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Online Insight Partners with SmallBizPlanet.com to Simplify the Selection and Purchase of Complex Business Products Online

Forrester Research estimates that only two percent of visits to e-commerce sites result in purchase. Precision Choice technology from Online Insight provides buyers with greater control over complex selection and purchasing decisions.

ATLANTA – May 10, 2000 – Online Insight, a provider of e-commerce enabling technologies that allow companies to proactively manage the online sales environment, today announced a partnership with small business knowledge portal, SmallBizPlanet.com, to simplify the process of selecting complex business products and services on the Internet.

The two Atlanta-based companies will help entrepreneurs, educators and non-profit organizations select computers, computer printers, credit cards, Internet service providers and mobile phone plans that best fit the needs of their enterprise, through an online sales assistance process that factors in buyer considerations such as brand, price and other relevant product features.

Precision Choice technology from Online Insight objectively guides buyers through the decision-making process and provides product recommendations, which match the user's requirements. For example, if the business owner is evaluating laptop computer options, visitors to SmallBizPlanet.com's laptop guide smallbizplanet.onlineinsight.com/laptops will be asked for their preferences relative to different laptop product features, such as memory, weight and screen size as well as other important variables, such as brand and price. The visitor will then evaluate a series of hypothetical products, and will be required to make trade-offs between different laptop computer features.

Online Insight President and CEO Ken Forster said: "Today's buyer is faced with a bewildering array of choices when evaluating complex business products online without the benefit of the sales support offered in the traditional bricks-and-mortar world. Precision Choice technology provides a customized experience for each user when selecting computers for their business, making them not only more likely to make the eventual purchase but to return to SmallBizPlanet.com in the future. Today's announcement is not only about SmallBizPlanet.com but a future vision for the e-commerce industry."

Steve Derezinski, CEO of SmallBizPlanet.com, said: "We are delighted to be teaming up with Online Insight and offering a value-added service to our customers. Most of our visitors consist of small businesses, educators and non-profit organizations where making the correct product decision is critical and can have a direct impact on the bottom line. Precision Choice will help them accomplish this."

In addition to Precision Choice, Precision Insights, the Online Insight data analysis solution, will be deployed to generate insight into purchasers' buying motivations. The valuable data generated from the users of SmallBizPlanet.com's product guides will be marketed to manufacturers to help them make strategic product, inventory and pricing decisions.

According to Forrester Research, only 2 percent of people, who visit e-commerce sites, make a purchase. Currently, online merchants are deploying effective technologies to publish, manage and deliver personalized content and to enable transactions, fulfillment and customer support. However, many potential e-commerce transactions are being lost between buying interest and closed sale due to the inability of companies to provide individual customers with online sales assistance.

Precision Solutions, the suite of integrated sales assistance and data analysis technologies from Online Insight, addresses this market need by serving as an online selling intermediary, intimately understanding and acting on individual's buying preferences and motivations, pulling buyers and sellers together and closing more sales.

About Online Insight

Online Insight Inc. is a provider of e-commerce enabling integrated sales assistance and data analysis technologies that allow companies to proactively manage the online sales environment. Online Insight technology solutions provide buyers unbiased, individualized and understandable recommendations for complex purchase decisions and provide e-commerce merchants objective insight into buying motivations, generating higher sales and greater customer loyalty. Founded in 1998, the company is based in Atlanta, Georgia. Online Insight can be found by visiting www.onlineinsight.com.

About SmallBizPlanet.com

SmallBizPlanet.com is The Knowledge Portal for Small Businesses. Its research engine is a large database combined with a powerful search program that scans magazine, government and non-profit sites on the Internet and catalogs content helpful for growing businesses. Combined with a human review process, it filters out unnecessary information and provides entrepreneurs with the best content from the web.

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