

Maximize and Streamline Your Business Development

Solata technology and consulting solutions give your organization unprecedented control over the entire business development process, from marketing through sales. Solata will help you get more business for less money and potentially eliminate much of the administrative work that bogs down sales and marketing management and measurement, so your organization has more time to sell.

Built to Help You Increase Sales While Saving Time

You get the power of a six-figure-plus enterprise solution at a cost most organizations can afford. We've already built the fundamental modules you need to automate and integrate almost every aspect of your business development, including:

Generating more traffic to your Web site:

SolataSearch gives people more reasons and ways to find and return to your site.

Profiting from your database:

Solata OK2SEND makes it easy to maintain and expand the database of customers and prospects willing to hear from you, and to communicate with them in a measurable and profitable way.

Managing prospects and customers:

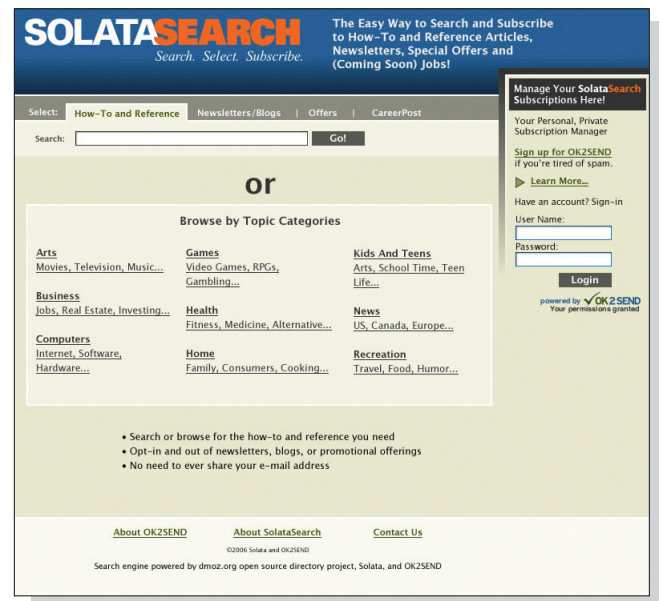
Solata Target Seller gives almost any size company the ability to have a totally customized customer relationship management system.

Profiting from e-commerce or online buyer's guides:

Solata Cataloger makes it easy to deploy sophisticated e-commerce catalogs or online buyer's guides.

Managing affinity programs:

Solata Affinity Manager makes it easy to work with other vendors to add value for your customers.



Running incentive programs:

Solata Incentive Manager handles all of the administrative aspects of almost any type of incentive program using any award vendor.

Engaging in social networking:

Solata Social Networker provides a complete platform for managing public and private profiles, forums and blogs.

Learning from your audience:

Solata Survey Manager makes it easy to run quick e-mail and/or print surveys.

Measuring the results:

Every Solata module comes with complete reporting and measurement capabilities that can be reviewed through a single Web page dashboard.

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.



520 White Plains Road, Suite 120
Tarrytown, NY 10591
914-591-7600
www.solatatech.com

Solata Essentials

What you need to know to profit from Solata

Overview

Solata is a set of integrated business software tools that significantly increase the efficiency and measurability of sales, marketing, and Web publishing. Solata is more than a technology: it is a means of taking your business development to the next level by automating the process of identifying and building relationships with the people most likely to buy.

Solata is a hosted application that is sold in modules, so that organizations purchase only those modules required for their business needs.

In addition to paying a one-time licensing fee per module used, organizations pay an additional one-time fee for the strategy development, design, and customization, etc., required to create precisely the solution right for their business. This helps make sure your system addresses the human elements that can make or break any solution.

Based on the number of modules used, volume of e-mails, and bandwidth required, companies pay an additional monthly Application Service Provider and hosting fee.

Security

Your names and data belong to you, and can be accessed by you any time via a two-level security system. The base hosting fee includes co-hosting with other customers, but there is no interchange of data or access to data of one company by another, unless they choose to voluntarily share lists for any reason.

For an extra fee, you can have your own servers located on our premises and yours, subject to almost any level of service or security precautions you desire.

Technology

Solata is built with powerful, but cost-efficient solutions:

- Development Environment: Php
- Web server: Linux/Apache+SSL
- Database system: MySQL server
- Servers: Linux based machines are preferred
- Co-located hosting and reserved bandwidth (domain/site hosting)

Implementation Process

Here's how to make sure you get the solution you need:

1. We get to know your business—what you're trying to accomplish, your work flow, and the human elements that could affect your deployment of any new system.
2. We provide written specifications and documentation specifying the system and how it will be integrated into your current procedures.
3. We provide time lines outlining key development phases.
4. We use wire frames or other graphic designs to make sure you get the system you envisage, and to avoid any surprises.
5. All functions are tested on prevalent versions of key browsers—Internet Explorer, Firefox, and Safari—before the site goes live.

Agency Edition

The Agency Edition is built for marketing agencies and consultants who use Solata to help their clients improve business development processes. The Agency Edition permits a single company to monitor multiple programs on a single platform.

