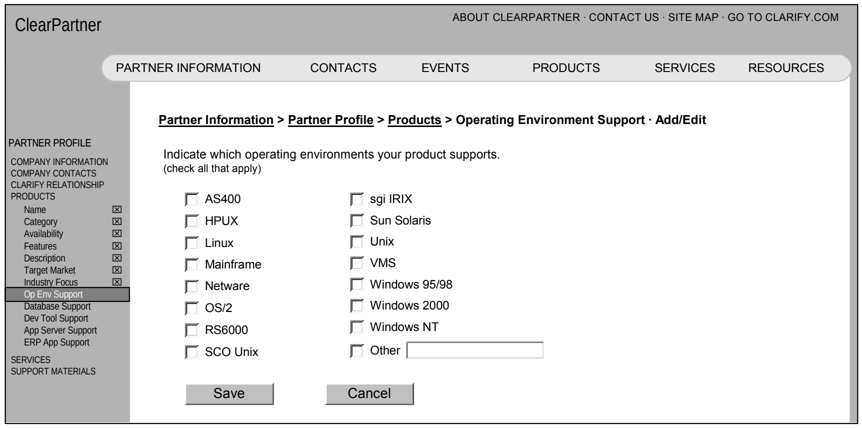


Figure 22 Operating Environment Support — Add/Edit Page

The following table describes the HTML objects on the Operating Environment Support page:

Field Name	***HTML Object***	***Description***
Operating Environment Support	checkboxes (16)	Operating environments supported by the product. Multiple checkboxes can be selected. Following are the checkbox options: AS400 HPUX Linux Mainframe NetWare OS/2 RS6000 SCO Unix sgi IRIX Sun Solaris Unix (other) VMS Windows 2000 Windows 95/98 Windows NT Other
	text box	This text box appears next to the “Other” checkbox. The partner enters the other operating environment in this field.

Database Support — Products Page 11

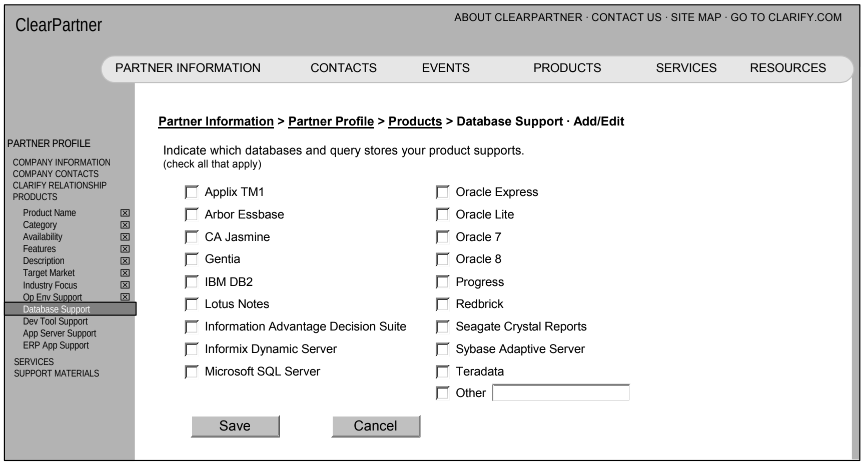


Figure 23 Database Support — Add/Edit Page

The following table describes the HTML objects on the Database Support page:

Field Name	HTML Object	Description
Database Support	checkboxes (19)	Databases and query stores supported by the product. Multiple checkboxes can be selected. Following are the checkbox options: Applix TM1 Arbor Esbase CA Jasmine Gentia IBM DB2 Information Advantage Decision Suite Informix Dynamic Server Lotus Notes Microsoft SQL Server Oracle Express Oracle Lite Oracle 7 Oracle 8 Progress Redbrick Seagate Crystal Reports Sybase Adaptive Server Teradata Other
	text box	This text box appears next to the “Other” checkbox. The partner enters the other operating environment in this field.

Development Tool Support — Products Page 12

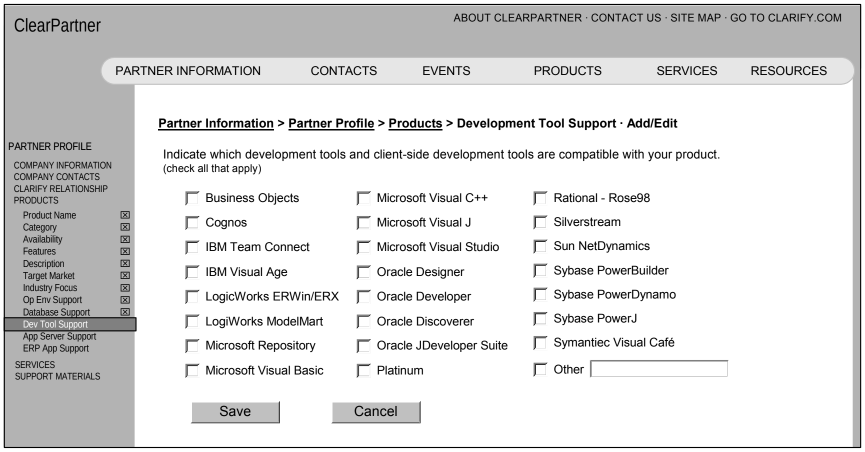


Figure 24 Development Tool Support — Add/Edit Page

The following table describes the HTML objects on the Development Tool Support page:

Field Name	HTML Object	Description
Development Tool Support	checkboxes (24)	Development tools and client-side development tools that are compatible with the product. Multiple checkboxes can be selected. Following are the checkbox options: Business Objects Cognos IBM Team Connect IBM Visual Age LogicWorks ERWin/ERX LogiWorks ModelMart Microsoft Repository Microsoft Visual Basic Microsoft Visual C++ Microsoft Visual J Microsoft Visual Studio Oracle Designer Oracle Developer Oracle Discoverer Oracle JDeveloper Suite Platinum Rational – Rose 98 Silverstream Sun NetDynamics Sybase PowerBuilder Sybase PowerDynamo Sybase PowerJ Symantec Visual Café Other
	text box	This text box appears next to the “Other” checkbox. The partner enters the other development tool in this field.

Application Server Support — Products Page 13

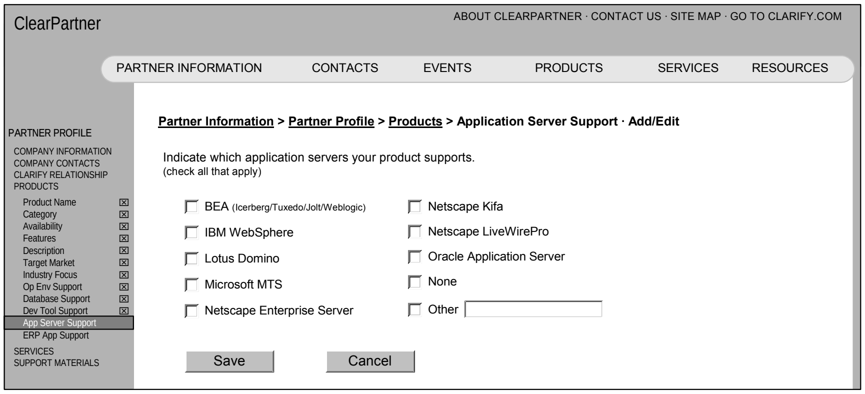


Figure 25 Application Server Support — Add/Edit Page

The following table describes the HTML objects on the Application Server Support page:

Field Name	HTML Object	Description
Application Server Support	checkboxes (10)	Application servers supported by the product. Multiple checkboxes can be selected. Following are the checkbox options: BEA (Iceberg/Tuxedo/Jolt/Weblogic) IBM WebSphere Lotus Domino Microsoft MTS Netscape Enterprise Server Netscape Kiva Netscape LiveWirePro Oracle Application Server Other None
	text box	This text box appears next to the “Other” checkbox. The partner enters the other application server in this field.

ERP Application Support — Products Page 14

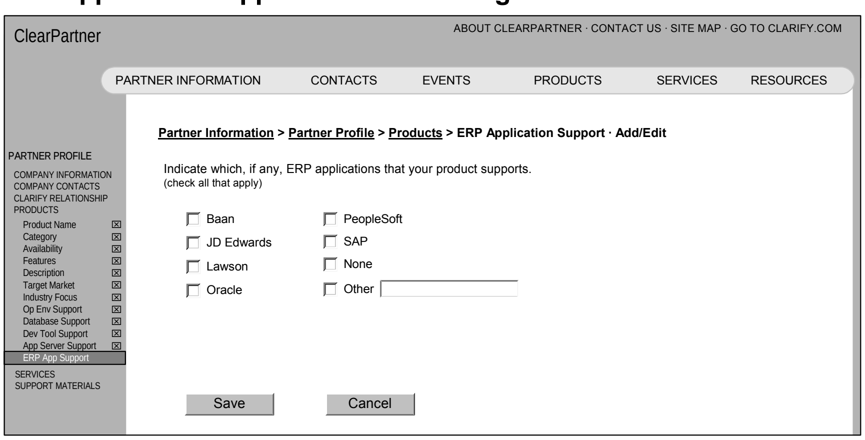


Figure 26 ERP Application Support — Add/Edit Page

The following table describes the HTML objects on the ERP Application Support page:

Field Name	***HTML Object***	***Description***
ERP Application Support	checkboxes (8)	ERP application servers supported by the product. Multiple checkboxes can be selected. Following are the checkbox options: Baan JD Edwards Lawson Oracle PeopleSoft SAP Other None
	text box	This text box appears next to the “Other” checkbox. The partner enters the other ERP application in this field.

Services

In the Service area of the Partner Profile, the user will be able to find information about the partner's services. Based upon user class, site visitors will be able to view, edit, and approve service information.

For each partner, the following content will display:

- Type of service
- Description of service
- Target market
- Industry focus
- Operating environment expertise
- Database expertise
- Development tool expertise
- ERP expertise

Note: The Services pages resemble the Products pages.

Services Page 1

The first page will contain an overview of the section. Typically, partners will have either products or services. This page will provide information to the user, which explains why the partner has profile information for products, services, or both.

View Services — Services Page 2

The following table describes the HTML objects on the Services page:

Field Name	***HTML Object***	***Description***
List of Services	scrollable list box	Contains the trademarked names of the partner's services that have been saved in the Clarify remote authoring database.
Original Data	radio button	**If data has been edited but not yet approved, this radio button only appears on pages of user classes with editing privileges.** Displays the original data in the "View" page format. If pending data exists, the original data cannot be edited. However, if there is no pending data, Edit/Update buttons will display on each of the "View" pages, so the user can update the profile data.
Pending Data	radio button	**If data has been edited but not yet approved, this radio button only appears on pages of user classes with editing privileges.** If pending data exists, it can be edited and re-saved (resubmitted) for approval.
View Service	button	After a service is selected from the list box, clicking View Service will access clicking View Service will access the Product Service page.
Add Service	button	**This button only appears on pages of user classes with editing privileges.** Clicking Add Service will access the Service Name page, Add/Edit view, with all fields blank.

Type of Service — Services Page 3

The following table describes the HTML objects on the Type of Service page:

Field Name	HTML Object	Description
Type of Service	checkboxes (8)	Types of services provided by the partner. Multiple checkboxes can be selected. Following are the checkbox options: Consulting Custom Development Education/Training Migration Services Reseller System Integration Technical Support Other
	text box	This text box appears next to the “Other” checkbox. The partner enters the other type of service in this field.

Description of Services — Service Information Page 4

The following table describes the HTML objects on the Description of Services page:

Field Name	HTML Object	Description
Description of Services	text box	Description of the services, including target market, special skills, and the benefits of your partnership with Clarify. Minimum of 200 words is recommended.

Target Market — Service Information Page 5

The following table describes the HTML objects on the Target Market page:

Field Name	HTML Object	Description
Target Market	text box (3), limit of 100 words each	Three key words that best describe the partner’s target market for the service.

Industry Focus — Service Information Page 6

The following table describes the HTML objects on the Industry Focus page:

Field Name	HTML Object	Description
Industry Focus	drop-down list	Industry focus that best describes the service. Only one can be selected from the drop-down list. The list includes: --Select One-- Agriculture Communications Construction Consumer Sector Education Electronics Energy, Oil, and Gas

Field Name	HTML Object	Description
		Environmental [1]Financial Services Food and Beverage Forest Products Government/Public Sector [1]Healthcare Hospitality [1]Industrial Legal Services Packaged Goods Pharmaceutical Publishing Real Estate Retail/Wholesale Semiconductor Transportation [1]Utilities [1]Wholesale Distribution [2]Other
Industry Segment	dynamically appearing checkboxes, based on selected category	If the selected industry focus has associated segments, the appropriate labels and checkboxes will dynamically appear. Multiple checkboxes can be selected. The following checkboxes appear when their respective industry focus (shown in bold) is selected: **Financial Services** Banking Capital Markets Insurance **Healthcare** Billing and Claims Administration Business Support Clinical Data Repository Clinical Resource Management Patient Care Support **Industrial** Aerospace and Defense Automotive General High Technology **Utilities** Distribution Enterprise Management Generation Marketing and Customer Services Transmission **Wholesale Distribution** ERP/Manufacturing Applications Financial Applications Front Office Applications Supply Chain Integration Supply Chain Management
Please Specify	text box	If the selected category is “Other” a text box dynamically appears.

[1] When selected, the industry segment checkboxes dynamically appear.
[2] When selected, a text box for entry of “other” industry appears.

Operating Environment Expertise — Service Information Page 7

The following table describes the HTML objects on the Operating Environment Expertise page:

Field Name	HTML Object	Description
Operating Environment Expertise	checkboxes (16)	Operating environments supported by the service. Multiple checkboxes can be selected. Following are the checkbox options: AS400 HPUX Linux Mainframe NetWare OS/2 RS6000 SCO Unix sgi IRIX Sun Solaris Unix (other) VMS Windows 2000 Windows 95/98 Windows NT Other
	text box	This text box appears next to the “Other” checkbox. The partner enters the other operating environment in this field.

Database Expertise — Service Information Page 8

The following table describes the HTML objects on the Database Expertise page:

Field Name	HTML Object	Description
Database Expertise	checkboxes (19)	Databases and query stores supported by the service. Multiple checkboxes can be selected. Following are the checkbox options: Applix TM1 Arbor Esbase CA Jasmine Gentia IBM DB2 Information Advantage Decision Suite Informix Dynamic Server Lotus Notes Microsoft SQL Server Oracle Express Oracle Lite Oracle 7 Oracle 8 Progress Redbrick Seagate Crystal Reports Sybase Adaptive Server Teradata Other
	text box	This text box appears next to the “Other” checkbox. The partner enters the other operating environment in this field.

Development Tool Expertise — Service Information Page 9

The following table describes the HTML objects on the Development Tool Expertise page:

Field Name	HTML Object	Description
Development Tool Expertise	checkboxes (24)	Development tools and client-side development tools that are compatible with the service. Multiple checkboxes can be selected. Following are the checkbox options: Business Objects Cognos IBM Team Connect IBM Visual Age LogicWorks ERWin/ERX LogiWorks ModelMart Microsoft Repository Microsoft Visual Basic Microsoft Visual C++ Microsoft Visual J Microsoft Visual Studio Oracle Designer Oracle Developer Oracle Discoverer Oracle JDeveloper Suite Platinum Rational – Rose 98 Silverstream Sun NetDynamics Sybase PowerBuilder Sybase PowerDynamo Sybase PowerJ Symantec Visual Café Other
	text box	This text box appears next to the “Other” checkbox. The partner enters the other development tool in this field.

ERP Application Expertise — Service Information Page 11

The following table describes the HTML objects on the ERP Application Expertise page:

Field Name	HTML Object	Description
ERP Application Expertise	checkboxes (8)	ERP application servers supported by the service. Multiple checkboxes can be selected. Following are the checkbox options: Baan JD Edwards Lawson Oracle PeopleSoft SAP Other None
	text box	This text box appears next to the “Other” checkbox. The partner enters the other ERP application in this field.

Support Materials

In the Support Materials section of the Partner Profile, the user will be able to locate support documentation that relates directly to the partner. With this information, users will be able to enhance their depth of knowledge. For each partner, this content may include white papers, success stories, brochures, sales tools, and press releases. Based upon user class, site visitors will be able to view, edit, and approve service information.

Note: Support materials will also include industry focus information; this will be further defined in the Technical Specification.

The following table describes the HTML objects (buttons) on the Support Material Add/Edit pages:

Field Name	***HTML Object***	***Description***
Upload	button	**Located on the Edit/Add Page, this button is only available to users with edit privileges.** Uploads the file from the specified location via an upload tool. If the user has edited an existing paper, they can re-target the location and filename and click upload to replace the existing version.
Remove	button	**Located on the Edit/Add Page, this button is only available to users with edit privileges.** Removes this paper from the database (marks it as *inactive*).
Clear All	button	**Located on the Edit/Add Page, this button is only available to users with edit privileges.** Clears all fields in this page.

White Paper — Support Materials Page 2

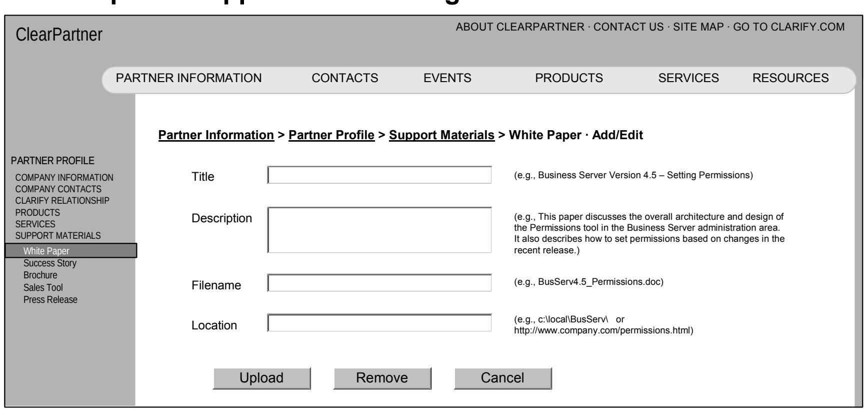


Figure 27 Support Materials, White Paper — Add/Edit Page

Note: The Success Story, Brochure, Sales Tool, and Press Release pages resemble the White Paper page.

The following table describes the HTML objects on the White Paper page:

Field Name	HTML Object	Description
Title	text box	Title of the white paper.
Description	text box	Description of the white paper.
Filename	text box	Filename of the white paper, including its extension (e.g., .doc, .ppt, .exe, etc.). The extension identifies the appropriate application through which the file can be opened.
Location	text box	Location of the file on the system (e.g., C:\whitepapers\) or on the Web (e.g., http://www.domainname.com/whitepaper.htm)

Success Story — Support Materials Page 3

The following table describes the HTML objects on the Success Story page:

Field Name	HTML Object	Description
Title	text box	Title of the success story.
Description	text box	Description of the success story.
Filename	text box	Filename of the success story, including its extension (e.g., .doc, .ppt, .exe, etc.). The extension identifies the appropriate application through which the file can be opened.
Location	text box	Location of the file on the system (e.g., C:\story\) or on the Web (e.g., http://www.domainname.com/story.htm)

Brochure — Support Materials Page 4

The following table describes the HTML objects on the Brochure page:

Field Name	HTML Object	Description
Title	text box	Title of the brochure.
Description	text box	Description of the brochure.
Filename	text box	Filename of the brochure, including its extension (e.g., .doc, .ppt, .exe, etc.). The extension identifies the appropriate application through which the file can be opened.
Location	text box	Location of the file on the system (e.g., C:\brochures\) or on the Web (e.g., http://www.domainname.com/brochure.htm)

Press Release — Support Materials Page 5

The following table describes the HTML objects on the Press Release page:

Field Name	HTML Object	Description
Title	text box	Title of the press release.
Description	text box	Description of the press release.

Field Name	HTML Object	Description
Filename	text box	Filename of the press release, including its extension (e.g., .doc, .ppt, .exe, etc.). The extension identifies the appropriate application through which the file can be opened.
Location	text box	Location of the file on the system (e.g., C:\press\) or on the Web (e.g., http://www.domainname.com/press.htm)

Sales Tool — Support Materials Page 6

The following table describes the HTML objects on the Sales Tool page:

Field Name	HTML Object	Description
Title	text box	Title of the sales tool.
Description	text box	Description of the sales tool.
Filename	text box	Filename of the sales tool, including its extension (e.g., .doc, .ppt, .exe, etc.). The extension identifies the appropriate application through which the file can be opened.
Location	text box	Location of the file on the system (e.g., C:\sales\) or on the Web (e.g., http://www.domainname.com/sales.htm)

Contacts

For partners and Clarify to mutually benefit from their strategic alliance, they must know whom to contact in the different organizations. The Contacts section of the ClearPartner site is dedicated to this critical task. In the Contact Section of the site, users will be able to access both Clarify and partner contact information.

On the introduction page to the Contact section of the ClearPartner site, the visitor will view a table which lists the following contact information: organization chart and contact types such as sales, industry focus, Alliance Managers, consulting, education, customer service, marketing, and engineering. From this table, users will be able to select either Clarify or partner contact information. When the user makes their selection from the table, a page will be displayed showing the specific contact information they requested.

Based upon user class, site visitors will be able to view, edit, or approve contact information.

Figure 28 Example of Contacts Page

Events

The content on the Events page will describe the event calendar feature to the user. The page will also provide information about who to contact to add an event to the calendar. This page will provide users access to the following information:

- A link to the event calendar on the Clarify.com site
- Access to the Joint Events area of the Web site

Event Calendar

The event calendar feature that is being developed for Clarify.com will include information about upcoming events — both external, including global and partner events, and internal. This event calendar, with appropriate filters, will serve Clarify.com, ClearPartner, and the Clarify micro sites. Ideally, a search engine would be developed to search by country. Calendar events should display a quarter in advance. The audience parameters must be carefully defined in the development process.

All data will be maintained in the calendar database, which is being developed for the Clarify.com site. In addition, the administrative tool that is being developed for adding, editing, and deleting events from the event calendar for the Clarify.com site will be used for modifying the

ClearPartner calendar. The calendar database will not interface with the remote authoring database. A partner will be able to add events to the calendar; however they must go through an approval process before being posted to the site.

Products

For partners to effectively sell Clarify's products, they need to have access to current product information, which is provided in the Products section of the ClearPartner site.

The Products page will provide the site visitor with an overview of Clarify's products. This page will provide the user access to the following information:

- A link to the **eFront Office Demo** that is located on Clarify.com
- Access to the **product line information**
- Access to **Product Documentation**
- Access to **online order forms** for Clarify software and documentation
- A link to the **Research** page (Market-Touch)

Product Line Information

The Product Line Information page will contain content about Clarify's product line. ClearPartner will provide exclusive content about Clarify's product line for this page of the Products section.

The Product Line Information page will have links to the following documents on the ClearAnswer Web site:

- A link to downloadable PDF files about **customization**
- A link to downloadable PDF files about **user guides**
- A link to downloadable PDF files about **system administration**
- A link to **report guides**
- A link to downloadable PDF files about **release notes**

Product Documentation

The Product Documentation page will contain content about Clarify's product documentation. Clarify will provide exclusive content for this page.

Order Forms

When a company becomes a Clarify partner, they will receive Clarify software and documentation as part of the alliance agreement. To obtain the Clarify software, the partner will need to complete the online Software Order Form that is located in the Product area of the ClearPartner Web site. To obtain Clarify documentation, the partner will need to complete an online order form that is located at http://www1.fatbrain.com/anon/clarify2/. A link to this URL will be provided on the order form page.

Software Order Form

On the Software Order Form page, users will complete an online order form. Once the order form has been completed, the user will be submitting the form (as an email message) to the appropriate individual at Clarify. **An online order form is being developed for the Clarify.com site, and the ClearPartner Software Order Form will resemble this form.**

Clarify · Software Order Form

Company Name
Contact Name
Address

City
State/Province   Zip/Postal Code
Country   Country/Area Code
Telephone
Fax
Email

Software Configuration

Standard Configuration

Includes server software for Windows NT/SQL Server
and PC Client (16 & 32 bit).

Custom Configuration

Choose the appropriate configuration:

- Client --Select One--
- Database --Select One--
- Server --Select One--
- Web Server --Select One--

Order Amount

Item	Quantity	Price	Extended
Clear Report Tools		$6,995	
Additional Platforms		$300	
Hard Back Documentation		$500	
		Sub Total	
		Applicable State Sales Tax %	
		Total Amount	

CD-ROM Documentation: To place your order, visit http://www1.fatbrain.com/anon/clarify2/

Payment Method

Check

Check Number: Make checks payable to Clarify, Inc.

Company Purchase Order

PO Number: Please include a duly executed Purchase Order.

You should receive an invoice after submitting this form. At that time, plese remit the amount due.

Acceptance of the programs above are conditioned upon Clarify's final approval, payment (which is due upon receipt of this invoice), and the return of the Software & Services Invoice.

Please remit to: Clarify, Inc.
2560 Orchard Park Way
San Jose, CA 95131
Attention: Partner Response Center

Submit

Figure 29 Example of Software Order Form

Services

The purpose of the Services section is to provide site users information about the Clarify services that are available to them. This page will provide a high-level overview about these services. From this page, the user will be able to access the following information:

- Web site content about **Clarify's Market Programs and Tools**
- The **Training** section of the Web site
- The **Professional Services** section of the Web site
- Web site content about **Clarify's Customer Support**

Marketing Tools

The Marketing Programs and Tools page will provide an overview about Clarify's marketing programs and tools.

Note: ClearPartner will provide exclusive content for the pages in this section.

From this page, users will be able to access the following information:

- Press Release Toolkit
- Marketing Communication Toolkit
- A link to a downloadable PDF file titled **Seminar Toolkit**

Press Release Toolkit

From the Press Release Toolkit page, users will be able to access the Press Release Worksheet page. In addition, an email link to the Partner Response Center will be provided (prc@clarify.com). The partner response center will assist partners with administrative issues related to their partnership with Clarify.

Marketing Communication Toolkit

From the Marketing Communication Toolkit page, users will be able to access the following exclusive ClearPartner pages:

- Clarify logos and use guidelines — encapsulated PostScript (.eps) and targeted-image file format (.tiff) versions in both color and black and white
- Clarify's positioning statement
- Clarify trademark guidelines

An email link to the Partner Response Center (prc@clarify.com) will also be included on this page.

Training

The Training page will provide an overview about Clarify training. From this page, users will be able to access the Partner Training pages: The following links will also be provided on this page.

- Clarify Public Training

- Request Custom Training

Partner Training

The Partner Training page will provide the user with high-level information about the joint training between Clarify and their partners. A link to the calendar page on the ClearPartner site will be provided on this page. From the Partner Training page, users will be able to access pages about Certified Developer Training and Product Release Training.

Professional Services

The Professional Services page will provide an overview about Clarify's professional services. From this page, the user will be able to link to the following information:

- **Clarify's consulting contacts** that are located in the Contacts section of the ClearPartner site
- **Current customer projects** that are located in the Partner Information section of the ClearPartner site
- **Events** section of the ClearPartner site

In addition, from this page users will be able to access the following pages that contain information about Clarify's professional services:

- Consulting Services
- Publications and White Papers (list with attached PDF files)
- Implementation Methodology and Tools (list with attached PDF files)

Consulting Services

ClearPartner will provide exclusive content about Clarify's consulting services for this page.

Publications and White Papers

ClearPartner will provide exclusive content about Clarify's publications and white papers for this page, as well as publications and white papers. This page includes links to downloadable PDF files.

Implementation Methodology and Tools

This page will provide an overview about Clarify's implementation methodology and tools. In addition, users will have access to the Coast Newsletter excerpt, template for project plans, gap analysis methodology template, project documentation templates, and implementation roadmap. ClearPartner will provide exclusive content for these pages.

Customer Support

The Customer Support page will provide an overview about Clarify's customer service. This page will provide links to the following information:

- Clarify's customer service Web site, **ClearAnswer**
- **CustomerCare** within the ClearAnswer Web site
- **Peer Network** within the ClearAnswer Web site
- Clarify **customer service contacts** within the Contact section of the ClearPartner site

- ClearPartner's exclusive content in the **PartnerCare** pages

Resources

The purpose of the Resource Library section of the ClearPartner Web site is to provide users a central location for obtaining information to expedite the selling process. The following links or information can be accessed from the Resource Library section of the Web site:

- A link to **Clarify PR Briefs** that are located on the Clarify.com site
- Access to the **Sales Tools** pages
- Access to the **Research** pages

Sales Tools

The Sales Tools page will provide an overview of the Clarify sales tools that are available to partners. From this page, users will be able to access the following pages and links:

- **Qualifying an Opportunity**
- **Front Office Bulletins**
- **Presentations**
- **Collateral**
- **Sizing Tools**
- **Technical White Papers**
- **ROR** link

On these pages, users will be able to access downloadable PDF files. Each page will have a description and the related PDF links will be provided on the page for the users to access.

Research

The Research page will introduce the user to the Market-Touch Research Module, which is being developed exclusively for ClearPartner. The user will click an HTML link that will bring them directly to the Market-Touch Research Module. The Market-Touch Research Module will be displayed within the ClearPartner frame.

For security purposes, the Market-Touch Research Module will place a ***reference check*** on the site. This reference check will only accept visitors that are accessing the site from the ClearPartner server. This reference check enables partners to only have to log in to the ClearPartner site a single time.

The Research page will also provide access to the Market-Touch Training Tutorial. The content for the tutorial will be developed by ClearPartner and will be exclusive to the ClearPartner site.

News

These pages will be linked from the 'teasers' on the home page and will include the full news stories.

Appendix

Partner Search

The Partner Search page will be available only to Clarify's Alliance Manager, Relationship Marketing Director, internal field sales, and administrative personnel. Partners will not have access to this page. Clarify's internal field sales personnel will be able to access the partner search page by clicking on a button titled 'Partners,' which will be located on the Market-Touch home page.

First, the user will select the type of partner that they would like to search such as a software partner, a system integrator partner, or a platform partner.

Note: Contacts, Site Users, and other full search options are slated for Phase II.

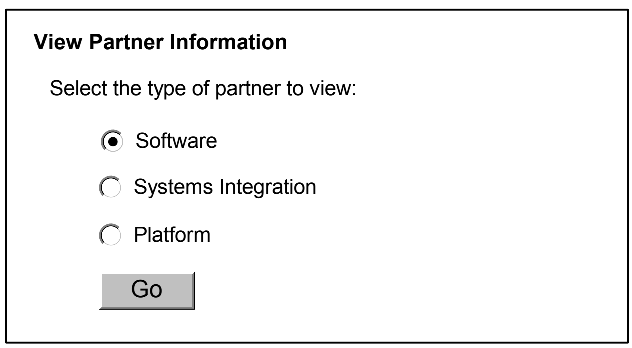


Figure 30 Selecting a Partner Type

Second, the user would view a page with a list of partners names displayed in a chart with the top (Tier 1) Clarify market focuses.

Finally, the user will be able to click on a specific partner's name and view the selected partner's profile.

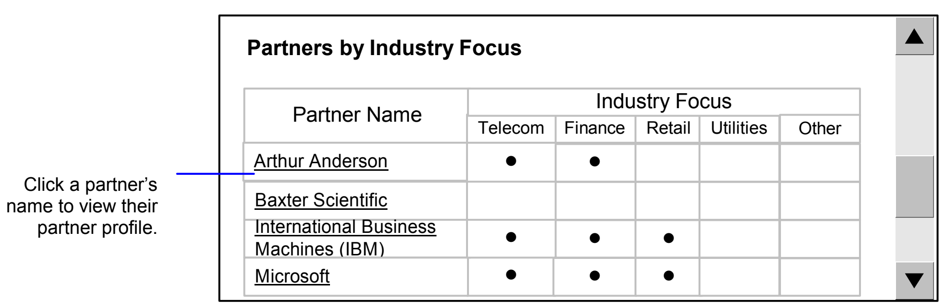


Figure 31 Partner view by industry focus

The following table describes the HTML objects on the Selecting a Partner Type page:

Field Name	*HTML Object*	*Description*
Software	radio button (1)	Specifies a filter-based search by 'software' type of

Field Name	HTML Object	Description
		partner.
Systems Integration	radio button (1)	Specifies a filter-based search by ‘systems integration’ type of partner.
Platform	radio button (1)	Specifies a filter-based search by ‘platform’ type of partner.
Go	button	When clicked, initiates the search based on the selected radio button.