

# No More CDs? We have an alternative solution

**A cost-effective solution  
Electronic Data Delivery (EDD)**



## Benefits To Your Business

- Scales without adding infrastructure
- Improves download completion rates
- Increases end-user satisfaction
- Lowers distribution costs
- Helps increase sales
- Provides clear insight into business metrics

Data Bridge is a trusted provider of physical media, and through innovation we can now become your trusted provider for electronic data delivery as well. Electronic Download or content delivery was once an expensive and unaffordable option for many of our clients. We have listened to our customers' requirements, and using our in-house knowledge and experience we have put together a solution that will allow you to deliver your software, video, or data solutions to your customers and potential customers in a very easy and cost effective manner.

We offer customers an alternative. Using our Electronic data Delivery solution we provide customers the ability to convert from physical CDs to Internet distribution. Most customers have no other alternative than physical production i.e. CDs, printed brochures etc., as they are too small to have the web-based infrastructure required to successfully distribute their products electronically.

The business world ranging from traditional software application developers to information based associations are leveraging the Web increasingly to deliver their data online. Whether it's new software products, product updates, patches or simply information based data, our Electronic Data Delivery (EDD) solution enables you to distribute data globally, at less operational cost than traditional physical production.

Consumers expect to download data quickly, without any hassle, no matter where they are or how many other people are trying to download it. Trust Data Bridge Digital for reliable, global delivery of data over the Internet. Data Bridge Digital's Electronic Data Delivery uses a global platform to scale on demand to handle widely-varying traffic. Optimization and security techniques are built in to ensure complete, immediate downloads anywhere in the world - as well as tools to report on them. End-users get the service they expect. You get the confidence and cost savings of electronic data delivery with a 100% uptime guarantee.



## How Our Electronic Data Delivery Works

Data Bridge Digital's Electronic Data Delivery turns the Internet into a predictable, reliable platform, where capacity is available on demand to accommodate any type of data download-and measures the results.

At a basic level, upon receiving a download request, our server retrieves the appropriate data content from its storage server, applies features selected, performs the appropriate secure processing, and delivers the data to the requesting user.

Data Bridge Digital leverages robust network architecture, massive provisioned data centres interconnected via a private fibre-optic network that communicates directly with more than 900 user access networks around the world. The super-fast fibre-optic network by-passes most of the internet trouble spots giving users the fastest and most reliable access to either your data or software.

## More... Benefits To Your Business

- Provides a fully managed EDD solution based on a pay-per-use model, eliminating the costly build-out and management of a largely under-utilized, complex technology infrastructure.
- Gives you on-demand scalability for faster time-to-market.
- Reporting tools that can track the completed downloads to deliver business intelligence.
- Faster to market supports wider adoption of EDD, further reducing CD production/distribution costs.
- Ability to sell and deliver to customers who want access to your solution using their mobile device (Blackberry, iPhone, etc.)

## Who Can Benefit:

- Businesses and/or organizations that currently distribute data information using physical media i.e. CDs/DVDs
- Businesses and/or organizations that currently distribute data information using the web but find the lack of reporting methods and continuous increases in technology infrastructure costs to be affecting the core business focus.
- Start-up businesses and/or organizations that want to take advantage of a scalable distribution method to allow them to grow on an as needed basis and keep costs down.

# How Can Data Bridge Digital Help Your Business?

No matter what your business, you'll delight users with broad selections of content, 100% availability, and super-fast and reliable delivery of every request. At the same time, your business will benefit from the unmatched flexibility and scalability of our services.

## Deliver Excellence

Extend your reach and fulfill customer demand instantly, reducing support calls and saving on shipping, packaging, and other costs of physical product. **DatabridgeDELIVER** ensures ubiquitous availability of your software/data content — and delivers it without interruption. And since our network was designed to speed even the largest files to your customers, they can be using your software within minutes. You can also leverage the same robust network features to offer trial and promotional versions of your software online.

## Knowledge Is Key

Increase sales with better data about customer behavior: for example, what software are they downloading and from which pages. You can also confirm that your entire package was downloaded successfully, thanks to the completion reporting option in **DatabridgeDELIVER**. This information provides critical insight into conversion rates to measure the success of your data download initiatives. In addition to bill-back support, you can choose advanced reports, including Geo Reporting, for complete insight into global traffic and behavior patterns.

## Customer Satisfaction

Reduce support calls and improve customer satisfaction by providing self-service availability of patches, updates, and the latest data releases. With **DatabridgeDELIVER**, you won't need to worry about traffic spikes, even if your entire universe of users decides to upgrade at the same moment. And since pricing is based on actual delivery, you only pay for what you use.

## Regulatory Compliance

Copyright protection and compliance with government regulations are critical to your business. That's why Data Bridge Digital offers a Geo Compliance option that allows or denies user access based on geography. Using advanced IP address — lookup technology, you can serve content by geographic rules, keeping you in compliance with minimal effort.

## Customer Service

Your customers want upgrades and patches the second they're released. With **DatabridgeDELIVER**, updates are always available to global audiences everywhere. And since our Data Bridge Digital services are both scalable and flexible, we handle these intense traffic spikes with ease.



When you choose Data Bridge Digital, you'll have everything you need to get started- extensive expertise and no maintenance costs. Choose from these content delivery network (CDN) services:

## DatabridgeDELIVER

Instantly deliver HTTP objects — web pages, images, music, entire games and software packages, even HD video — to global audiences of any size.

## DatabridgeSTREAM

Stream smooth, uninterrupted audio and video using the most popular media players, perfect for broadcasting live events or for on-demand media delivery.

## DatabridgeSITE

Accelerate the performance of your entire website, while protecting user interactions and lowering the unit cost of site delivery.

## DatabridgeHD

Add high-performance delivery of true full-screen HD video content to your DatabridgeDELIVER or DatabridgeSTREAM service.

## DatabridgeREACH

Integrate mobile delivery intelligence with your existing publishing system to reach a growing universe of mobile devices

## DatabridgeADS

Monetize your video and audio content with dynamic ad insertion services that work with the advertising systems you already have in place.

## DatabridgeEXCHANGE

Take control of your CDN operations. Keep track of your users and their traffic patterns and measure the popularity of your content.

## DatabridgeSUPPORT

Ramp up quickly and keep your CDN running smoothly with persistent monitoring and proactive support services.

Interested in finding out how to reduce your distribution costs, increase the level of service to your current customers, and increase sales opportunities. Data Bridge can show you how. Within a matter of 15-20 minutes, we can assess your current situation and show you what type of impact our Electronic Data Delivery Solution can have on your bottom line.

Begin offering your clients the option of combined physical media (CD & DVD) shipments and/or electronic delivery. Give us a call today to find out how you may be able to take advantage of this service offering.

**Media Services from a Trusted Provider - Get Connected!**



**(613) 836-6010**  
**[databridgedigital.com](http://databridgedigital.com)**