

## OFFICES:

Pleasanton, California, USA  
Sydney and Perth, Australia  
Munich, Germany, Europe

## CONTACT:

Call: +1 925.468.4153  
Email: [info@netfira.com](mailto:info@netfira.com)  
[www.netfira.com](http://www.netfira.com)



# The Netfira Pricing Model

## Free for buyers, transaction based fee or enterprise license fee for sellers

### NETFIRA'S PRICING ADVANTAGE

Traditional supply chain software installations can take months to implement, and pricing can run into the millions of dollars. This is due to expensive enterprise software licensing fees and consulting prices for implementation. Netfira has removed the pain of long software implementations so customers can be up and running within days. Our products are very easy to install and our software pricing model is fundamentally different from traditional software licensing since it is a consumption mode. That means it eliminates the typical high upfront investment needed for packaged software licensing and implementation.

**NetfiraSeller** runs as a web service that easily integrates with the sellers' back office systems (ERP, accounting, and inventory etc.). Only a small access module that communicates with the Netfira web service is installed on the sellers' systems and there is no upfront cost to the seller to use the software. The seller invites and authorizes buyers to make purchases, and then configures each buyer's access to their data (e.g. inventory and buyer specific pricing). Netfira then charges the sellers per order transaction. Sellers can either pay per transaction, or buy bulk transactions at a discount. For high volume sellers Netfira also offers enterprise licenses at a fixed monthly or quarterly subscription fee.

**NetfiraBuyer** is a free software download for all dealers and distributors who use Netfira to make their purchases. The download and installation takes only minutes, and the software can be used immediately since it automatically connects to the authorizing sellers. Buyers can search inventory at no cost, and use the software to place orders for free. Netfira is integrated with multiple back office systems like JDEdwards, Oracle, SAP, and accounting systems like FishBowl, MYOB, QuickBooks, and Sage

### KEY BENEFITS

- Cost is greatly reduced and capital expenditure is converted to operational expenditure
- Up-to-the-second, real-time inventory lookup
- Provides just in time buying and back-end integration
- Increases dealer satisfaction by reducing product returns

### NetfiraSeller PRICING

- NetfiraSeller is a free download
- No installation or upfront cost to seller
- Seller pays \$1.50 per transaction
- Transactions can be of any size
- Bulk transactions available for a discounted price
- Enterprise license available for high volume sellers at a fixed monthly or quarterly subscription fee

### NetfiraBuyer PRICING

- NetfiraBuyer is a free download
- No installation or upfront cost to buyer
- Buyer pays no fee per transaction, so no cost to the buyer
- Buyers can search at no cost

### RETURN ON INVESTMENT

- Within days, not months or years
- A Win/Win pricing model for both the large enterprise and the small business owner