

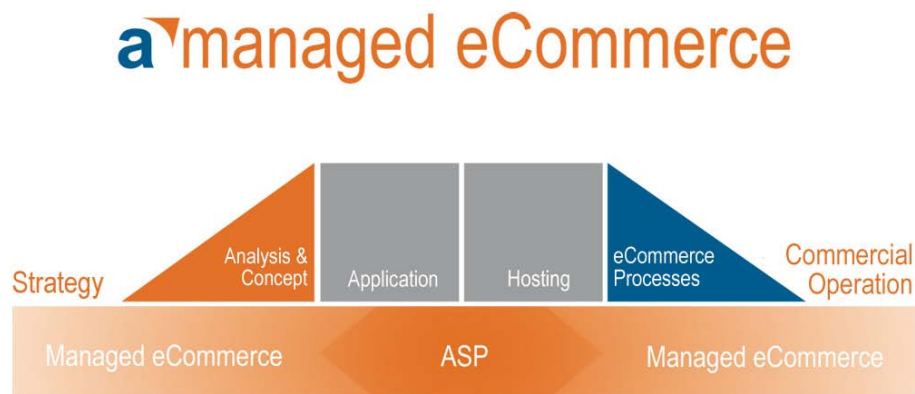
## Atrada Trading Network AG - Company Profile

### The experienced “Managed eCommerce” partner

Nuremberg, September 2009 – The Atrada AG provides traders and manufacturers with specially tailored platforms for the online trade and accompanies them in terms of “Managed eCommerce” during the entire chain of eCommerce processes. This ranges from advising and analysis to planning and technical realization to the commercial operating of eCommerce solutions. In particular, customers benefit from the provider’s long-term know-how and the 360° knowledge all about the Internet trade, profiting companies in the field of B2B and B2C. Hence, market leaders use the technical solutions and process know-how of the Atrada AG cross-sector. Thus, thousands of online transactions, such as ticket sales, music downloads and B2B auctions for vehicles are performed successfully every day.

### “Managed eCommerce”: Responsibility in all phases

The Atrada AG provides individualized platforms for web transactions as a service. This covers the realization and operation of the technical solution for the online trade and attendance for the concept as well as support for operating processes.



The various eCommerce solutions are based on a basic platform that can quickly be extended by selected components and modules. In the process, the Atrada AG ensures highest possible individualization and an ideal adjustment to the respective online business model. In addition, this flexibility guarantees fast and economic development as well as high investment security for the customers based on a previous target-oriented analysis. Atrada “Managed eCommerce” does, however, not end after the technical realization: Numerous services in the section Hosting & Operations – such as the 24/7 support – disburden the customer’s IT. Moreover, the eCommerce specialist also sustainably supports operative business processes. The service portfolio thus reaches from processing payment transactions to billing to taking over customer interaction centres and warehousing.

### **The portfolio – The de facto proof**

Market leaders count upon “Managed eCommerce” along with the profound know-how and the long-term experience of the Atrada AG. Numerous examples from practical experience highlight the successful interaction and flexibility of the Atrada eCommerce platforms:

**Shop** – Entry-level solution for demanding eCommerce trading in the B2B or B2C sector, including all core functions of a modern eCommerce system.

**Mall** – Multi-shop portal for a variety of traders and a standardized product catalogue. ElectronicScout24, the digital marketplace for consumer electronics stands for this as a reference.

**Marketplace** - Auction platform for a variety of suppliers with individual offers. An example for this is the B2B platform of DeTeFleet Services for the online selling of used vehicles of the Deutsche Telekom.

**Mediashop** – Shop system especially for the offering of digital contents (documents, e-books, music and video data). Prime example is the online portal Musicload of T-Online, one of Germany’s most successful download platforms for music.

**Ticketing** – Platform for the sale of tickets via the Internet and mobile applications. Here for example, the Atrada AG cooperates nationally with the CinemaxX AG, the Kinopolis GmbH and ProSieben.de.

### **In the focus: security and trust**

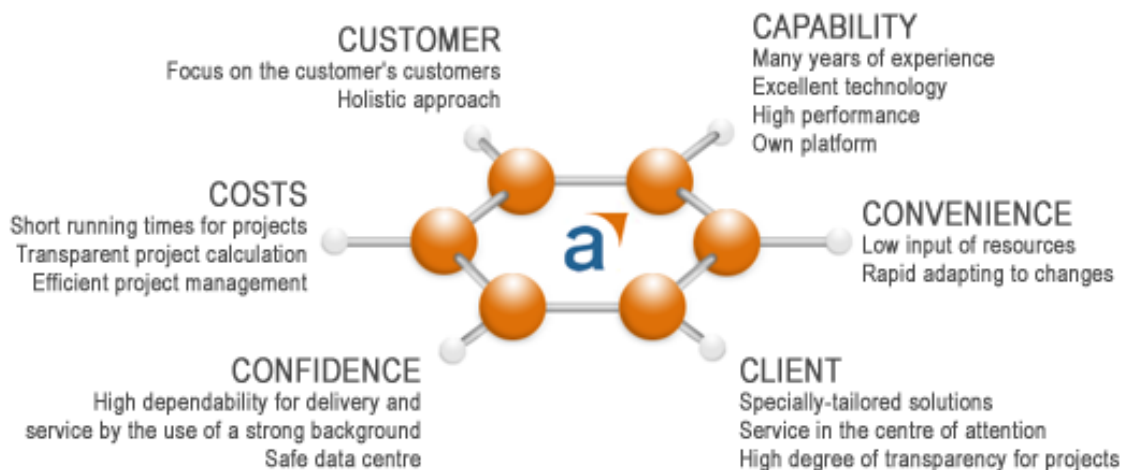
All technical solutions of the Atrada AG are signified by high scalability, high availability and maximum security – ensured by continuous monitoring, 24/7 application management and the operating of the productive systems in high secure data centres of T-systems. To protect the data, all necessary technical and procedural precautions are also checked by external institutions. The Atrada AG is therefore one of a few service companies in the eCommerce that has been certified by PCI standards. Hence, standardized processes according to the ITIL V3 guideline provide for excellent service quality and an ideal inter operability.

### Experience and know-how as the foundation

The Atrada AG ranks among the pioneers in the German Internet market and represents almost 15 years of experience in the online trade – particularly in the development and the operating of complex, highly available and transaction-oriented web applications. Among other things, the know-how is based on operating of proprietary eCommerce platforms, such as compendo.de, guaranteeing marketability and practical relevance at any time in developing solutions for the customer. It also includes the controlling of developer teams as well as taking over the prime contractorship for large projects. Atrada Trading Network AG, based in Nuremberg, employs around 60 staff members at present (August 2009). Konstantin Waldau fills the position of the manager and CEO. Since 2001, Atrada has been a part of the Deutsche Telekom as a wholly owned subsidiary and thus benefits from a vast professional network.

### The basis of all reliance - The 6C-Ansatz®

The 6C-Ansatz® depicts the extensive, customer-oriented, guided principle of the Atrada AG. Uniquely in this branch of industry, the company accompanies customers smoothly through the e-commercial process chain – from advising, analysis and concept, to technical solutions through to support for the operating business.



You will find further information and footage of Atrada by going to [www.atrada.net/press](http://www.atrada.net/press).

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