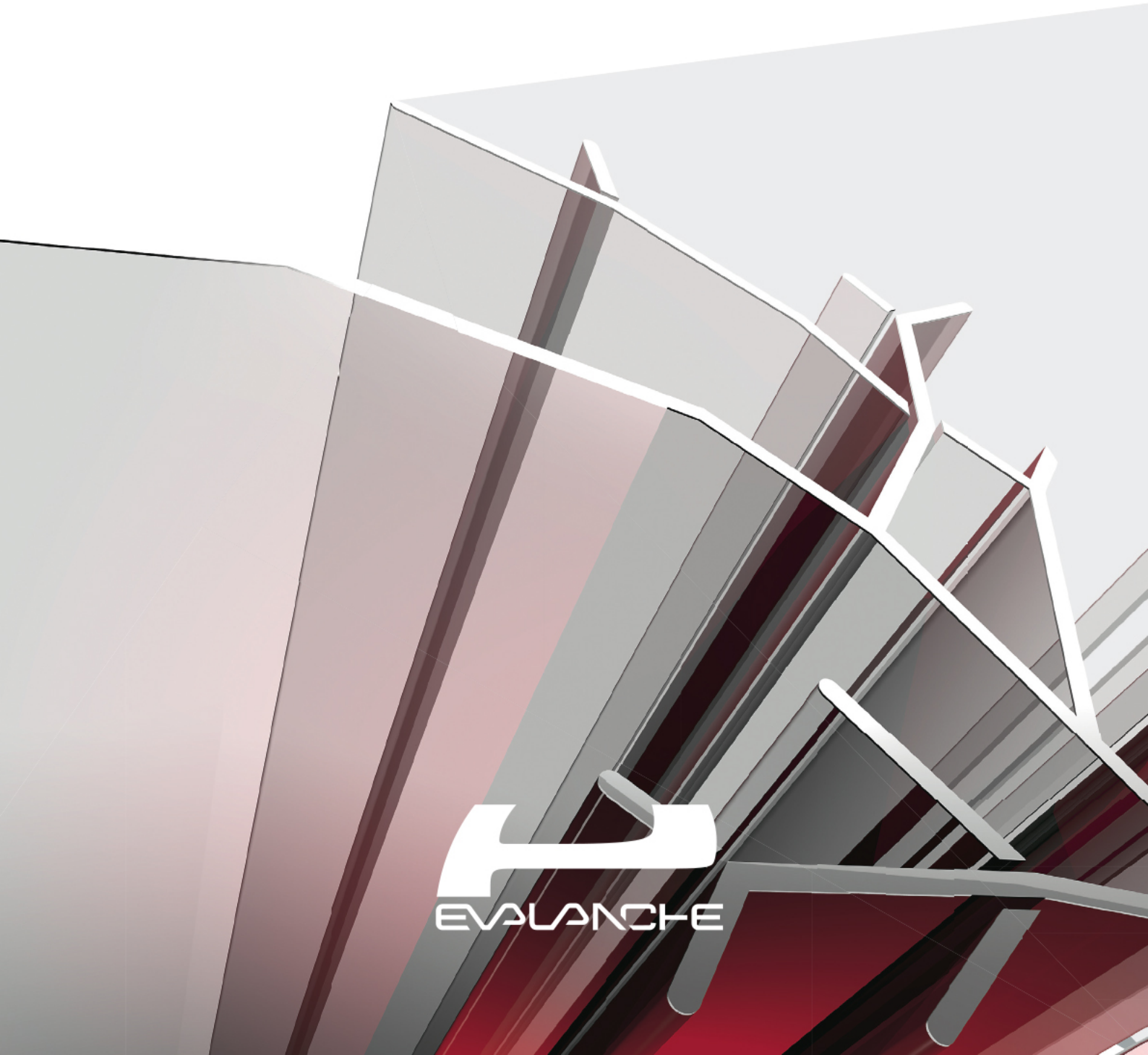
EVALANCHE
AGENCY SOLUTION



EVALANCHE
UNIQUE PARTNER MODEL FOR AGENCIES

"Evalanche has been the right solution for us for over 15 years, offering superior functionality, lots of workflow automation and optimum multi-client management. It is ideal for reaping above-average added value."

Stephan Kalinka
Agency Director, GFB & Partner, Munich

Future-proof all-round solution delivering high added value

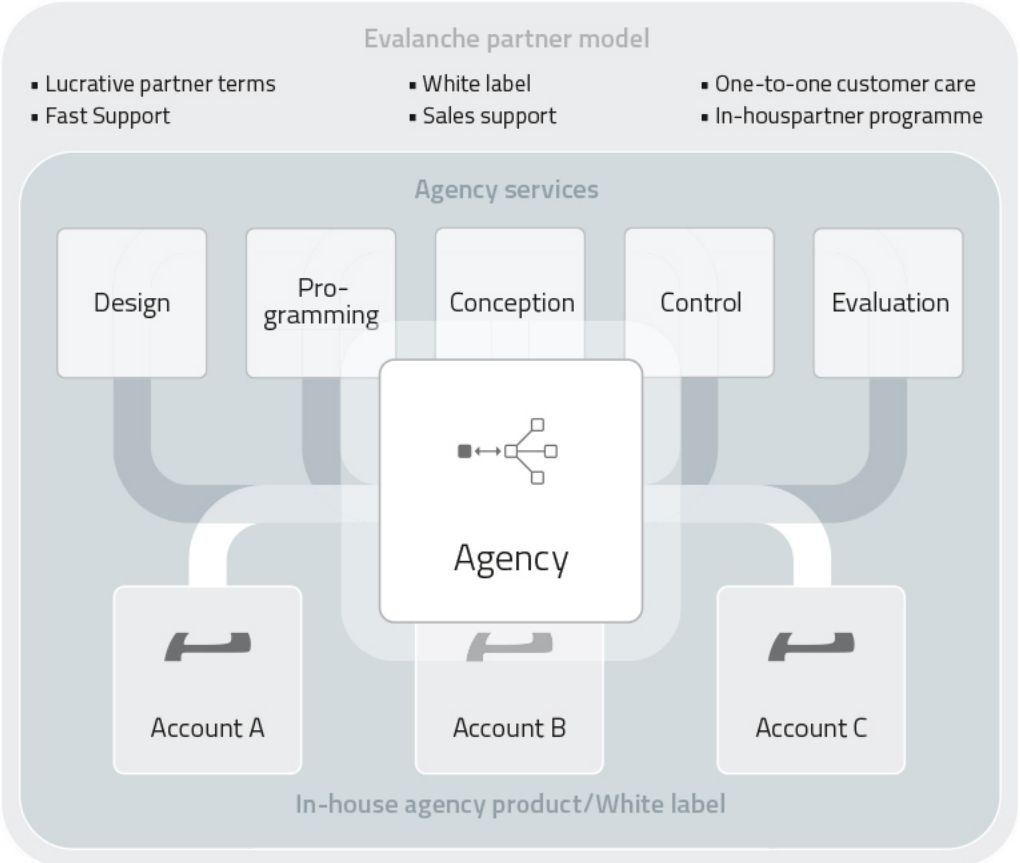
Evalanche is the first e-mail marketing and lead management solution specifically designed for agencies and e-mail marketing service providers. The results of over fifteen years of collaboration with agencies are:

- used successfully by over 5,000 customers
- mature and future-oriented functionality
- high productivity and first-class value creation

New standards on a solid basis

Evalanche is one of the most advanced e-marketing technologies in Europe. SC-Networks is certified by TÜV according to ISO 27001 standards as well as the Certified Senders Alliance (CSA) and complies with the code of ethics for permission marketing of the German Dialogue Marketing Association (Deutscher Dialogmarketing Verband (DDV)). We offer you a totally unique partner model – commercially and contractually attractive – based on a reliable and high-performance infrastructure for the successful acquisition of new customers and high-quality customer loyalty.

We see ourselves as the reliable technology service provider of our partners.



AREAS OF USE

Renowned agencies have been using Evalanche since 2000 – with demonstrable success in thousands of regional and international e-marketing campaigns. Take advantage of the possibilities of our flexible and economically attractive partner model.

We offer the technical platform for an absolutely autonomous usage. The full service potential belongs unconditionally to our agency partners – for the following typical areas of use:

E-mail and newsletter marketing
Evalanche supports you with all functions for planning and implementing e-mail marketing campaigns for:

- Cross-media newsletters
- Stand-alone and info mailings
- Multi-stage e-mail campaigns (life-cycle mailings)
- Birthday mailings (trigger mailings)
- Confirmation e-mails (transaction mailings)
- E-cards and online voting
- Coupon mailings with QR-code
- Press releases and investor relations
- Seminar and training registrations
- Podcasts, audio and video mailings

Address generation and profile structure
Evalanche offers convenient and flexible campaign management enabling you to have a dialogue with existing customers and to acquire new ones, including:

- Marketing automation and lead management
- Individual landing pages
- Profile building and scoring
- Contact enquiries and online registrations
- Order and booking enquiries
- Market and customer surveys
- Competitions and prize draws
- Call-back and info service
- Cooperation campaigns
- Online applications
- My Profile Centre (profile updating)

"SC-Networks is not only an experienced expert in the field of lead nurturing and lead management, but also a highly service-oriented and proactive partner who always takes time to understand the customer's needs. In short: superior services and a really nice team."

Nikolaus von Graeve
Managing Director, rabbit eMarketing GmbH

KEY FEATURES AND HIGHLIGHTS

WHITE LABEL

Customer retention under your own logo

With the white label version of Evalanche you can design and offer your own agency system. The entire system interface can be adapted to the appearance of your company and to that of your customers with simple tools. In this case, we do not use our own Evalanche branding.

Independent pricing

You thus showcase yourself to your customers with your own product, while we remain in the background as a reliable technology partner. In designing your own price model there are no specifications from our side for fixed commission rates.

MULTI-CUSTOMER

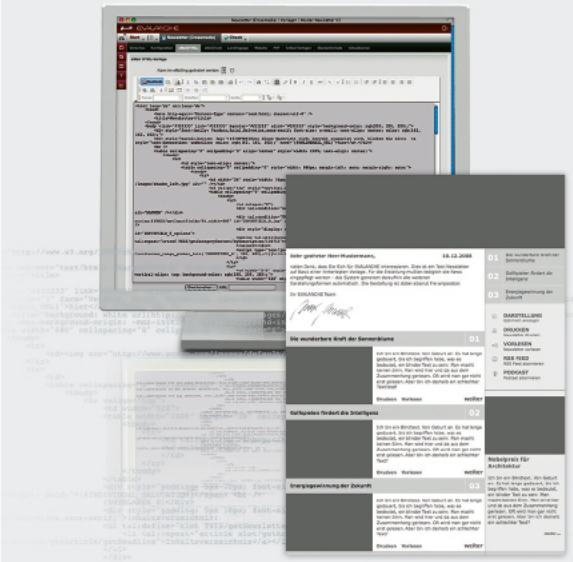
Multi-client capability

The special features of Evalanche making it particularly suitable for agencies that are based, i.a. on the concept of multi-client capability, which has been consistently applied from the start. Instead of only pooling individual adjacent accounts to a group for multiple clients, Evalanche allows for cross-client and powerful actions, e.g. the integration of modified or new templates for all customers.

Consistent customer administration

Evalanche sorts all your customers hierarchically under your agency account. Horizontal actions can be completed with considerably less effort. You yourself define which functionalities your customers can use. A differentiated system of rights creates clearly defined work areas and usage rights – both for your own employees and for your customers' employees.

OPEN ARCHITECTURE



Specialised in agencies

The range of functions has been streamlined to fit the workflow of agencies and e-marketing service providers. With one of the most modern content management solutions for cross-media communication, you can implement both standard scenarios and complex individual requirements efficiently and at a high quality. The focus here is on simple operability for you and your customers.

Adaptable and independent

You can easily adapt and extend all templates for newsletters, e-mailings, web forms and landing pages to new environments in any way you wish. We also offer interfaces and programming languages in order to meet the special tasks of your customers as well. This makes you independent across the board.

ONE-CLICK SET-UP

It could not be easier

You can set up Evalanche for your customers on your own without any programming knowledge or involvement on our part. Necessary adaptations of web forms and newsletter templates are possible within a very short space of time based on the sample environment which is also supplied.

Full-value and free-of-charge

This adapted sample environment can be used by your customers in full. It can be extended as you wish in the event of any changes in requirements. This means that you will be able to implement complex campaigns for e-mail marketing and address generation in a very short time. No additional set-up fees are payable to us. You settle your services entirely independently with your customers.

CUSTOMERS WHO ALREADY TRUST EVALANCHE

AGENCIES

- abian
- Algo
- Avance
- brandnamic
- DCI
- ec4u
- Federkiel & Partner
- GFB & Partner
- Hotelmarketing.de
- Kaube
- namics
- Nemuk
- Netz98
- Nextage
- Phocus Marketing Group
- Pixelart
- rabbit eMarketing
- SKA
- Tripicchio AG
- UDG
- Unid
- wdv
- wob AG
- and many more.

COMPANIES

- Affilinet
- Agfa
- Allianz
- AOK
- Avery Zweckform
- Baumer
- Bruker
- Compo
- Deutsche Messe
- Dr. Oetker
- Dürr
- E.ON Ruhrgas
- Electronic Partner
- Erdgas Zürich
- Gabor
- Generali Bank
- Germanischer Lloyd
- GO! General Overnight
- Hansa
- Hansgrohe
- Harman
- Helsana
- Holzmann Verlag
- Johann Lafer
- Kärcher
- Kapsch
- Kuka
- Kyocera Document Solutions
- Manpower

WHAT DO WE DO TO HELP YOU SUCCEED?

The overriding goal of our partner model is a clear separation of responsibilities: We concentrate on further development, ongoing operations and the support of Evalanche and actively support you in acquiring new customers. You assume the full implementation of the project and the customer support.

Free-of-charge for your own use
The use for internal e-mail marketing purposes is free – with no limits. This allows you to actively boost sales activity at no additional cost.

Forwarding of customer inquiries
We forward enquiries from potential agency customers directly to partners that are suitable from a regional or thematic perspective. We do not compete with you; instead, we support you behind the scenes as your technology partner.

Current information at all times
We will continuously provide you with the latest information on trends, tips and tricks as well as checklists, presentations and sample contracts relating to e-mail marketing and Evalanche to support your sales team.

Lucrative price models
We offer the necessary leeway in the design of your billing models – on the basis of the following variants with monthly system rent (ASP):

- Usage-dependent: Price model individually adapted to the needs of your customers
- Unlimited: System and service flat rate – independent of individual usage

Comprehensive support

- Professional user support (second-level)
- Problem elimination within four hours
- Emergency coverage and quality assurance
- "Training on the job" – training courses for users and developers

Flexibility and additional turnover potential

- You and not your customer are our contractual partner
- The set-up fee for customers/clients goes to you
- Integrated model scenarios for your customers
- No minimum contract term

CERTIFIED QUALITY

Evalanche stands for innovative e-mail marketing and lead management as well as a professional marketing automation for medium-sized, internationally active b2b companies and agencies. The platform is made in Germany and is hosted in exclusively German data centers that are – like SC-Networks – TÜV-certified according to ISO 270001. The company, that is represented in numerous locations in the German-speaking area, guarantees its customers information security and data protection in accordance with the GDPR.

ISO 27001
ISO/IEC 27001:2013

TÜV PROFI CERT ISO 27001 73 121 4963

SAP® Certified Powered by SAP NetWeaver®

CSA Certified Senders Alliance

DDV Ehrenkodex E-Mail Marketing

SecurITy made in Germany

DDV Deutscher Dialogmarketing Verband e.V.

cloud services MADE IN GERMANY