

TradeLock vs. “The Alternatives...”

(please excuse our slightly irreverent wit)

	B2B Website with TradeLock Password System	B2B Website with Private Password System that has teeth.	B2B Website with Private Password System that is easy to defeat.	B2B Website with trade-oriented information, but open to the public.	B2B Website with no trade-oriented information.
Retailers appreciate that you're keeping confidential trade information confidential.	Yes, they'll love you for this. Clearly, you understand their concerns, and are probably a good vendor to work with on an ongoing basis.	Yes, but they're irked they have to go to the hassle of getting a password for just your site.	Are you kidding? The retailers know you're not serious about keeping out the consumer.	Retailers will be furious. You're not showing them that you care. Not a good way to make friends with retailers.	You're squandering most of the value of your website. With TradeLock, your website can finally help you communicate to customers and gain new retailer accounts.
Retailers are able to use their own ID/Password which they've already memorized and use frequently.	Yes. No problem.	Sorry Mr. Retailer: you have to enter all that data all over again, and then you'll have yet another name/password to try remember. (Most won't bother.)	Retailers can just hack into it like consumers are doing. What's the point?	The retailer is still fuming about this. You're not fooling anyone -- they realize that you're giving the consumer access to the same information you're giving them.	Is this company a little confused on the concept? They're supposed to be a wholesale vendor, not a retailer. The website is built for the wrong audience. (Note: websites for consumer brands are an exception.)
Verification of a retailer's legitimate trade status is made by outside, neutral party, like at a trade show.	Yes. You're relieved of the hassles, the frustrations, the hours spent researching, and the angry applicants who's status you can't verify.	Better add one or two full time staff members, and develop contacts with countries all over the world so you can vet credentials internationally as well as just from the US (You don't have anything better to do with your time do you?)	The password protection system is a sham, because there is no real verification system. You know it. So do retailers. So do consumers.	No verification of anyone needed. You're showcasing confidential trade information to the public. On the other hand you may want to add two full time staff members just to handle the angry phone calls from retailers.	This website is accomplishing little if anything for <i>your</i> customers. It doesn't need to verify credentials because it isn't showing content worth keeping confidential. Is it even worth the hosting fees?
Passwords can be given out privately by B2B website owner to specific individuals, outside of password protection system.	Yes	Yes. In fact that's all you're doing.	Not very useful since most anyone can get a password anyway.	No one needs passwords at all. This site welcomes the consumer to the confidential trade information sections.	Not applicable. Nothing here worth getting a password to see.
Website owner knows who's visiting site, and can review statistics to help enhance their marketing strategy.	Yes. (Optional extra, and subject to privacy issues. Contact your TradeLock representative for more information.)	Yes, this is the biggest advantage of this model. Unfortunately, so few retailers will be visiting that the statistics may not mean much.	Your users aren't letting you see who they are; they don't have to.	No, and that's the least of your problems. Retailers are still furious at you.	No, and it wouldn't mean much even if you could. The site's value is too diluted because the content is so limited.
Different sections of the site can allow in different visitors, by individual company, name, or group affiliation.	Yes. This is Private List TradeLock – a very sophisticated and full-featured product.	Yes. Unfortunately, most of the would-be visitors have forgotten their ID because it works only at this one site.	Well, your system can let anyone in <i>regardless</i> of company, name or group affiliation. Does that count?	This site, and everything in it, is open to the world.	No content worth dividing up and protecting.