

Client

System URL

Instructions for using this form: Shown below are all of the features currently included in ARRAY Express. Checked features are standard and cannot be modified or turned off. Place a checkmark next to those optional features you want included in your company's ARRAY Express distributor website system. Choose as many features as you like, but keep in mind that the features' functionality cannot be modified, and some features incur additional costs or changes in the length of the development timeline.

STANDARD FEATURES (FREE)

SIGNUP

- Signup wizard (choose username, create account, etc.)

LOGIN PAGE & MARKETING SITE

- Login page (access to Web Office) with "Forgot Password?" wizard
- Marketing pages (Features, Common Questions, About, Contact Us)

PERSONAL WEBSITE (DISTRIBUTORS)

- Personal website with the following sections as options for users:
- Personal welcome message
 - Personal photo
 - Personal testimonial
 - Upcoming events (populated by distributor's online calendar)
 - Featured product (1, w/desc.) OR featured products (2+, no desc.)
 - Become a distributor
 - Splash links (updated through System Admin)
 - Main graphic w/sales or biz opp message
 - Subscribe to email list
 - Tell a friend form
 - Contact form

WEB OFFICE (DISTRIBUTORS)

- Landing page with the following sections:
- Info panel (Site statistics, new emails, contacts, etc.)
 - New users guide, tech support information
 - Main headline, news, and tips (from System Admin)
 - Calendar events (both personal and from System Admin)

- Contact Center tab with the following pages/tools:
- Email (includes 2 pre-formatted marketing emails)
 - Calendar
 - To-do list
 - Address book
 - List manager

- Website Editor tab with the following pages/tools:
- Point & click website editor
 - SmartEditor™ on all text sections
 - Website previewer

- Web Tools tab with the following pages/tools:
- Message boards (to communicate with other users)
 - Banner manager (includes 2 biz opp banners)
 - File manager
 - Training downloads (from System Admin)
 - Auto responder (for website contact form)
 - Meta tags editor

TECHNICAL SUPPORT (DISTRIBUTORS)

- Unlimited phone & email support, online help center

SYSTEM ADMIN (CORPORATE)

- Administration tools for many of the standard and optional features

OPTIONAL FEATURES (FREE)

PERSONAL WEBSITE ADD-ONS

- Personalized URL – http://_____/username
- Shop link to your company's online store
- Add Success Stories section
- Add Host a Party section (optional for companies w/party plan)

INTEGRATION WITH YOUR COMPANY'S SHOPPING CART

- Add RichLinks™ (pass distributor ID for customer order tracking)

SECOND WEBSITE (FOR PROSPECTING & LEAD GENERATION)

- Add a second website with these homepage sections:
- Personal welcome message + personal photo
 - Product or biz opp headline
 - Lifestyle photo
 - About (company info)
 - Tell a friend & contact forms

Number of "pitches" to be created (circle one): 1 2 3

- Personalized URL – http://_____/username

OPTIONAL FEATURES (EXTRA CHARGE)

PRESENTATION MANAGER

PRICE

- | | |
|--|---------|
| <input type="checkbox"/> Add presentation manager (must provide .pdf or .ppt file) | \$1,500 |
| <input type="checkbox"/> Add link on standard personal website | |
| <input type="checkbox"/> Add link on second website | |

DATA INTEGRATION†

PRICE

- | | |
|--|---------|
| <input type="checkbox"/> Add genealogy integration for One-Click Downlining™ | \$1,500 |
| <input type="checkbox"/> Add signup verification | \$500 |

MISCELLANEOUS

PRICE

- | | | |
|---|-----------------|-----------|
| <input type="checkbox"/> Create additional marketing emails | Quantity: _____ | \$300/EA. |
| <input type="checkbox"/> Create additional banner ads | Quantity: _____ | \$200/EA. |

Please refer to Content Requirements document for additional notes

By signing below, I hereby affirm that this document has been correctly annotated.

X _____ / /

CLIENT REPRESENTATIVE

DATE

X _____ / /

ACCOUNT MANAGER (IDI)

DATE

† Data integration can be facilitated either through a direct link to the system your company uses to store distributor information or through a file uploaded to our system automatically each night. This integration is limited only to information that is required to make the the integrated portions of ARRAY Express function properly (One-Click Downlining and signup verification). It does not include customization to the base ARRAY Express system, nor does it include additional functionality other than stated in this document and the Content Requirements document.