# Software On Demand

**A  revolution is occurring in software and multimedia distribution. Are you positioned to profit from it?**

Now is the perfect time to expand your market beyond the confines imposed by traditional distribution methods and channels. Now you can offer your customers *software on demand*, with **BroadCast™**.

The neighborhood computer retailer is no longer a significant supplier of software. Mail-order resellers can move considerable volume, but only to a relatively small segment of the market. Superstores are faring well for now, but they will likely suffer the same fate as video rental stores, both victims of the consumer's desire for **software on demand**.

The emergence of two technologies in particular is fueling this trend.

**Online Services**  The growth in the number of service providers and subscribers continues to amaze even the most bullish analysts. Within the next few years, subscribers to commercial online services will number in the tens of millions, while the Internet and noncommercial BBSs also grow in popularity. These services have earned a well-deserved reputation as sources of high-quality shareware and public domain software and content. They have largely been ignored, however,  by commercial publishers, except as a venue for technical support. **BroadCast** will put the power of online communication to work by delivering new customers seeking **software on demand.**

**CD-ROM**  This $7 billion industry is growing at an astounding rate. The "chicken -and-egg" problem has simply disappeared, as titles number in the tens of thousands and computer vendors are increasingly supplying readers as standard equipment. Software publishers have begun to take advantage of the physical capacity of CD-ROMs, but, for the most part, have yet to exploit their power as a sales and marketing medium. **BroadCast** will put the power of CD-ROM to work by delivering new customers seeking *software on demand*.

**BroadCast** will position you today to profit from these revolutionary changes, by enabling you to offer **software on demand** via online services, CD-ROM, or virtually any other medium. It includes all the tools you need to distribute locked software to vast audiences, and to unlock the software remotely. **BroadCast** is simple to use, extremely secure, and very cost-effective. Most important, it's flexible. The following pages contain just a sampling of the ways in which **BroadCast** can work for you.

# Selling Online

## Convert your online presence from a support/marketing cost center to a profitable distribution channel!

A growing number of publishers have begun to exploit the marketing power of online services by posting product demos — generally "crippled" versions of their software. Unfortunately, publishers have no means of follow-through, since their demos are downloaded anonymously. They can only **hope** that subscribers download their demos; **hope** that they are favorably impressed; and **hope** that they elect to find a vendor and purchase live software at some future date. If a subscriber eventually does purchase a product, its publisher can only **hope** that the customer completes and mails a registration card.

The enormous potential of online services as a sales medium is as yet untapped, waiting for the technology to harness it and the vision to exploit that technology.

**BroadCast** is that technology. It enables you to convert passing interest into direct sales, by offering your products to subscribers at the precise moment when their motivation is at its peak.

A typical scenario: An online subscriber has downloaded a package containing both your demo and a **BroadCast**-created applet to convert the demo into the live version. The subscriber is favorably impressed with the demo, so he launches the applet, calls your sales desk (with a credit card handy), and receives a password to unlock the live version. The transaction is completed in minutes, before buying intent wanes. The subscriber enjoys the exhilaration of receiving software on demand — and you have just closed a direct sale, collected payment, and captured precious registration information.

Concerned that the large size of your product may discourage subscribers from downloading it? Consider this: Communication bandwidths are widening at a stunning rate, as 14,400 bps modems sell for under $100 and 28,800 bps  units are already  becoming a standard. At these transmission rates, customers can download a megabyte in under 6 minutes. Also, **BroadCast** features integrated file compression, which can dramatically reduce online time.

**BroadCast** creates sales that would simply not occur without it.

# Selling With CD-ROM

**CD-ROM is an attractive storage medium. BroadCast transforms it into your most profitable sales medium.**

**CD-ROM is not just for multimedia**  Do you publish applications of modest size, too small, ostensibly, to justify the use of CD-ROM? Consider: With **BroadCast**, you can publish your entire software line, with demos of each product, on a single CD-ROM. When a customer purchases one of your products through the traditional distribution channel, he or she is also exposed to your other products, and can unlock them, on demand, with a single telephone call.

This strategy for cross-marketing is vastly more potent than merely stuffing boxes with literature describing your other products. The customer experiences realistic demos (at no extra cost to you), and can acquire the live versions in minutes, while the impression created by your demos is foremost in the customer's mind.

Best of all, your cost of the original sale is comparable to that of a diskette-based package, and the cost of selling additional products is negligible. There is simply no other practical way to make your entire line available to qualified buyers at virtually no additional cost.

**Not just for CD-ROM publishers, either** Perhaps you have only one product, and CD-ROM is inappropriate. You can still benefit from the rising tide of popularity enjoyed by this medium by publishing your software — securely locked — on any of the growing number of CD-ROM collections produced by independent consolidators (e.g., magazine publishers). Chances are, the consolidator will happily include your software at little or no charge, because your presence on the disk enhances its attractiveness in the marketplace. And because you have used **BroadCast** to lock your product, the consolidator need not take any special security measures — even if all the other items on the disk are provided as freeware or shareware.

If you publish add-ons (components, plug-ins, etc.) or products complementary to those of another publisher, **BroadCast** can open the door to powerful co-marketing opportunities. Select some noncompeting publishers with whom you enjoy cordial relations, and arrange to publish demo and locked versions of your product on their CD-ROMS. In addition to reaching precisely the qualified buyers you seek, you can actually sell to them with little incremental effort or expense. With **BroadCast**, "product bundling" takes on a whole new meaning!

# …and  Even the Humble Diskette

## BroadCast can make diskettes work for you in ways you never imagined.

**Maximize upgrades**  Perhaps you publish two versions of a product: a "Lite" and a "Pro" version. Why not package a locked version of the Pro software with every Lite unit you ship? It's difficult to imagine a more effective way to encourage upgrade purchases.

**Capture registration info**  Almost without exception, publishers complain that capturing registration information is increasingly more difficult and expensive. Your customer list is one of your most valuable assets, yet no practical strategy has been found that fully conserves this asset. Perhaps you've tried offering premiums to those who take the time to complete and mail a registration card. This strategy entails additional postage, fulfillment and media costs, and is only moderately effective in the best of cases.

With **BroadCast**, you can include locked premiums with every package you ship. To unlock the premiums, the customer need only call your customer service desk for a password, which is issued at no charge once the customer's name and address have been captured. If you know of a more effective registration incentive, then we'd like to hear from you!

**Convert demos to sales**  Do you ship demo packages to distributors, resellers, or major accounts? Use **BroadCast** to include locked live versions with the demos, and watch the conversion rate soar!

# Other Strategies

**Resellers**  If you consolidate demo software from multiple publishers for distribution on CD-ROM, then **BroadCast** is the enabling technology you need to convert browsers into buyers. Unlike systems that lock the entire contents of a CD (at considerable up-front expense to you), **BroadCast** carries only a nominal license fee. To unlock your customers' software, you issue passwords to them by telephone,  You acquire these passwords only at the rate you need them. Since you decide how many passwords you wish to inventory, you control your cash flow, purchasing passwords only as need to close sales. Since **BroadCast** can lock individual files or directories on a CD — while leaving other items untouched — you can include all manner of unlocked materials on your disk: marketing materials, shareware, newsletters, even paid advertisements. **BroadCast** offers you a real competitive edge.

**Shareware Authors**  If five percent paid registration simply isn't good enough, then **BroadCast** is the technology you need to ensure that you are fairly compensated for your efforts. If you have neither the time nor the inclination to staff a phone line to issue passwords and collect payments, then talk to us. We'll tell you about our strong commitment to shareware, and we'll explain how we can process your customer's orders and send you the revenue, all at no cost to you.

**Disk drive OEMs**  In a business with rapidly shrinking margins, you can benefit substantially by bundling locked software. You know that many software publishers would like you to bundle their products, but until now, you simply could not justify the royalty expenses. When you use **BroadCast** to bundle locked software, the equation is reversed! Many publishers will gladly compensate you for the  exposure and increased sales you'll be providing them. Or you may prefer to act as a reseller by issuing passwords to your own

customers that enable them to unlock the software. Either way, **BroadCast** will convert software bundling from an expensive headache into a new profit center.

**BroadCast** is so versatile, that even we haven't envisioned all the ways it can benefit you. Tell us your ideas — we'll help make them a reality.

# About BroadCast…

**BroadCast is easy to implement**  Depending on which media you elect to use, you can begin to profit from **BroadCast** on the very first day you acquire it. Literally in minutes, **BroadCast** will securely compress and encrypt your product, and embed it in an executable unlocker application that can be publicly distributed. When a customer wishes to purchase your product, he or she simply runs the unlocker application. A unique control number is displayed, together with instructions composed by you and the telephone number of your sales desk. Your sales representative processes a credit card transaction and captures registration information. Using software we provide, the sales representative then generates a unique unlocking password for the customer. When the customer enters that password, the product is unlocked.

Within minutes:

- *The customer has acquired your product instantly and effortlessly*
- *You have closed a direct sale, and collected payment*
- *You have captured accurate name, address, and any other information you need*
- *You have benefited from the opportunity to sell other products in your line*
- *You have saved the costs of packaging and freight*
- *You may elect to mail hard-copy documentation, perhaps at a premium*

**BroadCast lets you manage your cash flow**  Depending on your volume, you can purchase passwords in small or large denominations, as you see fit. Your cash is never tied up, because you decide how many passwords you wish to inventory. When your

supply of passwords runs low, we can issue you additional passwords instantly by telephone, just as you issue them to your customers.

**BroadCast is inexpensive**  The cost of closing a sale with **BroadCast** is comparable to the transaction fee levied by your credit card processor. Contrast this with the 50-60 points you would otherwise give up in conventional distribution channels. The savings are undeniably attractive.

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