



Value Proposition EEI Platform

“What do we get when our organisation becomes a member of the EEI Platform?”

As a member of the EEI Platform, your organisation is offered a portfolio of instruments and activities to support your specific needs:

1. Magazine style interactive website (24/7)

Description:

A lightweight and search engine optimized website with three columns and a tabbed section. The tabbed section shows headlines, popular news items, newest reactions, latest forum topics and an event calendar. The left column shows background articles. The centre column deals with member related subjects such as LinkedIN, new members, mailing lists and promotional activities. The right column shows categories, a subscription module, search option and archive. At the right top of the website the clickable logo's of the members are shown at random order.

Member opportunities:

- Clickable logo at the right top of every page
- Extensive profile page containing: description, website, address, 125x125 logo, product names and sales department information
- Displaying and broadcasting of press releases, news, calendar items, columns, featured articles, best practices, case studies
- Displaying and broadcasting of calendar items
- Clickable logo connected to the top of each posted item
- Clickable organisation logo when replying to a comment or post
- Press release when becoming a member distributed on the website and across Europe
- Highlighted in the middle column 'new members' section when becoming a new member
- Opportunity to display ads and banners
- Statistical information for management purposes

2. E-mail newsletter (12-15 times a year)

Description:

An opt-in e-mail newsletter with the same branding as the EEI Platform Web 2.0 website. The newsletter module enables the use of tracking and tracing.



Member opportunities:

- Clickable logo on the newsletter page (links directly to the member's website or profile)
- Distribution of member generated content: press releases, news, calendar items, columns, featured articles, best practices and case studies.
- Opportunity to display ads and banners.
- Tracking and tracing to measure the effectiveness of a mailing.

Internal newsletter:

- The EEI Members will periodically receive information and -commercial- requests that will not be published to non-members using any of the EEI Platform instruments. This gives EEI Platform members the opportunity to anticipate.

3. Social network (24/7)

Description:

EEI Platform LinkedIn group. Open for everyone.

Member opportunities:

- Connecting with LinkedIn members by sending newsletter mailings.
- Find and connect with potential clients, service providers, subject experts and partners in the field of e-invoicing.
- Get introduced to other professionals on e-invoicing through the people, organisations and institutions you are now connected to.

4. Web meetings (starting from January 2009, 10 times a year)

Description:

The use of web meetings proves to be an innovative and effective way of interaction, without experiencing the burden of long distances, business agendas, costs and environmental aspects.

Member opportunities:

- Interact with potential clients, service providers, subject experts and partners in the field of e-invoicing across and even outside Europe.
- Discuss and present practical cases, issues and information to all participants.
- Determine the topics to be discussed/presented during the web meeting.
- Web meeting rooms for individual use.
- Video conferencing possibilities.

Annual meeting:

Annual event is considered when a minimum amount of members has been reached.



5. Forum

Description:

Web forum which follows a philosophy of simplicity, speed, security and user friendliness. The forum enables members and users to transfer knowledge and discuss new, important, interesting and developing topics around e-invoicing.

Member opportunities:

- Business logo connected to a topic, post or reaction.
- EEI Platform members will be appointed 'expert members'.
- Promote your organisation in the 'services exchange forum'

6. Brochures, posters, flyers and banners

Description:

Clean style promotional material corresponding with the branding of the website. The promotional material comprises of digital brochures, flyers, posters and pop-up banners.

Member opportunities:

- organisation logo clearly displayed at the bottom half of the posters
- organisation logo clearly displayed at the bottom half of the banners
- organisation logo clearly displayed at the front page and last page of the brochures