



Clickshare Service Corporation
75 Water St., P.O. Box 657
Williamstown MA 01267-0657 (USA)
V: (413) 458-7000 / F: (413) 458-8002
EMAIL: corp@clickshare.com

GETTING STARTED WITH CLICKSHARE

This document is available from: <http://www.clickshare.com/sales/startup.shtml>

There are as few as four easy steps to start making money with Clickshare. Once you have concluded a contract or are proceeding with a test install, work through these steps:

A. BUSINESS STEPS

1. Fill out the Clickshare Enrollment Form:

<http://www.clickshare.com/enroll/client-questionnaire.shtml>

When we receive your form, we will :

- a. Send you a Provider Agreement and pricing information.
- b. Send you technology contact a clickshare.war file.
- c. Send you a DNS update for your zone file. This will make sure that users who register will do so at a site within your domain.
- d. If you plan to register users (see Item No. 3, below), set up your secure Clickshare Service Provider website. (We'll purchase an SSL certificate of your behalf.)

2. Price your content.

You need to determine the price at which you wish to sell digital content to your own customers as well as to visiting customers from other Clickshare Service Providers. You may choose to sell by subscription or on a per-item basis. Your sales terms may differ depending on the type of purchaser (local / visiting). You may have a mix of free (no charge) content and priced content. Clickshare can help you to consider your pricing options. Consult your Clickshare representative.

3. (OPTIONAL) Determine enrollment and registration practices

If you intend only to sell digital content to visiting users, do not intend to enroll your own customers, or plan to send new users to HOME.CLICKSHARE.COM, you do not need to determine your enrollment and registration practices.

If you are going to be registering and enrolling consumer end-users with your own Clickshare accounts, you will probably be taking one of two approaches:

- a. Register/enroll from scratch

This approach will require a small amount of customization if you use Clickshare Service Corp. to handling the registration/enrollment and billing processes. If you will manage registration/enrollment and billing from your own services, or using a third party, additional customization may be required.

- b. Tie account activation to an existing user database

Many Clickshare partners have existing enrolled users and account relationships. Using a pre-assigned key, a link can be established between the existing accounts and a Clickshare user ID/password created by the consumer so that little or no additional registration is required. Consult your Clickshare representative for operating examples and strategies.

B. TECHNICAL STEPS

4. Make sure you have installed the Clickshare pre-requisites:

The following URL lists the complete pre-requisites for common platforms:

<http://support.clickshare.com/downloads/prerequisites.html>

In general, you will need:

- a. A web server such as IIS 5.0, Apache or Netscape to serve your content.
- b. JDK 1.3, the Java Cryptography Extensions (JCE), and a servlet container such as Tomcat or Resin.

5. (OPTIONAL) Customize the user forms.

If you are only going to be selling content, you can use the pre-configured “look-and-feel” of the Clickshare user forms and directions. This are part of the software you will be provided. If you are going to also be registering and enrolling consumer end-users (your own customers or visiting customers), the pre-configured forms may require some customization. Consult your Clickshare representative.

C. FINANCIAL STEPS

6. (OPTIONAL) Set up the banking relationship (CONSULT CLICKSHARE).

- a. If you plan to register and set up accounts for your own users, you may need a credit card merchant account to charge your registered users for their purchases. If you don't already have a merchant card account suitable for this purpose, Clickshare can help you establish one. For the information you will need, print this form, from either PDF or Microsoft Word files. Fax the form to 413-458-8002, “Attn: CSP SETUP.”

http://www.clickshare.com/sales/Clickshare_merchant_CC_setup_data.pdf
http://www.clickshare.com/sales/Clickshare_merchant_CC_setup_data.doc

- b. You will also need to sign an automated clearinghouse (ACH) agreement to enable us to process payments from users registered at other CSPs and charges for purchases by your users on other sites. The form may be downloaded from either of the URLs below and faxed when completed to 413-458-8002: “Attn: CSP/CCP setup”.

http://www.clickshare.com/sales/Clickshare_bank_ACH_authorization.pdf
http://www.clickshare.com/sales/Clickshare_bank_ACH_authorization.doc