## Link Technology Partner Web Content

As a Demandware Link Technology Partner, we will be featuring your company and products throughout a variety of marketing vehicles—from press releases and email communications to website copy and throughout our knowledge portal. In an effort to display your brand in a way that aligns with your guidelines, we ask that you provide the following content that may be used throughout the Demandware Link Community.

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| Company Overview | | |
| **Company Name:** | e-Spirit Inc. |
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| **Company Overview:** (1,000 character limit) | e-Spirit is the manufacturer of the FirstSpirit™ content management system. Savvy companies in all areas of business rely on FirstSpirit to help them deliver a powerful online presence that leads to a healthy bottom line. User-friendly and intuitive to use, FirstSpirit provides solutions for creating, managing and publishing content, regardless of where it resides—on corporate websites, online stores, enterprise portals, intranets or extranets. Founded in 1999, e-Spirit operates in 12 locations in the United States and Europe. International clients include Speedo, Airbus, BASF, Bosch, Commerzbank, EADS, KLM, Olympus, Berghaus and Sterling Jewelers. |
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| Integration Information | | |
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| **Integration Overview:**  (1,000 character limit) | FirstSpirit CMS integrated with the Demandware commerce platform gives your customers a richer, more engaging and personalized experience that boosts sales and drives repeat business.  FirstSpirit CMS, which supports a best-of-breed approach, offers out-of-the-box integration with Demandware coupled with the ability to quickly and easily integrate with virtually any other system or cloud-based service. By integrating these systems, you can address a broad range of target groups more consistently.  Content can be created, re-used and published across multiple channels using intuitive, time-saving processes. Highly dynamic websites are also easily supported with FirstSpirit that allowing content to be added directly to a website for simple live updating.  The flexible integration, editing and output options in FirstSpirit make it easier than ever before for employees in PR, marketing and functional departments to contribute high-quality and topical content to e-commerce websites. |
| **Integrated Product Names:** | 1. FirstSpirit CMS Integration for Demandware | powered by e-Spirit |
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| **Integrated Product Features:**  (1,000 character limit) | FirstSpirit CMS integrated with the Demandware commerce platform gives editors all the productivity and usability benefits of a high-end CMS without forcing them to jump from system to system. Time-saving features for content creation include:   * Friendly and intuitive user interface with WYSIWYG editing * Live preview of both online store and other content elements merged together * Full-featured media asset management with built-in editing tools * Simple yet powerful tools for maintaining website structure and navigation * Graphical workflows to streamline content development processes   FirstSpirit provides unmatched output versatility and flexibility, allowing data and content to flow into many different formats such as HTML, XML and PDF and through many channels such as e-newsletters, custom landing pages, print and social media as well as smartphones and tablets. FirstSpirit also helps companies manage international online stores with multilingual support and translation management workflows. |
| Contact name and email address for profile questions and feedback | Robert Bredlau ([bredlau@e-spirit.com](mailto:bredlau@e-spirit.com)) |
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| Additional Resources |
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| Please select the category(ies) you would like to be listed under. |
| Address Verification |
| Advertising |
| Analytics |
| Comparison Shopping Engine |
| Continuity and Replenishment |
| Email Marketing |
| Fraud |
| Fulfillment |
| Gift and Promotional Programs |
| Live Chat |
| Loyalty |
| Marketing |
| Marketplaces |
| Mobile |
| Order Management |
| Payment |
| Personalization |
| Product Information Management |
| Ratings and Reviews |
| Rich Media |
| Search |
| Security |
| Shopping Cart Abandonment |
| Social |
| Tag Management |
| Tax |
| Testing and Segmentation |
| Translations |
| Other: **Content Management** |

**Collateral:**

In addition to the information above, we would like to offer visitors to your page the ability to download any relevant resources you may have created. This may include, but is not limited to, case studies, datasheets, webinars, podcasts or demonstrations. Please attach any documents you wish to have included to your email along with this document.

TBD

**Quote:**

Please provide a quote from a company spokesperson on the value of integrating your offering with the Demandware eCommerce Platform. This quote may be used in joint marketing material including, but not limited to, email communications, press releases and web copy. Quotes should be limited to 50 words or less.

“In the age of the customer, successful retailers turn to Demandware for a superior omni-channel commerce experience globally. Integration of the FirstSpirit CMS into Demandware makes it easy to extend that brand experience to content marketing and awareness building programs across web, mobile, social and print channels. e-Spirit is the first Web CMS provider to offer deep out-of-the-box Demandware integration.”

Robert Bredlau, Chief Operating Officer, e-Spirit, Inc.

**Hi-Res Company & Product (if applicable) Logo:**

In order to display our partnership in a way that is in line with your branding, we require a hi-res logo. This logo may be used in joint marketing material including, but not limited to, email communications and web copy. Please attach the logos you wish to have included to your email along with this document.

ATTACHED