



Company:
Frictionless® Commerce

Industry:
Supplier Relationship
Management (SRM) software

Unique Products/Services:
Frictionless SRM 2005 suite
of software modules for
comprehensive supplier
relationship management

Frictionless SRM e-Sourcing
On-Demand automated e-sourcing
program

Awards:

- ▶ Supply & Demand Chain Executive 100
(four consecutive years)
- ▶ Ranked #1 by AMR Research for customer
satisfaction among top solution providers (2002)

Internap Products & Services:
Colocation
Performance IP™ — Network-Based Optimization
Content Delivery Network (CDN)

CLIENT PROFILE

“What attracted us to Internap in the first place was their optimized routing and their ability to remove some of the unpredictability of the Internet... It was clear from our very first meeting that Internap understood the space, understood our problems and they were the right people to partner with.”

Wayne Haubner
Chief Technology Officer, Frictionless Commerce

Client Challenge

When Frictionless® Commerce, a leading provider of Supplier Relationship Management (SRM) software, discovered that some of their U.K. customers were having network latency problems they knew this was also going to be problematic for their customers in Asia. Frictionless needed a cost-effective solution to mitigate the slow connectivity of the Internet and to better serve their customers worldwide — without the expense of building out their own private network.

Internap Solution

Internap® colocation services, intelligent route optimization (Performance IP™ service) and Content Delivery Network (CDN) services provided the speed, reliability, global connectivity and applications delivery that Frictionless required to serve its worldwide customer base. Internap provides access to a dedicated, worldwide network of servers that enables Frictionless to move content from origin sites to servers that are much closer to end-users, facilitating fast and error-free file downloads worldwide. Internap's Performance IP service also allows Frictionless to “see” into the Internet and to route traffic with the least cost for performance in the industry.

Business Benefits

By using the Internap colocation, Performance IP and CDN services, Frictionless has been able to:

- ▶ Secure more customers by extending its reach using an enhanced, superior global content delivery platform
- ▶ Eliminate the cost of building their own private global network by making their existing system smarter — expanding the speed and capacity of their current system's infrastructure
- ▶ Improve their customers' experience on a world-wide basis by reducing network latency and time-outs — ensuring customers of fast and accurate document and attachment transmissions
- ▶ Heighten control of their network connectivity and applications by having real-time “visibility” into the performance metrics of the Internet



