

ONLINE PROSPECTS → CONFIDENT CUSTOMERS

Online Insight began in 1998 as a marketing research company leveraging emerging technologies. Companies striving to understand who their customers were and what motivated them to action engaged Online Insight's team of experts to deliver ecommerce experiences that inspired consumer confidence to buy online. Today Online Insight offers a premier suite of ecommerce solutions that helps businesses meet their strategic goals and convert prospects to customers – again and again. If your ecommerce strategy includes products with many options or features you need Online Insight's **eMpower Platform** supporting your website. It provides the basis from which a company creates a unique online guided buying shopping experience. Healthcare plan providers, financial services firms, hospitality companies and online retailers—businesses whose strategy is to develop high performance online commerce fast—use **eMpower Platform**. It all adds up to success with unparalleled conversion, confidence, satisfaction and retention rates.

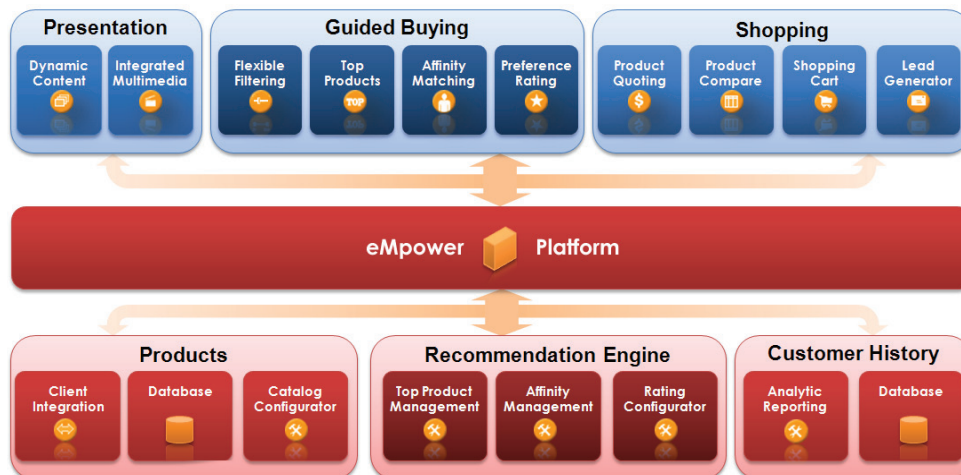
Products and services

eMpower Platform presents complex products that can otherwise be overwhelming to consumers—simply and quickly. Consumers easily educate themselves about important product attributes which makes the buying decision effortless. Your customers will return and purchase more online, because their **eMpower Platform**-based shopping experience was easy and instilled confidence in their online buying skills.

eMpower Platform delivers unsurpassed online sales success through unique:

- Product catalog and administration tools
- Product recommendation engine
- Customer history database that captures all data, analyzes and reports it, and distributes information for future marketing activity

eMpower Platform ties these components together seamlessly. Plug **eMpower Platform** into your company's IT architecture for record online sales performance.



Corporate office

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Technology
- **Lori Morey**
Client Services

Customers

- Accenture
- Arkansas Blue Cross Blue Shield
- Beazer Homes
- E*Trade
- Largest Health Insurer in the US
- Millennium Chemicals

With the Presentation, Guided Buying and Shopping components of the Online Insight eMpower Platform -

Consumers can:

- Enjoy an original, integrated multimedia presentation with dynamic content
- Interact with flexible filtering and preference rating capabilities and respond to top products and affinity matches
- Easily choose product elements and attributes in various combinations and configurations
- Learn about themselves and the products that fit their needs.
- Become confident during their shopping experience, weighing quotes, comparing offerings, filling their carts
- Inspired with confidence, shoppers click **Buy** on their first visit, with higher value items

Online Insight clients can:

- Manage and control multiple channels accurately—whether broker, agent, kiosk, call center, Web surfer
- Distribute seamlessly any information from the online guided buying experience for easy fulfillment, lead generation, analytics, results reporting, and all other internal purposes
- Deploy immediately changes in products, prices, plans, compliance and handling

The most significant part of the Online Insight product cannot appear on the solution diagram...

Our professional services people:

- Are the best in the business. “Very consultative and help (us) focus on how to make the online experience as good for the customer as it can be,” says a long-time customer.
- Enable clients to realize the best online commerce results possible. Make clients continuously more successful.
- Deliver using good business practices:
 - Assess your needs and deliver a plan
 - Discern what everyone must do, and know how to achieve goals
 - Plan projects with clear checkpoints and defined deliverables
 - Become an extension of your business unit and IT department
 - Continually suggest ways to make the online experience even better for consumers and to make ecommerce business even more successful for you

eMpower Platform works with what you have:

Architecture: Built in Java with pluggable connectors based on open standards such as Java2 Enterprise Edition

Platform: Any J2EE compatible operating platform

Database: Any JDBC compliant database server—Oracle, DB2, Microsoft SQL Server

Management: Client-managed licensed software, or use the service of an OI hosted solution

Clients say:

We are extremely pleased with OI's solution and the entire OI team. Since deploying their solution, we have met or exceeded very specific sales and project expectations in all markets and within all brands, delivering significant new membership to the company.

Louis Ashamalla
National Health Care Company

We found OI's solution suite effective in delivering the type of outcomes we desire from employing Internet technology in the sales process, including more qualified prospects visiting our communities, a shorter sales cycle and better- educated buyers.

Ian J. McCarthy
Beazer Homes

Quality people who go the extra mile.
Cindy Thornton
Blue Cross Blue Shield Arkansas