

frontporch

The unprecedented
online communication
engine for Internet
service providers



In-Browser Notifications

The right message, at the right time,
in the right format, for the right device

frontporch



Deliver engaging in-browser notifications directly to targeted subscribers

Front Porch's innovative product suite delivers engaging in-browser notifications directly to targeted subscribers, resulting in an unprecedented "eyes on" communication medium for network providers.

Using this patented technology decreases Internet provider expenses, while increasing revenue, customer communication, and satisfaction. Front Porch generates tens of millions of dollars of additional revenue every year for current customers. Providers can communicate directly to the subscriber regardless of browser or operating system, and without the need for client software or configuration.

Front Porch solutions are deployed worldwide on some of the world's most prominent networks, including:

- Several of the top five north american MSOs
- The second largest Internet provider in China
- Network installations in over 40 countries
- Large metro Wi-Fi installations



Deliver your
message,
regardless of
client hardware,
browser or OS



Carriers with a Wi-Fi presence use Front Porch's ability to deliver semi-transparent floating branding notifications in a manner similar to television network watermarking.

By periodically reminding users of their Wi-Fi presence and sponsorship, carriers improve corporate perception and brand recognition. Front Porch uses advanced diagnostic algorithms to determine both device type and capabilities and to shape the user experience based upon those results.

Device Support

In addition to communicating to personal computers, the platform also supports smart phones and is compatible with all 2G/3G/4G/LTE and Wi-Fi technologies.

Smart phones are not a fringe market, they are the new normal. Front Porch offers options for device detection, targeting, content scaling. Devices can even be avoided based on mobile attributes such as operating system, screen resolution and technology support like flash and JavaScript.

Delivery and presentation to mobile devices is an important part of your communication plan, or soon will be. Front Porch is committed to providing options and ongoing support as devices, operating systems and browser engines are introduced and updated.

Browser Support

Notification delivery is browser independent, and is routinely tested by Front Porch against all browsers with a greater than 1% market share in either traditional computer or mobile device markets.

Agile Automation

Front Porch embraces an 'Agile' development environment that responds quickly to customers' high value features. Our development and quality assurance teams utilize industry-recognized tools and equipment to perform test automation delivering 10 patch releases per year.

Opt-out

Front Porch utilizes a cookie-less opt-out mechanism that can be used to opt-out of one or more categories.

For example, a user may select to opt-out of third-party offers, but not bandwidth notifications. This same mechanism can be used to allow network users to self-select their interests and delivery preferences, creating a customer-tailored communication stream.

Opt-out and customization is at the household level, allowing users to modify their preferences from any networked browser without needing to repeat the process on multiple computers or devices.

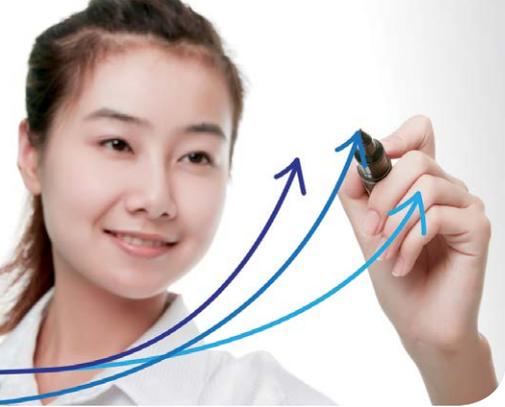
Project Management

With hundreds of installations in regions through the world, Front Porch has learned a few important things about how communications are best received during years in the marketplace. Front Porch encourages customers to leverage our experience whenever possible.

Providers hit the ground running utilizing our introduction to notification project plan. This plan cuts the need for large-scale notification trial and error, shortening rollout and improving subscriber reception.

Patented Technology

US Patent 6,442,577, filed in 1998 and awarded in 2002, gives Front Porch an advantage over other intellectual property in this industry. Front Porch has licensed this patent to multiple solution providers.



Increase your
brand awareness,
improve customer
satisfaction, and
grow wallet share

Reporting

Providers can monitor results via the administration and reporting system. The dashboard, message and subscriber reports display useful information in an easy-to-digest manner.

The reporting system delivers:

- Campaign trend lines and impression counts
- Impressions delivered to a target group or a specific user
- Click through or notification interactions and much more

The user is empowered to take action on the metrics utilizing a variety of available targeting options based on report results, including the ability to automate delivery of future notifications based on user interaction with previous notifications.

API & Integration

Front Porch offers a Software Development Kit (SDK). The SDK enables Internet providers to easily automate subscriber notifications, utilizing a variety of enterprise systems. Billing, customer and operational support, and IDS systems can be used to initiate automated notification targeting and delivery.

Well documented standard interfaces are used to securely communicate between the Front Porch system and your applications using standard XML-based web services architecture.

PorchLight 7500 Series

Passive Deployment

The PorchLight appliance is installed out of path in a load balanced fashion using simple L2 switching to support a virtually limitless subscriber network. Each appliance is capable of supporting millions of subscribers in high traffic deployments. By only receiving a copy of HTTP packets from a tap, switch, or other device capable of packet mirroring, the PorchLight appliance cannot be a point of network failure.

IPv6 Compatible

The PorchLight is IPv6 compliant and can message users traversing the network with either IPv6 or traditional v4 addresses. For providers offering dual stack authentication, communication only occurs on the last known authentication method meaning that subscribers will not be over-messaged by simply visiting a site that does not support IPv6.



Features

Front Porch offers user experience tuning options through our web-based administration system, which delivers real-time statistics on messaging and subscriber network activity.



System Management

Control the configuration of messaging, subscribers and content.



Metrics Dashboard

Track real-time statistics of campaign and subscriber network activity.



Flexible Scheduling

Determine when notifications start, stop, and recur using calendar and timezone based scheduling.



Recipient Management

Define recipient subscriber groups using sophisticated yet intuitive include and exclude logic.



Role-Based Access Control

Assign roles and page level permissions to administrators, while optional 'approvers' can control message launch.



Device Awareness

Deliver formatted content to the right device categories.

Solutions

Providers worldwide rely on Front Porch technology to communicate with their subscribers. Following are some of some of the most popular uses.



Promotions

Increase wallet share by promoting your products and services in a direct and engaging manner.



Bandwidth Consumption

Inform subscribers about their current bandwidth usage and promote real-time tier upgrades.



Branding

Claim credit for your high-capacity Wi-Fi network and promote your Apps for devices.



Billing Notifications

Secure subscriber attention with 'Account Status' messages to encourage faster bill payment.



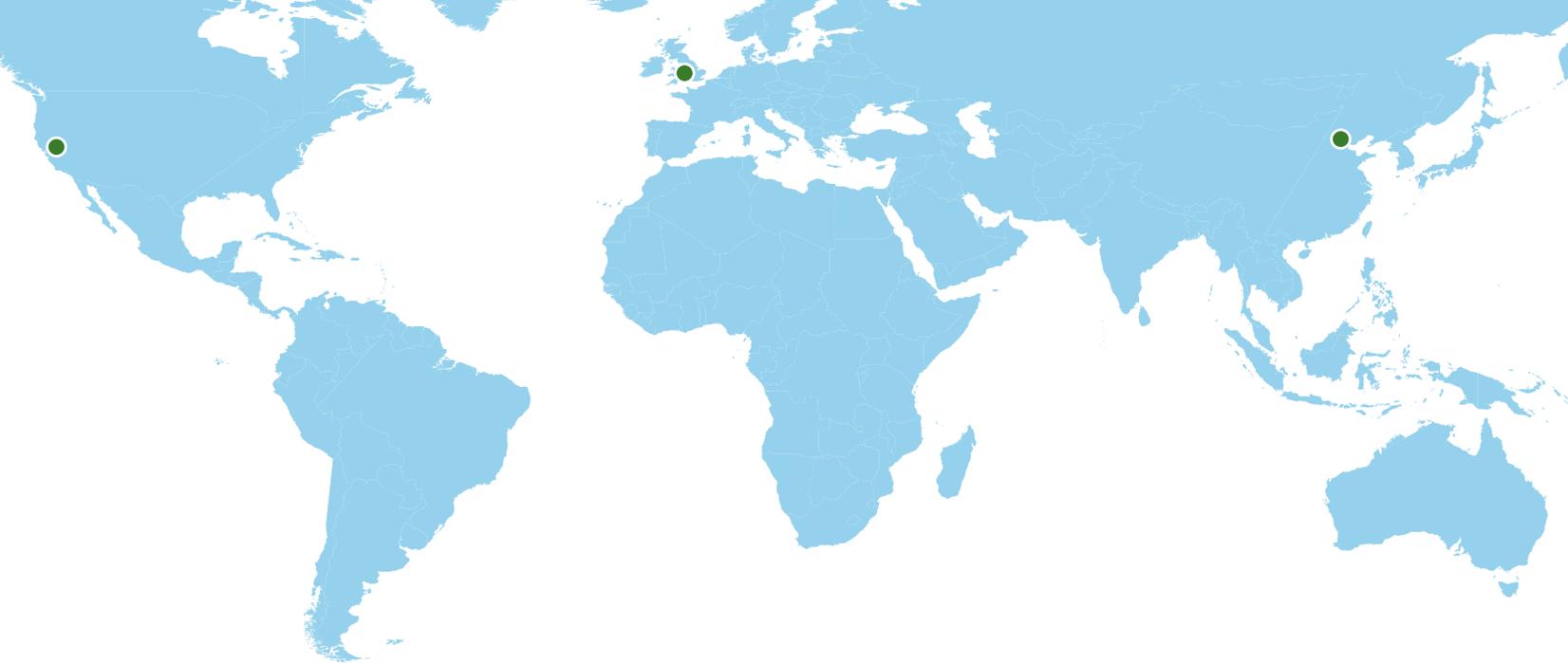
Network and Security Alerts

Alert subscribers about critical network conditions, viruses, or modem swap instructions.



Third Party Advertising

Utilize the direct-to-browser communications medium to advertise.



About Front Porch

Front Porch's history is rooted in its origins as an Internet Service Provider. In 1998, founders Zach Britton and Derek Maxson started looking for ways to improve communication with their own subscribers. The method they devised resulted in Front Porch's cornerstone patent. The team sold their provider business to focus on the new technology.

Front Porch continued its growth, building a business outside the United States and opened a European office just outside of London. R&D and Technical Support grew domestically to keep pace with the expanding customer base. In 2006 the company moved into its current headquarters in Sonora, CA. Front Porch opened its newest office in Beijing in the summer of 2008 to provide improved support to our Asian customer base.



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