

EXHIBIT 117

Re: 50 issues....

Subject: Re: 50 issues....

From: Joshua Abram <josh@direct-revenue.com>

Date: Wed, 03 Mar 2004 17:09:58 -0500

To: Rodney Hook <rod@direct-revenue.com>

CC: Alan <Alan@direct-revenue.com>, dan <dan@direct-revenue.com>

Rod-
Fantastic list. Thanks.

I wanted to respond to one thing immediately: I agree, we should get rid of Add/Remove. And the updated privacy policy now attached to distribution makes no mention of add/remove. Rather, it refers people to www.mvpc tuneup.com.

Chris and I are tightenging up this site. Should be finished this week. As we see what kind of volume we get there we can modify the service to slow/monetize any uninstalls that we see going through the site.

My vote: Add/Remove goes asap and that distribution already out therewith add/remove gets updated to take it away.

Best,
J

Rodney Hook wrote:

I took a few hours this afternoon to core dump all my notes into one list of around 50 items. some items are small, most are not. I think there are a lot of really important non-obvious issues that you guys need to be aware of. They are all at the top.

I'm doing my best to say no to people but unfortunately I'm too good at saying yes.. But when we say yes to one thing it slows down all these other things. I'm trying to start whacking at this list and deciding what is not going to happen in the short term and which things have got to happen to continue our new expanded rate of growth.

Note that there are no investor related items in here yet. so you guys are doing a good job so far on that and I really appreciate it.

Non-Obvious Emergency Attention issues

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w9 Sync Log Processing is getting abnormally slow. adclient checkins are 7 hours behind and getting worse.. Mysql Requires at least monthly sorts of the TRANSPONDER table in order to keep up the speed. We're hitting record days that have driven us past the magic threshold where we can't process fast enough. Continued growth will make this worse.

- get the TRANSPONDER Table sorted ASAP (Aash in progress)
- define all processing that goes on with w9.
- convert this processing to oracle (probably 100 manhours focus)

We are growing faster than we have ever grown before and we are suddenly losing synchronizer stability. We are having at least 2 synchronizer meltdowns per day at this point where manual intervention is required to straighten it out. This will definitely cause lost revenue soon. Load on synchronizer servers and quicksand servers is increasing. need to add capacity at QX

- need to use sync sample to analyze "useless" checkins... rcm domains, non-monetizable countries, etc.
- spec and buy bladecenter hardware from jonathan ASAP
- Install jerry's existing bladecenter at QX

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XP Service Pack 2 comes out in a few weeks and we don't know what it looks like. Out in California, our partners in every meeting discussed this service pack for at least 5-10 minutes. Exposes all Browser Helper Objects to the user, but we don't know defaults, or what anything looks like.

Chris has engaged Kanda to tell us. REALLY NEED TO KNOW THIS

70% of our clients only communicate on the abetterinternet.com domain name. Also, 100% of outbound distribution relies on this domain being up and working. If this domain is hijacked or disabled by the registrar (like happened to cliks.org) we will be utterly screwed and revenue will drop by 70%. the Telephone number listed does not work and I'm not sure who checks the email for it. BetterInternet Reg Services PO Box 50729 Henderson, NV 89016 US Phone: 888-813-1230 Email: bizdev@thecompany.com

need to verify that people pay attention to complaints on this domain
need to start transitioning these users to new clients (mxtarget maybe)
need to deploy new stubs that talk on different domain name.

We are Losing INSANE number of users to Add/Remove programs every day. We need to get rid of Add/Remove programs. we have started sending out special uninstall inf that hits a web page after obliterating us over last couple weeks and its showing over 3000 uninstalls per day, just on the few hundred thousand users that have gone out with this. I think we would be seeing over 40000-50000 uninstalls per day if we were tracking in on all users. Add/Remove programs needs to GO. Can We send out upgrades the remove it?

Get OK from partners to remove A/R program entries ASAP

UPS problems at openworld is causing spontaneous reboots of 8 machines. Twice in last 2 weeks. If it happens at wrong time, we will lose lots of money if we are slow to respond.

get them to buy replace UPS, or switch us to non-UPS power. get moved upstairs (only after QX advertising capacity is increased)

There is no hot spare db for Quicksand. if w8 dies, we will lose all outbound advertising \$75K per day, until we repurpose another machine and build it to do what w8 does, maybe as short as 8 hour outage if our backups really work and things go smoothly.

Procure new x335 server ASAP to openworld for hot spare and reporting.
Research Mysql Replication to keep it in sync.

We don't have a stub installer going out with any of the twaintec distribution. we are definitely losing users that we cannot re-install on right now.

We could use an existing one, but it would increase exposure to the abetterinternet.com domain Hijack

Zeev is working on getting a new one

Aash is setting up the new endpoint for it.

It needs to start getting jammed out ASAP as soon as its ready.

Quicksand Issues:

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Quicksand Delivery is losing 4% of all impressions every day according to keynote. 96% Availabilty consistently. Not a show stopper, but definitely leaking revenue.

Jeremy is focused on taking this up to at least 99%. Document hourly and daily jobs

List all timings, bottlenecks, and impression blocking points

Quicksand Unique US counts are 15% different than synchronizer Unique US counts. There could be a huge pile of money laying here that nobody is watching for. we know that 8% of synchronizer users don't get any ads for various known reasons, but that still leaves 7% unaccounted for.

Jeremy is preparing spreadsheet comparing the differences over last 14 days.

Assembler log reporting takes 15 hours to process 24 hours of advertising. We

want to do further analysis into the loss of opportunities and the processing is completely bottlenecked by the number of rows. In order to visualize cap hitting better the answers all lie within this data. Need to visualize the imp/opp ratio hour by hour in each bucket in order to see buckets that have stupid caps easier. Maybe Oracle can help with this. (freeze till april)

NEW DEVELOPMENT - Quicksand Report query screen takes a LONG time to load, and on a dialup requires over a 2MB download in order to draw. (freeze till april)

Thinstaller Server/Client Issues

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Get Thinstallers going out on all stub checkins and re-installing the adclient when appropriate. Need to design a way to know that we have already re-installed once.... how?

belt.exe has biggest growth potential (at 30% of max till new blades are up at peer1)

susp.exe has been enabled as of 03/03

hst_reco.exe has been enabled as of 03/03 all others were already enabled, ever since the Traff Recovery efforts.

Load on thinstaller server varies dramatically from 0.2 - 3.0. If this saturates we will likely lose 80% of all outbound distribution until its fixed. Could cause unexpected outages in new users coming in.

split it into front end db and backend db for nightly reports. Tom is installing and configuring equipment that arrived from focus

Thinstallers are installing adclients over the top of other ones. need to stop treating every thinstaller as "custom actions"

need to define some thinstaller templates so we can make some dynamic decisions

Need a thinstaller from Kanda that is sending in MachineIDs that we plan on keeping, so we can start logging machine checkins. No Historical data will be available before this starts going out, so it needs to happen soon.

Thinstaller 20%-30% checkin loss. Our current Banner Distribution method seems to lose 20%-30% of the total installs going from thinstaller download to thinstlaler checkin. We are spending \$30,000 a day right now, so this loss is very important.

Brady should finish this report

x5:/usr/local/blackstone/sql/bsd_pay/thinstall_download_stats.sh

Need to have a Thinstaller Competitor report. Based on all the stub checkin thinstallers (*_reco.exe) we need to do some daily competitor overlap report, using the APP_LIST table, the BHO_LIST table, the RUN_LIST table.

THIN_ACTIONS needs to have some flags in it to enable more advanced logging for certain thin_names.

LOG_BHO_LIST, LOG_APP_LIST, LOG_RUN_LIST, LOG_RAW_XML

Need to get somebody to set up more regression tests for Thinstaller server.

Why does ThinstallPre_Log\$DAY always have more records than ThinstallPre_RAW\$DAY tables? 3% difference. might be new users getting lost here.

Base Management Issues

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push out the existing my geek client to more users (easy to do but no progress)

scared to turn on many or they will complain

need to notify them more are coming.

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specify new top.moxie checkin communications (no progress)

Go over with Chris requirements for MachineID
implement "fair game for re-install" logic based on docs they have sent.
how do they show daily checkin
how do they show us redirects so we can drive some revenue numbers

specify mygeek communications for walnut ventures client (no progress)

Go over with Chris requirements for MachineID
how do they show daily checkins
how do they show touch tracking pixels to drive some revenue numbers

specify requirements for the keyword density client (top moxie to build) no progress

meta tag targetting
keyword density
search engine searches
title targetting
follow me?
how does it know the words to target?
where does it checkin ?
how does it show daily checkins?
how do advertisers get put in? do we use the mygeek system with bidding?

We are being uninstalled by competitors and we do not have the pollers ready to roll out. (ignore till April)

Distribution Issues

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Integrate Matts cab building automation into the distrogui so balaji doesn't have to build cabs anymore. We were 80% done with xparam.dll that would have totally shot all this out of the water. What ever happened to this? it totally changes the entire game utterly.

Setup new Endpoints for freephone.cc get.freephone.cc for Banner Advertising
tns.freephone.cc for Thinstaller checkins
???.freephone.cc for synchronizer checkins

Setup new Endpoints for content4free.org (Adult Distribution)
www.content4free.org ?? WHERE IS THIS HOSTED nobody knows??
get.content4free.org for Banner Advertising
tns.content4free.org for Thinstaller checkins
???.content4free.org for synchronizer checkins

Need to get somebody to set up more regression tests for Banner.java to ensure its working the same way every hour.

Flexible country Daily Billing report for GlobalIP/Lec/Ad.com
Aash has partial progress, but is distracted by fires.

People want more distribution reports. Unacceptable group by speed on x5.
upgrade the distrib reporting db to oracle. define all processes diagram and show processing times.

load sample data into oracle, and test group by speeds of slowest processes
prioritize and plan porting to oracle
weekly invoicing and payments need attention badly

Taqqu RichFX distribution test. very custom thinstaller logic, simple to implement, just takes focus and time, and forces us to do new releases of thinstaller code that may or may not destabilize thinstaller servers.

xparam.dll Standard internet affiliate program. we were 80% done, and I've heard nothing for 3 weeks. over 100 Direct Revenue manhours on this not counting kanda manhours.

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Synchronizer Issues

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Continue to get requests for "directory targetting" on travel sites, portals, etc. Major changes to synchronizer that will impact delivery speed, and synchronizer is already hitting the wall. (absolutely have to freeze till april)

Needs another round of jprofiler tuning. (prioritize for aash)

Need to overhaul upgrade management for easier reprioritization of what is going out to who. (freeze till april)

Set up Feed of Quicksand Sections. currently done manually on demand. (lost lots (around \$50K at least) over last 30 days)

General Maintenance

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Quova will not run at peer1 so we have disabled all country lookups in our distribution efforts

Quova support is flustered even after logging in

Aash is calling Vic every day about it

Tom is configuring a fresh new box to let quova do whatever they want.

s1 the java development environment for all our java code is really old and overloaded. needs to be replaced by 2 machines in different facilities that are mirrored. it is backed up currently, but any crash will absolutely kill us for up to a week.

One of the 2 lvs servers at peer1 is having hardware problems and needs replacing and reloading and reconfiguring

Peer1 has finally got a cabinet ready for us and we will be having a 100% outage of all distribution sometime in the next few days, as we shutdown our bladecenter and drag it across the room and bolt it in the cabinet. Should be no more than a 1 hour outage.

Direct Revenue Office needs a new phone system

Direct Revenue Office Needs a Fileserver so we can actually write documents and share them and find them again later.

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