

## General information

**better traffic** is a virtual user queuing software that will help you handle any promotion, pre-sale or marketing campaign and avoid server crashes due to excessive load.

**better traffic** these include, among others:

- ✓ **Simple configuration** - In the administration panel you can easily configure the most important queue parameters - your system will be ready in a few clicks.
- ✓ **Easy installation** - The system is easy to install using a .js script - it has been programmed to prevent "queue jumping".
- ✓ **Statistics and analytics** - In the admin panel cockpit you will find the most important statistics regarding your website traffic.
- ✓ **Management panel** - The intuitive management panel allows you to successfully modify queue settings even during work.
- ✓ **Template Editor** - Friendly HTML queue template editor allows you to implement your own queue template yourself.
- ✓ **Help at your fingertips** - In case of any problems, you have access to a dedicated ticket form in the administration panel - we are at your disposal, at your fingertips.
- ✓ **Dynamic product development** - We are constantly developing our software. Soon we will provide customers with the ability to configure **SMS** and **e-mail alerts** , a module for active **live communication** and interaction with people waiting in line, and **two-factor authentication** for greater security of access to the management panel.

**the better traffic** virtual queue software in two modes of operation and settlement:

- ✓ **OnDemand** - If you use the software only during irregular sales peaks and need occasional security in case of high traffic load - this payment model will be ideal for you. In the **OnDemand model** , you only pay the minimum software maintenance costs (PLN 290 net / month), the so-called **Maintain** fee, while you pay the queue fee only in the month in which the queue starts at least once (if the queue starts more than once in a given month, the fee is charged once for the entire month).
- ✓ **AlwaysON** (always active) - This payment model is perfect for websites and online stores where sales peaks occur every month. In this payment model, you pay a fixed and flat monthly fee, regardless of how often and how long the queue will be active on your website.

## Price-list

BETTER-TRAFFIC SOFTWARE LEASE (better-traffic.pl)	NET PRICE
Setup fee for <b>Better-Traffic software lease</b> (first month). The fee covers server setup, software installation and implementation, and default queue template setup. The fee does not cover modification of the better-traffic queue Landing Page view or its launch. One-time fee.	1,290 PLN / otf*
<b>Better Traffic OnDemand (Maintain)</b> - Mandatory maintenance fee for the lease of <b>Better-Traffic software</b> (next month) in <b>OnDemand mode</b> . The fee is charged in monthly cycles, in advance for a month of use. The first fee is charged from the second month of software use. The <b>OnDemand billing model</b> is available for software leases for a minimum of 1 month.	350 PLN/month
<b>Better Traffic OnDemand (Queue)</b> - Additional service fee for each launch <b>of better-traffic software</b> in <b>OnDemand mode</b> . A launch is considered <b>each month</b> in which the traffic on the client's website exceeds the limit set in the better-traffic service configuration, and part of the traffic is redirected to the virtual traffic queuing service for a period of no less than 10 minutes. In a given month, the service fee is charged only once at most.	1,090 PLN/month
<b>Better Traffic AlwaysON (Maintain &amp; Queue)</b> - Monthly fee for <b>Better-Traffic software lease</b> in AlwaysON mode . The fee is fixed each month, regardless of how many times better-traffic software is launched. In the case of <b>AlwaysON mode</b> , there are no lease fees or service fees associated with <b>OnDemand mode</b> . The <b>AlwaysON</b> billing model is available for software leases for a minimum of 3 months.	790 PLN/month
<b>Programming supervision</b> - Optional service of monitoring and programming supervision (maximum <b>3 man-hours</b> ). Includes ongoing monitoring of the queue launch in the Better-Traffic software and supervision of the correct operation of the service in real time. The service is provided at the customer's request and can be ordered at any time. Optional service, on request, payable in advance. Service	590 PLN
<b>1 man-hour of IT / programming / service / graphic / consulting / other services</b> provided as part of the service support (e.g. modifications to the Landing Page view of the active queue or implementation of dedicated functionalities).	230 PLN/hour

\* **One Time Fee** - One-time fee

## Frequently asked questions

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### What technologies does better traffic software support?

Better traffic is a software dedicated to web applications, so it will be perfect for handling traffic in your online store or service, regardless of the technology (SPA / PWA / WWW). Currently, better traffic does not support native mobile applications - we do not plan to develop our software in this direction in the near future.

### Can I manage more than one domain from one account?

Better traffic currently allows for the simultaneous activation of only one queue on one website (domain). However, you can change the queue configuration at any time, so it is not a problem to support several different domains and several different queues from one account - provided that they are not launched in parallel (at the same time). Additionally, better traffic user accounts are created for a natural or legal entity - this means that you can support a virtual queue for several different domains (websites or online stores), as long as you are their legal owner, otherwise, they will be settled individually or will require the creation of an individual account in the better-traffic system.

### How efficient is better traffic software?

To manage resources and scale applications, we use self-scaling servers in the data cloud. Individual application nodes (server, database, load balancer) are allocated appropriate resources and reserves for scaling (Cloudlets). A single cloudlet corresponds to the server resources of 128 MB of RAM and a processor clock speed of 400 Mhz. A single application node (e.g. database), in its basic configuration, can work with a maximum of 128 Cloudlets, which corresponds to exactly 16 GB of RAM and a processor clock speed of 51.2 GHz. Converting this to users, so far our most crowded queues, which served several dozen thousand users simultaneously, used less than 13% of our server resources - in their basic configuration :) So, we are ready for anything!

### Does the virtual queue start automatically?

All you need to do is implement a virtual queue script in your website or online store and the queue will be active by default. You can deactivate it in the administration panel at any time. The virtual queue will start automatically for each user who exceeds the limit of users you set who can be on the website/service/online store at the same time. You don't have to set anything else, just observe the statistics with satisfaction :)

## How to implement and configure the better traffic service?

The entire implementation rests on the shoulders of our team. From your side, we expect you to choose the type of cooperation and guidelines regarding the appearance of the active queue Landing Page template.

Kind regards,



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CEO & Founder

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Handle your website traffic, better.

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