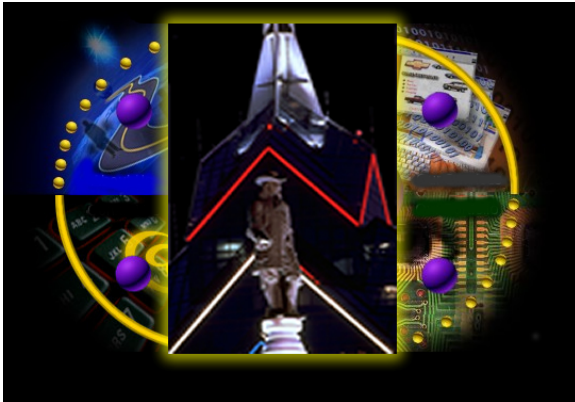




**CLIENT**

Ben Franklin Technology Partners  
Suite 1100  
11 Penn Center  
1835 Market Street  
Philadelphia, PA 19103



Econsult Corporation was retained by Ben Franklin Technology Partners of Southeastern Pennsylvania (BFTP) and the Eastern Technology Council (ETC) to examine the quality of existing IT/E-Commerce metrics and to design new metrics that can be employed to monitor the progress of E-Commerce in the Philadelphia metropolitan region.

After conducting a thorough review of public and private data sources, Econsult found that there was no clear definition of IT/E-Commerce and there was a paucity of measures that could monitor the performance of E-Commerce in Philadelphia on an ongoing basis.

Econsult's approach was to consider as extensive a definition of IT/E-Commerce as possible, encompassing any business, government or consumer activity conducted directly or indirectly via electronic connections over the Internet, as well as any activity related to the development and operation of the Internet infrastructure (hardware and software). Within this framework, Econsult developed a series of performance measures that are capable of monitoring the progress of E-Commerce in Philadelphia over time and relative to other regions.