



THE NEW BUSINESS FRONTIER

GET THE

EDGE

FOR E-BUSINESS

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IN THE ARSENAL OF E-BUSINESS, TIMELY INFORMATION IS AN AWESOME WEAPON.

The Internet is creating a growing mountain of data that must be managed, distributed, and acted upon. While content integration and personalization improve, e-businesses still struggle to turn information into action. They must ensure their critical information engages **the right people**—before it's too late.

Meanwhile, information is growing more perishable. In the frenetic pace of e-business, important developments such as competitive or financial news can impact companies—and even entire markets—in minutes. Without someone to act upon it, however, that information is effectively worthless.

Without the Push infrastructure, companies can't count on the Internet to reach their intended audience on time, or in a way that compels them to take action. Instead, they wager their success on passive portals and overloaded, text-intensive e-mail boxes that put the burden of finding, prioritizing and comprehending information on the shoulders of those who need it most. Often they simply circumvent the Internet altogether and resort to picking up the phone—all to ensure that salespeople and resellers receive a promotion alert, traders act on a large buy order, or service technicians are equipped to solve the latest problem. Without Push, many e-business applications can't be trusted to deliver.

FOR A GROWING NUMBER OF GLOBAL COMPANIES, BACKWEB IS THE SOLUTION.

Market leaders including Charles Schwab & Co.[®], Lucent Technologies[®] and Schlumberger[®] have deployed BackWeb solutions to accelerate their response to changes in market conditions, competitive situations, and product offerings. With BackWeb, they are creating processes and applications for intelligent, proactive delivery and response.

Among them are leaders like Cisco Systems[®], which bases its CiscoCast communication system on BackWeb to keep approximately 10,000 salespeople worldwide up-to-date on the



company's rapidly changing environment. Pacific Bell® also uses BackWeb to alert 10,000 sales representatives about new products, services, sales promotions, and best practice information in the hotly competitive telecommunications market.

THE POWER TO ENGAGE DOESN'T END AT THE FIREWALL.

Ericsson®, for instance, is deploying a massive extranet application with BackWeb to keep 120,000 resellers around the world in touch with the telecom giant's latest products, pricing and promotions. SAP AG® also is making BackWeb's Push technology an underlying component of the mySAP.com™ Marketplace business-to-business (B2B) online community and

THE POWER TO

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AT ANY TIME

solution set. The popular mySAP.com Marketplace leverages more than 20,000 SAP installations and over 10 million users.

BackWeb furthered its vision in 1999 through alliances with U S WEST® and RealNetworks to provide the proactive digital distribution infrastructure for their multimedia content and digital music to millions of consumers. Recognizing that Web content is growing more complex and users are increasingly overloaded, these pioneers are turning to BackWeb to fill a crucial gap in the Internet infrastructure.

For these partners, BackWeb's patented Polite™ Push technology and unique notification architecture solve the problems that plague Internet portals. To BackWeb, they present exciting opportunities to engage anyone at any time—and to deliver on our vision for Push.

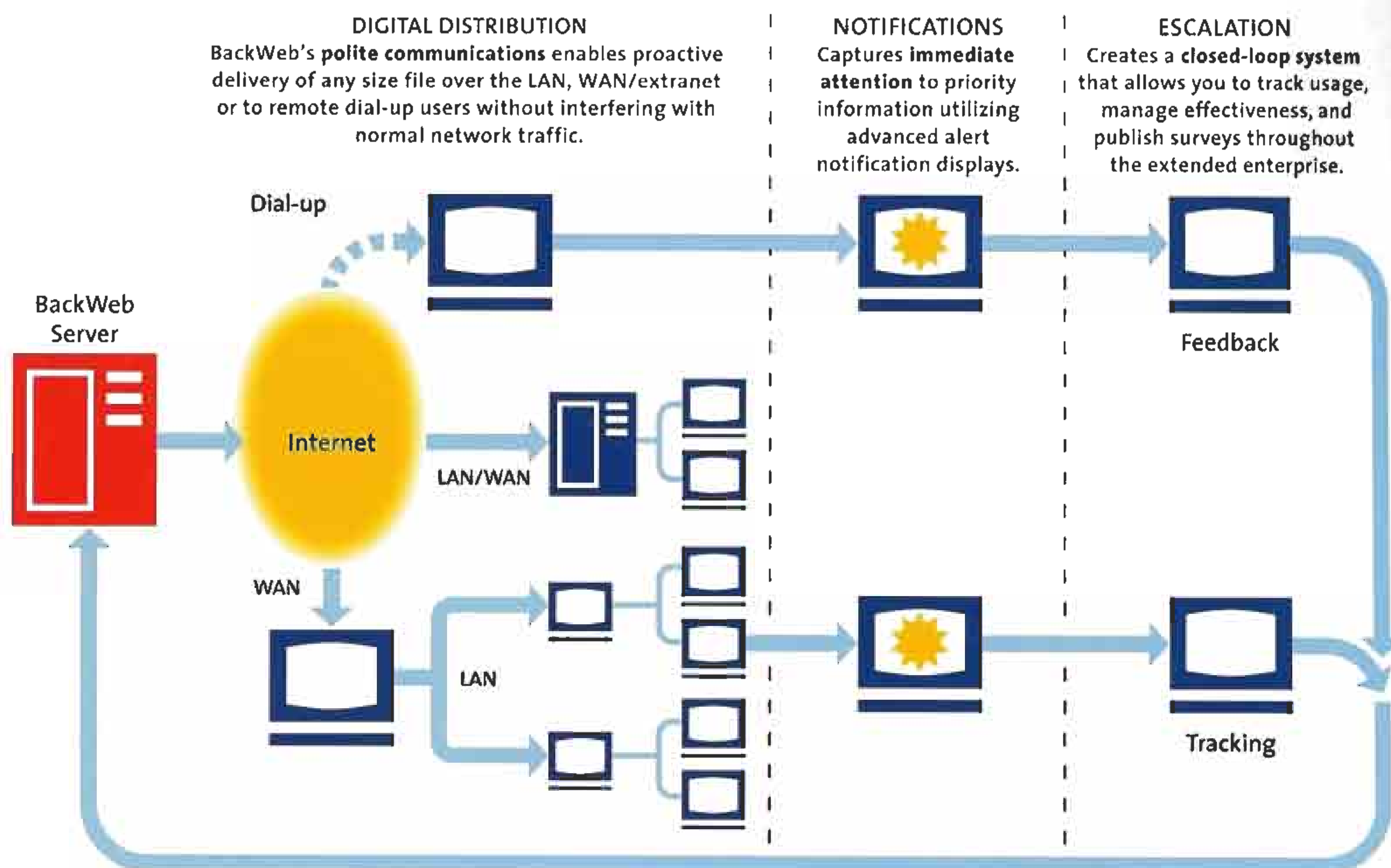
BACKWEB IS AT A PIVOTAL POINT in the evolution of the Internet

Ecosystem. To understand BackWeb's role, it's important to first understand how we got here. The Internet infrastructure first centered on information access and the emergence of Web browsers. The second wave made it easier to navigate information with search engines, portals and directories. The third wave, which personalized content for portals, saved users from having to search for the information they need.

BackWeb is driving the Internet's fourth wave. More than 200 e-businesses rely on BackWeb's Push technology to reach out onto the "last mile" of the Internet. As e-business organizations invest fortunes in creating, integrating and personalizing e-business content, BackWeb ensures that their content reaches the right people at the right time.

- › BackWeb's Polite Push technology enables e-businesses to communicate large amounts of data across networks of any speed, capture the immediate attention of targeted recipients and ensure closed-loop communications.

BackWeb's customers recognize that, for e-businesses to be successful, the Internet infrastructure must evolve to combine the immediacy of the telephone and the reliability of overnight couriers. BackWeb's growing global acceptance places us among other established e-business standards providers: Inktomi® for search, BroadVision® for personalization, TIBCO for integration, and Check Point® and VeriSign® for security.



BACKWEB IS EMERGING AS THE DE FACTO PUSH

INFRASTRUCTURE for proactive delivery on the Internet.

In 1999, we patented our Polite Push technology, which uses only available bandwidth to deliver information completely in the background. BackWeb also added more than 100 high-profile companies to our Global 2000 customer base. In addition, we expanded the use of Push for new strategic e-business applications, including call centers, field services, resellers, and broadband consumer portals, and we extended the reach of Push beyond the firewall to extranets and the Internet.

The year also brought key strategic alliances, including one with **SAP AG** to leverage BackWeb technology throughout

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mySAP.com and as part of SAP's Customer Relationship Management solution. An alliance with **Deloitte® Consulting** incorporated BackWeb-focused consulting services into Deloitte's e-business practice, and **BAAN® Development B.V.** built BackWeb into their BaanKnowledgeManager™.

A far-reaching alliance with **RealNetworks** also positioned BackWeb as a distribution infrastructure for digital music on the Web. Music publishers, content companies, and millions of consumers all are expected to benefit from the alliance.

By revolutionizing e-business, BackWeb is carving its place in the Internet Ecosystem. And by delivering a powerful competitive edge to Global 2000 companies, we're creating the next infrastructure standard along the way.



BACKWEB CUSTOMERS LEAD A BROAD RANGE OF INDUSTRIES, but they all share one important characteristic. They embrace change rather than fear it. Their ability to thrive in volatile, competitive markets is instrumental to their success.

OUR ADVANTAGE

The Global 2000 turns to BackWeb because we are able to transform adversity into opportunities. Our customers employ Push-based applications to deliver information about critical changes and ensure that targeted recipients take action. In another time or place, those changes could have dealt a serious blow to our customers: a competitive move left unchallenged, or a revenue opportunity missed. But Push changes the rules, turning chaotic change into a potential advantage.

In 1999, market leaders and innovators embraced BackWeb to exchange priority information with employees, suppliers, resellers and trading partners. A powerful global network effect within key target industries—including communications, financial services and high technology—helped drive that success. The BackWeb competitive edge derived by key industry leaders accelerated our success with other major companies within the same industry. For example, early success with vanguard communications customers **AT&T Corporation**[®], **British Telecommunications**[®] PLC, **Cisco Systems** and **Rogers Communications**[®] led to customer wins with



Bell Atlantic Mobile®, Ericsson Mobile Communications AB,
ICG Communications®, Lucent Technologies, Inc.,
Nortel Networks®, NTT Corporation®, Pacific Bell,
SBC Communications®, Telenordia®, and U S WEST.

THE SAME PHENOMENON DROVE SALES in the financial services market. BackWeb customers in this area include BancBoston Robertson Stephens®, Charles Schwab & Co., Inc., Fidelity Investments®, First American Financial Corporation®, Goldman Sachs & Co.®, and Jefferies & Co.®, Inc.

In 1999, BackWeb also extended our reach into many emerging e-business application segments: Push for Call Centers,

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Push for Service Personnel, Push for Resellers and Push for Consumer Portals. Bell Atlantic Mobile, for instance, is arming 500 customer service call center representatives with constant alerts and information. Hewlett-Packard® Company's Hardware Services group uses BackWeb to automatically outfit thousands of field engineers with the latest product information. Computer 2000®, Ericsson, NEC Computers® International BV, and Sage Software® are all deploying BackWeb to communicate globally with resellers—an excellent example of our intensifying focus on B2B environments. And our strategic alliance with RealNetworks is expected to revolutionize digital music distribution for Web consumers.

The Global 2000 is seeking a competitive edge. As these innovators harness change for their benefit, BackWeb will continue to sharpen that edge with our groundbreaking Push for e-business solutions.

WE'RE IN GOOD COMPANY. Take a look at the list below and we think you'll agree. These industry leaders are transforming the Web from a simple support mechanism to the bedrock of their business. Each of these innovators uses BackWeb to take advantage of change in a volatile and increasingly competitive e-business environment.

AT&T Corporation
BAAN Development B.V.
BancBoston Robertson
Stephens
Bell Atlantic Mobile
British Telecommunications
PLC
Charles Schwab & Co., Inc.
Cisco Systems, Inc.
Compaq Computer
Corporation
Data Fellows Ltd.
Ericsson Mobile
Communications AB
Fidelity Investments
First American Financial
Corporation
Goldman Sachs & Co.
Hewlett-Packard Company
ICG Communications
Jefferies & Co., Inc.
Lucent Technologies Inc.
Mannesmann o.tel.o GmbH
NEC Computers
International B.V.
Network Associates, Inc.
NTT Corporation
Pacific Bell
Rogers Communications Inc.
Sage Software, Inc.
SAP AG
SBC Communications
Schlumberger
Siemens
Tech Data/Computer 2000
Sweden AB
Telenordia
U S WEST
WatchGuard
Technologies, Inc.