



Internal Document
Fusiongate Ltd.



Software Development Division Opt-In Marketing Software Product Pricing Architecture Document

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1 Subscription Plans and Prices

This document was created to describe the subscription plans and prices for the Opt-In Marketing Software Product of the Software Development Division of Fusiongate Ltd. The prices found here do not include VAT. Fusiongate sustains the right to modify the terms conditions and prices.

The subscription plans are defined by the following parameters:

- Number of emails / month
- Number of registered subscribers
- Number of support tickets / month

The price of the starting subscription plan is 10.000 HUF / month, which includes 5000 emails, 500 subscribers and 2 support tickets within a month. In case the subscriber wishes to extend any of the limits without changing the subscription plan, the following prices apply:

- +1 email: **4 HUF**
- +1 registered subscriber: **40 HUF**
- +1 support ticket: **10.000 HUF**

1.1 Free Start

Customers start with the Free Plan. After issuing the first support ticket, or after 7 days of try-out period the latest, the Subscription plan is automatically modified to Plan No. 1, or the appropriate plan according to number of subscribers.

1.2 Subscription Plans

Subscription Plan	Rental fee for software / month	Emails / month	Subscribers	Support Tickets Included / month
Plan No. 1	10.000 HUF	5000	500	2
Plan No. 2	20.000 HUF	10.000	1000	4
Plan No. 3	30.000 HUF	15.000	1500	6
Plan No. 4	40.000 HUF	20.000	2000	8
Plan No. +1	+10.000 HUF	+5000	+500	+2

1.3 Extentions

The prices of the extentions are charged monthly!

Extention	Monthly price (support tickets)	Emails / month	Registered subscribers
+10.000 emails*	+1	+10.000	-
+1000 subscribers	+1	-	+1000
Unlimited emails*	+4	Unlimited	-
Unlimited subscribers	+4	-	Unlimited

** Service available in case of using own SMTP server only*

1.3.1 Changing the Subscription Plan

In case the Customer, based on number of sent emails, registered subscribers, or number of support tickets, is better off buying the Subscription Plan with higher parameters, fusiongate offers changing to the plan with higher parameters.

If the Customer has any unused support tickets by the end of the month, they can automatically transfer the unused tickets to the next month for 1000 HUF / ticket.

1.3.2 Extra services upon request

To use the Opt-In Marketing Software properly, the subscriber's organization needs a certain level of technical competency or education. In case the subscriber doesn't have a system administrator, or staff with appropriate technical knowledge, Fusiongate Ltd. will perform the following services upon request.

Each service is charged independently, using support tickets.

Service	Price (Support tickets)	Charged per
Extending availability: Handling of an urgent issue "ASAP"	2+1	Occasion
Extending availability: Support within 8 working hours, 1 reusable ticket	+4	Month
Extending availability: 7/24 support within 8 hours, 3 reusable tickets	+10	Month
SMTP server including own domain	+4	Month
Training with questions and a demo	+3	Occasion
Personalized stationery template by a professional designer	+4	Template
Importing existing stationery from Outlook to a template in the software	+2	Template
Email sending and other software configuration	+1	Occasion
Creating web form for secure database access	+2	Form
Technically creating and sending a newsletter*	+2	Occasion
Exporting reports of how a campaign performed**	+1	Occasion

Discounted HUF Prices for one-time services in case the Customer chooses not to change subscription plan:

Service	Price (HUF)	Charged per
Extending availability: Handling of an urgent issue "ASAP"	15.000 HUF	Occasion
Training with questions and presentation	20.000 HUF	Occasion
Personalized stationery template by a professional designer	30.000 HUF	Template
Importing existing stationery from Outlook to a template in the software	15.000 HUF	Template
Email sending and other software configuration	8.000 HUF	Occasion
Creating a web form for secure database access	13.000 HUF	Form
Technically creating and sending a newsletter (content supplied by Customer)*	15.000 HUF	Occasion
Exporting reports of how a campaign performed**	8.000 HUF	Occasion

* At least one template has to be created and configuration of software is needed

**A campaign has to be sent

1.4 Full Service Subscription Plan

- Unlimited emails
- Unlimited subscribers
- Unlimited free support tickets*
- 4 hours of free extra support hours every month
- 7/24 support within 8 hours
- Own SMTP server

* Tickets can not be used for extra services, i.e. sending a campaign, training, stationery, etc.

Regular price of services: 230.000+ HUF / month

Discounted price of the Full Service Subscription Plan: 139.000 HUF / month

2 Rules of Thumb

2.1.1 Barter

In case of Barter offered by the Customer, the following are the possibilities:

- a.) In case Fusiongate Ltd. receives marketing value, the barter value we are able to offer is equal to the 5% of the yearly revenue resulting from the channel offered. On the date the newly obtained customer settles the first 2 invoices, Fusiongate Ltd. will subtract the commission from the sum of the following invoice(s) billed to the partner, or pays the commission to the partner as preferred.
- b.) Regarding Barter, our policy is to consider every opportunity, but we tend to accept only about 25% of them. The Board of our company has the right to decide about such issues.
- c.) Barter is accepted in cases, when the Partner has possibilities for Fusiongate Ltd. regarding other business opportunities as well, and it is possible that a mutually beneficial partnership is formed on the long term, with benefits otherwise unavailable to both Partners.
- d.) In case the Partner of Fusiongate Ltd. decides to pay for the product on a barter basis, the final sum of the invoices issued by Fusiongate Ltd. can be reduced by a maximum of 30% for the price of the product purchased.

2.1.2 Database Consolidation

Database consolidation is possible by Fusiongate Ltd. on the following terms:

- a.) Fusiongate Ltd. creates a web form for the Customer, which provides direct and secure access to the database for outside contractors and assistants, enabling them to enter a large number of business cards or other kind of data into the database.

Creating such a web form is optional, and costs **2 support tickets**.

- b.) In case the Customer has an excel, outlook or other kind of database, and would like Fusiongate Ltd. to consolidate it and enable the customer to use it with the software, Fusiongate Ltd. has an hourly fee of **13.500 HUF**, which is reduced to **9.800 HUF** in case of a project lasting over 10 hours.

The price of the database consolidation project is invoiced after the project is finished. In case the Customer decides not to subscribe to the service, they will only have to pay for the database consolidation project.

2.2 About Software Rental

The software rental offer described herein includes one login / password combination for a Customer. This login / password is not transferrable to an other organization, and is only for use for the organization subscribing for the service. This login / password combination is for handling the legal, confirmed user databases owned by the organization, for sending newsletters, invitations and other marketing material of the subscribing organization.

The quality, legality of the subscriber lists and regarding other legal matters, the responsibility is of the organization subscribing for the service.

In case complaints about unsolicited e-mails are received, Fusiongate Ltd. offers the Customer to purchase an own SMTP server.

In case of a spam-alert or sending of unsolicited e-mails, Fusiongate Ltd. might cancel the contract with the Customer.

2.3 Support Tickets and Issues

The platform we created for this service was created with the end-user in mind. It has helpful tips and other user-friendly text to make usage easier.

In case the Customer still encounters issues, and would like help or support with the product, Fusiongate Ltd. has consultants and helpdesk operators available to serve those needs.

By support ticket we mean any report of any issue or question that one of Fusiongate Ltd.'s consultants or helpdesk operators must dedicate time to.

2.3.1 Handling issues

When reporting an issue that takes over 60 minutes to resolve, the customer is charged with +2 support tickets for the second hour.

When reporting an issue that takes over 120 minutes to resolve, the customer receives a custom quote for the project.

2.3.2 Availability (SLA) of the Helpdesk

Issues are handled by the end of the next workday latest.

This availability can be enhanced as an extra service.

Questions and other issues reported on the phone are handled as separate issues.

Issues regarding modification of the subscription are not charged!

2.4 Trial Period

Whatever subscription plan should the customer choose, by the end of the first month they are free to decide whether they want to subscribe to the service or not – to settle the invoice for the first month's service or not.

In case the Customer decides not to settle the invoice within 8 days, the subscription is automatically cancelled.

Should the client wish to continue the subscription plan, they can decide to settle the unpaid invoices within the following 30 days, and pay an administrative charge of 10.000 HUF to re-enable their account.

We hope you like our offer, and we are looking forward to start working with you!

APPENDIX – Examples on pricing

Example No. 1. – Small company

Gillian has 870 subscribers and wishes to send a weekly newsletter. Her company has a system administrator who is familiar with sending e-mails, configuring e-mail clients.

Gillian chooses to use Fusiongate Opt-In Marketing Software.

She chooses Plan No. 2, with the monthly fee of **20.000 HUF**, as this enables her to have a maximum number of **1000 subscribers** and send out a maximum number of monthly **10.000 e-mails** to them.

Subscription Plan	Rental fee for software / month	Emails / month	Subscribers	Support Tickets Included / month
Plan No. 1	10.000 HUF	5000	500	2
Plan No. 2	20.000 HUF	10.000	1000	4
Plan No. 3	30.000 HUF	15.000	1500	6

Gillian will be charged 20.000 HUF for Subscription Plan No. 2 at the end of the month.

She also has **4 free support tickets** within her subscription plan, so she can use the support system to ask technical questions.

Example No. 2. – Middle size organization

Robert is the head of marketing at a middle sized organization with 80 employees. He has a list of **3780 subscribers**, and wishes to send christmas, easter newsletters and invitations to events – about 2 times a month. He sends about 8.000 e-mails a month.

Robert decides to use Fusiongate Opt-in Marketing Software for this task.

He chooses **Plan No. 2**, which costs **20.000 HUF** / month, with the extension of an extra 3000 subscribers for +3 support tickets / month. This enables him to maintain a database of up to **4000 subscribers** and send up to **10.000 e-mails** a month, **all for 20.000 HUF** – and he has 1 support ticket left to ask technical questions.

Extention	Monthly price (support tickets)	Emails / month	Registered subscribers
+10.000 emails*	+1	+10.000	-
+1000 subscribers	+1	-	+1000
Unlimited subscribers	+4	-	Unlimited

Robert has general IT skills, but **requires training** of the software before starting production use. He has a graphical designer and a company who creates websites as a subcontractor, they already have their e-mail template created for them that they have been using in Outlook.

After the training, Robert still faces some technical issues and asks Fusiongate Support to help him. 3 technical questions arise throughout the month, 1 of which is very urgent and requires immediate attention from fusiongate.

Service	Price (HUF)	Charged per
Extending availability: Handling of an urgent issue "ASAP"	15.000 HUF	Occasion
Training with questions and presentation	20.000 HUF	Occasion
Personalized stationery template by a professional designer	30.000 HUF	Template

When issuing the 2nd technical question, a Service Manager calls Robert and asks him whether he would like to receive an extra support ticket by extending the limits of their subscription and changing to Plan No. 3. Robert chooses to upgrade his subscription plan.

Subscription Plan	Rental fee for software / month	Emails / month	Subscribers	Support Tickets Included / month
Plan No. 2	20.000 HUF	10.000	1000	4
Plan No. 3	30.000 HUF	15.000	1500	6
Plan No. 4	40.000 HUF	20.000	2000	8

The customer will be charged the following fees at the end of the month:

One time fee of urgent issue: **15.000 HUF**

One time fee of training: **20.000 HUF**

Subscription fee of Plan No. 3: **30.000 HUF / month**

Example No. 3. – International Enterprise

Claire is the deputy head of marketing division at an international research firm. She is responsible for sending out invitations to events and keeping in touch with all partners. This requires her to send out customized e-mails containing the same information – to over **78.000 different people** in 8 different contact lists.

She decides to use Fusiongate Opt-In Marketing solution to perform this task.

Claire needs to maintain a database of 78.000 people and send at least one e-mail to every person every month, so she needs to buy **unlimited e-mails** (+4 tickets) and **unlimited subscriber database** (+4 tickets). She also needs an own SMTP server to send out e-mails (+4 tickets).

Since they store very valuable databases in Fusiongate Opt-In Marketing Solution, this Enterprise needs 7/24 support within 8 hours at all times (+10 tickets). 3 free support tickets are included in this, but as not only Claire is using the software within the company, they have an average of about 20 support tickets / month.

The customer optimally chooses the Full Service Subscription Plan, and will be charged the discounted price of **139.000 HUF / month**.



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