

Netgateway enables companies of any size to plug into an existing eCommerce infrastructure, known as the Internet Commerce Center (ICC).

The ICC is the only fully-developed, robust and feature-rich eCommerce system that is available for any company to use. Plugging into an existing eCommerce infrastructure is smarter business than building your own, duplicating what has already been built and tested. In so doing, the enterprise is liberated from the burden of heavy start-up hardware, software, consulting and staffing costs.

The result is a seamless migration to eCommerce that is customized to fit the special needs of the company's business rules, its products, and its customers.

Netgateway extends your company to the Internet without disruption to your core business. You can focus on making money on the Internet rather than spending money just getting there.

In other words, why build a telephone switch when all you want to do is make a call?

Welcome to the sensible approach to eCommerce.

Imagine entering the New World of eCommerce without the high-ticket price of admission.

Every economic prediction points to the expansive future of eCommerce. When one goes beyond the present hype of purchasing books, CDs or auctioning a used automobile on the Internet, one enters a future of businesses conducting transactions with other companies and consumers in a friction-free, immediate and efficient environment.

eCommerce will expand markets, improve customer relations and increase sales and profits for all those who adopt this new way of conducting business.



Netgateway™

WHERE BUSINESS DOES BUSINESS ON THE INTERNET.™

www.netgateway.net

T U R N O N
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S W I T C H O N
e C O M M E R C E



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NETGATEWAY. THE MOST COST-EFFECTIVE PATH TO eCOMMERCE SUCCESS.

eCommerce success is a result of both the eCommerce infrastructure and the business strategy that a company executes in support of the eCommerce strategy.

The Netgateway path to eCommerce promotes eCommerce success by minimizing a company's initial investment.

By plugging into a fully-developed and robust eCommerce infrastructure, a company proceeds directly to the crucial task of making eCommerce work without spending precious time and money on the creation of the eCommerce application.

This applies equally to a simple electronic Storefront as well as to an enterprise that conducts a large volume of complex transactions.

NETGATEWAY. FROM JOE'S BAIT & TACKLE SHOP TO THE FORTUNE 500.



The Internet Commerce Center (ICC) covers the entire spectrum of eCommerce.

StoresOnline.com covers smaller enterprises whose transactions are relatively simple. The full ICC can manage the high velocity of the most complex electronic transactions.

NETGATEWAY. THE RIGHT eCOMMERCE CHOICE.

A company has only two fundamental choices in deciding on the proper extension of its business to eCommerce.

1. It can build its own capability. It can do so in one of two ways:

a) By using its internal staff or by hiring additional full time IT professionals or,

b) the company can retain specialized and disparate vendors using differing, or even contradictory strategies, models and designs to build the system.

Both are expensive, wasteful of corporate resources and time consuming.

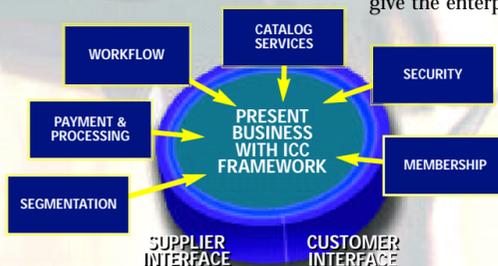
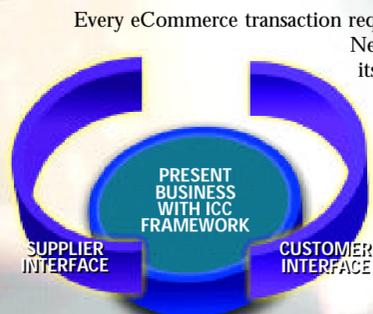
The advantages of eCommerce are so persuasive that companies of all sizes and in every industry segment are now in the process of adopting this new way of doing business.

Internet commerce has the potential of greatly advancing a company's sales and profits. Conversely, it has the potential of destroying a company's present relationship with its present customers.

Every company will be part of the eCommerce market. It will either embrace this new way of doing business and gain sales & new revenue streams. Or it will face the danger of contributing its customers and revenue to distant predators. Every company will either be a winner or a loser. The coming battlefield will be on the digital landscape.

THE INTERNET COMMERCE CENTER. PLUG INTO THE PROVEN SYSTEM THAT HAS BEEN REFINED THROUGH COUNTLESS APPLICATIONS.

Every business is now challenged by the immense opportunity of eCommerce. But what is the best way to extend an enterprise to this new way of doing business?



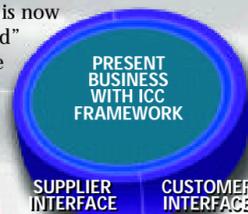
The enterprise with the ICC can now establish links, or "spokes" to suppliers and customers with special protocols that enable the entities to do business electronically.

NETGATEWAY. THE "PLUG INTO" eCOMMERCE SOLUTION.

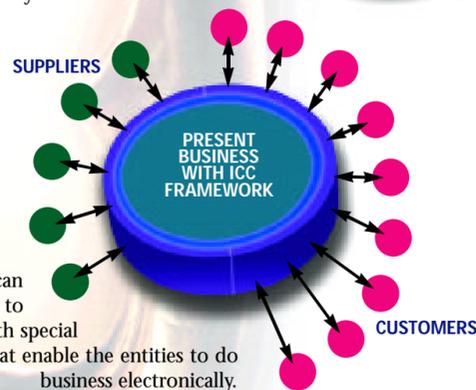
eCommerce requires a structure, a discipline of thought, a strategy. This framework is often missing when companies choose to deal with disparate vendors and consultants.



The existing enterprise is now electronically "wrapped" within the ICC. It acts as the "hub" of the system.



Now, Netgateway introduces and further customizes components of the ICC that give the enterprise its unique eCommerce capability.



2. It can adopt the Netgateway path by simply plugging into the New World of eCommerce.

In so doing, the company is able to bypass all of the traditional barriers of entry into the world of eCommerce.

In addition, it creates a partnership with a group of professionals that have a shared stake in the success of the company's eCommerce initiative. This enables the company to have access to additional functionality and continuously adopting the "best of breed" in eCommerce methods, systems and software.

NETGATEWAY. A FULL-SERVICE eCOMMERCE PROVIDER.

The Netgateway services range from simple Internet storefronts to highly-complex systems permitting the comprehensive conduct of business on the Internet. These services include:

- Web Site Design and Development
- Design and Development of Electronic Storefronts

- Internet Mall Design and Development

• Connectivity Solutions (Back-end integration, Site hosting and connectivity to third party Networks)

- Transaction Processing
- Data Warehousing and Transaction Reporting
- 24/7 Customer Support

3 REASONS WHY NETGATEWAY IS BECOMING THE PLACE WHERE BUSINESS DOES BUSINESS ON THE INTERNET.

1. The Netgateway "hub and spoke" model represents the fastest, easiest and most cost-effective way to enter the eCommerce market.

2. Netgateway's ICC is the "gold standard" of Internet architecture. It is elegantly designed, mature and highly flexible to fit each company's particular requirements.

3. Netgateway consists of a body of technical and business professionals. This insures that your partnership with Netgateway will always result in the application of the latest state-of-the-art eCommerce technology and business practices.

KPMG Peat Marwick estimates that the business-to-business Internet commerce, which represents 78% of eCommerce, doubles approximately every 90 days. Total eCommerce is expected to grow to \$400 billion in just over 2 years.

Forrester Research first predicted eCommerce with a value of \$327 billion in 2002. Then it upped its estimate to \$874 billion for the same year. Recently, it changed that prediction to \$1.3 trillion in 2003.

The Wall Street Journal recently reported that "eCommerce sites cost more and take more effort to start than planned... Getting a new eCommerce web site off the ground costs, on average, \$1 million according to research by the Gartner Group."