



The DDNi Story

Digital Delivery Networks, Inc. (DDNi) is a PC ecosystem company that provides software, infrastructure and digital marketing opportunities to computer and device OEMs, distribution partners and retailers.

DDNi's clients sustain superior application software and internet services and enable contextual marketing during the customers' daily device and computer use.

DDNi's proprietary and patented platform allows PC companies and channel partners to create and maintain an ongoing branded relationship with its customers and the opportunity to increase revenues throughout the computing device's lifespan.



DDNi Ecosystem

OEMs: DDNi's platform manages a dialogue between PC OEMs and the customer to intelligently interact and recommend software, services, support and products that are in context to the end-user's PC use.

Retailers: DDNi's platform creates a sales channel for new and complementary products and services "beyond the store" initial purchase.

End-Users: DDNi helps PC users take control of their desktop with a customizable, clean and personal interface that evolves as their requirements change.

Product and Service Providers: DDNi increases partner sales opportunities by delivering its products and services in a unified customer-centric ecosystem to enhance, improve, and expand the customer's computing experience.



DDNi provides a software infrastructure to empower end-users to build a personalized interaction with their PCs and devices, which improves the end-user experience and increases brand loyalty.

DDNi Supports OEMs

- Increase profits by identifying and securing new and recurring revenue streams after the point-of-sale
- Build brand loyalty by providing OEMs with a differentiated computer experience
- Facilitate target messages to users to increase product or service sales through up-sell and cross-sell opportunities
- Provide analytical insights from customers influencing future marketing and developmental initiatives
- Enhance OEMs' ability to manage and service PC updates, maintenance and warranties that results in lower support costs



What is OASIS?

DDNi's OASIS is a complete turnkey solution for Internet services, software and hard goods.

- The DDNi OASIS managed-client platform is a software and services presentation framework
- It establishes a personalized, timely, and ongoing interaction with the end-user from purchase to repurchase
- DDNi places partners in the decision intersections. "Sell what the buyer wants, when the buyer wants it"
- DDNi generates and harvests parallel revenue streams through the product's useful lifecycle

sMyline: Quick and Easy Access to the Things You Do!



The Products

PC First Boot Setup

- First impressions mean a lot
- Don't surrender the customer after finally winning them

Focused Environments

- Functionality that significantly extends brand loyalty and delivers an exceptional sales environment

Launch Points

- Own the desktop experience
- Applications are independent players. Icons and pop-ups everywhere – the experience degrades when no one intervenes

Full Lifecycle Dialogue

- Create, build, and manage an “always-on” client that evolves with the user over the lifecycle of their product

The Experience

DDNi delivers a connected environment of touch points to achieve a more fulfilling computing experience.

First Boot

- Branded Welcome and Exit Flash
- Security
- Internet Service Provider
- Browser
- User Personalization
- Extended Warranty
- Registration

Extended Setup

- Branded Welcome and Exit Flash
- Security
- Internet Service Provider
- Homepage
- * Search Provider
- Media Player
- Browser
- Toolbar
- Extended Warranty
- Registration

Center Stage

- Shopping (local and connected)
- Dashboard
- Decision Center
- Video
- RSS Feeds

Caravan

- Customized client
- Message template
- Standard Messaging Program
- Targeting Profiles (simple and complex)
- Messaging Console
- Client Status Monitoring

A Winning Solution for Everyone

	Consumer	Software Developer	Computer Maker	Retailer	Online Retailer	Content Providers
First Boot	✓	✓	✓	✓	✓	✓
Extended Setup	✓	✓	✓	✓	✓	✓
Decision Center	✓	✓	✓	✓	✓	✓
Dashboard	✓					✓
Shopping	✓	✓	✓	✓	✓	✓
Video	✓					✓
RSS Feeds	✓					✓
Communications	✓	✓	✓	✓	✓	✓
Browser	✓			✓	✓	✓
Caravan	✓	✓	✓	✓	✓	✓

DDNi Has Deep Expertise in: Increasing Revenue

- Lowering support costs
- Surfacing new revenue streams
- Presenting products & services most likely to convert sales

DDNi Enhances Customer Experience

- Delivers leading-edge, best-of-breed products and services
- Simplifies and expands user's computing experience
- Enables personalization

To find out more about our product and how DDNi can deliver a superior Customer experience for you, visit www.DDNI.com or contact David Sawin dsawin@ddni.com (919) 928-2184

