Trumba Connect:
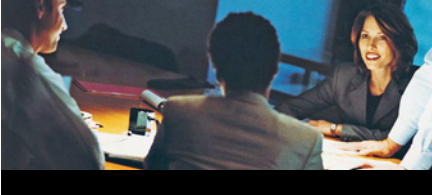## FAQ for Media Organizations

How can I get more benefit from event content?

By establishing your online newspaper as the dominant resource for local "go-and-do" information, you provide an additional, compelling reason for people to visit your website. More unique visitors and more frequent and longer visits translate into more ad revenue. In addition, when visitors can easily submit events, the ability to offer premium listings opens the door for an additional revenue source.

How long does it take to implement Trumba Connect?

We have customers who have launched in a couple of days. We also have customers who have taken several weeks to fully implement their solutions. The length of time it takes to implement Trumba® Connect depends upon the complexity of your implementation and the number of stakeholders. A Client Services representative will work with you to determine the scope of your implementation and the most effective approach to making it happen.

Can I get help setting up my Trumba Connect implementation?

Of course! We'll work with you to design the custom implementation package that you require. For more information, please contact a Trumba representative at 1.800.925.0388.

What if I need some custom development?

We're happy to discuss custom development as part of your subscription package. Please contact Trumba at 1.800.925.0388 to discuss the details.

Can I import event information?

Yes. Trumba Connect can import event data files in standard formats, such as iCalendar or vCalendar files, comma separated values or tab delimited text files, or Microsoft® Excel worksheet files. You can import data files directly or from a web URL.

Can I reverse publish my event information?

Yes. You can generate a rich XML feed from any calendar for re-use in print. We can work with you to format the feed data appropriately for your editorial system.

You can learn more about the process at:
http://www.trumba.com/connect/knowledgecenter/reverse_publishing.aspx.

Do you support user-generated content?

Yes. We understand that newspaper websites provide an important platform for visitors to communicate with one another. With Trumba Connect, you can create customized event submission forms that make it easy for individuals,

For information about Trumba Corporation and the benefits of subscribing to Trumba Connect, see the Fact Sheet for Media Organizations.

venues, businesses, and organizations to submit events to your website calendars. You can approve submissions before they go live and we are currently working on a feature to allow you to automatically accept events from trusted submitters.

Can I charge for premium event listings?

Beginning in the fall of 2007, we will support fee-based premium event listings.

How much down time can I anticipate?

We provide full hardware and software redundancy to avoid unexpected down times. We also have a highly qualified operations staff on call 24 hours a day, 365 days a year. When you invest in a Connect Enterprise subscription, Trumba commits to a Service Level Agreement that spells out acceptable down time percentages and lead times in advance of planned outages.

You can learn more about Trumba Connect security and reliability at http://www.trumba.com/connect/webcalendars/security_and_reliability.aspx.

What response time can I expect?

We constantly monitor and work to improve Trumba Connect performance. For example, we implemented server- and client-side caching for our event widgets to make them load faster and have recently converted several of our widgets to update without refreshing. When you invest in a Connect Enterprise subscription, Trumba commits to a Service Level Agreement that spells out acceptable response times.

How often do you push new releases?

We release updates that include new and improved features almost every week.

What kinds of service and support can I expect?

Phone and email technical support is available from 9:00am to 5:00pm Pacific Time, Monday to Friday. To participate in our product support forums, visit http://forums.trumba.com. When you're working in Trumba Connect, you also have access to our extensive in-context online Help. For more information about support, please contact Client Services at support@corp.trumba.com.

If you would like dedicated consultation and/or training assistance in setting up your Trumba Connect implementation, you might consider one of our setup packages. You can also hire our Client Services representatives by the hour. For more information, please call Trumba at 1.800.925.0388.

When you invest in a Connect Enterprise subscription, Trumba commits to a Service Level Agreement that spells out our response protocol in the unlikely event of a site outage.

Additional questions?
- Contact Trumba at **1.800.925.0388**.
- Watch an online demonstration. Visit www.trumba.com to learn more.
- Visit our demo site: tribune.trumba.com.

www.trumba.com