

# HP SHOPPING VILLAGE SELECTS THE CLEARCOMMERCE MERCHANT ENGINE TO PROCESS WEB PURCHASES

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## ClearCommerce Launches QuickStart Program to Reduce Time-to-Market for Online Businesses

ClearCommerce Corp., a leading provider of transaction processing solutions for e-commerce, today announced that HP Shopping Village, Hewlett-Packard's direct-to-consumer electronic commerce store, selected the ClearCommerce Merchant Engine to process the fast growing number of sales from its Web site. ClearCommerce also announced it has launched QuickStart, a program allowing Internet businesses with high growth potential, such as HP Shopping Village, to bring these critical solutions up quickly.

HP Shopping Village ([www.hpshopping.com](http://www.hpshopping.com)) was recently named the number one site in terms of retail revenue in PC Computing's first annual ranking of the Internet Business 100. ClearCommerce's transaction processing technology was selected for its proven capabilities, and the time-to-market advantage provided by ClearCommerce's QuickStart Program. QuickStart users purchase a license to use the ClearCommerce Merchant Engine and then ClearCommerce administers transaction processing until the company is prepared to transition the technology in-house. Additionally, as the business grows, ClearCommerce's scalable architecture permits the processing engine to adapt to dramatic increases in sales volumes while maintaining transaction quality and speed.

"HP Shopping Village has had nearly 700 percent growth since August 1998. With this rapid growth, we needed to assure ourselves of a transaction processing solution that could keep up with our business. ClearCommerce's solution provided increased scalability and reliability to meet HP Shopping Village's needs," said Mike Bridge, chief technology officer for HP Shopping Village.

We also needed an effective means of managing - and preventing - credit card fraud to protect our growing business. We were impressed by ClearCommerce's advanced fraud protection module."

"With the ability to process up to 50 transactions per second, ClearCommerce software has proven itself as a reliable technology for many high volume e-businesses," said Alan Scutt, VP of ClearCommerce Europe. "We are proud to have HP Shopping Village, a leader in e-commerce, endorse our product by using the ClearCommerce Merchant Engine to process its transactions."

Bridge added the software's ability to quickly integrate with the BroadVision/HPUX solution that drives the HP Shopping Village as another reason for selecting ClearCommerce's solution. UNIX and Windows NT platforms are compatible with the ClearCommerce Merchant Engine, whereas competitive offerings typically cater to only one platform base. Economics also played a key role in the decision. "As a large and growing merchant site," Bridge commented, "HP Shopping Village wanted to avoid a transaction-fee, service-based solution in order to achieve economies of scale as volumes grow." By offering HP Shopping Village the combination of a rapid time-to-market with its QuickStart Program, with the economic benefits of a technology based solution, ClearCommerce came

out the winner.

The ClearCommerce Merchant Engine capabilities include: fraud analysis and protection; shipping and tax calculation; real-time transaction processing with the credit card processors; APIs to businesses' existing ERP or inventory systems; business reports for merchants and Electronic Softgoods Downloads.

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About HP Shopping Village:

HP Shopping Village offers U.S. customers a wide range of HP consumer products - from PCs and handheld products to computer peripherals, digital-imaging products, printing supplies and computer accessories - online at [www.hpshopping.com](http://www.hpshopping.com). HP

Shopping Village, headquartered in Cupertino, CA was incorporated as a wholly owned subsidiary (HPdirect, Inc.) of Hewlett-Packard Company to enable it to use a different business model and operate as an Internet company with a more nimble, aggressive approach.

About ClearCommerce:

Austin, Texas-based ClearCommerce has developed the most fraud-protected, scalable and easily integrated back-end transaction solutions for e-commerce applications - providing storefront integration, fraud protection, real-time credit card payments, shipping/tax calculation, electronic soft-good download (ESD), online reports and an open API for business process integration and automation. Online businesses and e-commerce service providers using UNIX or NT platforms rely on ClearCommerce's capability to supply the transaction processing component as well as integrate storefronts and legacy systems. With high-profile venture funding, ClearCommerce has a growing international presence and intends to continue advancing secure electronic commerce solutions with the global implementation of its Merchant and Hosting Engines. For more information about ClearCommerce, please visit [www.clearcommerce.com](http://www.clearcommerce.com).

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