Dell and Ocoos: Description of Solution & High Level Benefits

Ocoos and Dell built an integrated marketing solution for the Small and Medium Sized Business (SMB) market. The Dell/Ocoos solution gives SMB customers access to a cloud-based platform using Dell laptops and tablets. Key features include:

- **HomePage:** Build a customized homepage optimized for user interaction, search engines and all major browsers/devices.
- **Offerings:** Use built-in ecommerce to build offerings for the marketplace, ranging from simple products to complex services.
- **Operations:** Use built-in CRM, discount manager and analytics to optimize business operations and data mining for future business.

The solution is highly differeniated from existing alternatives at four levels:

- **Technology Insurance:** The Ocoos solution automatically manages hosting, domain and porting to browsers/devices, including mobile devices.
- **Services Infrastructre:** Beyond the ability to sell products, customers can offer services with capabilities such as scheduling, disconnnected payments, user inquiry and legal document signatures.
- **B2B Co-Marketing:** Ocoos has a patented method allowing businesses to associate and market together.
- **Cost Effective:** The solution is available at a fraction of the price of custom builds.

The Solution

The solution gives SMBs the ability to build a solution with integrated capabilities for their homepage, offerings and back office operations. Customers engage with Ocoos through a Do It Yourself (DIY) approach or a contract with Ocoos Concierge Services to build the solution for them. Both approaches are available at www.ocoos.com. Solution details include:

Customizable Homepage

Using either the DIY or Concierge approach (Ocoos build it for you service), Ocoos offers the ability to build full-featured, high-definition webpages. Unlike traditional products, the Ocoos process for building homepages optimizes for:

1. Underline: User Interaction: Years of learning about user interaction guided the construction process for Ocoos home page designs.
2. Search Optimization: Commonly known as search engine optimization (SEO), the Ocoos platform ensures that the structure of the website and all the keyword Meta information is optimized for the major search engines.
3. Device Optimization: Ocoos employs patented technology that automatically maps websites to various devices (laptop, mobile phone, etc.). The technology allows us to update to newer devices (iWatch, etc.) without any further required action from customers.

Actionable Offerings

Like many ecommerce products, Ocoos can build an ecommerce flow for products, including several options for merchant services (native, PayPal, or authorize.net). Beyond products, Ocoos has a rich infrastructure for services with unique features:

1. Scheduling: Ocoos can handle a number of styles of scheduling (classes/events, free flowing calendars for professionals, etc.) with capacity constraints. Ocoos also has a patented scheduling optimization capability for mobile service providers who would like to minimize travel between jobs sites.
2. Payments: Ocoos can handle various styles of payments such as deposit/postpaid, milestone based payments, payment on demand, etc.
3. Digital Signatures: Ocoos enables the digital signature and storage of legal documents such as liability wavers or completion-of-work required by many services.
4. Customer Enquiry: Ocoos enables the collection and storage of customer information required for completion of jobs (graphics, customer specific information, specifications, etc.)

Business Operations and Management

Ocoos connects the Homepage and Offerings with a powerful backend/operations capability by employing the following features:

1. Transaction Manager: Customers can approve/disapprove bookings and manage refunds for either ecommerce or point-of-sale interactions with their clients.
2. Customer Relationship Manager: Ocoos tracks all customers who enter through the ecommerce and POS flows. This information allows customers to mine their database to build marketing campaigns for future business.
3. Analytics: Ocoos tracks website traffic and allows customers to analyze the information to gain insight into their clients.
4. Discount Manager: Ocoos provides a powerful discount manager which can be used to drive demand as well as evaluate the effectiveness of advertising channels through separate discount codes.
5. Sales Dashboard: Customers can view their database through the lens of sales to optimize scheduling and viability of various offerings.

B2B Co-Marketing Engine

With its patented B2B co-marketing engine, a business can recommend another business; the result is visible on both websites. This capability effectively allows referrals to appear on the internet, allowing businesses to compete as a group in the marketplace. Benefits include:

1. Crowd Sourcing of Marketing Effort: As anyone in the network gets traffic, all partners effectively benefit from that traffic.
2. Trust: If the consumer knows anyone in the network, they are much more likely to trust others in the network.

About Ocoos

Ocoos gives business owners the ability to quickly and intuitively build a world class marketing solution to help drive their business.

By modernizing small business operations and providing the latest tools in a low cost and easy to use platform, seamless commerce and interaction can be provided to all, no matter the size of business.

The main goal at Ocoos is to help small businesses to innovate by providing a modern web presence and productivity tools under one simplified platform on the cloud. The technology includes simplified and integrated "Cloud" tools including Online Booking, Ecommerce, Social Media Management, Messaging, Analytics, Customer Relationship Management (CRM) and Financials.

The Dell Technology Partner Program

Ocoos is a Dell Technology Partner. Their internet marketing solution is certified by Dell to run on the Dell platforms specified in the technical architecture section.

The Dell Technology Partner program is a multi-tier program that includes ISVs, IHVs and Solution Providers. This global program helps partners build innovative and competitive business solutions using Dell platforms. Program resources keep customer costs low and help to sustain competitiveness.

The program has a structured and streamlined process that combines technology and business strategies with Dell Solution Center expertise to onboard and test partner products on Dell platforms. This testing process helps ensure products have met the technical requirements to perform well on Dell platforms.