

Solata Portal: Everything Your Readers and Advertisers Want from Your Web Strategy

Solata Portal makes it possible for almost any size publisher to have a profitable, highly interactive Web strategy fully integrated with its print products. Solata Portal is more than a technology, it's a powerful Web strategy almost guaranteed to generate profits in year one. You can plug it into your current site or use it to power an entirely new one.

Solata gives media companies the power to generate incremental revenue from the Internet and take back advertising dollars being lost to Google and other search engines.

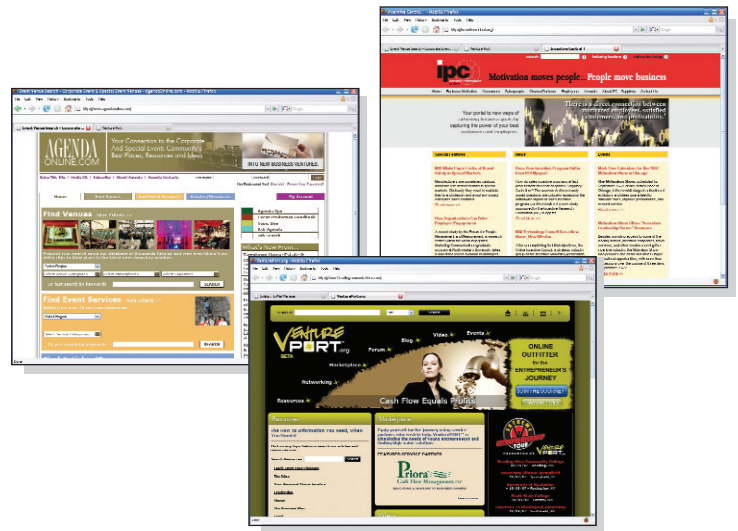
Solata is built to support almost any type of interactive Web functionality monetized by advertising or e-commerce. You can use **Solata Portal** to create your own fully integrated Web and print strategy, taking advantage of the specific modules you need to facilitate your business model. Select the modules that make sense for your business model, and then customize them to your specific needs. **Solata Portal** core features include:

SolataSearch: A search engine of how-to, reference and other content that you precisely control, enabling your readers to opt-in to related information and your advertisers to advertise on related content and send targeted, permission-based messages. You can use it to generate reciprocal links with other organizations using SolataSearch on their Web sites, and participate in the SolataSearch.com cooperative search engine to generate more traffic to your site.

Solata Cataloger: Online buyers' guides and trade shows that give your customers complete control over their listings without any need for your intervention.

Solata Permission Manager: Electronic subscription fulfillment that manages every media on a single platform.

Solata Social Networker: The ability to offer personal profiles, social networking, reader- and advertising-generated blogs, and more.



Additional Features:

Take advantage of other Solata systems to fully automate your business:

Solata Target Seller: An enterprise customer relationship manager for managing advertiser relationships.

Solata Incentive Manager: A system for tracking incentives offered to your salespeople or channel partners.

Solata Affinity Manager: A means of offering your readers discounts on services offered by your advertisers that can't easily be sold over the Internet.

A Business Model That Works for You

Most importantly, **Solata** comes with a business model almost guaranteed to launch your Web site in the black in year one. **Solata Portal** is not only highly customizable to serve your business objectives and rules, but is affordable to most companies. It's the first software product designed to provide enterprise level, fully integrated publishing management to organizations on an affordable basis.

Learn more about what Solata can do for your organization. Contact Jim Kilmetis by e-mail at jkilmetis@solatatech.com or telephone at 914-591-7600, ext. 229.



The Unique Benefits of Solata Portal

If you want to build state-of-the-art interactive web features on your own, get ready to spend big dollars. We know what it takes because we've done it. We've invested the money so you don't have to, by building a platform you can easily customize to match your business model and objectives. No two **Solata Portal** sites look or behave the same, because each publisher customizes the features to their own needs.

Solata is more than a technology company. It was founded by publishers with extensive experience in both print and online media and who have found successful formulas for Web publishing. Building the technology to meet their own needs, they decided to make it available to any media company, marketer, or association looking for a successful Web model.

Start With a Business Model

Before building anything, we start by understanding your objectives and business model, and help you identify ways you might not have thought of to monetize your archived content on an ongoing basis.

Craft the Strategy That's Right for You

No media company wants a me-too product for their Web sites. Everyone wants their own look, feel, and business model. **Solata** is built to support your model by giving you a complete range of modules you can mix and match for your specific needs. Each component can stand alone, plug into your current solution, or seamlessly integrate with other Solata components so you can have a completely integrated solution. The modules include:

SolataSearch—A human-powered search engine that enables you, your advertisers, and readers to present content, along with the ability for people to opt-in to receive information from you, your advertisers, or on specific Topics. **SolataSearch** comes with a complete ad management and tracking platform, and an optional means known as **OK2SEND** by which you can sell advertisers the ability to send messages to your readers on a permission basis. **SolataSearch** comes with numerous ways to optimize your content so that there is a greater chance people will find it through other search engines.

Solata Cataloger—The tools to manage online catalogs, trade shows, and buyers guides. Solata Cataloger makes it easy to set up an e-commerce site selling your own products, or those of third-party vendors. You can use it to power an online trade show in a way that makes it easy for your "exhibitors" to enhance or maintain their listings.

OK2SEND Permission Manager—a complete system for managing subscriptions, including paid and controlled print subscriptions as well as e-mail newsletters. It comes with all of the tools you need.

Solata Social Networker—everything you need to offer your readers or advertisers the ability to set up personal profiles, communicate among designated colleagues, share and submit blogs within your field, and more.

SolataSearch.com—all of your content and opt-ins can get automatically posted on SolataSearch.com, Solata's cooperative search engine providing additional links that will increase the chances that people will find you on multiple search engines.

Additional Features:

Part of a completely integrated suite of software customizable to your needs, **Solata Portal** lets you seamlessly link other features into your portal, including:

Solata Target Seller—an enterprise solution for sales and lead management easily customized for your needs. It includes a complete system for empowering trackable, measurable one-to-one communications between your sales team, customer service employees, and your prospects and customers.

Solata Incentive Manager—a simple means for tracking performance for use in incentive and rewards programs.

Solata Affinity Manager—A system for offering your readers discounts on services made available by your advertisers that can't easily be sold over the Internet.

Steps to Success

Before recommending any solution, we listen to what you have in mind. We'll share our expertise related to monetizing your content. **Solata** is built to support your business model, not ours.

