BETTER TRAFFIC EN/SLO
EN/SLO/001/2023 - Software lease offer
Document version: **1.0 from 14.10.2023**

General information

better traffic is virtual user queuing software that will help you handle any promotion, pre-sale or marketing action and avoid server failure due to overload.

better traffic includes:

✓ **Simple configuration** - You can easily configure the most important queue parameters in the administration panel - your system will be ready in just a few clicks.

✓ **Easy installation** - Installation of the system is easy, using a .js script - it has been programmed to prevent 'queue jumping'.

✓ **Statistics and analytics** - In the cockpit of the admin panel, you will find the most important statistics about your website traffic.

✓ **Management panel** - An intuitive management panel allows you to successfully modify the queue settings even while you are working.

✓ **Template editor** - The user-friendly HTML queue template editor allows you to implement your own queue template.

✓ **Help at your fingertips** - In the event of problems, you have access to a dedicated ticket form in the administration panel - we are at your fingertips.

✓ **Dynamic product development** - We are constantly developing our software. We will soon provide customers with the ability to configure **sms alerts** and **email alerts**, a module for active **live communication** and interaction with queued people and **two-factor authentication** for more secure access to the management panel.

The virtual queue **better traffic** software can be used by our customers in two modes of operation and billing:

✓ **OnDemand -** If you only use the software for irregular sales peaks and need occasional security for heavy traffic - this billing model will be ideal for you. In the **OnDemand** model, you pay only the minimum software maintenance costs each month (69 $ net/month), the so-called **Maintain fee, and you pay the queue fee** only in the month in which the queue is activated at least once (if the queue is activated more than once in a given month, the fee is charged once for the entire month).

✓ **AlwaysON** (always active) - This billing model will work perfectly for websites and online shops where sales peaks happen every month. In this billing model, you pay a fixed and flat monthly fee, regardless of how often and for how long the queue is active on your website.

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Price list

RENTAL OF BETTER-TRAFFIC SOFTWARE (better-traffic.com)	NET PRICE
Better-Traffic software lease installation fee (first month). The fee includes server configuration, software installation and deployment and configuration of the default queue template. The fee does not include modification of the Landing Page view of the better-traffic queue. One-time fee.	215 $ / otf*
Better Traffic OnDemand (Maintain) - Mandatory maintenance fee for leasing **Better-Traffic** software (consecutive month) in **OnDemand** mode. Fee charged on a monthly basis, in advance for the month of use. The first fee is charged from the second month of use of the software. **The OnDemand** billing model is available when the software is leased for a minimum of 1 month.	69 $ / month
Better Traffic OnDemand (Queue) - Additional service charge for **each time the better-traffic software is launched in OnDemand mode**. **A launch** is considered to be **any month** in which the customer's web traffic exceeds the limit set in the configuration of the better-traffic service and part of the traffic is redirected to the virtual traffic queuing service for a period of not less than 10 minutes. In a given month, the service fee is charged at most only once.	235 $ / month
Better Traffic AlwaysON (Maintain & Queue) - Monthly fee for leasing **better-traffic** software in **AlwaysON** mode. The fee is fixed each month, regardless of how many times the better-traffic software is run. For **AlwaysON mode**, the lease fee and service fee associated with **OnDemand** mode do not apply. The **AlwaysON** billing model is available when the software is leased for a minimum of 3 months.	165 $/ month
1 man-hour of IT / programming / maintenance / graphic design / consultancy / other maintenance services (e.g. modifications to the Landing Page view of the active queue or implementation of dedicated functionalities).	45 $ / mh

* **One Time Fee**

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Frequently asked questions

What technologies does better traffic software support?

better traffic is dedicated to web applications and is therefore ideal for handling traffic to your shop or website, regardless of the technology (SPA / PWA / WWW). Better traffic does not currently support native mobile applications - we have no plans to develop our software in this direction in the near future either.

Can I handle more than one domain from one account?

Better traffic currently only allows one queue to be activated at a time on one website (domain). However, you can change the queue configuration at any time, so it is not a problem to operate several different domains and several different queues from one account - provided they are not run in parallel (at the same time). In addition, better-traffic user accounts are set up per physical or legal entity - this means that you can operate a virtual queue for several different domains (websites or online shops) as long as you are their legal owner, otherwise, they will be billed individually or require an individual better-traffic account.

How efficient is better traffic software?

We use self-scaling data cloud servers to manage resources and scale the application. The individual application nodes (server, database, load balancer) are allocated appropriate resources and reserves for scaling (Cloudlets). A single Cloudlet corresponds to a server resource of 128mb of RAM and a processor clocking of 400Mhz. A single application node (e.g. a database), in its basic configuration, can operate with a maximum of 128 Cloudlets, which corresponds to exactly 16GB of RAM and a processor clocking frequency of 51.2 GHz. Converting this into users, to date, our busiest queues, which served tens of thousands of simultaneous users, used less than 13% of our servers' resources - in their basic configuration :) Also, we are ready for anything!

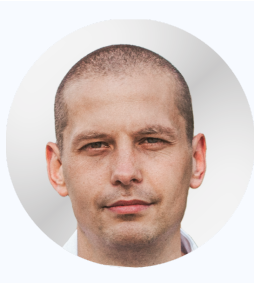## Does the virtual queue start automatically?

You just need to implement the virtual queue script in your website or web shop 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 your website / service /

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web shop at the same time. You do not need to set anything else, just watch the statistics with satisfaction :)

How do I implement and configure the better traffic service?

The entire implementation rests on the shoulders of our team. From your side, we expect to choose the type of collaboration and the design guidelines for the Landing Page template of the active queue.

Yours sincerely,

Aleksander Gołaszewski
CEO & Founder

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bettertraffic

Handle your website traffic, better.

Better Traffic software is owned by Unlimitech Ltd.