



Why Does FileGenius™ White Label?

What is a white label product? It's typically defined as a product or service, especially common in the technology or financial sector, that one business purchases from another source. The first business is allowed to apply its own brand and identity to it, and uses it as its own work product. It does this in order to enhance its own brand, and to facilitate its ability to attract and maintain certain clients and customers, with increased financial profit as its ultimate goal.

A file transfer solution is something often seen and used by an organization's clients and customers and can create a quick and lasting impression, either good or bad, due to the nature of what it does and represents. A file transfer solution sends so many messages, among them:

- **Professionalism** – A professional organization facilitates business with their client, makes it happen and makes it as easy as possible for their client or customer. A file transfer solution that's transparent and simply does what it's supposed to do speaks volumes about your organization's professionalism.
- **Tech savvy** – Does your company have a handle on their technology? Is it managed and implemented in a way that says your company is on top of things? Does it leverage technology to offer a better service or product, and to best support your clients' or customers' needs?
- **Respect** - Do you show the appropriate respect for your client or customer in the context of your relationship? Respect takes many forms and one, in today's world, is the care you take handling their files, which represents their intellectual capital, maybe one of their most valuable assets. Security is big in today's business world and demonstrating you respect the need to securely handle your clients' and customer' data is a great way to win — and keep — their business.
- **Commitment** – A great file transfer solution is an investment because it will ultimately prove to be a business builder for you. When your clients and customers realize the level of your commitment, that you invest in the tools that facilitate your doing business with them, they'll realize you make similar investments in all elements of business necessary to serve them well.

It's a *fact* that after general browsing and email, the most frequent use of the web is to transfer files. Often a client or customer will have more interaction with your file transfer solution than they will your web site, or even some of your own people.

With all that riding on something like a file transfer solution don't you want one that sells only your brand, promotes only your business and sends an on-target message that you (and not some web developer) are tech savvy, professional, respectful of your clients and customers data, and are willing to invest in their business? Of course you do.

Questions or Additional Information:

If you have questions regarding this document or wish to obtain additional information about our pricing or terms please contact us at 888.753.2245, ext. 703 or email us at sales@appliedanswers.com.

FileGenius is the only white-labeled file transfer and exchange solution in the industry.

Our combination of industry-unique white-labeling, a clean, professional design, and our neutral color scheme give our customers the look and feel they seek. We respect our customers' needs to maintain the integrity of their brand — not ours.

The image displays five overlapping browser windows, each showing a different white-labeled FileGenius file transfer site. The windows are arranged in a layered fashion, with the Whirlpool site at the top left, LifeSize in the middle left, Page One Digital in the center, I.D. Magazine at the bottom left, and Graphic Arts at the bottom right.

- Whirlpool File Transfer Site:** Shows the Whirlpool logo and a navigation menu with options like 'Admin Options', 'User Groups', 'Users', 'File Management', 'Account Management', 'Settings', 'Support/Contact Us', and 'View Files and Folders'. The user is identified as 'File Genius (masteruser)' with 11% storage space used.
- LifeSize Communications, Inc. File Transfer Site:** Features the LifeSize logo and a navigation menu including 'Admin', 'Files', 'Search', 'Help', and 'Logout'. The user is 'File Genius (masteruser)' with 29% storage space used.
- Page One Digital File Transfer Site:** Displays the Page One Digital logo and a navigation menu with 'Admin', 'Files', 'Search', 'Help', and 'Logout'. The user is 'File Genius (masteruser)' with 36% storage space used. The main content area shows a 'Folders' list with items like 'Home', 'brookstreet', 'Mc Daniel Labels', 'Guests', 'Guest Uploads', 'AMN', and 'AAI_READ_ME_FileGenius'. There are also 'Upload Files' and 'Create Folder' buttons.
- I. D. Magazine ProdComp File Transfer Site:** Shows the I.D. Magazine logo and a 'Login' form with fields for 'Username', 'Password', and a 'Remember my username' checkbox. A 'Guest File Upload' link is also visible.
- Graphic Arts Monthly File Transfer Site:** Features the Graphic Arts Online logo and a 'Login' form with fields for 'Username', 'Password', and a 'Remember my username' checkbox.

At the bottom left of the image is the FileGenius logo, which consists of a yellow lightbulb icon with a white filament and the text 'FileGenius™' next to it.