



# Digital River Launches its New Command Console Remote Control Tools

Digital River, Inc., June 09, 2004

URL: <http://www.pr9.net/business/ecommerce/1024july.html>

*Digital River, Inc. (NASDAQ: DRIV), a global leader in e-commerce outsourcing, today announced the launch of its new Command Console interface. Digital River's Command Console is a Web-based remote control system that offers the company's clients more than 40 online tools for maintaining, merchandising and marketing their e-commerce sites. The tools can be used to launch new online campaigns, manage products and categories, and maintain international pricing and content.*

PR9.NET June 09, 2004 - "We are delivering a whole new level of control and flexibility to our clients by extending our e-commerce system and putting more powerful site management tools at their fingertips," said Joel Ronning, Digital River's CEO. "Through our new remote control interface, clients can update, adjust and fine-tune their sites 24x7. By providing our clients more tools to respond to the real-time nature of the Internet along with direct access to account experts who can help set best practice e-marketing strategies, we believe we can more effectively help clients manage operations and drive online sales. Since launch, client usage of the Command Console has more than doubled – an early indicator of the added value these tools can contribute to our overall e-commerce solution."

The release of Digital River's Command Console includes:

Online tools for instantly updating site images, links, serial numbers and prices;

International product content and pricing controls for managing single product sets across multiple e-commerce sites and countries;

A series of bulk site-change tools to control mass updates of product, site, digital rights management, campaign, inventory and pricing information with a single click;

A new user login manager to allow Digital River clients to manage their own users and user access to sites and tools;

Enhanced controls over system generated e-mails, product links, and new notification preview and testing tools;

A new reporting dashboard, called "Site Pulse," that provides an easy-to-use yet extensive view of a site's key performance indicators;

A full documentation library to help ensure ease-of-use;

Marketing guides and tips, and ideas and best practices for growing an online business;

A series of audio/video based training seminars and hands-on how-to's; and

A newly expanded set of more than 50 new administrative screens, which provide a significant level of control over all areas of site operations.

"Digital River's Command Console has enabled me to get closer to my products and online business," said Lisa Gilbreath, Tenebril, Inc.'s director of e-marketing. "I now have more hands-on control over my e-commerce and e-marketing programs. Through Digital River's Command Console, I can make instant changes to my site and see the payoff immediately in the online reporting section. If something isn't working, I can find out and change it in real-time. I see the Command Console as an exceptional tool for overseeing and increasing online sales."

"As part of our ongoing commitment to provide clients with added flexibility and control in running their online businesses, we plan to continue increasing the number of self-management tools we offer," continued Ronning. "We consider the Command Console to be an important part of driving client satisfaction, operational efficiency and revenue."

###

## About Digital River, Inc.

Digital River, Inc., a global leader in e-commerce outsourcing, builds and manages online businesses for more than 40,000 software publishers, manufacturers, distributors and online retailers. Its multi-channel e-commerce solution, which supports both direct and indirect sales, is designed to help companies of all sizes maximize online revenues as well as reduce the costs and risks of running an e-commerce operation. The company's comprehensive platform offers site development and hosting, order management, fraud prevention, site merchandising, advanced reporting and analytics, product fulfillment, e-marketing and multi-lingual customer service.

**Phone:** 952.646.55811  
**Website:** <http://www.digitalriver.com>  
**E-Mail:** [publicrelations@digitalriver.com](mailto:publicrelations@digitalriver.com)  
**Address:** Digital River, Inc.  
Corporate Headquarters  
9625 West 76th Street, Suite 150  
Eden Prairie, MN 55344