GoInstant ®

WHAT IS SHARED BROWSING TECHNOLOGY?

GoInstant's patent-pending Shared Browsing technology makes it possible for two or more people to simultaneously and interactively browse the web. It works across all browsers and on mobile devices.

Unlike co-browsing or screensharing, GoInstant's Shared Browsing solution is not showing participants' screens. Instead it creates a separate browsing session that's accessible and shareable by all participants at the same time.

The ability to share a web browsing session and interact in real-time significantly improves how companies deliver support and drive sales opportunities. It also enables new behaviors and business opportunities: assisted sales for e-commerce sites, and joint form filling.

BENEFITS

1. Genuinely no downloads
GoInstant's Shared Browsing technology requires no downloads, plugins or installs. Every co-browsing or screensharing solution on the market today requires something additional: plugins, installations, downloads, or the use of other technologies such as Java or Flash. With GoInstant, users only need a web browser.

2. Instant connections
GoInstant connects participants in a few seconds. With no downloads or additional requirements beyond a web browser, users simply need to type in a URL and they're connected. This ensures that customer service agents and salespeople can immediately get to the issues and opportunities at-hand.

3. Completely interactive
Shared Browsing enables all participants to interact together in real-time. Users can click, type and navigate together. Older technologies require that participants pass control back and forth - one user is active while the other is passive. This diminishes the quality of the experience for everyone. GoInstant's Shared Browsing solution is the only one that allows for complete interactivity between participants.

VALUE

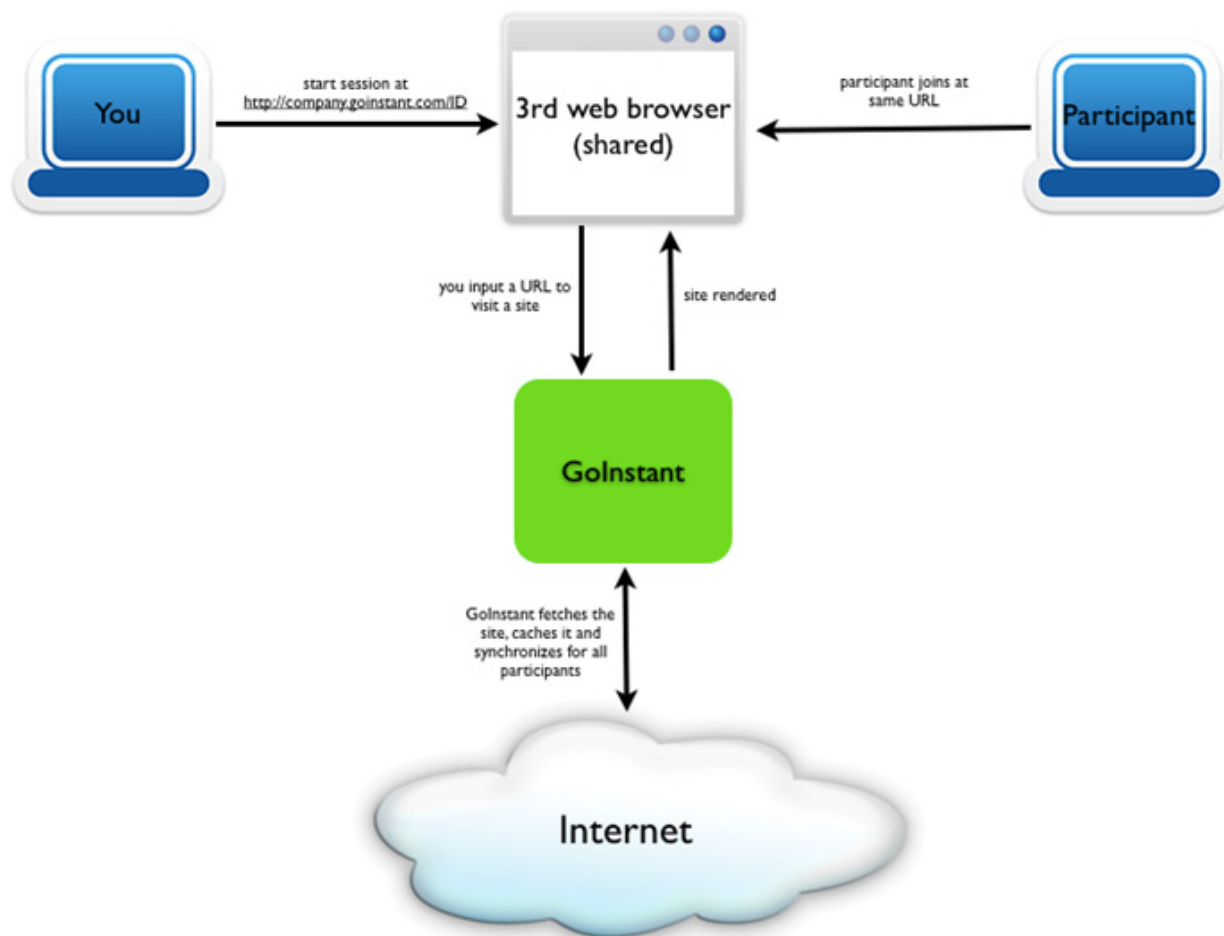| ASSISTED SALES & COMPLEX FORM CREATION	CUSTOMER SUPPORT
▪ Increase sales & order sizes ▪ Joint form filling to ensure completion and conversions ▪ Reduce shopping cart abandonment	▪ Improve first call resolutions ▪ Do more teaching & training vs. telling ▪ Increase customer satisfaction and retention
SALES	**TRAINING & COLLABORATION**
▪ Turn passive sales presentations into interactive sessions ▪ On-board customers immediately ▪ Increase inside sales	▪ Work together faster in any situation ▪ Great for mobile employees ▪ More effective, engaging training sessions through interactivity

HOW IT WORKS

GoInstant fits into a number of different workflow scenarios between agents and customers. Here's an example:

1 A customer requests assistance on your website

2 Your Agent initiates a GoInstant session and invites the customer

3 The customer joins the session via any web browser and is connected instantly

4 The customer's mouse pointer is visible on the screen alongside the agent's and they can now interact and browse together

GoInstant does not use Flash or Java. That means customers won't be asked to enable anything, upgrade anything or provide GoInstant with any special permissions on their computers.

It's important to remember that no one is sharing their screen. Neither the customer or agent sees anything beyond the web browser window that they're sharing. We think of it like a 3rd web browser that's being used by the participants together.

BEYOND SCREEN SHARING

GoInstant's Shared Browsing solution goes beyond screen sharing, providing new and more effective ways to interact with prospects and customers.

With GoInstant's technology, participants connect instantly into a session with no software downloads, plugins or executables. GoInstant requires no additional technology on participants' computers like Java or Flash. All you need is a browser - any browser - including mobile.

Because a shared browsing session is completely interactive, it creates new possibilities for assisted sales, joint form completion, sales and support. Agents aren't limited to simply pointing their mouse at something; they can click, type and interact with a web page on behalf of customers, helping and guiding them along the way. This provides a much more immersive and friendly experience.

GOINSTANT: ENABLING THE SHARED WEB

At GoInstant we believe in the Shared Web. The Shared Web is the next evolution in web browsing and web usage, enabling two or more people to experience the web together. In the future, we believe 5-15% of all web traffic will be shared. We're seeing the trends in this direction already; people watching videos together, chatting online, listening to music together and more.

The Shared Web isn't just about "fun" activities. Imagine allowing two people to shop together, so they can make quicker purchasing decisions. Shoppers could invite friends to help them, attracting new customers to your store and enhancing your brand. E-commerce sites could provide evangelists and experts with co-shopping capabilities, allowing them to help other customers with purchasing decisions. This could lower the burden on your customer support agents and improve the overall shopping experience.

PRODUCT SPECIFICATIONS

Technology Highlights

- Launches instantly - nothing to download or install, and does not require any software or technology to be installed on any one's machine other than a web browser (doesn't require Java or Flash to work) - Doesn't violate security protocols.

- Works with major operating systems - Windows & Mac

- Works on any major browser - IE 8+, Firefox 4+, Safari and Chrome

- Works on mobile devices - iPhone/iOS & Android

Security Highlights

- Absolutely no access to participants' computers; users cannot even see other browser tabs

- HTTPS enabled

- Uses ports 80 and 443 so we don't touch any firewalls.

- Password and field masking

- Able to limit sessions to specific domains and specific web pages

SHARED BROWSING VS. CO-BROWSING & SCREEN SHARING

	GoInstant's Shared Browsing technology	Co-Browsing technology	Classic Screen Sharing technology
Completely interactive	✔	—	—
No downloads, plugins or executables required	✔	✔	—
No use of non-Web standard technology such as Flash or Java (if users don't have technologies installed, they need to do so beforehand)	✔	—	—
Deployed without having to modify each individual web page	✔	✔	✔
No specialized configuration needed for agents or customers	✔	—	—
Works seamlessly with all browsers and operating systems	✔	—	—
Works on mobile devices	✔	—	—
Prevent sensitive data from being transmitted	✔	✔	—
Limit viewing to specific domains and pages	✔	✔	—