

**egass**



## **Affiliate Management Platform Solutions**

We supply world class multi-language and multi-currency affiliate management software solutions for the online gaming industry in three platform variants for operators, white-label suppliers and multi-brand marketing networks.

[www.egass.com](http://www.egass.com)

# Affiliate Management Platform Solutions

EGASS is a fully responsive affiliate tracking and management platform for pc, tablet and smartphones!

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Our affiliate management software solutions are specifically designed for affiliate program operators, white-label suppliers and marketing networks operating in the online gaming industry and can be deployed in multiple configurations to meet the exact business needs of each client.

Each platform is deployed with the relevant functionality, terminology and features to provide a fully outsourced and flexible solution to online casino, sports betting, poker, bingo and binary options operators.

Build and manage your affiliate program with virtually every aspect of your affiliate program being fully automated from affiliate signup, account authorisation, dedicated manager allocation and introduction, unlimited named campaign management, extended sub-campaign tracking, state of the art reporting, automated invoice management and many more powerful tools and features that work hard for you to efficiently manage your affiliate program business.



## **SINGLE LAYER SOLUTIONS**

The latest cutting edge affiliate program management software that enables you to build, manage and grow your affiliate marketing business. A scalable full service solution which includes software upgrades, hosting, content delivery, data management and professional support services.



## **MULTI LAYER SOLUTIONS**

Deployed as a multi-layered platform that enables you to supply a full service affiliate program solution to your clients whilst maintaining full management and control through permission based admin access. Extremely flexible and fully scalable you can integrate unlimited independent or grouped brands.



## **NETWORK SOLUTIONS**

Create your own affiliate marketing network and integrate unlimited advertising brands to provide your affiliate marketing partners with a selection of marketing options. The Network platform is available with a number of configuration options which gives you full control over your network.

For a full demonstration of our affiliate platform solutions, please request your demonstration online from the website and we will be happy to discuss your requirements and options and demonstrate the features and functionality that you and your affiliate partners can enjoy. Visit our website at [www.egass.com](http://www.egass.com)

## Market Leading Features

Our affiliate program management software has been designed by a team of super affiliates, advertising network specialists and award winning system designers to provide our clients and their affiliate business partners with a new generation of affiliate platform software that enables you to build, manage and grow your affiliate marketing business.

### Role Based Access for Admin, Managers & Support Users

Multiple administrators, affiliate managers, account managers, accountants and support users can be given access to the entire platform or specific sections and functions.

### High Roller Activity Protection (WinBin)

Player accounts that reach certain negative thresholds within a period can be protected from false win reporting the following month via no negative carry over.

### Powerful & Flexible Reporting Filters

The reporting section provides you with vital information about all performance and financial aspects of your entire affiliate network and individual campaigns. Powerful flexible filters provide you with the reports you need in both text data and graphic displays.

### Other Features

- ✓ Simple User-Friendly User Interface
- ✓ Multi-Language & Multi-Currency Platform
- ✓ Affiliate Management Control Panel
- ✓ Account Assignment Management Controls
- ✓ Detailed Database Search
- ✓ Email Communication Delivery
- ✓ Automated Trigger Emails
- ✓ Real Time System Settings
- ✓ Multiple Commission Model Options
- ✓ Default & Independent Affiliate Commission
- ✓ Multiple Products & Brands
- ✓ Fraud Protection
- ✓ Real Time Ad-Server Management
- ✓ Report Export Functions
- ✓ Multiple Payment Options & Settings
- ✓ Integrated Online Accounting Platform
- ✓ Integrated Payment Processing
- ✓ Detailed Payment History
- ✓ Integrated News Content
- ✓ Affiliate Manager Contact Details



Name	Username	Email	...
John Doe	john.doe	john.doe@egass.com	...
Jane Smith	jane.smith	jane.smith@egass.com	...
...	...	...	...



## The Right Tools for Affiliates

Using our extensive experience as affiliates, our affiliate program management software includes a host of next generation tools for affiliates to easily promote our clients brands and produce custom detailed reports on marketing activity in-order to fine tune and optimise their promotional efforts.

### Fast & Simple Affiliate Account Signup

Single logical signup form enables affiliates to create their accounts in real time and get started as an affiliate immediately. Our software platform automatically sends a triggered welcome email to the new affiliate.

### Easy Campaign Creation & Management

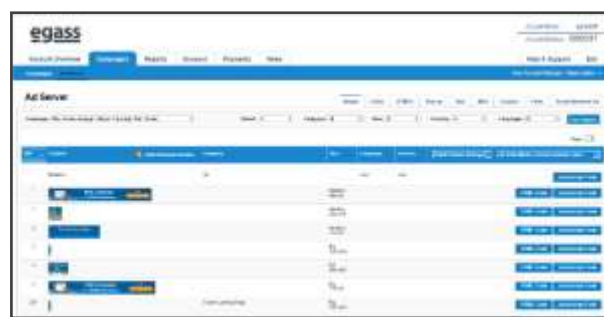
No complicated multi-step process for affiliates to create and manage their marketing campaigns. Our software platform enables fast and easy campaign creation allowing affiliates to track unlimited affiliate named campaigns.

### Link Sub-Tracking

Enables your affiliate campaigns to use a sub-tracking parameter on each of their links to report on dynamic parameters. Affiliate networks can easily report on the activity of their individual affiliates.

### Other Features:

- ✓ Easy Account Login & Password Recovery
- ✓ Multi-Level Customer Tracking
- ✓ Multi-Level Sub-Affiliate Tracking
- ✓ Integrated Ad-Serving Platform (CDN)
- ✓ Multiple Ad Format Delivery Options
- ✓ Automated Ad Rotator
- ✓ Detailed Player & Affiliate Campaign Reports
- ✓ Daily/Weekly Email Statistics
- ✓ Geographical Reports
- ✓ Report Export Functions
- ✓ Automatic Invoice Generation
- ✓ Multiple Payment Options & Settings
- ✓ News Content Management
- ✓ Affiliate Manager Messaging
- ✓ Frequently Asked Questions



A full list of features can be found at [www.egass.com](http://www.egass.com)

## World-Class Service & Infrastructure

Our reliable datacentres and content delivery network ensure our clients' affiliate platforms are available around the world at all times. A highly qualified technical team and professional support team are on-hand to ensure help and support is available whenever our clients need it.



### Platform Hosting

All platforms are hosted at our high speed internet data centres where they are constantly maintained, upgraded and administered by our experienced and professional system administrators and technical staff. Secondary back-up and redundancy solutions are provided by our second mirrored data centre which is connected directly to the first by high speed fibre optic cable using multiple direct connections to the internet backbone.

In addition to our two main European based data centres, we have also deployed multiple connected and mirrored servers at datacentres around the world in order to provide our clients with a powerful content delivery network solution complete with load balancing and replication technology to maximise ad-delivery and click processing speeds.



### Technical Services

We do not outsource any aspect of our business and take pride in providing a full service solution to our clients. Our technical services team are highly qualified, extremely knowledgeable and vastly experienced with all aspects of systems administration, platform design, hardware architecture, database development, content delivery, data management and software programming.

We pro-actively administer our Managed platforms to ensure all systems are functioning correctly and performing efficiently at all times. Core software updates and new feature developments are deployed at bi-annual intervals to ensure that all our platforms benefit from the latest technology and solutions so that you are in-turn able to provide your affiliate marketing partners and business administrators with resilient and reliable systems.



### System Support

We take pride in providing our clients with professional technical and service support from initial consultation and planning through to launch and beyond. You will be guided through the stages of deployment by an experienced and dedicated project manager and client service team.

Our client services support team will be on hand at all times to make sure you and your staff are always fully prepared when operating your new affiliate platform ensuring the system is operating 24 hours a day. Our vastly knowledgeable and experienced technical team combined with our dedicated client support team provide our licenses with a professional support service as standard. Our team are on standby to assist you with all your questions and requests and provide 24-hour emergency support.

"Affiliates will play a very significant role in the development of our business, so it was essential that our choice of platform reflected the importance of the role it will be playing. EGASS has met all our requirements and has proven to be a great platform for the affiliate initiative of all Fortuna Brands."

## Licensing Options for Your Needs

From out of the box, market-leading affiliate management platforms, to bespoke software configurations for individual clients; our licensing options are designed to meet the varied needs of our clients.



### Pro Hosted

Our Pro Hosted solutions sees your affiliate platform installed and configured with load balancing, mirrored redundancy and data backup and is deployed across multiple in-house managed global data centres providing a robust and reliable cloud hosted affiliate management platform solution. Pro License platforms continually updated in order to provide clients with the latest software technology and new features.

Pro licenses include a custom logo and colour scheme of the platform and are supplied with dedicated project management from initial consultation through to live launch, with full system training and professional ongoing technical support services.

Pro licenses are the perfect solution for all small and medium sized affiliate programs that have a need for the latest software, specific configuration requirements, dedicated support and technical services as a packaged business solution. Pro License platforms are deployed into a cloud configuration with shared resources across a multi-server cluster.



### Enterprise Hosted

Our Enterprise Hosted license solution is suitable for most expanding medium sized and larger established affiliate programs that have a requirement for the software platform and databases to be independently hosted, maintained and managed. Enterprise platforms have the advantage of being able to apply bespoke custom system modifications and features to each client's specific requirements and where 3rd party solutions can be integrated and supported.

Dedicated project management from initial consultation through to live launch, full system training and professional ongoing technical support services are provided for all Enterprise Hosted Licenses. A dedicated project management team working with your IT department to assist you with the design and deployment of your server cluster all the way through to platform launch; we also provide full system training and professional ongoing technical support services.



### Enterprise Purchase

Our Enterprise Purchase option allows larger businesses with their own hardware and technical infrastructure and support capabilities to purchase the software platform for a lifetime license fee. Our technical team will install your platform with your hosting services and work closely with your technical team to integrate your systems through to launch and beyond with a fully scalable support service agreement.

"The extensive range of affiliate program services and flexible approach are just some of the reasons why we have chosen Network Media Services to provide our affiliate program solution. We are looking forward to Cyber Club Casino continued growth in cooperation with the EGASS platform."



## 20 Years of Experience and Success

Affiliate managers and business administrators rely on our platforms to record, track and manage many hundreds of millions of ad content delivery requests, click processing, financial transactions and data synchronizations every day.



### Company

Network Media was established in 2009 by a team of digital marketing professionals after working in the affiliate management industry since 1997, identifying the need for a new generation of advanced technology affiliate marketing software platforms and associated services.

With a wealth of experience and success in the affiliate marketing and web-based software development industries, our team designed and developed a sophisticated flexible and robust software platform that could be deployed for many different industries and applications. Each platform is deployed with the relevant functionality, terminology and features to meet the requirements of each target industry.

A vastly experienced and successful management team supported by a highly qualified and dedicated team of executive professionals working from our offices throughout Europe, we now employ the services of more than 30 experienced technology professionals and ensure that we set new standards for our products and services, continually improving our business operations and providing our clients with world class professional support.

Network Media is still managed and driven by the founding management team who pride themselves on providing a world class platform and associated service. Our platforms are fully scalable and include software, hosting, content delivery, data management, professional technical and customer support services for a full service business solution.



### Demonstration

If you would like a free personal demonstration of our affiliate management software platforms, simply contact us and a member of our team will contact you by return. We are able to provide a free online demonstration via any collaborative communication channel such as Skype.

Alternatively, we would be happy to provide a demonstration of our affiliate management software solutions and the advantages of our full service platforms at your offices or mutually convenient location.

For a full demonstration of our affiliate platform solutions, please request your demonstration online from the website and we will be happy to discuss your requirements and options with no obligation and demonstrate the features and functionality that you and your affiliate partners can enjoy. Visit our website at [www.egass.com](http://www.egass.com)

*“Network Media were chosen by us as the perfect solution provider not only meeting our platform requirements but also exceeded our expectations. We have no doubt that our affiliates will have the perfect platform to manage their marketing efforts.”*

## Contact

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